

Tips On How To Start And Grow A Personal Brand In 2023

You could do a ton you can do a ton in 62nd Tik Tok videos It's called you can peak interest for them to click the URL in your profile to listen to the one hour podcast Almost all my social content is just a gateway to the longer form content and vice versa They work together So to me the 62nd content is the marketing You know it is the setting up to the long form You know I think a lot of people who have serious content have overly disrespected social because they understood that they couldn't fit it all into that package You know no business can fit all of its information into any marketing The marketing is there for you to go deeper with the lack of friction in the internet world It's there for I like the I like the point you made about school doesn't teach what the students need to know That's the whole premise of the class I teach at Stanford is like here's the real stuff you need to know Correct but you can only swoop in and do how many physical classes correct And like the windows small whereas when you make media for the modern web you can go deeper you can you can create very narrow conversations with a guest or guests it really matters So how how about so one of the guests I have that's common recurring is like someone who's 26 and they just took over running a business That's the most common sort of people we employ We have hundreds of those people at um we probably have 100 and 50 like 20 to late twenties early 30 year old something that run companies Is that an audience Like you think there's a big enough audience that people who want to hear that Yeah And I think you know kind of like you know I'm in a very good mood today because my jets pulled off a miracle So when I think about the NFL you think about the two conferences when I hear you say that I'm like yeah and there's two groups of people there's the people that want to go into private equity and be in a place where they eventually are part of a firm that they maybe have to jump in and run it for a little while jump out and then you have an enormous audience of family business operators right Who are either kind of old school driven like I am which was you I was operating a family business that I knew from day one was a family business forever Then you have a different subgroup of family business operators who are coming in to run their family business And the parents said and they've said to themselves I'm gonna operate this for exit within the next 10 years That's already another subgroup within it's almost

like a division within a conference using the football analogy So I think yes comma there's some significantly interesting subgroups within that group 25 year olds to 35 year olds to run a business is like one of the biggest groups in the world right now Most people out there think of it actually as VC Mark Zuckerberg right Like kids raise capital I would argue that that's the smallest sector The far bigger sector is family business takeover And then you have another small sector similar to VC backed which I think is private equity DNA where the person goes into it knowing that they want a couple of chapters maybe 12 or three bites at the apple of being operators at some point in their lives And then that content over index for former operators in their fifties and sixties who've joined private equity with a 50% thinking that I might have to do one more at bat and go take over and run something when the operator can't do it after we make the investment And those themes for that 60 year old may not be the same for that 27 year old but there's probably a percent crossover of content which creates audience and interest in the subject matter Yeah I love that Like for example it's back to playing chess or counter punching or mixed martial arts It's really chess I was creating content I didn't know that I was going to go down parenting themes It was a reaction to who was resonating with my content which was parents trying to understand why their kids were resonating with my content Initially thinking they didn't like me because of the cursing or the energy and then finding themselves overvaluing me I mean my inbox now has in the last seven years has gone from parents being mad at me and saying stop cursing stop telling my kid not to go to college to in the last 24 months You're the only person might it's listening to you You're actually pushing the agenda I want them to please keep doing it Don't ever stop And I think for every content well your contents changed a bit Well it evolved it changed because I was listening to the emails I was like wait a minute you know and some of it was doubling down when the parents were pushing I'm like you're pushing for the wrong thing It's very real and you'll feel this as you start to grow direct message Number one hey Gary like you're a real menace Like stop doing this You're like telling my kid not to go to college Who the fuck do you think you are next to m Hey Gary I'm in deep depression I'm now on a lot of medication and starting to use alcohol and drugs because my parents are making me go to Yale and I want to be an artist You start reading that over and over and over again You become more invigorated to say fuck you You want to help these kids because then what And by the way I just painted you two I didn't paint you the full diamond Then the ninth message is Gary I have a problem

My kid is in big trouble They hate me And I think some of the stuff you're talking about might be why I over pushed them to be an engineer Now they won't speak to me like what do I do So all of a sudden you're sitting in this place where you know you have gift of gab or communication skills And by the way I felt this 10 years ago when my audience was so small nobody knew who the fuck I was It doesn't take much to feel compelled when you're reading this stuff Yeah Yeah Yeah Let me switch to that please Um So the other the other area that I have a ton of energy for is just like personal growth So like if I like my really short story is I grew up in a blue collar town single mother and uh I started listening to these audio tapes like uh Tony R Brian Tracy has mowing lawns and it like you doing the stuff they said and it worked like it actually like little by little started hitting all these goals and I feel like I feel like that content is kind of missing or it's getting lost in the noise like on the platforms at least that I'm on So I have a lot of energy to bring some of that content because it was hugely life changing for me So I'm thinking like II I haven't been I mean I don't know how much you can do in 62nd tiktok videos Well what you can do what you could do a ton you could do a ton in 62nd tiktok videos It's called you can peak interest for them to click the URL in your profile to listen to the one hour podcast Almost all my social content is just a gateway to the longer form content and vice versa They work together So to me the 62nd content is the marketing It is the A Moose Boo you know it is the setting up to the longer for all You know I think a lot of people who have serious content have overly disrespected social because they understood that they couldn't fit it all into that package Well you know no business can fit all of its information into any marketing The marketing is there for you to go deeper with the lack of friction in the internet world it's there for you And you think the long form is a podcast I think the long form is a very personal self awareness framework of how one communicates best Malcolm Gladwell communicates better in the written word than he does in audio and video For me I'm incapable of communicating in the written word My employees know when I send a company wide email they're like RCO can't spell like why are we here You know And so um you know and so and so I think um look for me it is very clear that video is the most powerful medium and that's been proven But Howard Stern did just fine on radio and Rush Limbaugh and many others built their brand in that of sports Radio Mike and the Mad Dog And then there's the written word and Harry Potter is profound and Malcolm Gladwell's profound and Michael Lewis And so I think that's a game of one's

capability And then I always tell people also focus on what you like to do You might be a better writer but you actually enjoy making videos You're probably better off doing well The answer is always both but you're better off probably end of the day if you can only pick one to do video because if you like it you'll do it And then how do you like You've got a number I'm in a similar situation with you I have a lot of interest that are actually like not this Yeah like I'm building a a private firm I'm teaching a class which takes a tremendous amount of time And then how do how do you think about those priorities versus like the content that you're creating And I know I believe every human being has an hour that they don't think they have So is that really what you it takes an hour Do you think it all depends on the emphasis You know luckily given that you're in the private equity business you may have the resources to you know for a lot of people watching they may not have the financial resources to make it an hour when I used to do all the editing and all you know it didn't take not by the way all my editing was record stop post I became an improv no editing no lighting no audio maker with wine library TV Because I didn't have the capabilities or the money to hire someone to do it I did that for seven years People forget that part They only see the end They don't see that journey which is so for you Yeah Can only which is why it's so great to host a show because you're in the business of getting the content and bouncing off of it out of the person that's with you So become it's not like teaching a class where there's prep what do you mean by that What I mean by that is if you're interviewing a private equity executive or schooling executive or some other interests you have surfing wine baseball whatever it is you're just you know Scott Boris shows up and you're like Scott how did you start your career As long as you have the capability to react to the words that they're answering you have a very meaningful podcast right Obviously there I'm very off the charts Improv clearly which is why a lot of them have top 100 podcast There are people who do real prep work to ask the best question when I did how you built this I was like Jesus Christ he knows more about me than I know about So clearly there are different versions But in the spirit of being busy if you're able to get interesting people and you feel comfortable in having conversations and I already know that about you in the limited interactions we have I think your structure to not have to put in a lot of prep time just the 7 to 10 ASA questions If you're able to bounce off of what they say should lead to a very interesting podcast And then in terms of just like building in in from your perspective I mean is your goal of your podcast the podcast itself

is it the content you get from the podcast that you're pushing out is a little bit of both and what um in in terms of the podcast itself how have you thought about just growing that itself Well I mean I think when you know to me the circle works together right now we're in such a great era for creators because we're living through the Tik Tok application of all social media A K A for a decade you had to build a lot of followers to get anything seen Now your first piece of content be seen by a million people that's profound So now we're in a whole different world where if you do a podcast the clips get post on tiktok and and youtube shorts and Instagram reels which I think is going to start following for a bigger virality kind of gap What I'm meeting gap is instead of all your reels getting somewhat the same amount of views Now you'll start seeing some things go viral but this the views you're getting are declining because they have to have those views for the virality If in that copy your entire Instagram reels profile is listen to the podcast and the podcast is the default URL And in the post production of that reels there's a logo saying listen to the podcast you're using the content that you got from the podcast to drive to subscriptions for the podcast and it becomes a viral loop All right here's a question I'll let you probably not when you get asked a lot So let's say let's say you had some actual marketing dollars to put behind this Would you where would you where would you put him I would put him in the place where the person wants the audience So for you there's very two clear things on what I know so far the debate would be do you run Tik Tok adss because they're very underpriced for general awareness or do you run linkedin ads for very targeted business purposes And the answer is probably both And so you do a what about like I don't know if people do this What about like pay X dollars to get someone crazy on my podcast You know I mean I'm sure I'm sure people do it I haven't really looked under the hood I'll say something really funny You would be flabbergasted How many people say yes to the most random podcast I have no listeners and you have actually something to bring to the table because when they Google you they're like whoa And if you think about a celebrity a person you know the finance the private like these are things you know most of the people that have become successful didn't get there by accident right So a Ryan Reynolds a team actually seeing that email from me like be on this podcast to me is like you'd be surprised how much that might be in play given that you know the gin he's just so entrepreneurial He just might think it's a good use of his time As long as you have the humility to deal with a lot of no and even just hearing mowing lawn and blue collar that tends to tell me that you probably do Then

you're cruising in a game of just asking 35 people and then it becomes a self fulfilling prophecy You reach out to the 55 people that you most want None of them reply You do it one more time One of them replies Now they become the name that you email the next 54 back and be like look we had Malcolm Gladwell on the show You know what I mean And so I you know you know I I feel paying a guest is probably something that's going on a lot Something I'm completely unaware to giving any advice on because I don't know but it's probably worth a debate Comma I just have a funny feeling if you're talking business world A lot of people say yes even the biggest C Os in the world pop culture fame world because of what you do for a living I still think you get 5% return on reach out and that will be enough to get the fly wheel going Love it I love it All right What about I don't know how I'm I'm time it going but it's 10 30 I think this is it But let's sneak this one last one Last one Ok So um what about some kind of like if they took I've combined a number of these different topics and said ok I got a lot out of this content I listened to when I was mowing lawns I'm a professor and I built like some kind of course these have never seen anything like that I mean that I don't even sell it but just like if you don't need to sell it then I'm really into it because I think if you sell it yeah I know You don't need to if that makes you like if that's something that you think you know for me because I'm so um I'm not you know it's funny I believe in education more than anything structured education feels so foreign to me It's all osmosis And so but every time we do anything on Team Gary that's even remotely structured like a deck or something it crushes So I'm always like have these like I laugh with myself I'm like I really got to force myself Even my last book I tried to make a like workbook and like a textbook and I just couldn't get there because but for you it sounds like it's gonna be easy to do that And I think that would go quite well Um and then on that like you know the the thing this is the last thing one of the things I struggle with is like I I think some of the some of the stuff you you say and someone listens to there's an impact but then there's also a part where they need to do stuff that actually take the action And that's that's what I'm trying to I think now you're talking about why I produce more content than almost anybody on earth I believe the way someone takes action is I do actually think there's a whole group that is so literal that if you say go take the course that works for them For me it's the constant barrage of it just hearing it over and over I fully believe that I fully believe that when I wanted to get more into physical shape in my late thirties I just consumed a lot of that information Most of all me forcing myself

talking to me about the guaranteed of me living 20 years less and I just pounded into my skull on every flight for six months And then I finally did it I think most people really do after constant barrage of information which is why I say the same shit over and over and over in 100,000 different ways in 100 different platforms All right This really is the last question Is there any risk of going like off brand Like no if I off brand is a is a structure that is taught in marketing schools that have nothing to do with real life OK What in theory is off brand As a matter of fact off brand is when people most start to enjoy things When Martha Stewart went off brand and hung out with Snoop she became more interesting not less off brand is only bad if what you're doing is upsetting people But if you start talking a ton about si keep I don't know what fitness that's going to be an additive You know I mean you're talking to a person who's most done that right This post might be about literally about something very narrow business and the next one might be me screaming my head off because the jets won and I'm not worried about that That's that's part of the equation I got it I actually think it's a strength I love a special I'm sorry No I just said I love you had a post on that You said that when you first go off brand people are like what the hell do you know about this I remember stay in your lane Wine This was huge for me I mean I was so deep in wine world I start talking about business Everyone's like stay in your lane Wine boy And I was like I was like I'm a businessman before I was wine boy to you You know like I I you know I the lane is your truth Yeah I like that You know Thanks so much Looking forward to tonight We'll talk later