

Top 10 Business Growth Tips in 2022 (Part 2)

[music]

0:00:11.7 Mike Vacanti: What's up, Jord?

0:00:13.1 Jordan Syatt: What's going on, Michael? How you feelin', brother?

0:00:16.4 Mike Vacanti: I feel good, man. How are you?

0:00:18.1 Jordan Syatt: I feel good. I feel really good. You know what I did yesterday? I didn't tell you, and you're rarely on Instagram, so... I went into Barnes & Noble and signed a copy of our book.

0:00:28.0 Mike Vacanti: I saw it.

0:00:28.8 Jordan Syatt: And then I put it up on Instagram, and someone went and got it, which was super cool.

0:00:33.4 Mike Vacanti: That is really cool. You actually know my favorite part of that story?

0:00:37.9 Jordan Syatt: What's the favorite part?

0:00:39.1 Mike Vacanti: The follow-up of the person who asked you if you asked for permission to do that, or if you just did it.

0:00:44.2 Jordan Syatt: Oh my god.

0:00:46.0 Mike Vacanti: No, no, no. I think it's a perfectly valid question and one that would run through the mind of many people, but just knowing you, there is less than 0% chance you would ever ask for permission to do something like that.

0:01:00.7 Jordan Syatt: I learned from the best always ask for forgiveness, not permission.

0:01:04.9 Mike Vacanti: Who taught you that?

0:01:05.4 Jordan Syatt: That's what... Mike Vacanti taught me that.

0:01:07.1 Mike Vacanti: No, no, no, no. You already embodied that before I had ever uttered those words.

0:01:11.4 Jordan Syatt: That's true, but I liked the words, so the words went through my head, but yeah, no. I don't... I'm not gonna ask for permission to sign my own fucking book.

[chuckle]

0:01:21.0 Mike Vacanti: Well, especially when you knew someone was gonna come pick it up shortly after.

0:01:26.2 Jordan Syatt: Yeah. Yeah, yeah, yeah. It was funny, 'cause I was with my wife, and she

wanted to get a picture with the book, with both of us and the book right there. And so, there was a woman just nearby, and we asked, "Hey, can you take a picture?", and she was like, "Why, did you write the book?" And I was like, "Yeah, actually, I did." She was like, "Oh my god!"

[laughter]

0:01:48.9 Jordan Syatt: There's almost like a sarcastic, like, "Why, did you write the book?"

[laughter]

0:01:52.3 Mike Vacanti: Yeah. And like, "Why are you taking a picture with this? Why are you wasting my time?"

0:01:55.8 Jordan Syatt: Yeah. I wanted to plagiarize and sign your name as well, but I thought that that wouldn't be okay, so I was like, "Alright, I'll just do mine."

0:02:04.8 Mike Vacanti: I would have been very okay with that.

0:02:06.8 Jordan Syatt: If I had plagiarized your... Alright, yeah. Okay. "Yeah, Mike signed it as well." [laughter]

0:02:10.4 Mike Vacanti: Yeah. "Michael was here a couple weeks ago." That actually wouldn't have worked though, because there was only one left on the shelf, so...

0:02:19.2 Jordan Syatt: Yeah, there was only one left, yeah.

0:02:20.0 Mike Vacanti: I'm guessing it had not been there very long.

0:02:22.7 Jordan Syatt: No, hope not. My wife was like, "Why is there only one? We should... They should go to the back of the store and bring out the other copies." [laughter]

0:02:29.8 Mike Vacanti: Yeah, that's... Honestly.

0:02:30.1 Jordan Syatt: I don't know if there are any other copies.

0:02:32.3 Mike Vacanti: That's poor inventory management.

0:02:34.4 Jordan Syatt: Yeah, probably. Yeah, there's some really shitty books there, too.

0:02:36.7 Mike Vacanti: With all due respect, of course.

[chuckle]

0:02:39.9 Jordan Syatt: With all due respect to Barnes & Noble.

0:02:42.2 Mike Vacanti: Yeah, I mean...

0:02:42.7 Jordan Syatt: Real shitty management. [chuckle]

0:02:44.4 Mike Vacanti: Well, they have one copy, like...

0:02:47.9 Jordan Syatt: Yeah, unless they just keep running out, 'cause so many people keep going to scoop 'em up.

0:02:52.1 Mike Vacanti: You need to be ahead of that; just-in-time inventory.

0:02:55.1 Jordan Syatt: Just-in-time inventory... [laughter]

0:02:57.4 Mike Vacanti: It's like the one thing...

0:02:58.1 Jordan Syatt: That's our new business name. "Just-in-Time Inventory, we take care of all your inventory needs."

[laughter]

0:03:04.7 Mike Vacanti: That's actually the name of a system. I think it was in a business systems class I took in college.

0:03:11.6 Jordan Syatt: Really?

0:03:12.4 Mike Vacanti: Yeah.

0:03:13.2 Jordan Syatt: Oh, wow, okay.

0:03:14.7 Mike Vacanti: Yeah. Physical product stuff; nothing we need to worry about here in the online fitness space.

0:03:19.4 Jordan Syatt: Online.

0:03:20.4 Mike Vacanti: Yeah, yeah.

0:03:21.2 Jordan Syatt: Oh, should we mention that this is the last week of the sale?

0:03:24.0 Mike Vacanti: This is the last week of the sale.

0:03:25.7 Jordan Syatt: Last week. We're mentioning it. Last week. If you want in in the online fitness business mentorship, whether you have... Like, you're thinking about becoming a coach and you're not sure yet, or you're already a coach, you've already got clients, you've already got things going, we've got things for everybody. We've got tons of courses, we have live Q&As every month. So if you want in, this is the lowest cost it will literally ever be in the history of it. So if you're thinking about being a coach or you wanna be a coach or you are a coach and you just wanna grow an online business, this is your chance. Last opportunity to get the lowest cost it will ever be.

0:03:58.6 Mike Vacanti: Realistically, you have two to three days to get in there. Use the code popupscales, all one word. It's in the show notes, but if you type in popupscales... If... If you wait a week from now, and then you type in popupscales, the 20% discount, the \$300 discount is not gonna work. And we don't wanna get an email that says, "Hey, I know I missed the sale. Can I please still get in with the discount?" No. Sorry.

0:04:26.4 Jordan Syatt: If you send us an email asking, "Oh, hey, can you please extend the discount?", we're gonna send you something so rude. We're gonna just be belligerent. We're gonna be so... So mad, and we're gonna be like, "You know what? You should never sign up for the mentorship. We don't ever want you if this is how you handle yourself." Alright? \$300 off right now for the next two or three days or so; popupscales.

0:04:52.0 Mike Vacanti: And you know, if you listened to the last... The last episode or the episode before, this has been going on for a little while. You've had ample time, so, you know, either get in or don't. If you get in, we'd love to have you. If not, we appreciate you listening to the pod. We love you anyway.

0:05:07.5 Jordan Syatt: "See you later, or I'll see you another time." That was the... [laughter]

0:05:11.0 Mike Vacanti: What is that? Is that Michael Scott?

0:05:12.7 Jordan Syatt: No, it's from a movie. It's from I Love You, Man, I think? It's like, "See you later, or I'll see you another time, Joban." He's like, "Who the fuck is Joban?" Have you not seen I Love You, Man?

0:05:23.8 Mike Vacanti: Yeah, yeah, I have.

0:05:24.8 Jordan Syatt: Do you remember that part? You don't remember that part? It's alright.

0:05:26.5 Mike Vacanti: No, that's not a movie that stood out as having a whole lot of... Like, I remember parts of Shawshank, I remember Rounders, you know, the Batman trilogy... There's a lot of, like... I Love You, Man didn't have many of those moments for me.

0:05:42.5 Jordan Syatt: What about Step Brothers?

0:05:44.7 Mike Vacanti: I've only seen it once, and I enjoyed it, and it's funny. There weren't lessons that hit home that I'm gonna carry with me to my deathbed, but funny.

0:05:53.0 Jordan Syatt: I mean, there could be. There could be...

0:05:55.0 Mike Vacanti: Which ones?

0:05:55.7 Jordan Syatt: Man, there are so many, it's hard to even name one off the top of my... [laughter] No, it's definitely not one of those, like... It doesn't have those archetypal characters who are gonna inspire you to be better. There's no Jon Snow...

0:06:08.1 Mike Vacanti: I like that. I like that. Let's go, let's go.

0:06:11.0 Jordan Syatt: Yeah, there's none of that. But man, that movie is so funny. I just watched it when I was doing cardio, like last couple of days. That movie is so funny, it's like, I was breathless on the elliptical doing cardio; it was unbelievable. So, worth it. Worth it to watch again.

0:06:28.8 Mike Vacanti: Yeah. Comedy's important. Like, laughing is physiologically good for us.

0:06:35.2 Jordan Syatt: Yeah. Oh yeah.

0:06:36.9 Mike Vacanti: Especially for people who don't do it very much.

0:06:39.3 Jordan Syatt: Let's go in on the science behind laughing, Mike. You take the reins on that.

0:06:42.6 Mike Vacanti: Let me scrub PubMed a little bit and we'll pick up next week. We got a big episode today. We're hitting business topics, business tips, the physiology and life extension properties of laughter will have to wait approximately 7 to 14 days. So maybe next episode, it may

be the one after that, you're gonna have to remind me, Jordan, but yeah.

0:07:05.4 Jordan Syatt: You just know 'cause I'll forget. You know I'll forget this. [laughter] Was there anything else? Oh, I got a new phone but this phone is not for communication. I got a new phone solely for pictures and videos of my child.

0:07:25.4 Mike Vacanti: Interesting.

0:07:26.9 Jordan Syatt: Yeah, rather than getting... 'Cause when we were kids, our parents had just cameras that they would have. But I was like, "I don't wanna buy a whole big camera that I then have to upload onto the computer," and I literally just got the newest iPhone, and it was the easiest experience at Apple I've ever had. I was like, "You don't need to connect anything, you don't need to transfer any... No nothing. I want the fucking phone just so I can video and then upload and share and stuff super easily." But this entire phone is just for my kid. [laughter]

0:07:58.5 Mike Vacanti: I mean, it's essentially buying a camcorder or a video recorder back in the day.

0:08:02.7 Jordan Syatt: Yeah.

0:08:04.2 Mike Vacanti: That's really cool. And then document...

0:08:06.3 Jordan Syatt: Yeah, super excited.

0:08:07.5 Mike Vacanti: Your child's life and for your child to look back on. I'm intentionally not naming the gender of your child because I don't know if it's public.

0:08:15.9 Jordan Syatt: Oh, dude. No, I made it public on my most recent podcast. A girl. We're having a girl.

0:08:22.1 Mike Vacanti: That's amazing.

0:08:22.4 Jordan Syatt: Having a little baby girl.

0:08:23.7 Mike Vacanti: Very exciting.

0:08:24.5 Jordan Syatt: We're keeping her name private, just like my wife, but yeah, we're having a little baby girl.

0:08:28.3 Mike Vacanti: That's awesome.

0:08:29.6 Jordan Syatt: Yes, sir.

0:08:29.7 Mike Vacanti: But it makes complete sense, to have a separate phone for that rather than having to sift through everything, especially when you're in a position where you can. Right?

0:08:39.4 Jordan Syatt: Yeah. And I have more videos and pictures on my phone than I think most people do just because of...

0:08:45.7 Mike Vacanti: Content.

0:08:45.8 Jordan Syatt: The nature of my job. So I don't have that much extra space. I think a lot

of people do have more extra space than I would. So I was like, "I'm just gonna have this one for baby content."

0:08:56.4 Mike Vacanti: Give them your Apple affiliate code. I know you're just waiting to do it.

0:09:00.2 Jordan Syatt: Oh, yeah. I'm super in with the Apple affiliates. [laughter]

0:09:05.4 Mike Vacanti: Syatt10 for 10% off of all of your Apple products at check out.

0:09:11.1 Jordan Syatt: What about you, man? How are you doing? What's new in the Michael world before we dive into this pod?

0:09:18.1 Mike Vacanti: Played a couple of rounds of golf this past week with my dad.

0:09:20.9 Jordan Syatt: How'd you shoot?

0:09:21.7 Mike Vacanti: That was really fun. Not well, not well.

0:09:24.1 Jordan Syatt: You actually said your short game wasn't good.

0:09:25.9 Mike Vacanti: No, it wasn't. I got a new driver so I'm actually hitting the ball off the tee, which I have basically never been able to do in my life 'cause I'm kind of an idiot and had a way to whippy of a shaft for my swing speed, and it was too lofted of a club. I had never really played that much, I didn't care that much, but I was like, "Oh, I just sliced the ball. I just sliced the ball." But now, I have a driver that has a much stiffer heavier shaft and a lower degree loft, so I can hit it much further and straighter.

0:09:56.8 Jordan Syatt: Wow. I didn't know that the actual implement mattered that much, the actual club. I was looking for that word. That the club matters that much.

0:10:09.3 Mike Vacanti: Yeah. And I stink for all intents and purposes, right? So imagine the guys at the professional level. I remember there's a clip somewhere of Tiger being able to pick up a club and know the weight of the shaft. And they're measured grams, so it's like 64 grams, 68 grams, 70 grams. That's the level of precision that these elite players have with a... Yeah, but...

0:10:37.9 Jordan Syatt: That's insane.

0:10:38.7 Mike Vacanti: Yeah. That's really fun to just spending time with my dad and being out on the golf course, being outside, not being...

0:10:44.5 Jordan Syatt: You're waking up super early...

0:10:45.4 Mike Vacanti: With technology.

0:10:47.2 Jordan Syatt: Getting some movement in. You woke up at like 4:00 the other day.

0:10:51.1 Mike Vacanti: Yeah, that's not happening again. Had this genius idea that part of it is just not... Like, next weekend, for example, I'm gonna be up north with my entire family and we're gonna get up and golf in the morning because we don't want to waste the day, essentially, and not be around everyone else. But my dad and I had this idea of going off as the first tee time, and he found a course that a buddy of his is the owner of and it's 40 minutes away. So we basically woke up at 4:30 in the morning, got down there, teed off before 6:00 AM, but then I needed a three-hour nap

that day. Waking up that early does not make sense, for the benefit of if you're first off in the morning and it's a twosome, you can play much faster and it's much more enjoyable not having to wait. But sometimes you get lucky and the course isn't that busy, and you just don't have to wait regardless.

0:11:46.8 Jordan Syatt: That makes sense. You've been playing a lot of golf.

0:11:50.4 Mike Vacanti: More this summer than I ever have. I've probably played at least 10 rounds, maybe 12 rounds. I don't practice though. I just like playing.

0:12:00.5 Jordan Syatt: You're talking about practice? I don't even talk about the game.

[laughter]

0:12:05.5 Mike Vacanti: So I'm not getting better like I could, but it's fun.

0:12:09.6 Jordan Syatt: Yeah. And you're good. I've seen you in that virtual golf course in my building. You can hit it.

0:12:17.9 Mike Vacanti: What would you say if I said, "You're good at jujitsu"? Like, "You're good."

0:12:23.4 Jordan Syatt: I'd say, "You haven't seen really good jujitsu players."

0:12:27.2 Mike Vacanti: Exactly. You haven't seen...

[laughter]

0:12:29.4 Mike Vacanti: Exactly.

[laughter]

0:12:33.3 Jordan Syatt: Alright. Should we dive into this pod?

0:12:35.3 Mike Vacanti: Let's do it.

0:12:36.3 Jordan Syatt: We got the second half of Top Business Tips for 2022, is that it?

0:12:43.9 Mike Vacanti: That's exactly right. Great memory. Iron, steel...

0:12:46.4 Jordan Syatt: That was a complete guess.

0:12:48.4 Mike Vacanti: Top Business Growth Tips in 2022.

0:12:50.7 Jordan Syatt: So we did the first five two weeks ago?

0:12:53.9 Mike Vacanti: Yep, two episodes ago. And just a real quick recap, these were more on the theoretical side. Last week, sorry, were more on the theoretical side. Or two weeks ago, I should say. And this episode, they're more practical tips. So we had depth over width, dominate one platform, storytelling, hard work and make people like you, as the five. And if you want us to go more in depth on those and you haven't listened two episodes ago, definitely check out that episode. But here in part two, we're covering more tactics.

0:13:27.6 Jordan Syatt: Yeah. And if you haven't heard that episode yet, you should. It doesn't do you any good just to hear those headlines and not have any substance. So go back and listen to the episode if you haven't already. And if you did listen to the episode, you should probably go back and listen as well, because if you haven't taken our fucking advice, then go back and listen again and take the advice. But now we're gonna go into the new episode and the real practical tips.

0:13:52.4 Mike Vacanti: Super high standards. If you listened to that episode any time in the past two to three weeks and you have not implemented it immediately, Jordan is disappointed. [chuckle]

0:14:00.5 Jordan Syatt: What are you doing? I'm so angry. I'm belligerently upset. Alright. What's number one, Michael, for the practical business growth tips in 2022?

0:14:12.2 Mike Vacanti: Number one is soft versus hard selling/don't launch so often.

0:14:23.0 Jordan Syatt: That is not where people thought it was going when you first started that sentence. "Soft versus hard. Where are they... Oh, selling."

0:14:27.8 Mike Vacanti: Selling. Sales. Okay. I got it.

[laughter]

0:14:34.0 Jordan Syatt: So soft versus hard selling. What was the rest of it?

0:14:37.2 Mike Vacanti: And not launching all the time.

0:14:40.3 Jordan Syatt: And not launching all the time. Do you wanna go first or you want me to go first?

0:14:44.1 Mike Vacanti: Lead us off here.

0:14:46.3 Jordan Syatt: Alright, alright. I'll be the lead batter. Lead off, I'll be number one. What do they call the lead batter in baseball?

0:14:55.1 Mike Vacanti: I'm not a baseball... You've played more baseball in your life than I have, despite being this anti team sports guy.

0:15:00.5 Jordan Syatt: I'm not anti team sports. I'm just super pro individual sports. But I'm not anti team sports.

0:15:08.2 Mike Vacanti: Okay. Well...

0:15:09.9 Jordan Syatt: I'm not anti team... I like team sports. Sometimes I just get really frustrated with team sports.

0:15:15.0 Mike Vacanti: Which ones?

0:15:16.4 Jordan Syatt: Soccer. Big soccer guy. I like baseball.

0:15:17.2 Mike Vacanti: Who's your favorite team?

0:15:18.8 Jordan Syatt: Real Madrid. [laughter]

0:15:28.7 Mike Vacanti: The weekend episode has some good... Some good loosey-goof... Goosey vibes here. I like.

0:15:33.4 Jordan Syatt: Loosey goof goose vibes. Here we go.

0:15:35.1 Mike Vacanti: Goofy goosey. Goosey loofy. You got a goosey-loosey.

0:15:41.8 Jordan Syatt: Alright. No, but... No, this is actually an important discussion. I'm not anti... I like team sports. I think they're important. I think... I don't know. I just... I value individual sports more. I think a lot of people are like, "Oh, I like team sports. It teaches you how to work with people." No. That's just... People say that. I don't think it really teaches that. It sort of...

0:16:01.4 Mike Vacanti: It absolutely teaches that.

0:16:03.1 Jordan Syatt: No. No, no, no. 'Cause it's sort of like... You know how the teachers are like, "Alright, we're gonna do group projects," and they're always like, "Yeah, this is good, 'cause it teaches you how to work with other people," then just one person does the whole project anyway, so it's...

0:16:17.2 Mike Vacanti: No one gives a shit about school. People who are playing sports at a decently high level...

0:16:21.0 Jordan Syatt: [chuckle] Nobody gives a shit about...

0:16:22.9 Mike Vacanti: Actually care about sports.

0:16:25.2 Jordan Syatt: Yeah. No, no, no. I agree at a higher level, for sure, but... I don't know. I think in life, I would rather be reliant on myself than have to learn how to appease other people. I feel like individual sports, I like that like, Hey, this is all you. This is a 100% you. Whether you win or lose is entirely dependent on you.

0:16:49.0 Mike Vacanti: Falls on your shoulders.

0:16:51.6 Jordan Syatt: And you can't blame anyone else, you can't blame someone on the team for making a mistake, you can't... This is all you. Or, you're just not as good as that person. And that's okay. That's not a bad thing. But the whole team aspect, I'm like... Listen, I like it, and I love team sports. I like playing team sports. I like playing soccer, like playing baseball, all that. But I like the individual aspect of sport better or individual sports better, especially as it pertains to life.

0:17:19.7 Mike Vacanti: I think both have their pros and cons.

0:17:23.2 Jordan Syatt: Alright. Well, that's the most middle of the road answer ever. Of course. [chuckle]

0:17:27.5 Mike Vacanti: It is. It's a middle of the road take because I don't have a hot take on it. I like both. I love golf, I love hockey. I played both sports growing up. And I think both have pros and cons. You played baseball, yet here you are asking me what the lead off is called. I don't know. I don't play baseball.

0:17:44.8 Jordan Syatt: I forget. I forget. I think it was called the lead off.

0:17:47.2 Mike Vacanti: I think it's called the lead off.

[laughter]

0:17:52.3 Jordan Syatt: Saturday podcasts, man. These are good. We should do these more often.

0:17:55.4 Mike Vacanti: I'm in. I'm fully in.

0:17:58.0 Jordan Syatt: Podcasts on the Sabbath. Alright. So, soft selling versus hard selling.

0:18:03.1 Mike Vacanti: Your Sabbath.

[laughter]

0:18:07.0 Jordan Syatt: Is your Sabbath Sunday?

0:18:08.0 Mike Vacanti: Yeah.

0:18:08.6 Jordan Syatt: Oh. Do you call it the Sabbath on Sunday?

0:18:11.5 Mike Vacanti: Yeah.

0:18:11.6 Jordan Syatt: I didn't know that.

0:18:12.2 Mike Vacanti: Yeah.

0:18:13.6 Jordan Syatt: You call it Sabbath?

0:18:16.2 Mike Vacanti: Yes. [laughter] Technically, do Jewish people who take the Sabbath or take Shabbat super seriously, you... Can you use technology on Saturday?

0:18:39.9 Jordan Syatt: No. No, no. If you're taking it super seriously, you cannot. No. So from Friday night at sundown to Saturday night at sundown, no technology, no driving, no... The whole purpose is literally just to spend time with your family and friends and relax. So no technology, no electricity, no driving, none of that. It's like you can read. You can read a book, you can go on a walk, you can have picnics, you can do all that stuff, but it's like... It's no work. The purpose was really to rest. And the main purpose was... On the seventh day, God rested, so that the purpose was to honor that day and to rest and to not work. And as technology improved and we have all these things, it turned into like, Okay, well, no video games and all that other stuff, which they could be a form of relaxing, but yeah, if you take it super seriously, then, no, there's none of that.

0:19:34.3 Mike Vacanti: What percentage of Jewish people adhere to that rigorous a degree?

0:19:41.0 Jordan Syatt: I don't know the exact percentage.

0:19:41.2 Mike Vacanti: Like 1%?

0:19:43.7 Jordan Syatt: It's a super small percentage. It might be a little bit more than that. Maybe 5%, I think I would probably max. I don't know though. But I guess then we'd have to get to the discussion of how Jewish...

0:19:56.7 Mike Vacanti: Culture versus religion.

0:19:58.6 Jordan Syatt: Yeah. How many actually are religiously practising Jews versus just like they're blood Jewish or they've converted or whatever?

0:20:07.9 Mike Vacanti: And total Jews in the world is somewhere between 15 and 20 million?

0:20:13.6 Jordan Syatt: That's a really good question. Let me Google it real quick. How many Jews are there in the world? We've got... Wow, that was super close.

0:20:19.7 Mike Vacanti: This is a real business episode here.

0:20:23.3 Jordan Syatt: 14.8 mil as of 2020. At 14.8.

0:20:30.8 Mike Vacanti: One of my real good buddies, Joe Wooley, I remember there was a phase in college where... And I've told you this story, but he couldn't use the oven, I remember. So Friday night, got back from the bars, I remember him being like, "Man, I could really go for a pizza right now." [laughter] I'm like, "Huh?" He's like, "Yeah. I mean, I got these frozen pizzas in the freezer." And then Tory's like, "Stone, could pizza sound good?" Just kinda like getting him to turn the oven on.

0:21:05.7 Jordan Syatt: Yeah, yeah. Trying to find these workarounds for it. Yeah, that's so funny. So there are some... Actually, in New York, they have a lot of these buildings. There are buildings dependent... They're all over in Israel, obviously, but New York has them as well 'cause there are a lot of Jews in New York where they'll have a Shabbat elevator. Where if you live in a really tall building and you can't go down all these floors, it'd be a real issue. They have one elevator that is just constantly running, and you don't have to hit the button. It'll just go through the entire building all day. So you don't actually have to hit the button, so technically you're not using electricity, in order to help the people who live in those buildings who wanna keep Shabbat.

0:21:53.3 Mike Vacanti: As an elite fitness coach, what floor would you deem is acceptable to take that elevator? [laughter] On average.

0:22:06.9 Jordan Syatt: Assuming the person has no physical issues or anything and...

0:22:10.8 Mike Vacanti: Of course.

0:22:12.0 Jordan Syatt: Yeah. I just had to put that. I don't wanna get cancelled, you know what I mean?

[laughter]

0:22:15.7 Mike Vacanti: You, you're uncancellable but continue.

0:22:20.3 Jordan Syatt: I would say 15 and above.

0:22:23.9 Mike Vacanti: Wow, I like that. I like that. I was thinking 11 and I thought you were actually gonna come in under me, but I really like that number.

0:22:32.4 Jordan Syatt: Yeah, I think 15. And if you have a lot of groceries, fine.

0:22:36.2 Mike Vacanti: Yeah, if you're not carrying something heavy.

0:22:37.9 Jordan Syatt: Yeah, yeah. But I think if you're just going outside for a walk or whatever, just take the stairs for 14 and below, but if you're 15 and above, you can take the elevator.

0:22:49.9 Mike Vacanti: You walk to 14 and then take the elevator the rest of the way.

0:22:53.1 Jordan Syatt: Yeah, I like that. I like that.

0:22:58.0 Mike Vacanti: Steps are important. Cardio is important. We hit this last episode. We don't need to belabor that point.

0:23:04.0 Jordan Syatt: Preaching.

0:23:04.8 Mike Vacanti: Jordan, tell the people about... So we see these gurus on Instagram, we see these other peers, other fitness professionals, and it seems like every month they're launching this, they're taking two clients max who are a really good fit, they got a brand new course, they got a this and a that. Every month, there's something new, there's a launch there. Is that the optimal way?

0:23:34.3 Jordan Syatt: Every day. Every day, "My new program. I'm only accepting two new clients." Da, da, da. Shut up. No. And there's so many issues with this whole model but the primary focus right now is just on the launching so often. Quit launching so often. What are you doing? So there's two different types of ways... There's many but the two big ones, the two big rocks that we'll look at are soft selling versus hard selling. Hard selling is where you actively go out of your way to ask for a sale, sort of like what we're doing right now with the mentorship. "Sign up a couple of times a year. Sign up, popupscales, you get \$300 off," right? That's a hard sale. And I'm saying that, sign up right now. \$300 off.

0:24:28.7 Mike Vacanti: Yeah, you get two clients during your first year and you make your money back. And if you don't make your money back, we have a 100% money back guarantee. If you do everything we say during the entire first year and you don't make your money back, we refund the entire thing.

0:24:41.6 Jordan Syatt: Yeah. So that's a hard sale. It's exactly what we just did. We don't do this very often, at all. If you do that too often, it becomes super obnoxious and it loses the intrigue, it loses the special-ness of it, the uniqueness of it. And the aspect of the uniqueness is, the thing is people are always trying to make their hard sales unique but if you do it often, then you have to make it up. The thing about this hard sale that we're saying right now for the mentorship is it is unique because this is literally the lowest cost it will ever be. Period, end of story. It will never be this low again, so that makes sense. But if we're launching this every month and we were always saying, "Join, join, join join," we would have to find different ways to try and make it unique, and it's just obnoxious and you're being disingenuous and people get used to it.

0:25:31.0 Jordan Syatt: Whereas a soft sale is something where you just regularly mention a service that you offer without necessarily asking for them to buy it. For example, here on this podcast, we mention the fitness business mentorship all the time. We talk about it all the time. We highlight different members. We express how proud of them we are. We talk about their successes. We regularly do that. But only rarely do we have a hard sale for the mentorship. And that's the difference between the two.

0:26:06.6 Jordan Syatt: Now, in fitness, it could look like... For example, I'll give an example using my inner circle, but you could sub inner circle for your one-on-one coaching if you want to. I do a hard sale for the inner circle twice a year. That's it. Two times a year, I do a hard sale, and the

mentorship is about the same, we do about three or so in the mentorship two or three a year. And I'll offer a significant discount. And that's pretty much it. Usually about 20% or 30% discount twice a year and that's it, that's a hard sale. But only two times a year, and right now I get people asking me every day, "When is the next sale? When is the next sale? When is the next sale?" And I'm like, "Listen, it's not gonna be for another four months. You got some time." Oftentimes, those people will just sign up 'cause they don't wanna wait or they will wait. But either way, I'm very strict with them. I'm like, "I only offer it twice a year," and that way, so when I do finally offer it and when it is that time, more people jump on it 'cause they know I'm not joking about it. Whereas soft mentions, I highlight inner circle members very regularly. I show them. I express how proud of them I am, how hard they work, all of this stuff.

0:27:14.4 Jordan Syatt: So if you're making posts about your online coaching program, you could make an entire post... Let's say you have a conversation with one of your clients and your client is like, "Oh, I'm just... I'm really struggling with staying full in a calorie deficit." Cool. Now you can make an entire post about, "Hey, so I was just speaking with my online fat loss coaching client, Jonathan, about how he's struggling to stay full while on a calorie deficit. He's already lost 7 lbs, so he's getting a little bit hungry which is totally normal. And I wanna give you five of my best tips to help you stay full while you're losing weight." Cool. Now you've mentioned that you have an online fat loss coaching client, so now people are like, "Oh, I didn't know you did the online fat loss coaching. I didn't understand that." They can see that. But you do this on a regular basis and maybe they don't say something the first time or the second time or the 90th time, but the 91st time they see you mention this, they might reach out, they might ask you, "Hey, tell me more about your online fat loss coaching. I wanna learn more about it."

0:28:09.4 Jordan Syatt: And when you do this for years and years and years, you build up an audience of people who really wanna learn more about it and who are excited about it. And so that way when you do eventually hard sell, it's gonna have a much greater impact than if you just do it randomly or if you just hard sell all the time. What do you think, Mike?

0:28:25.7 Mike Vacanti: I think you nailed it. I think that was a great example. I think you hit the nail on the head. When we make free content that helps people, that educates the people, that entertains people, we are building goodwill, we are building equity, and I don't mean in this new way that we use equity, like equality in politics, I mean, equity as in...

0:28:45.9 Jordan Syatt: Are they using it like that?

0:28:48.8 Mike Vacanti: You're so far removed from anything corporate. Yeah. DIE, diversity, inclusion equity. Yeah, very...

0:28:51.8 Jordan Syatt: Oh, man... Oh, okay.

0:28:56.0 Mike Vacanti: But equity as in the 1990s or last decade, 2000s, I guess that was two decades ago now, usage of the term, which is ownership. You have equity. You have ownership in a company. You buy stock, you have ownership. You are accruing equity, you are accruing goodwill from your audience when you help them for free, when you do good things for them for free. When you hard sell, you're giving away equity. You're bothering... It's why when you... It's why a sales email is going to get more unsubscribes than an email that is pure value. Most people don't wanna be hard sold to all the time. And so this balance between giving away stuff for free and hard selling is this dance that you're doing over time to both help people, but also build your business. When you soft sell, you're not really... You're not going for a right hook, you're not going for an ask. They're soft mentions. I built my... I've never hard sold fitness coaching in my entire life. I've never done a "Three spots open." I've never done a "Sale going on. Ends at the end of whatever." It was

pure, make content, help people for free and then took on clients for free early on so that I got the online experience, started getting some testimonials, got my systems in order by actually doing it myself, not by trying to outsource it to some company who's gonna charge me 19.99 a month and build my systems for me, 'cause you're not gonna learn that way.

0:30:34.1 Mike Vacanti: Purely soft selling is gonna lead to maybe a little bit slower accumulation of clients and of your business, but sustainable. You're not giving away goodwill, you're not giving away equity, you're continuing to build and to help and to generate goodwill, while also growing your business. And the example you gave was great. Anytime you can storytell about a client who saw great progress and also help educate, like have a story that has lessons that are gonna help the person reading it or consuming it, that's a great way to soft sell. Any mention of what you do is a form of soft selling, just indirectly reminding people of the fact that you have a service that they can sign up for without actually saying, "Hey, sign up. Sale ends on Sunday, blah, blah, blah."

0:31:28.7 Jordan Syatt: Yeah. Yeah. It's exactly right. And also, it's important to keep in mind, if... Let's say you're using client testimonials, where we could see before and after pictures for your selling, that's totally fine. But if you're going to do that in a... Whether it's a hard sell or a soft sell, it doesn't matter when. Make sure that you tell the story about that client. Make sure it's not just like, "Hey, you see these results? Join my program." Because the client's gonna feel used. It's not right to do that. You should tell the story about that client, how they found you, what they struggled with, what they did well with, all of that. Tell their story and actually that will lead to better sales as well rather than just saying like, "Hey, you like this? Join my program." That's just lazy and stupid. But make sure you're telling their story rather than just putting that out there and just saying, "Hey, join my program."

0:32:26.7 Mike Vacanti: And we talked about this a little bit on the last mentorship livestream, but The Boron Letters are a great read for improving your writing, but also your storytelling. And practice. If you're not a great storyteller, if you're not great at anything, practice, learn from executing, say words and you'll get through it. [laughter]

0:32:49.5 Jordan Syatt: Just talk. Just tell the story. I think lot of people get... When you look at great writers who are great storytellers, they give so much detail. They really make it... You feel like you're there. If you read a great book that's like a fantasy book, whatever it is, you feel like you're there.

0:33:11.5 Mike Vacanti: A romantic fantasy book?

0:33:14.1 Jordan Syatt: No, I've never read those, but I'm sure those are the same.

0:33:18.2 Mike Vacanti: You mean like sci-fi.

0:33:19.6 Jordan Syatt: Yeah. Like, Harry Potter or... That's fantasy, isn't it? Is that... It's not sci-fi.

0:33:24.1 Mike Vacanti: I think so, but just I wasn't sure where you were going with fantasy, so I wanted to clarify.

0:33:27.7 Jordan Syatt: Yeah. But, I'm sure, with... You're a big sexual fantasy book guy, so... [laughter]

0:33:34.0 Mike Vacanti: I've never read a sexual fantasy book in my life.

[laughter]

0:33:38.0 Jordan Syatt: Just stone cold. "I've never done that." But I'm sure they do the same as well. Like, those Fifty Shades books, I hear people talk all the time about how they just... They feel like they're there, so...

0:33:50.3 Mike Vacanti: You really enjoyed those.

0:33:52.2 Jordan Syatt: Oh, yeah. Big fan of it. Are there a bunch of those, or it's just one? I think it's just one book, right?

0:33:56.9 Mike Vacanti: I know there's multiple movies.

0:33:58.9 Jordan Syatt: Oh, okay. Anyway, a lot of people get nervous when they're telling a story, especially out loud. But when they're writing as well, they get nervous that they're getting too wordy, and when they get nervous that they're getting too wordy, you actually end up diminishing the story, you don't make it as good as it could have been. Obviously, you don't want to use more words than necessary, but a very easy tip or hack that I've found for storytelling is just to give more detail, just give more detail about what you see or what you saw, or what you experienced. So if you're using a client, for example, and you don't know what to say, go back and look through your conversations, like early on. Like, "When they first reached out, they told me that they were having issues with food, they were struggling with binge eating. So we came... We worked together, we hopped on the phone and we spoke for several hours," and all of these small details lead to a better story. And that's just one simple way to make your story more engaging and exciting, is these small little details. Don't ignore them, don't gloss over them. The things and where your mind like, "Oh, they don't matter," they actually do matter, because the more that they feel like they are there and a part of it, the better.

0:35:24.7 Mike Vacanti: That's a really good... I know you use "tip" and "hack," kind of funny, but that's a really good piece of practical advice.

0:35:32.2 Jordan Syatt: Thanks, brother.

0:35:34.2 Mike Vacanti: Number two; Document your own fitness journey. And a special shout out to Brooks Hurbis in the mentorship who, I think, does a fantastic job of this. We had a short form... Actually, it was a short form content challenge, but it was more specific than that, where it was a document your own fitness goal, back... This was probably 10, 11 months ago at this point, but she's doing another one right now, that is going super well, and it's just... I'll let you lead on this one, but shout out, Brooks.

0:36:11.5 Jordan Syatt: You want me to lead? You don't wanna lead on this one?

0:36:13.6 Mike Vacanti: I don't wanna lead on this one. I'm not... I never played baseball, lead off, it's just... You go.

[laughter]

0:36:23.6 Jordan Syatt: Wait. You never played baseball, even as a kid?

0:36:23.9 Mike Vacanti: I might have played one year when I was like in fourth grade.

0:36:27.1 Jordan Syatt: Okay. So you played. You might have been a little young.

0:36:28.5 Mike Vacanti: But you know what? I understand what you were saying before now.

0:36:33.9 Jordan Syatt: About what?

0:36:35.3 Mike Vacanti: When I was in fourth grade and picking flowers and dicking around in the outfield and yeah, you're not learning about working with other people. I do get that. When you're playing real, competitive, higher level sports through adolescence and taking them seriously, there are different lessons.

0:36:54.4 Jordan Syatt: Yeah, yeah. That, 100% agree. Yeah, yeah. If you have a beef with someone in the team, you gotta figure out a way to put it beside you and pass them the puck, if we're gonna use a hockey analogy. You don't like Brennan, but he's wide open for the shot, you gotta pass him the fucking puck even though he's an idiot and he said some stupid shit.

0:37:23.2 Mike Vacanti: What percent of the audience do you think picked up on that reference?

0:37:27.0 Jordan Syatt: I'm hoping 100%, but I think probably closer to 40% maybe, that Step Brothers reference. Okay. Can you repeat this one, 'cause I forgot what this one... What you said.

0:37:39.7 Mike Vacanti: Document your own fitness journey.

0:37:42.2 Jordan Syatt: So Brooks, crushing it, Eric Roberts has crushed it with this as well, we've had a number of people in the mentorship crush with this. But I think I've done a pretty good job of doing it as well. Basically, one thing that people... Stories are really important, and stories are one of the most important things in life in general, and essentially what we're telling you to do here is to tell your own story, but take people along for the ride, and I'm actually... I've been doing that with the upcoming birth of my daughter. So I haven't been like a... I post fitness content, obviously, but slowly and surely, I've been taking people along, showing them from the very beginning, "Hey. Here, we're pregnant, da, da, da, da," or even before that, talking about, "Yes, we want kids for sure," or even before that, like, "Hey, this is my girlfriend. Oh, I'm gonna take you on the whole... " You can go to my highlight in my Instagram and see the whole day that I proposed to my wife, and I took you through that whole thing, and then I took you through the wedding and took you through all that stuff.

0:38:46.6 Jordan Syatt: And so, it's been over many years, but now I've taking you through with the pregnancy a little bit and I'm gonna keep going further and further with that, but documenting that journey, people are really invested in it now. People are really invested because they've seen it sort of blossom in front of their eyes. And you can do that on a smaller scale, with your own fitness journey. And so, a simple way to do this is, let's say you wanna lose weight. Instead of just doing it and keeping it private, make it public. Say like, "Hey, this is what I weigh. I'm gonna show you how I can lose weight over the next 12 weeks, and I'm gonna show you every aspect of my journey. I'm gonna weigh in every day, I'm gonna show you what happens with my weight fluctuations, I'm gonna show you my food choices, I'm gonna show you that I can incorporate alcohol, if you wanna do that. I'm gonna show you that I can incorporate Snickers bars," or whatever the fuck you wanna do. But take them along the journey, so they can see what it looks like. Let's say you don't wanna lose weight. Cool. You wanna increase your deadlift. "Hey, for the next 12 weeks, I'm gonna take you along my training journey and show you how I can increase my deadlift by 25 pounds at least, over the next 12 weeks. You don't want increase your deadlift? Fine.

0:39:52.4 Jordan Syatt: Show them how like, "Hey, I'm gonna get my... I can only do two chin-ups right now. I'm gonna show you all of my training until I can get 10 chin-ups," and show them all of that. Take them along that journey, show them the failures, show them the success, have the

heart-to-heart conversations with them. These are the things that oftentimes, they don't necessarily build a bigger audience, sometimes they do and I'll give you an example of when they do, but they build so much depth with your current audience, it's unbelievable. It takes your current audience from a lukewarm like, "Oh yeah, I think..." It takes them from looking at your social media as a fitness page to "I like this person." Saying like, "Oh, I like this fitness page," to, "I like them as an individual. I like what this person says. I like what this person believes." They know your name, they know what your voice sounds like, they know what your face looks like, they... When we talk about brand, a lot of people are like, "Oh yeah, I wanna build my brand." People don't even know what the fuck brand means. They just say brand 'cause they hear it as a word, but they don't actually know what brand means.

0:41:01.0 Jordan Syatt: The best way that I've heard brand described is, it's how people feel when they hear your name. When someone hears your name or sees your name pop up, or sees your account pop up, what is the first emotion that they get? What is the first response that they get in their heart, in their stomach, in their brain? What happens? What do they feel? That is brand. And when you can tell the story and have them follow along your journey, you get... We talk about the 1000 true fans. If you could get a 100 people, just a 100 people to absolutely love you and have your brand be just like excitement and happiness and trust, well, you're set for life, with 100 people. You don't need millions of followers or thousands of followers. 100 people that absolutely love you, you're set for life. And this is...

0:41:52.6 Jordan Syatt: We spoke about in the two episodes ago, about getting people to like you and talking about that. This is a practical aspect of a story-telling, tell your story, and it doesn't necessarily mean like... You don't have to talk about everything from the point of conception, but talk about what you're going through right now, and take them on that journey, tell that story. And the cool part about... I think one of the reasons people get nervous about this is; one, because they don't know how the story is gonna end, but that's what makes it great is like, they're with you in the moment. They're interacting with you in the moment. They're present with you, so they feel part of the story creation. They feel part of the... They're part of the genesis of it, and they're contributing to it, and the more they feel that they can contribute to it, the better.

0:42:38.3 Jordan Syatt: Now, the way that this can help grow followers, if you like to... Aside from just depth, you can also grow width, is if you look at my Big Mac Challenge, for example. The Big Mac Challenge was something that was so crazy, where people would hear, "This guy is eating a Big Mac every day. I wanna follow along." Oftentimes, people won't do that just for a random weight loss story, it's not as crazy enough, but if you do something like, "Hey, I'm gonna eat a donut today, or I'm gonna eat a Big Mac every day, or I'm gonna..." whatever it is, "I'm gonna drink alcohol every day," whatever it is, people will wanna follow, because it's a little bit crazy, it's very unique. So, that is one way to help use the same strategy to also grow width, in addition to depth. But you don't need to. You don't need to do that. The most important thing is just sharing your story and your journey. And you don't need to do this 24/7, 365, you could do this for 12-week intervals or eight-week intervals, or four-week intervals.

0:43:32.5 Mike Vacanti: 30 days. Yep.

0:43:33.9 Jordan Syatt: Small little intervals at a time. "Hey, you know what, I'm gonna do this like mini cut. I'm gonna do this challenge. I'm gonna try and increase like..." You could literally see, "Hey listen, I'm gonna see how many push-ups I can do today, and over the next 10 days, I'm gonna follow this program that I'm gonna... That I designed myself. I'm gonna see how many push-ups I can do in 10 days and see how that goes," and for 10 days, follow that journey. Just made that up off the top of my head, like whatever. Following these journeys.

0:43:55.6 Mike Vacanti: You're a testimonial for yourself.

0:43:58.8 Jordan Syatt: Yeah.

0:44:01.1 Mike Vacanti: You incorporated, which I think you did accidentally, which was great, two important things we talked about two weeks ago, which was being likeable or being like, and depth over width, and really, you can accomplish both of those, or they're both tie in here. More specifically, when you document your own fitness journey, and when you make progress on your own fitness goals, you are going to become the type of coach that more people want to work with. You're not necessarily going to become a better coach. It's not necessarily going to make you more able to help your clients. It might. It certainly might. I think there's some practical application like practicing what you preach and some overlap, but it is definitely going to make you more marketable. We can all think of people who are very, very technically smart, but they're the hypertrophy expert with no lean mass, that just... Even though they could equally help the end audience, that isn't going to appeal to the average 25-year-old dude who's obsessed with adding muscle, and you can apply that to any niche or area of fitness. Practicing what you preach and documenting it is going to make you more relatable and also more of an authority on the subject, than not, than only understanding it technically rather than practically.

0:45:42.8 Jordan Syatt: Yeah. The cool... One of the... Another cool part about this strategy, if you wanna call it that, is you can get the exact clients that you wanna work with by using this strategy. So if you don't want weight loss clients then do not do a weight loss challenge. If you only wanna work with people like for strength training, then do a strength challenge. Like, "Hey, I'm gonna see how much stronger I can get my deadlift, my squat, my bench press, my chin-ups, my push-ups, whatever, in the next 60 days." Then you... When people see that, then people wanna do the exact same thing. And then they will ask you, "Hey, like, can you coach me to do this? Can you coach me to..." Cool. You have your clients. If you want weight loss clients, you can do weight loss challenge. Like, "Hey, over the next 30 days, I'm gonna do a mini cut. I'm gonna lose X amount of weight," Then you'll get people who wanna do that. If you want to gain weight, like whatever it is, you get to choose. Like, I don't think there's any other strategy that comes anywhere as close to as good as this one for getting the exact clients that you want.

0:46:47.2 Mike Vacanti: We got a little intermission here. Jord, what's up with rugs?

0:46:52.0 Jordan Syatt: Oh god. I'm glad you brought that up. I'm also... I forgot that we were talking about that. I'm glad, did you plan this?

0:46:57.6 Mike Vacanti: Yeah.

0:47:00.0 Jordan Syatt: Or did it just come to your head?

0:47:00.8 Mike Vacanti: No.

0:47:00.9 Jordan Syatt: You planned it?

0:47:01.0 Mike Vacanti: Yeah.

0:47:01.1 Jordan Syatt: You wrote it in the notes?

0:47:01.8 Mike Vacanti: It's in the notes.

0:47:02.9 Jordan Syatt: I mean, you've been getting some rugs, right? Your wife has been getting

rugs in the house?

0:47:07.7 Mike Vacanti: We got a rug, we returned it and we got a new rug and then we returned that one and now we're on our third rug and [chuckle] I think it's here to stay.

0:47:15.7 Jordan Syatt: I didn't know that.

[chuckle]

0:47:16.8 Mike Vacanti: I think so.

0:47:17.6 Jordan Syatt: The thing about rugs that is odd to me and you and I have spoken about this.

0:47:22.6 Mike Vacanti: No, don't play middle of the road. It's more than odd to you.

0:47:26.8 Jordan Syatt: It's, I don't get it.

0:47:28.4 Mike Vacanti: Bewildering.

0:47:29.8 Jordan Syatt: It's stupid to me.

0:47:30.8 Mike Vacanti: Yeah. Yeah. Okay.

0:47:31.2 Jordan Syatt: Because here's the thing, here's the thing. We've got beautiful hardwood floors and my whole life, my mom was always like, "Oh, I want hardwood floors. And I want hardwood floors." Now my wife is like, "Oh, I want hardwood floors," all this stuff. And it's like, "Oh, now we need a rug." I'm like, "Why the fuck are we covering the beautiful hardwood floors?" I don't get it. It makes no sense. And then like, there are other areas of the house that are carpeted and you know what's even crazier? She wants to put rugs on top of the carpet. What is that? You've already got a carpet.

0:48:03.5 Mike Vacanti: I don't know.

0:48:04.1 Jordan Syatt: Why do we need a rug on top of the carpet? I don't understand.

0:48:07.9 Mike Vacanti: My guess is decoration. That's the only conceivable idea that I have as to why that makes sense.

0:48:15.4 Jordan Syatt: My wife says it "ties the room together."

0:48:18.6 Mike Vacanti: I have...

0:48:19.2 Jordan Syatt: That's like she could have said something in Chinese and I would've had an equal ability to understand what that meant.

0:48:26.5 Mike Vacanti: I have a theory.

0:48:27.2 Jordan Syatt: It ties the room, what does that mean? It ties the room together. What's your theory?

0:48:30.4 Mike Vacanti: I'll tell you what. It's a slogan. It's a propaganda slogan. I got a conspiracy

theory on this. It's a propaganda slogan from big rug. So big... We've heard of big pharma. We know big dairy. Big rug is infiltrating TikTok with influencer girls who are making these like decorative rooms, living rooms, I don't even know, all kinds of rooms, family rooms. I don't know what you call 'em, but they're all... They got the couches and the chairs and the rugs and the coffee table, and there's this certain aesthetic to it. And they've hacked the For You page of millions and billions of women around the world and made them believe that they need a room that looks like these influencers' rooms.

0:49:21.8 Jordan Syatt: Influencer marketing, man. It's crazy.

0:49:24.5 Mike Vacanti: It is crazy.

0:49:24.6 Jordan Syatt: They're like, "Hey, we're gonna pay you to put rugs in a room that doesn't need a rug. And you're gonna talk about how much you love it. And then other people are gonna love it. And then they're gonna buy rugs, and you'll get 20% of the revenue."

0:49:43.6 Mike Vacanti: Of the rug commission.

0:49:46.3 Jordan Syatt: Man.

0:49:47.2 Mike Vacanti: I don't understand it. I don't.

0:49:48.8 Jordan Syatt: It makes no sense. I don't get it.

0:49:50.8 Mike Vacanti: You'd also think they would be less expensive for what they are. Like, what is it? I wonder what the margins are. The gross margin just purely on raw materials, manufacturing over price on a rug.

0:50:05.7 Jordan Syatt: Man, I feel like we should try and do influencer marketing for something really stupid. But I guess, I mean, rugs they're already doing it. But like we should try and do it just to like see if it could go crazy. Just like trying to think of what...

0:50:20.4 Mike Vacanti: Do we wanna put that out into the world? I mean, it'd be funny. I get where you're going with this...

0:50:24.1 Jordan Syatt: It'd be so funny. Like wearing, I don't know, like... I don't know. I was gonna say like a clown nose or something. Something, I don't know, something stupid. Just something ridiculous. Just get all these influencers doing it.

0:50:37.4 Mike Vacanti: Make it cool?

0:50:38.0 Jordan Syatt: And just make it cool. [chuckle] And then be like, "See, this is what rugs are."

[laughter]

0:50:44.0 Mike Vacanti: I see, I see.

0:50:44.6 Jordan Syatt: And we could document the whole thing.

0:50:47.0 Mike Vacanti: So then we get to make that point.

0:50:49.0 Jordan Syatt: We could record ourselves, saying, alright, we're gonna pay these influencers this much money to do this and within a year, this is gonna be the most popular thing.

0:50:58.9 Mike Vacanti: You've been having...

0:51:00.6 Jordan Syatt: And make a YouTube video about it.

0:51:01.2 Mike Vacanti: You've been having a lot of creative, new business ideas recently.

0:51:05.0 Jordan Syatt: Yeah. Just-in-time...

0:51:07.2 Mike Vacanti: No, you've, what did you tell me...

0:51:07.4 Jordan Syatt: Just-in-time investing? No, just-in-time...

0:51:10.4 Mike Vacanti: Inventory.

0:51:10.9 Jordan Syatt: What is that word? Inventory. [chuckle]

0:51:12.7 Mike Vacanti: You told me one the other day though.

0:51:14.9 Jordan Syatt: That was your idea.

0:51:16.7 Mike Vacanti: What was it again? Do you... I don't remember.

0:51:17.9 Jordan Syatt: I forget. I completely forget. But it was your idea for sure for business.

0:51:21.4 Mike Vacanti: I just threw it out there and you said we should make a business.

0:51:25.2 Jordan Syatt: Well, good thing we both forget what it was, but it was a billion-dollar business idea.

0:51:29.3 Mike Vacanti: I don't think it was. I think it was very mediocre.

0:51:32.4 Jordan Syatt: Oh wait. No, I'm almost remembering, what was it? It was about property management.

0:51:39.6 Mike Vacanti: Oh, that's right. It was, yeah. 'Cause I was talking about being a homeowner and I was like, "bro, if you ever buy a house, you should hire a property manager for your own house." And you were like, "That's genius. I'm going to."

[laughter]

0:51:55.6 Mike Vacanti: And then you were like, "We should start a company." Yeah. It might be a billion-dollar idea. You might be onto something.

0:52:02.0 Jordan Syatt: Property management worldwide. Worldwide Property Management.

0:52:08.1 Mike Vacanti: With a just-in-time component.

0:52:10.3 Jordan Syatt: Yes. "We manage your property just in time."

[laughter]

0:52:18.0 Mike Vacanti: Because we talk so much business on the podcast, I wonder how we can differentiate between trolling and genuine advice, and if that's gonna get confusing or not.

[laughter]

0:52:27.8 Mike Vacanti: Because, don't do what we just said, but do everything else in the episode. But not that.

0:52:33.0 Jordan Syatt: When are we getting video for this pod? When are we getting people to see us?

0:52:36.2 Mike Vacanti: So soon. So soon. This month, I would imagine, August. I'd be shocked if we didn't have a video podcast on YouTube in the month of August.

0:52:47.6 Jordan Syatt: Wow.

0:52:48.3 Mike Vacanti: Shocked.

0:52:49.0 Jordan Syatt: I cannot wait. I can't wait.

0:52:52.4 Mike Vacanti: Alright...

[overlapping conversation]

0:52:52.4 Mike Vacanti: This episode is getting long, we might need to rapid fire these last three. Long-form content, we've talked about this a lot, so we can... [laughter]

0:53:00.2 Jordan Syatt: Alright, you lead off, you take the lead off in the lineup.

0:53:03.1 Mike Vacanti: Alright, Kenny Lofton, here I go. You know who Kenny Lofton is?

0:53:08.5 Jordan Syatt: Do I know Kenny Lofton? You know who Ichiro Suzuki is? Come on.

0:53:10.5 Mike Vacanti: Was he a lead off?

0:53:12.4 Jordan Syatt: I don't know, but he was super fast, he definitely had the ability to be a lead off.

0:53:17.3 Mike Vacanti: Okay.

0:53:18.1 Jordan Syatt: What about Ken Griffey Jr.? Was he a lead off?

0:53:18.7 Mike Vacanti: No.

0:53:20.7 Jordan Syatt: No. He was a power hitter.

0:53:22.9 Mike Vacanti: I think he hit in the four slot, right?

0:53:23.1 Jordan Syatt: Fourth. Four, yeah, probably four...

0:53:25.1 Mike Vacanti: Just bummed 'em. He gave a nice speech the other day, came up on my TikTok.

0:53:26.9 Jordan Syatt: Ken Griffey Jr., did?

0:53:30.1 Mike Vacanti: Yeah, he was... I assume it was some kind of induction into... Not the Hall of Fame, but maybe it was team specific, I don't know, I don't know baseball well, but Jay Buhner, I think the guy's name is, who was a teammate of his...

0:53:45.0 Jordan Syatt: Jay, okay.

0:53:45.7 Mike Vacanti: He was saying some nice things about him. Are you pulling this up right now?

0:53:47.8 Jordan Syatt: I'm looking when did Ichiro Suzuki bat in the lineup?

0:53:52.9 Mike Vacanti: Or maybe, "was Ichiro a lead off hitter?"

0:53:56.5 Jordan Syatt: That's a better search. "Was Ichiro a lead off hitter?" It's not coming up, doesn't say. Alright, I'll look for it later. Anyway, long-form content.

0:54:13.1 Mike Vacanti: Long-form content, we don't need to belabor this point, there's a hyper-focus right now on short-form content, it's like crack cocaine. You make it, you get the feedback, the feedback loop is tight, it's quick, it's everywhere. And it is the most commonly touted method of growing a business from most gurus out there, and it absolutely has its place and should be one aspect of your content creation. But what is more sustainable, what is something that your effort today and your effort this year will pay dividends and will benefit you in the future, is making long-form, SEO-able content. And that right now, that's website, and that's YouTube, places where you can put in effort in 2022, 15 hours of hard work, writing and editing, and in 2027, someone Googles that term that you haven't done anything about nor thought about for the last five years, stumbles across your website or your YouTube channel, and it's organic reach that has a long life span, whereas right now that does not exist with short form content.

0:55:38.9 Jordan Syatt: Dude, you know what else is SEO-able?

0:55:39.7 Mike Vacanti: Hmm.

0:55:41.0 Jordan Syatt: Pinterest. Now, Pinterest, this is interesting, my wife just had a friend over for a few days, and I just heard them talking about Pinterest. So I know nothing about Pinterest, but I do know that when you Google search something, you can look at articles for your website, you can look at videos on YouTube, or you can look at images, and those are very often on Pinterest and also on your website, but... Again, I know nothing about it, but Pinterest is a super powerful tool if you wanted to go into that world, and I was talking... I wasn't talking, I was listening to them talk about it, and they were talking about SEO from the consumer side without realizing it. My wife and her friend were talking about, "Oh my god, yeah, so I have all these pins," and I don't know, they were talking about recipes and stuff, and how they found their favorite women who do recipes online from Pinterest. And I was like, "Well, how do you find them from Pinterest?" They're like, "Well, I googled this recipe and I found a picture. And then from the picture, I was brought to their Pinterest, and from their Pinterest, I was brought to their website and I was brought... And I bought this course."

0:56:57.5 Jordan Syatt: And I was like, Holy shit, they're talking about this without realizing

they're talking about it, about this deeper understanding of how SEO works, and we're gonna talk about SEO in a bit. But I have always thought there's definitely room in the fitness industry for Pinterest, if someone wants to try a different route, but either way, long-form content is the king. I think the more and more we're seeing these TikToks and these Reels and... I'm convinced... Maybe I'm just getting old, I think they're gonna be the death of society, they're just... They're awful. They're the worst and I hate them. They're great for many ways... You know what I hate about them? I'm just gonna tell you what I hate about it. Or you know what? Not necessarily about them, but how I see a lot of people using them.

0:57:46.1 Mike Vacanti: Consuming or creating?

0:57:47.4 Jordan Syatt: Creating. Creating. So Mike and I were joking before we got on this podcast about what if we just told you the headlines of these topics that we're discussing without any nuance to it? What if we just said, "We're going to get, you know..." Alright, so number one. What was number one?

0:58:09.1 Mike Vacanti: Soft verse hard...

0:58:09.5 Jordan Syatt: Oh, soft verse hard selling. Imagine if we just said like, "Yeah, do more soft selling than hard selling." Next, then what was the second one?

0:58:17.1 Mike Vacanti: Document your own fitness journey.

0:58:20.1 Jordan Syatt: "Document your own..." Alright, cool. And then long-form content and so on and so forth. Imagine if that's all we did, you would have gotten zero nuance, zero understanding, you wouldn't even have known what the fuck we were talking about for the soft verse hard selling probably, right? But I see people on Reels and putting fucking music behind them or whatever, or maybe even no music, they're just like, "Hey, here's how to lose fat," like, "eat in a calorie deficit, eat this much protein, make sure you walk." It's like, for fuck's sake, you're not giving them any nuance and I understand there's a time and a place for it, but you can do better than that. You can do much better than just saying... Giving them the headlines. You can use the Reels for better content. So rather than just giving these five things that are these cockamamie headlines that don't do much, go in detail. I'm pretty sure Instagram, you can do 90 second Reels. You can give more nuance on one topic in 90 seconds, than just these headlines. If you're gonna do these Reels, which is fine, I think you should, I think it's important, just give more nuance or don't do these headline bullshits.

0:59:33.7 Mike Vacanti: It has to do with subject choice, because what you just listed is a good example of... How to lose fat is a giant question that could be a 10,000 word... Is an entire book that we wrote. But it could be so... You can go so in-depth. Trying to answer that in 60 or 90 seconds doesn't make sense. But if we look at, you mentioned Eric Roberts before, going in depth on a specific exercise, like, a specific sometimes somewhat obscure exercise, and giving two or three or four coaching cues around that movement is a good way we'll say to use that shorter form style of content. Now, I actually... I still don't disagree with you in the semi-grandpa perspective that it's the end of society, but for different reasons. I think that content... And I'm literally just hearing Gary be like, "That's what they said about the radio, that's what they said about the TV, that's what they said..." But we are... Technology and consumable content, we'll just call it, the style of it is becoming more and more and more addictive. And that's why everyone copied TikTok, that's why Facebook copied TikTok, that's why Instagram has Reels, that's why YouTube has Shorts, that...

1:00:56.7 Mike Vacanti: And why is that bad, let's say? Because I think the majority of people on Earth don't have any self-control or have minimal levels of self-control, and so boredom and free

time are becoming a thing of the past because it gets filled, these gaps of time during your day or weekends or whatever, get filled with just swipe, swipe, swipe, swipe. And I don't... I've said this on a podcast before, I have absolutely nothing to back it up. But I think that in 10, 20, 30 years, we're gonna see evidence that this... We'll call it a high number of changes in focus is going to be detrimental to the brain. And just to give an example, think of 60 minutes of reading chapter six of Harry Potter and Goblet of Fire compared to 60 minutes of literally... You're probably consuming at least 120 TikToks in that amount of time, maybe more, depending on...

1:02:05.6 Jordan Syatt: Probably more, yeah.

1:02:06.6 Mike Vacanti: Depending on the number that you watch the first few seconds of and you're like, "No," and the ones you watch the entire thing. Just that being immersed in one story or one thing, or it doesn't even have to be reading a book, it could be completing a task. But I wanna compare apples to apples, so it's consumption of entertainment or education. Watching a movie. Watch a movie for two hours versus consume 240 plus TikToks. I think that the 240 plus TikToks is, for lack of a more scientific term, degrading our brain in some way, and I think that will get proved out over time. And now... I forget the name of it. Balaji, I don't know how to say his last name, previous CTO of Coinbase, I've talked to you about him about geopolitical stuff. But he was tweeting about this new AI-generated content, which isn't even made by a human and isn't that great yet, but hyper-palatable content that is AI-generated using all this data. I don't even know how it's made, but basically making stuff that hits all of our pleasure centers, whether that's video or images or whatnot. But long-form...

1:03:22.4 Jordan Syatt: Yeah. One of the... Yeah, long-form content and if you... We have tons of content on this and our podcasts on this, if you want more specifics, feel free to go back and listen, or we have tons of information on it in the mentorship and you can get \$300 off if you join right now using code, popupscales, link in the show notes. The other thing about this... I haven't been making Reels for a couple of main reasons. Number one is, I just can't be asked to. I'm just like, I'm just... I don't like making it right now. I'm just... I don't fucking like it. Now, I know it would be beneficial for business and I know I can do them in a way that would help people, but the number one reason is just I don't wanna fucking do it, that's just it. And I'm sure I will, I'm sure I will eventually. But the other reason that I haven't been doing them but I have been doing Q&As and podcasts and I will be start doing YouTube videos again soon, is because, I have zero data to support this, but I very much think so, people are getting trained and they essentially are training themselves to only like this short, quick info, and if it's anything longer then they're not gonna watch it, they're not...

1:04:40.0 Jordan Syatt: I don't want to train my audience to only consume short-form content from me. I don't want them to expect these quick, quick cuts da, da, da, da, da, da, super fast, 'cause as soon as they're bored for a second, they leave. I don't want... I deliberately will make Q&As in which I spend 20 or 30 minutes writing the answer to one question, and it will be a long-form response. I'll say touch and hold the screen to read and doing these long podcasts because I don't want to train my audience to expect quick, quick, quick, quick, quick, quick, quick content. I want them to know like, "Hey, it's gonna be longer form and it will be worth it" if you stick around. Maybe there is the argument to be made, "Well, if they get introduced to your short-form content and then they will go to your long-form content as a result of it," that's a fair counterpoint. But for creating depth, there's no question that long-form content is...

1:05:38.5 Jordan Syatt: And you can't create depth with short-form content... Not that you can't. You can't create anywhere near as much depth with short-form content as you can long-form content, you just can't.

1:05:49.2 Mike Vacanti: Bingo. Four...

1:05:52.4 Jordan Syatt: Bingo.

1:05:53.5 Mike Vacanti: Be yourself, be yourself. This was yours.

1:05:57.6 Jordan Syatt: That's your way of telling me, "Alright, Jordan. This is your idea."

1:06:00.3 Mike Vacanti: If you're funny, be funny. If you're not funny, don't be funny. Don't be someone you're not.

1:06:03.6 Jordan Syatt: Yes, that's exactly right. I see a lot of people say things to me like, "Yeah, but I'm not funny." You don't have to be funny, you don't have to be any way except yourself. And I think people run into issues when they try and be someone they're not. If you're not like a super funny person, then don't try to be a super funny person. You could be super dry... But be yourself. I think that is... I know it sounds cliché and hippie-dippie and da, da, da, da but it's like you don't wanna try and be someone you're not, 'cause people can smell that, and aside from people smelling that, you're not gonna be able to sustain it. You can't sustain trying to pretend to be someone you're not.

1:06:46.5 Jordan Syatt: And when you are just fully you, it... I remember a very well-known fitness professional in the peak of the long-form content days. I'll never forget this. It was before Instagram existed. He is and was a terrible writer, like truly phenomenally, awful writer. And aside from how terrible his grammar and spelling was, he just... His writing just sucked, and people would get on him for it all the time, and they would give him shit in the comment section on Facebook and... 'Cause back in the day, you'd write an article, you'd publish on our website, and then you shared on your Facebook page, like, "Hey, go read the article, da, da, da, da," and that's how that was initially disseminated, information was initially disseminated. And people in the comments would always give him shit for like how bad his writing was, and people would say, "You need to get someone to edit this and you need to change your writing, you need to study writing, read this book."

1:07:42.4 Jordan Syatt: And eventually, he made an entire post about... He's like, "Listen, I'm a fitness coach. I'm not a writer, I'm not an author. Like, this is not what... I'm not gonna spend my time doing... If you find my content helpful despite my shitty writing, that's all I care about." And people loved it, people absolutely loved it. He just went in on being himself unapologetic like, "This is who I am." He's like, "Listen, I'm not gonna learn to become a better writer. I know my information is super helpful. If my writing is so bad you don't wanna read it, great. That's fine. Then don't read it, but you know if you read it, you're gonna get really good information that's gonna help you." So people continued to read it and he's continued to grow and he has a huge presence in the world to this day.

1:08:29.1 Mike Vacanti: Are you...

1:08:29.1 Jordan Syatt: I'm not saying...

1:08:31.6 Mike Vacanti: No, you're not saying him.

1:08:32.1 Jordan Syatt: I'm deliberately not saying his name. Yeah, yeah. Not a big fan of them, but great information. I'm not gonna give free publicity for someone who's...

1:08:40.9 Mike Vacanti: You just went gender neutral on... You went him, him, him and then you

went to them.

1:08:45.2 Jordan Syatt: I didn't do it on purpose. I'm not gonna assume I know their pronouns. I don't know. I'm not an assumer, Michael.

1:08:52.9 Mike Vacanti: I see, I see.

1:08:54.0 Jordan Syatt: But...

1:08:54.7 Mike Vacanti: Okay.

1:08:55.2 Jordan Syatt: Yeah, this guy, frankly, has been a little bit of a dick, but I don't really like him very much, so I'm not gonna give him free publicity on our show.

1:09:02.7 Mike Vacanti: Understood.

1:09:03.5 Jordan Syatt: But he is very good at what he does.

1:09:05.0 Mike Vacanti: Understood.

1:09:06.4 Jordan Syatt: But yeah, and I respected that move. So even though I wouldn't invite him over for dinner, I would still gladly say that he's done super well for himself and he has great information, and he went in on being himself.

1:09:21.9 Mike Vacanti: By being himself.

1:09:22.0 Jordan Syatt: Yeah, by not trying to be someone that he's not. So it's easier said than done, but it comes with practice as well, and I think one of the best ways to do this practically since this is the practical episode is whatever... You should make an Instagram post, like a video, maybe even a Reel if you wanna do that, about talking about the things that you struggle with, the things that are really difficult for you. If making content or video content is really difficult, you should make a video being like, "Hey, I'm making this video content to let you know that this is very difficult for me. I would much rather not be behind the camera. I don't feel comfortable speaking on camera, but sometimes you have to do things that are really difficult, and I know that I'm asking you to do that in your fitness journey, so I figured I'm gonna do that right now. I'm gonna make sure you know this is really hard for me to put this out here publicly." People love that because it's honest and it's true. So if you struggle with something, just be honest about it and tell people. I think it's one of the best ways to get comfortable being yourself.

1:10:21.5 Mike Vacanti: Number five; Don't be a guru.

1:10:24.0 Jordan Syatt: The gurus.

1:10:26.9 Mike Vacanti: Yeah.

1:10:27.3 Jordan Syatt: Do you want to go in on that? The gurus.

1:10:32.0 Mike Vacanti: Dude, I saw... I get a lot of Instagram sponsored feed posts from just some random nobodies who are like fear monger, hard selling, some grow your business shit, and I get... Every single day, I get cold emails about, "Do you want more clients? Do you want my selling... I made a video for your website. You can sell more. I'll triple. You're this..." Like, who are you, who are you and why are you in my inbox you nonsense guru? Don't be that. Don't be those

people.

1:11:12.5 Jordan Syatt: And don't sign up with those people.

1:11:15.3 Mike Vacanti: Well, that goes without saying. You know what? Or do. Or do, because then...

1:11:19.6 Jordan Syatt: Yeah, actually you know that, do. I was just talking to...

1:11:20.1 Mike Vacanti: That's a good to learn. That's a good way to... That's a way... It's hard to learn from being told something, even for me personally, but to go blow a bunch of money on someone who has no idea what they're talking about, you're gonna learn from that experience, and you won't make that mistake again.

1:11:37.4 Jordan Syatt: I literally was just talking to a friend of mine who she's always asking for business advice and I'm happy to help. She just spent \$20,000 for some of these gurus, gurus. And I got so mad and I was like, "You know what, I'm glad that you just wasted \$20,000 because I've been telling you exactly what to do for years, and I think you've been taking it for granted, and now you just wasted 20k fucking on these gurus.

1:12:04.4 Mike Vacanti: Man.

1:12:06.0 Jordan Syatt: And now... I was like, "And what are you getting for it?" You know what they told her? You're gonna laugh. They told her to open up a free Facebook group.

1:12:14.8 Mike Vacanti: Is that where people are getting this idea?

1:12:18.0 Jordan Syatt: It must be. I was like, "Why the fuck did they tell you to do that?" I was like, "Why not just get an email list?" And the whole strategy, this is the strategy. Get a free Facebook group, and then run ads to that Facebook group. So you get people in your...

1:12:37.0 Mike Vacanti: Wait, wait, wait, wait, wait, wait, wait.

1:12:39.0 Jordan Syatt: I wish we had a camera right now to see your face. [laughter]

1:12:43.6 Mike Vacanti: Build a look-alike audience based on the people in the group and run ads at that, or run ads at the people in the group?

1:12:51.5 Jordan Syatt: From my understanding is, it's the latter run ads at people in the group. How stupid, \$20,000. Just fucking get them on an email list then you don't need to spend money on ads. This goes right to their inbox.

1:13:07.1 Mike Vacanti: Yeah. Yup.

1:13:08.1 Jordan Syatt: Goddamn.

1:13:08.7 Mike Vacanti: Well, not to mention all of the time and effort and energy that you're gonna spend maintaining the group and building depth with the group that you could be doing on your public-facing pages, except that with the Facebook group there is no opportunity for reaching new audience like you would do if you were making content that was public-facing. What if I would have made my why fitness matters video and then I just would have posted it to a group of 137 people. And so instead of it reaching 10 plus mill organically, it just reached maybe 40 of the

137 people.

1:13:48.5 Jordan Syatt: Yeah. It's so stupid. The private Facebook group model is... It's fucking stupid. So yeah, these gurus, they promise you these six figures and six minutes of posting on Instagram and it's... Goddamn... And I think we're preaching to the choir here, like, people who are listening to this podcast are not gonna fall for the guru nonsense. But if you have colleagues or friends who are falling for the... Send them this episode. Just, "Hey, listen to this..." And you could listen fast forward through the whole talk about rugs if you want...

1:14:25.6 Mike Vacanti: Rugs.

1:14:28.7 Jordan Syatt: I thought that was probably one of the funniest parts of the episode. And we could talk about that in a second. But have them listen to this. 'Cause the gurus, they're the exact same bullshit that the fitness, the detox teas and all that... They're the same. It's the same people in a different end of the industry. With the same bullshit. Don't... Listen. One thing that we say about the... The thing about... We talk about the mentorship, you'll never hear us say, "You'll make this much in this amount of time." The only guarantee that we give you is that you will definitively make your money back if you do everything that we tell you to do.

1:15:16.5 Jordan Syatt: Now, everyone thus far who's done everything we've told them to do has made significantly more than their money back and they've built incredible businesses. But we're not trying to get you in by saying, "You'll make this much in this amount of time." We're not saying X amount... There's a lot of people like, "Oh, you need to make this much a month in order to consider yourself successful." No, that's... What we wanna do is we wanna teach you... We wanna help you become a better coach, it's a major part of what we do. We wanna teach you our systems for coaching, our methods for coaching, the psychology behind our coaching, how you can write better training programs, help your clients better. And we also wanna help you build a business that allows you to live a happy, enjoyable, healthy life. We want you to build a business that allows you to enjoy time with your family, that allows you to work from wherever you would like to. But we're not in the business of trying to make people multi-billionaires. That's not what this is about, especially not at the expense of people's health and all of that, and at the expense of your authenticity of who you really are. Pay attention to how people are marketing to you.

1:16:24.9 Jordan Syatt: If someone is... And this is same lessons for your clients, pay attention that you should say, "Hey, how are people market... Are they marketing to you saying like, 'You can eat as much as you want and lose as much weight as you want?' That's important to pay attention to, that's bullshit marketing." Or pay attention to how these gurus are marketing to you and do you align with that? Is that something that you really wanna be a part of? And the only person who can answer that is you. But if you wanna be a part of something better, join the mentorship \$300 off right now and yeah, that's pretty much it. This was a fun episode to record. We need to get that camera so that they can see our facial reactions.

1:17:04.1 Mike Vacanti: It's a really fun episode. Cameras coming soon. Thank you all for listening and we will see you next week. If you're gonna sign up, sign up, popupscales, one word. Link in description. Don't wait a week, six days, seven days, and then see that the code doesn't work and email. If you're gonna sign up, sign up, and can't wait to see you next week.

1:17:23.1 Jordan Syatt: See you now or see you another time. [laughter]

1:18:12.3 Mike Vacanti: Good-bye.

[music]