

Navigating Your Path to Success | Podcast With Friends

Episode 3

Attention comes in understanding that Tik Tok is about to blow But it also comes in knowing that gunner sat here when he had 400 followers on Instagram or that my company Boehner Media did a campaign called Finding The Next Vine Star and the winner that we chose for that campaign was Logan Paul or that or Chuck Demilio was in that office moments before she went crazy Like I pay attention to people I pay attention to platforms I pay attention to why corduroy hats are caught They were two years ago So that's fashion and music and people attention is the number one asset Twitch Thank you for joining and being patient I know you've been waiting for the last 15 minutes This is podcast with friends Chase just walked in had a few minutes late there a few minutes late It's tough You know I'm not used to this no more New York City is uh episode three of podcast with friends I'm really excited about this three young men even though we were joking beforehand I think I made a little bit of mistake for episode two Big shout out to Ash and the rest of the crew that was with me I'm gonna give these three gentlemen I actually learned from that So what I'm gonna start this episode with is go around the horn and let everybody have 23 minutes to really let the audience know who they are what they do what they're about and then we'll just chop it up like friends and we'll get out of here But huge Shout out to everybody on Twitch Thank you for uh tuning in That's the other enjoyable part of this one I was missing people I wanted to make fresh content So this is the format and two I've been wanting to really stream I've got an extra thing coming soon for everybody on Twitch But if you're listening on the podcast go to Gary b.com/twitch and make sure you follow the channel Uh I'm enjoying everyone in here So anyway let's do this My man Why don't you tell everybody in the audience who's watching live and listening to the podcast the day we launch it and for the next five years who you are what you do Give us three minutes three minutes OK My name is Franklin A a the king of trainers I am um the UK and Europe's one of the UK biggest sneaker bloggers Um I've probably done more sneaker content than anyone in the world if I'm honest Yeah it's just that it's not on youtube is made on Instagram Um I'm the person that um JD sports tried to take to court over the king of Trainer's name and um and and they had to back down um II I now currently help um a lot of um uh social media people and I I consult for AEX

as well AEX Jackets I helped open the first Standard on AEX shop in London Um and I just different businesses here and there and ups and downs and when people say you say you're an entrepreneur to be fair I do say it but I am I would say I'm a business person because you know entrepreneurs sometimes I think everyone says it says it I'm I just turn 48 when I when I came up the game I was like I'm a businessman I'm a businessman The word didn't even exist because ironically back in the day it everybody who said entrepreneur was on some not really doing shit And when I came out my era the thing that kind of like I got I had good timing where it got cool again it was entrepreneur And it's funny to hear you say that like I'm a businessman because I'm like I understand where you're going with that because a lot of people were playing the part on the gram So that brings me to to to why I was gonna get everyone to guess my age on on on on take a look at his face real quick Guess his age Twitch I feel like anyone that says it is old young says that because they know that I don't say guess how old I am I'm 44 I share your regimen man What's going on Just the happiness I love that That is the fucking regiment You find yourself positive as much as I can be even though you had a positive parent two years ago So you grew up in London And so when you hear of riots I have a bricks and so and and that's where I grew up Spurs for sure tell everybody who you are So yeah I'm Chase B DJ producer all around Um I always call it like an enthusiast of the culture because it just comes with a lot of sneakers are obviously um a big thing in my world just the whole the whole realm of everything pop culture which is obviously in today's world black urban culture But it you know I think II I will use culture when I'm talking about what you're talking about I'll use pop culture when I take on everything What do 14 year old white girls like about coffee What's going on with this Exactly And culture keep going All right So with that Um A lot of people know me for obviously my involvement with like Cactus Jack and everything to with Tr for like the last I don't know 12 years or so Um And then you know just other things on top of that like a um like how we talking about businessman earlier really just like legitimizing and actually owning things Uh So as me you talked about Gary we just started the show a money um the podcast kind of just overall just cultural musical athletic like binding um If you will of the sorts and all of that So I just wanted the show We just started we actually launched the first episode uh about a week and a half ago with CJ with with broom climbing last night Yeah So me and my friend Kim actually uh created the whole entire show and um we sat down on reaching with Katie and we you know they just love

the idea So we partnered with them to just deliver it in the best way possible to use the platform to get as much exposure as possible One plus one equals They just Exactly And they just helped us button up a lot of things that um you know that we had going on had to learn over two or three years They sped up the process So shout out to them for sure And um so yeah we launched our first episode with uh with CJ Stroud about a week and a half ago It's doing amazing man He's crazy bro I'm so happy for him For real I met him You know how those rookie seasons could go man He's having like the best one of all time Ironically the Jets play the Falcons this weekend and we repped Des Ritter of the Falcons quarterback So this is the first time since I've owned Vor Sports where my my beloved Jets have to play a team that has a quarterback that I rep that we rep that AJ reps that Brian actually reps He's as agent but boner sports Good news Dez Big shout out you know I love you but like good news I feel nothing I want the jets to destroy Dez Yeah I'm I'm jets over everything over everything like everything everything Uh but um ST been ball and I met him when Des was working out with Jordan Palmer out on the west coast He was still in college and I kind of walked away saying like that kid's got it like good head on his shoulders man Great kid So I grew up in Houston I grew up in Houston Yeah I lived here actually I lived across the street for about six years literally across the street I watched this whole area get built It was loud as hell every morning Yeah Yeah So um yeah I lived in the building called the almost like right across the street there but I definitely from Houston I'm back in Houston now I'm just like kind of back and forth home here like every other week Where do you really even live anymore To be honest if you make things happen You're right Uh What's up everybody I'm Christian Crosby I'd say my claim to fame is definitely working in the NBA as an arena host for the Philadelphia 76ers which is home base but I also do all the NBA stuff So like NBA draft NBA all-star weekend actually there was a NBA all star It was during a slam dunk contest right I was killing it I was doing a great job and you were sitting uh like I don't you were like I think first row and you were just you were vibing you We made eye contact eye contact a couple of times and you were just like you're doing you're doing a fucking good job I don't know if you remember that I was like I think it was I'll take that It was like thanks Gary I think it was Chicago I remember it very well Honestly by the way real quick for the podcast and everybody on Twitch and for all of us can we start making giving flowers while people are alive The bigger things That's what that was like Look here they come the goosebumps I know what I'm saying

Something like I like we don't do it enough We're quick to tell people what they suck at We're quick to tear people down We're quick to be envious of people moving and can't wait for them to fuck up But why not give love I agree in little ways like that Like I remember that vividly Gary Do you really remember that I really remember that because I will never forget it It's crazy Like random I really remember it and and by the way the coolest part is and I wouldn't say it And the other thing I've held myself accountable to because I so want to give people flowers is well if I give people flowers when I don't mean it then it doesn't mean it So the reason I remember it is because I remember it because what I do for a living is try I mean my next book Day trading attention comes out next year Attention comes in understanding that tiktok is about to blow But it also comes in knowing that gun sat here when he had 400 followers on Instagram or that or that my company Boehner Media did a campaign called Finding the Next Vine Star and the winner that we chose for that campaign was Logan Paul or that Demilio or Charlie Demilio was in that office moments before she went crazy Like I pay attention to people I pay attention to platforms I pay attention to why corduroy hats are caught They were two years ago So that's fashion and music and people And so the reason I remember it was because I meant it because I think you really were doing a great job and it's hard what you do That's not that easy And to even get to be able to do it is already real talent but you were doing it on a big stage with a lot of chaos I remember it very well Gary is over here trying to make me cry I don't appreciate it That's what's up Let's go backwards Let's go even a step deeper and then we'll get into some other shit How did you get the whole give me the real origin story I'm gonna go into how did you get there So we got a sense of what you do So you grew up where So I grew up in South Jersey Um But most of my life uh has Cherry Hill Camden Morristown like I was born in Voorhees So if you with that I know every zip code in New Jersey because when I was building my dad's liquor store back in the nineties I went crazy on direct mail sending coupons and I I was one of the first people to have a website So I was like wait I can send coupons close to my dad's store but I can send fucking mail to Cherry Hill two hours an hour and a half away two hours from Springfield But I could say go to Wine library.com And so I literally analyzed every zip code bell Me like Gary would know OK so Cherry Hills so like the total wine in Cherry Hills that big liquor store like I like knew the day it came out in 1992 and analyze how they did you understand Now all of you kind of know me a little bit Imagine 14 to 34 and really 13 to thir 14 to 34 But 14 to

30 imagine 14 to 30 year old me having 100% of my attention to the liquor store New Jersey business and wine That's all I care about So I got all those bad grades up there in my report card It's why I don't have any story of fun In my twenties I was religious of building the biggest liquor store in New Jersey for my dad Like where does that come from Because even if you your dad wanted you to be I'm glad you're here You know where it came from Gratitude I was so grateful I understood Somewhere around 1213 1517 somewhere in that you know junior high middle school high school pre-college Somewhere along the way I realized damn my parents are better Yeah it was deep Long before we talked about feelings I was just like my mom is the best My dad worked I don't really even know my dad Like when I realized that I was starting to work with him But like my dad worked every minute to you know I was born in the Soviet Union We came to this country lived in Queens in a studio the size of this room with eight family members I'm talking really actually like people on the floor like the shit that people say on come up stories I lived in and we didn't speak English and shit was hard and it was like really a tough time in America late seventies we're all fucked up with the economy And so I I and this might resonate for a lot of people who are watching in this podcast We're definitely listening I believe the person that is most unstoppable in life is the person that is lucky enough to be born into a family that doesn't have that much financially in the 1st 10 years of their life But they're happy as fuck because they're shown that happiness has nothing to do with finance If you're unhappy in a home that doesn't have a lot you believe because the world tells you money will get you happy If you're in a house that is very wealthy and everyone's happy you think it's because the money but if you're in a house that doesn't have much that is happy You as you grow you just know And of course these are generalizations when you said the interest of of course do I believe there are people I mean I have wealthy kids Like do I think there are people but you but you know what the problem is You can't fake environment No no you can't like the way all of us came up and everyone you can't fake it Meaning like it is what it is like you none of us can feel the alternative I can be empathetic and understand but I don't know what it's like to grow up where you can sit courtside at the game I was just trying to one day when I'm older I can buy a ticket to a basketball game courtside that didn't even run through my fucking unfathomable shit You know what I mean And but other kids like like you know especially in the circles I run in now They think they should be friends with CJ Stroud They just think that shit's normal you know

and then everybody in between those two extremes right So anyway how'd you come up So so I I do come from a household uh maybe some struggle but middle class a little below middle class It's a it was an up and down journey There were times Christmases where I was lit and there it was like yall get anything this year type Christmases So um I just fell in love with the arts Uh My parents my dad gave me a camera when I was younger I was just into visual and acting and dancing Um I'll fast forward to I got my first car uh commercial with Target got a \$5000 check and I was a kid I was like oh my God I think I was like 1617 I was like oh he's got thank you Gary I was like yo I can make money doing stuff like this So then I did another low budget Philly tourism commercial But there are two Sixers dancers in the commercial at the time I did martial arts So I did like flips and tricks and I was doing these flips and tricks in the commercial and the dancers came up to me and was like yo you'd be perfect for the slam dunk team for the Philadelphia 76ers I just wanted their number I connected with them Uh followed up showed up to the audition I wasn't even that good but they liked the karate that I did So and your charisma I I wasn't even into sports It's funny I I just thought it was a coach and a team I didn't realize it was community relations marketing pr I didn't know any of that So I ended up getting a job my first game I'll never forget it I walked in and I I just looked around and saw all the people working I was just like I wanna be here So from that day forward I became the super intern kid made every mistake but never made it twice Knew everybody's name came early left late That whole story right By the way talk about a lost art I'm just gonna say I'm gonna rewind it and have him repeat it The amount of this is why I fuck with the guys and gals that come to my team were very selective but it's getting harder 10 years ago I could find 1000 super interns There was unlimited kids who were like yo I'm hungry This guy's got a platform that he I can get put on and I'm coming real and not that I think Gen Z is lazy and this and that It just shit got different I just want to skip a lot of steps and honestly I don't I'm gonna say this real careful I'm not judging the kids right now Shit Shit It's different Zoom Do I have to The government gave everything money They think they can do it faster which I respect the fuck you can do each shit for five years to get on if you think you can go get on right now But like the whole vibe like super intern doesn't exist like you still don't exist anymore I think they're just smarter than us and there's more options to get things faster and they see it The ginger beloved said Christian is cute and charismatic Love it Shots getting shot man How how did your world go What kind of kid

were you in Houston In Houston It was all about sports where I was at Everything was about my high school was if you weren't getting a scholarship like you just weren't as good as everybody else So the A were here everybody everybody else was very competitive Shit I went to high school was the epitome of Friday night lights The whole we went to state twice Everything was football basketball track We all went to state while everybody killed and all that was just amazing How was your baseball team It was all right But the high school down the street from us was like an amazing baseball team So everything was just very competitive Even our practices were like full speed everything we played sports and that was sports sports sports was all high school So um I actually ended up going to Howard to run track in DC And when I got there I was like I'm not going to the Olympics Like what am I even doing here So and like you kinda said before about like how thinking things were just like unfathomable I had no knowledge of like the music industry like that Like none of my parents are involved in that None of my family at all is really involved in the music industry So when I got to Howard I actually was on a college radio station and it just taught me so much about just like that industry of media And why did you do the radio in the school of communications for something totally different And um but they offered that as like you know kind of yeah I just let me try this out So from then on did you always want to go to Howard Uh probably when I was like a sophomore in high school You were like that How did that feel when you got it Yeah So when I went to DC to visit I had an uncle that actually lived in DC It was my first time even going and I got there and I was just like something that's like really special and like different about that even the way they dress and everything I was like DC is just like its own world It's the nation's capital Just driving by the White House every day was just like some different And um you really don't appreciate it until you like go there and and leave and come back It's like I really did this like every single day So um DC just taught me a lot about just finding yourself within like yeah and you were also in that great I mean 18 to 22 you know you just like every hour you know and it's a special time Yeah So with the radio station I started um d jing in clubs and shit when I was probably like 19 years old And um how much financial shit happened I had never had to drop out and I actually kinda just ran away and moved my grandmother had just passed away This is probably like 2011 or something like that So I moved to uh east or New Jersey and um I would just get gigs out here in the city For like maybe \$50 to \$100 A lot of times it was free Just like for the look or

whatever I was sleeping in Penn station at a point just to like you were super intern you know some people super intern for a company other people super intern for the market Like I super interned for the market I sold shit my whole life lemonade baseball cards flea markets my dad's liquor store like the market was my boss I didn't have a boss ever The world was the world super interning for the world the world That's what you were doing You were just grinding you know Um I feel like you know and I had no doubt at any point when I was even asleep on the floor just like something your grandma lived there and you went into the house So I would do gigs in in the city but half train or the New Jersey trains wouldn't start again until like four or five in the morning So I would just have to just figure it out I'll just walk around Times Square like shit like that Yeah Yeah Until I could get back I would just hop trains and like do whatever And um from there this is when uh the D was like really like the D on 14 and um I got like an opportunity to DJ there one night and it turned him from one night to two nights to three nights a week and then when it came up and down I was like my whole shit I was there like you were that guy Yeah I was there Um up and down on 10 I really miss those clubs man For real That was like my whole that's when I like to find my own as far as like being a DJ and turn it to and like whatever you have now and then um let's back to flowers Who were some of the homies that saw you man DJ Clark Kent bro DJ Clark Kent You know what I mean Like Clark Kent I'll probably say him like every interview I I'll ever do just because um obviously I just looked up to him so much space to DJ and you know he he was he was a leg and he was cool and he wasn't like an old guy that tried to be young Like he was like oh he he stand on being like yo I'm old bro But I'm like the tightest old *** that here Yeah like he's gonna be like I'm the I'm the dopest old *** you've ever been in your life You know he never like tried to like you know put you down So and he just kind of told me he really broke down the game of how you can do it make money Like even aside from clubs and like gigs or whatever to like really enterprise yourself as a kind of shake one's hand to everyone I saw some people the comments on Twitch say memorizing Everyone's name is real which is super hard for me I'll tell you moments bro names is real hard for me But moments as you saw with Christian like I'll tell you shit that happened like that is my superpower I'll bring up crazy shit especially if I see someone that I know I know I like you need to be like yo saw you in Boston 13 years ago when you sneezed right Gary I'm like but what's his name That's it's a real good audio and visual I got it The audio and visual I got it but it's why I don't have

reading comprehension something with names just doesn't anyway
Nonetheless So no definitely uh credit to DJ KK for um you know if I said to
you like what was the moment where you knew you cross over from like the
come up to that next stage Which one pops in mind I just really because I
know it's millions of pebbles to get to a boulder I people ask me all the time
like 87 different things I can tell you But like what's 11 moment a moment I
feel like uh so I I signed a record deal in 2018 in Colombia And um just even
at that point I never really thought of myself as like putting my records out
and put music out or whatever But even to just when I when I was on that
radar I was like yo you're much bigger than like what you think you are right
now and have the I basically had every single label I call and just like you
should put an album out Yeah So at that point I was like oh this is bigger
than me just being present at like at a tr show or in a club It was like this is
gonna turn into the market was something much bigger Yeah So at that point
I was like all right how do I shift this into like something much more than
what I'm doing right now So yeah Cool Um yeah growing up in London
Tottenham Um I grew up yeah when Tottenham was very different Indeed
Indeed So um yeah man I mean I I grew up at a time unfortunately it was it
was quite quite violent I lost a few friends Um so even like in early nineties I
would be in New York a lot Yeah So I'll be staying in Brooklyn Flatbush
with my auntie Um just to kind of get out of trouble from in in London you
know and calm down It was it was really bad Like you had to go to America
for me It was just it was it was the fact that I just had a lot of friends and
when my best friend got murdered and um it just kind of so I was like that's
tough Yeah Yeah So you know from then um I mean and for me in terms of
like business I knew from 15 I went to work for myself but I had to do the
university route for my parents for all the kids that are listening and watching
on Twitch And even for you youngsters like again when we were coming I
just turned 48 40 47 You know like it wasn't like like that like at 15 when we
both felt it it wasn't as obvious it is for everybody right now There was no for
you There might have been an internet Internet was popping like the internet
changed everything like like you couldn't do anything There was like no
there was not a s every single influencer that you know that's under 20
making money There was not one of those that existed when I was 16 not
one the most famous business person for us coming up was Bill Gates and he
was the nerdiest looking dude on earth And it was like I don't want to be that
like if money comes to that you know you had to be like this genius to even
it was like so dorky It was like dorks like like and it was like and not that like

Bill Gates is a dork but that was like the image That's what you have Plus in cool culture It was it was it's not what hip hop is now where it's fashion This is it was if you were not hard you weren't in back to even like where people grew up Do you do you know that people that came up hip hop in the eighties and nineties if they had an auntie in the hood but they grew up in middle class they would tell people they were from the they would be like I'm from yeah because you're just like you couldn't say you were from like it was that much The currency Hard and rough Nothing else Not creative not nice not nothing Just hood Yeah that's London was um and then yeah so you know from from school had to university went down a university and then straight from university I graduated to like 4003 I I worked in my own businesses I had an installation company property investment company done well in property quote unquote I made a million in property That's what that was my dream to just make a million right I made it by about 2020 to kids that are like 44 and up a million And that was that was that was literally the next sentence out of my mouth Um Just so everybody knows 20 years ago making a million is the way people talk about making a billionaire It was that not achievable for almost everyone And now we all walk around and these kids are confused like the ok So America very rich country one of the richest in the world if not the richest I don't know where it sits with China these days The top 1% of earners in America the bottom the last person in the top 1% the top 1% is 440,000 a year Let me say real slow If you make more than \$440,000 you're in the top 1% of people in America And this is this is this is why these conversations matter Some kids listening right now who thinks if he doesn't make 100 million he's a loser A million not to cut into your story Now where it's like if you don't if you don't have then you're this type content I don't know why I'm seeing so much But let me let me tell you to it straight It's not like we didn't have that Everyone's like oh we have it so tough right now Everyone's saying this well we had less content There was no Gary V talking real shit And what we had was MTV Cribs and guess what They all all of a sudden the world is pushing like stuff it's been pushing stuff like and we had no other things to find They've been telling lifestyles of the rich and famous was a smash hit in the eighties Robin Leach British voice telling me as an American seven year old boy like if I don't have a yacht I'm a dick You know like so it's been there The difference is I see it flip Everyone's like oh social media did it I'm like I see the flip At least we now have people saying other shit facts because chains and bottles and models and probably they've been pushing that So um yeah I made it made quote

unquote a million but in property by by 2627 he lost it by 28 credit cards credit cards happened I lost my contract Leveraged Yeah And I was and I was I was young and I had an insulation company I was making a lot of money but I just didn't have I was making so much money I didn't want saving Yeah And I didn't have the the kind of people around me to be like look this is business I I just went straight into it I feel like they what every business man that crash and burn a little bit just to really learn how to really manage your finance I'm really happy You said that it's why I want to talk about shit that I talk about Yes Ish the business man and woman the 80% That's about the stuff the 20% that are about the game never have that happen because they're not buying dumb shit They're not over leveraging three properties because they know if God forbid it goes I'm at zero They're not buying shit to flex Look the amount of people that want to be rich just to buy stuff to impress people that they don't even like it's crazy You wanna talk about a model that's fucked up the amount of people that want to be rich at all costs and fuck their lives up just to buy shit to flex on people that they don't even like they don't even don't even don't even know exist for But what's funny is people flex for someone they know let me say yes but it's always to show the girl that didn't give you that time Show your dad that didn't give you that love show your mom that said you would never amount to nothing Show show somebody Then there's people that are about the process This is why I was so happy I was built properly I didn't do that shit This is why like the Gary like I don't even give a fuck about me I do You know why I like the Gary bee thing for my parents They built me What the fuck did I do I didn't have sex they had sex I felt that I didn't I didn't you know you know like for y'all I can you know for y'all I'm saying stuff and maybe I can have an impact but they did me So like when they're like you're the greatest I'm like you mean Sasha and Tamara var They made me New Jersey made me immi immigrant life made me It's definitely like so important to what you were saying just like when you said who your environment and to your point when you said watch who you're around because uh especially for a lot of black entrepreneurs or black businessmen depending on environment not every black person but um depending on environment there's a lot of times when we make that breakthrough into Wow this is working Wow I'm actually bringing in some income We don't necessarily have an environment that tells us hey you need to put this amount of money away The infrastructure of source black comma Anyone who doesn't come from an environment of money in 20 years you'll be hearing a

lot of people saying it from Latin backgrounds I came up in the hoods of Texas and Arizona like it's all it's whoever at the like it just it's a money thing And by the way a lot Black white Hispanic like gender race religion sexual orientation it's the people around you This is the point of why I think this is a special era Everyone's telling you that all this shit on this phone is garbage and yet the only good stuff is found on the phone you got to turn on the TV and tell me what's so incredible that's helping the youth first time the coach Laurie catch the news like please Twitter because Twitch is live Tell me this incredible TV show that's raising the kids right Because I can show you youtube channels I can show you Instagram I can show you Tik Tok of people putting it down properly Tell me the fucking TV Show give me the newspaper the radio program Get the fuck out of here with this bullshit That's a good point Like I get the the reason people are shitting on all this stuff is because it's where everyone's paying attention Like I'm I'm you know TV TV someone said ESPN I'll give you that by the way I'll counter that Sports now has these talking heads shitting on guys constantly How about to say ESPN report injuries before they post anything You know what Jason Kidd said the other day about the media and ESPN has talking heads trying to get people to watch which and there's a lot of good dudes and ladies on ESPN I know a lot of them They don't even they don't even realize what's happening They're in the con they come in innocent They're like I need ratings They don't even realize how it metabolizes and you start trying to be positive and you're like oh my ratings aren't you say one thing about somebody and they're like wow And then we're getting seduced by rubbernecking when you're driving you're not paying attention when there's not an accident But when there's an accident you're looking that's true And social media figured that out and they're shoving all this garbage down our fucking throat This to the accident thing just hit me That's you tell me what the accident was This is why I'm fighting so hard This is why I'm fighting so hard to like the good shit We gotta figure out how to make the good shit giving flowers when we're live saying what I said to you like people the reason to remember is people don't do that shit We gotta figure out a way collectively all 8 billion of us and definitely the few of us that are so fortunate to just be good We have I always say negativity is loud as fucking good at marketing and positivity is silent and the reason I'm so fucking loud is I'm like well I can only control me I can't tell all of you to do it if I don't do it that I think what really helped me There's a quote everything speaks and it's like from the clothes that you wear and how you carry yourself to the

music you listen to everything you consume everything everything speaks
What are you saying And when I heard that quote I was like wow like OK
what are you saying The words are are this some of my actions Are this But
that's saying something completely different than what I stand for Like so I
had to evaluate myself And once I became extremely intentional and had
intent behind every action that I made And I started tracking my own actions
I started seeing results like to your point with social media it's like I actually
started unfollowing accounts that were posting crazy stuff Let's talk about
that when people are like these feeds are all fucked up I'm like you and hoses
and jet When you really believe in like manifestation you really don't have
any time for negative energy anyway because you don't want it to come back
to people like oh manifestations bullshit I'm like manifestation is for being
intentional And I'm like no you took those seven meetings You did that work
like it's not like you sat and prayed It's all part of the process real quick
Actually let's open a pack of V friends because this is a podcast with friends
Um While we're opening this shit tell me what you're paying attention to Tell
me something that caught your eye in the world recently What's something
that's like really popping right now Oh Shit You hit a monster Let's fucking
go You're gonna have to tell I will tell you more about this in a minute I don't
want to act like I'm like oh I just got the unicorn and I don't know what that
means This is this is my this is my Pokemon meets Sesame Street thing I'm
building called the Friends I'm building it For the rest of it's a bunch of
characters You pulled the gritty ghost hearing how you came up This one
really hits right for you So you gotta hold on to that and it's out of only 100
This is a big car that's real money real money I want you to look at the
characters Read the names Tell me which character most resonates with you
Which character when you look at it I'm gonna go first and I'm gonna say the
adaptable alien because I think one of my greatest skills is being adaptable
The reason I fuck with people so much is I'm not scared of people Any
people I'm around different I look I got very lucky I grew up in Edison New
Jersey I went to Martin Luther King Elementary school We had a real
melting pot you know it you know so it was black but I had it better than
black white Indian Asian Brian Chen was my friend in third grade Robert
Lee then Natti Halal Like we we had it all like you know I didn't know I was
a kid when I got older especially in the last 10 years where you realize
diversity matters I'm like damn not only did I have the great parents I had the
great environment I learned how to love everyone We were just all mixed
crazy I don't like I actually have it on my Instagram My second grade picture

when I posted that people are like oh you weren't kidding Because literally there's 20 kids in a class and it's like four of these four of these four of these four of these and four of these And that's just a fucking gift you know Anyway so I'm gonna go adaptable alien whether I'm talking to the biggest CEO in the world or I'm in a third world country building a school for pencils of promise and everybody in between and I'm just good with people So adaptable alien How for you I'm I'm with a go with Great Ghost What does mean for you Hard work hard work and just just do you think the world's demonizing hard work a little bit right now Don't burn out 100% 100% balance is right Balance is right Don't burn out Do you think we maybe go a little far where like like a little bit of entitlement and a little bit of lack of balance like people trying to win without putting in the effort I I'm I'm not saying this just for I I'm in love with hard work I just I just love hard work My parents worked there all the way you know So yeah I just I just love it Which one I'm gonna go right here with the with the graceful goldfish Um And just because everything I've ever done everything I'm doing everything that I'm gonna do Uh I try to approach with a real level of professionalism and just and just grace and grace you know and um dudes that are cool saying the word grace is literally the mission statement of my life And just watching this man right now notice how even he's like you know profession No no grace I'm on something like what our grandmas liked is now right Meaning like grace like respect my big thing right now that I'm hot on is we're putting youth on a pedestal and we're underestimating wisdom and age 50 years ago the elders had all the respect and the kids had nothing Now We flipped it because the technology social everybody older wants to act young You said about DJ You even said it I think we need to get back to like really respecting people 70 to 100 on the way they earned it real talk We I watch people at the airports We are just losing our shit Like not getting up for like I watch these three dudes just sitting there nice I didn't they weren't bad dudes but the fact that a grand I watched it I watched it because I'm on it So I'm looking this 85 year old lady is walking by them You could tell I was like behind I was standing doing a call before the airport This is like two weeks ago three weeks ago and these dudes are just chilling Not bad not like out of a movie where they're like hugs and they're just normal dudes But this 85 year old lady is like clearly like tired Like it's just clear like she's like looking and I wasn't even mad at the dudes real talk I was just mad at where we're at 40 years ago All three of those dudes would have been like we just don't teach I would say my my biggest inspiration um Just

as far as like media goes my favorite show ever was a different world just because of obviously I went to an HBCU and that was all about that But just the way they looked and the way they acted the way they talked on it it was just it was just so much more professional and graceful dog Grayson says why can't someone cool Say grace everyone cool can say grace Please tell me the last time you've seen a 15 to 25 year old cool person Talk about Grace is important We don't talk about Grace now we got a different slang to her for him Maybe respectful Like there's some other places but it's everybody can say anything they want I'm saying what we're not it's not 23 year olds that are popping in social aren't making content around manners That's what I'm saying Cool Grace I love that You did that bro Graceful goldfish man Shout out to the goldfish Goldfish are a great snack So I'm gonna go with that So I noticed this guy had the highest score so that gravitated me towards it But then I read it and it says thoughtful three horned harp pick Um So I am trying to be I I actually had to have one amazing parent but had two amazing parents that raised me who taught me that purpose is above all And so growing up I relate to a lot of things you said because I at a young age was thinking through like well that doesn't really align with what I believe in or what I want for my life So I'm not going to do that right It made you saying no so much easier for me So once you know how to say no to things the yes becomes more clear so thoughtful because I'm trying to be as thoughtful as possible right now I just started trying to make content that I knew wouldn't perform well that just means something to me So um I've actually I don't think I've made a video about grace but I have started making like not not a podcast but um where I'm just speaking on a microphone just talking about things out of the way Number one genre of content creation that no one's doing right now in my mind is you have a thought you're you're not you don't have a video person around you yet You're not there yet You don't really love doing the video like this cool hit the memo to save post that shit Words radio shit works still Yeah it's true I do see that Like if you got a thought that you believe in pop it record it you could put some video on top of it later or just post it I think someone's gonna own that and it's gonna make it easier for people But I love that big shout out to the harp pick Here's the big one you ready for this There's 283 B friends It's a big world There's only one made up character Everything else is something you know an alien a wombat an otter a ghost a worm a duck The only character I drew and made up is the harp pick Pick Ladies and gentlemen come on talk to me I like that Let's go What uh what else is

happening in the game That's caught your eye that you're confused about that You're thinking through that you're being thoughtful about or give some roses This is the one I love a lot because this shit's so fun to look at five years later How about somebody coming up that you see that you So my the first thing that popped in my head is just what what is what I'm becoming more aware of more than anything is the shift in what works So OK what I mean by that is think about sneakers and we were talking about this off camera By the way somebody just said I'll buy that ghost for 100 and \$55 0 my God I'm gonna hold on it place Tell me what just happened Let me just tell you what just happened That's when you know someone's from the streets when someone doesn't know the value of something gets thrown something real at them But their instincts are like nah you know some shit I'm gonna hold this shit Where did you get that number from 100 55 That's kind of precise I tell you where I think they got it from I don't know if you've seen but I always do this in every photo I take because my mom knitted me a jersey when we couldn't afford a Jets Jersey when I was a kid and put the number five on it So every photo I ever take as a head nod to my mom and as homage to her and how she built me And why people even want to take photos with me is because of her I throw up the five as a little token of her thing Like even some of these characters I don't know if we got any but some of the characters even have like a five number 55 right here actually So anyway that's probably why But anyway I'm sorry go ahead So we were talking off camera and like the hype era of sneakers is is is dead And I think when I'm looking at social media I'm looking at content the era of doing the wild thing to get attention I can see it dwindling Look if they're good at it Yes it's gonna work a lot of talent That's a lot of thought That's a lot of planning That's a lot of effort That's all of it I'm referring more to the the content that lacks any sense of death from any standpoint where they're creatively where it's just going you know what it's called supply and demand We got filled with that And so now we're looking for something else Um You know something that I would like I love getting flowers keep it That's what I really want to I'm gonna get back to that But um just personally right now what I would like to see is that with all of these I don't wanna say kids but there's this next generation coming up so fast and doing these things I would like to see them even give like you know how we have like master classes from you know Rogs or whoever I would like to see them start teaching the kids below them Now about just teaching you know about Jen Alpha So Jen Alpha is coming I think they're still debating what the year is because that's what they do But

call him 13 and under they're coming next and they're gonna be moving forward We did and interesting early signs because I'm spending a lot of time reading this The early signs is they got judgment for Gen Z Jen ALF was It's so crazy how fast they saw moves Jen ALF was coming out saying yo Gen Z you talk big game but you're full of shit You gotta give the codes man You gotta give the code is nine year old looking at their 16 year old crying about some shit but not doing shit You gotta give it I would love to see that It's the next generation because we have these 1920 year old millionaires from you know building all this content and they literally building their own websites and you know they they're building their own enterprises and empires and everything just really just come down just give the code to to the next generation I think it would be cool It's been the story of my life iii I actually I've never read my own book Of course not I wrote it I know what's in it lately Crush It which I wrote in 2008 came out in 09 lately I'm like man should I like read it just to like refresh ideas because the shit I talked about there of like this internet thing and like you should do youtube and like I predict that people will make \$100,000 a year on youtube And if everybody read it back then it was like you're a fucking idiot Like like you know like like and all I wish when I look at all those books when I think about what this this comes out I've never I tried to hire her to give everybody all the cheat coats because it feels it creates admiration It creates real relationships What else are you seeing what's going on in London So I just want to shout out that you know actually um de Yeah Yeah So he's doing some big things in London man I want to give him his flowers man He's he's really grinding So yeah I just want to give him his flowers But in London what's happening now I mean it it's a melting pot I I would say people are I think people are searching for the next thing If I'm honest I think people are searching for you Could you could you could feel it Yeah that's kind of we were talking about this and I was talking to Tyler about this too and he was speaking about you and how just always staying grounded to kind of feel what's coming in the dirt Yes There's a there's a there's a vra character None of us pulled it I don't see it here It's called it's called a long ass name You can't beat a worm from the dirt That is the name of the character So and like that's who I think I am for all the hardcore V Friends trading cards fans Like here's the alpha story that you've been looking for Obviously in V Friends there's Gary B the B and like that's two on the nose That's me But that's not really me in V friends in V Friends The character I made for me who's me is you can't beat a worm from the dirt It's the same shit what Tyler was probably telling you and it's

called that he was telling you that is like no matter whatever happens with me I'm always gonna be in it I'm always gonna be What what did I say to y'all What have you been up to I've been operating I'm not saying I'm a businessman I'm a businessman and then I'm gonna tell you about it I'm never gonna I'm never gonna get high on my own supply I just told you I don't even think it's me It's very easy for me to stay humble I don't think I did anything I think my parents did something One of the reasons I wanna shine is get people to get some stuff But also I know it makes my parents feel like I am I get that like and so I'm in the dirt I'm never gonna think I'm better than somebody because I'm not I got skills I got things so does everybody the dirt is where it this you know in music when the streets don't fuck with you you left the dirt that you left the dirt Now that's not saying like what we you know the other thing that we all know is like rappers get killed in their hometown I'm not saying you shouldn't if you're in a real bad neighborhood like I'm not saying that but I'm saying like are you putting people on are you watching the kids come up Are you giving a cosign Are you giving somebody a feature on your track Just because you actually fuck with them and you see yourself in them What the fuck am I doing right now I want the three of you to siphon attention real talk I'm hoping you all say something that makes 100 people 1000 people 10,000 people over next years be like yo I like the way he talked What was his handle again Actually let's do that How do people find you Uh You can find me at Christian Crosby on all socials I have the same at Christian C Hr Istian Christian spelled normal Crosby cr os by Yeah Uh Chase B found me on all socials at OG Chase V man How the chase because every time I say Gary V they're like BBB is fucked up V as in Victor when I call it it's va Y I'm like V as in Victor A Y and I always do it Um Yeah Franklin king of trainers king of trainers everywhere Um You might even see in JD sports But before we get out of here because they haven't pulled me yet which is good because I have a two o'clock I'm enjoying this Tell me which social media platform you are struggling with Like you you wish you were making content for it or you wish you were making better content for it because you want to be good at it If you don't if you if it doesn't exist don't make it up But go ahead You too You too Where are you at With youtube shorts I just started youtube shorts is the gateway drug to build attention to then give you the leverage Do youtube proper Probably just tiktok You know it's something that um I enjoy it a lot but I I'm not utilizing it the way it could be So are you posting on it at all a little bit But it's more most of it is like actually like produced content and

people are kind of off that Let me give you one on this Do you fuck with live at all Have you ever done live with it before Let me tell you right now This is for everybody This is the alpha for everybody Tick talk live live shopping is coming It's fusion China people just selling shit online Tiktok wants to win it Not a lot of people going live on tiktok they are fully fully fully creating discoverability for the people that are doing it I don't give a fuck what you do on it eat cereal and just talk to them like get your ass on tiktok Live Push yourself I know it's not I know I know I see it in you but bro honestly just like put it there and just like it could be anything Like if you're gonna listen to music for an hour then just go on tiktok Live and just look over what I'm doing right now and be like yo mix 123 go What's good Jenny Ha Thank you so much You know what I mean Um To be honest there isn't actually a platform I'm actually the one of the people that started live selling back in the day But I wanna kind of say there's another platform coming ebay Live is just say anything you know just say live It's all coming Amazon they're all they're all building live shopping in America and in Europe is on the pretence of complete explosion Complete me too with wine library TV back in 2006 But you know the way these platforms are built for live shopping we wish we had this no friction click click click You see that video of that woman in in China It was just like passing the 400,000 I'm not knows what she's doing Thank you so much for being on Thank you Twitch for watching podcasts with friends We will see you next time