

MRBEAST'S 9 RULES OF SCALING A BUSINESS

*We
develop a passion
for Teaching!*



INFINITY PODCASTS 1357

Let's go so here we go I have
it here this is the Mr be secret
I don't know if I should be
concerned and I guess you
Faked going to college oh that
that's the juicy one on your
100th video you wrote your
stats I did do that I
Remember that it's not like at
100 you were rich and famous
people say it takes \$10,000
from master or something I'm
i'm
Like that's when you start but
you know like nobody does
this right I don't understand
why so we want to do an
exercise to see if I can come
up with a

Viral idea but with a budget
of \$1,000 yeah exactly so
we're going to do a random or
a generator well they're going
I think this is great all right so
they gave us the word
grandmother so what's a
Viral idea with a grandmother
I mean bro if you actually
want like a mega
[Music] Banger it do what's
up how's it going
Boys hey how you doing let's
go what I like about you is
that your approach to whether
it's youtube selling chocolate
Losing weight whatever it is
yeah you have a certain
mentality I think you were

differently I think in 20 years
i'm

Going to be able to look back

I'm going to show my kids
and be like yeah wait before
Jimmy was President you you
came on my podcast we said
at this little

Table I honestly think you're
wired differently and I want
to share those with audience
that anybody could use

Whether you want to be a
swimmer you want to be a
youtuber you you want to be
a business person whatever I
also called

Your assistant called your
your thumbnail guy your

girlfriend they didn't even tell
me that what and so

Here we go I have it here this
is the Mr B secrets and so I

don't know if I should be
concerned we're going to go

Through these These are nine
of what I consider to be your

rules now you could tell me if
if these are [___] oh are

You making this a game me
here you go so we're gonna

play this game and each one
of these is to me a rule of Mr

Beast

It's something we've seen
about the way you operate

and I want you to kind of talk
about these so this is number

one okay burn the boats burn
so burn the

Boats your mom wanted you
to go to college and I guess
you faked going to college
you pretended to go what
what is

The story oh that that's a juicy
one so well first off we didn't
have the kind of money to go
to a real college so it's

Was just like a free
Community College um but
yeah my mom because she
grew up

Pretty traditionally they you
know military worked her
whole life but then 2008 she
lost everything when the your

Real estate collapsed and so
lost all her savings and stuff
like we we went bankrupt and
had to file for bankruptcy

Like so she's like very
paranoid she just wants her
her kid to like go get a job
and like not [__] up and not
do any

She's very risk adverse and so
that was a constant tug and
pull because I'm like I'm
going to be youtuber or
homeless and

She'd be like but then you
could be homeless I'm like
okay I mean it is what it is I
don't care um I'm going to be
a youtuber and she it just

never clicked

In her head and to her it's like
if he doesn't get a college
degree he's like my son's a
failure I just wasted 18

Years like he's he's not going
to be able to provide so for
her it was like either college
or my life's ruined

Because that's just how her
brain's wired and because she
um went through so much and
so when I was like I don't
want

To go she was just like then
leave get out of the house like
I can't I just can't bear the side
of my son just sitting around
and in you know just

Throwing his life away and I
didn't have enough money to
move out so I was like Frick
and luckily the community
college

Is so cheap it's not like she
was wasting money on it so I
was like okay i'll go to
college and then I mean I
Just flat out lied to her like I
was like i'll i'll do it but you
know I had no intention of
actually doing it and so
I went just to see what it was
like and I was like well
maybe I'm like being a little
dramatic and I went to class
for

Like a week horrible it was so

boring I mean I swear like the
teacher was just reading out
of the book and I was like
Why why do I have to I could
just read the book like what
are we doing you know and I
said that to some of the
people

Around me and they're like
yeah that's what education is
stop complaining and I'm like
I just was my head hurt and
so

Then I was like it is what it is
like I have like a six-month
time clock where I have to
make enough money where I
can

Move out because once my

mom knows I'm I'm screwed
she's gonna kick me out of the
house honestly I would want
to leave

The house because it's I know
it's going to make her
depressed and and very sad
and so you just didn't go after
that

Yeah so I would go every day
go and then I would just sit
like this like at a really old
like Dodge Durango that was
Super used with a lot of miles
and I would just sit in the
Dodge Durango and like edit
videos and I film at night and
i' would you come back and
be like

School was great yeah I was
just like yeah you know she
like how's college and I like
you know and then and I just
wouldn't tell her that
I'd stop going but you burned
the boats you're like all right I
got six months exactly I got
to either make it or [_]
Somehow I figured it out I
don't even remember um but
we I had a month where I
made 20 grand um right
before it was
Time like the the window was
almost up and then I just told
my mom I just like I haven't
been going I'm failing I found
A place down the road it's

700 bucks a month sorry she's
like all

Right hey real quick I'm
trying something special for
this episode let me know if
you like it we were talking to
Jimmy and before these
episodes I do

30 40 hours of research and
prep and I make detailed
notes that for me make it
Super easy to remember all
the key takeaways well for
the first time I'm actually
going to give those notes to
you so you can get them for
free in the

Description below it's my
notes the key take aways from

this episode go ahead and
grab it it's down in the
description

Below is this kind of a
strategy for you where you're
like I don't think it's a strategy
it's more my personality I'm a
Very obsessive person like I
If you told me to like do a
hundred things I would
struggle at it but if you told
me to think on this one thing
every second of

The day for the next 10 years
like I can do that pretty easily
so I like to just obsess over
something I like to dream
About it wake up think about

it think about it think about it
think about it think about it
more work on it work on it
work on it think about it think
about it dream about it and
just do that every

Single day like that to me
comes very naturally so what
was your observation we just
went to Walmart with Jimmy
did

Jimmy your we we haven't
talked about this most your
audience probably does know
I sell chocolate we have a
febles it's a chocolate
company and um I'm sure
We'll go into that at some
point yeah Fe this episode is

brought to you by feal so I
took him to a Walmart just
because

It's my favorite thing to do in
my free time I go walk up and
down chocolate aisles and
different retailers and so I
brought him alone he was
telling us

Everything about
merchandising everything not
just about Feasta bles but
about competitive chocolate
companies he was showing us
like talking

Numbers sales dude I thought
like influencers it's just like
you give them a product
they're like oh this okay guys

Hey buy this you know the
chocolate game inside and out
he was in the aisles like
Reconfiguring the SKS
making everything straight I
like landed in DC for a
layover to them fly to North
Carolina

And then I got off the plane to
go to my connecting flight
and I was like wait a minute
and I just opened up like
Google Maps and I searched
Walmarts and I was
Like I could just drive there
and hit 25 Walmarts on the
way home and so then I it was
like 10:00 a.m. and then I just
skipped my connecting I just

rented a car and I drove from
DC visited every Walmart on
the way to North Carolina I
didn't get home till like 900
p.m. and I just like it was like
I the CE Hershey's has uh has
done that ibly not I wonder
if he's doing it and then the
guy your friend who was like
have you gone to Walmart
with him they're like he's like
yeah I don't know Jimmy has
like a badge

like if something's out of
stock he just goes in the back
and restocks it himself did
they give you like do you
have some
way of like well it's a it's a

vendor license so a lot of people have vendor license like beverage like Coca-Cola they so they have a xes Network you can fit like theoretically 10,000 chocolate bars in a pallet you can only fit 500

Cod cans so it's like a lot harder to store 10,000 cans of coke than has 10,000 chocolate bars so for that they have Coke trucks that some Walmarts they go to every single day and they'll just take the product and go put it in the

back for the Walmart employes and then they'll go

stock to shelves and
everything so they Walmart's
pretty transparent about that
which I was when
I first got into the cpg game I
was like no shot like they're
just going to let us do it but
yeah if your product's out
stock on the shelf and you
have a vendor license you can
go in the back scan hand it in
and put it on the Shelf smart
yeah I mean you could argue
it's not a good
use of your time and I don't
know why I do it it's kind of
therapeutic I just love going
to Walmarts and fixing the
product and I like just

observing it
like what it looks like on the
Shelf seeing what the
competition is doing just
seeing who's grabbing it and
buying it it's like those memes
like men won't
go to therapy but they'll do
this this is your thing organize
a chocolate Island Target or
Walmart so let's do uh
rule number two this one uh
go ahead you can we can
reveal this I think you know
what this one is Rule of 100 I
I gave it
a name so this is I'm going to
quote you on this so this was
somebody you know I'm sure

you could ask this a million
times okay how do I you what
advice do

you have for me as a
YouTuber how do I be
successful on YouTube and
you said this thing that to me
was like every
Creator should print this and
put it on their Wallies
everything you go look your
First videos not going to get
views period your make 100
videos improve something
every time on the 100th one
then ask questions to me that's
the rule of 100 is before you
come ask for advice it's like
have you made 100 videos

and
every time try to make one
thing better and that that's like
also very achievable too it's
not like some insurmountable
thing to do it's like all
right I'm going to make my
intro better I'm going to make
my editing better whatever it
is and that and the the beauty
of what you said was I think
the
way you said it you were like
if you do that a 100 times and
I say come talk to me after
you've done the 100 people
99%
of people just don't do it and
then the 1% of people who do

they don't need me after that
like you figure it out which
is it's more of a metaphorical
mindset because that's the
thing it's uh most people who
like like need advice is just
go do it and learn through
failure I'm a big fan of just
trial by fire go do it [___] up
a bunch of times and like get
Point 1% better and then do
that for a couple years I have
a couple other pictures to
show you so this is one this is
one of your thumbnails oh
God during
your ride that's still on my
channel so I went and I
looked at your your your first

100 I was like all right let me
see he said the rule of 100 let
me go look at his first hund
and I saw this and like today
you're probably known as like
one of the best smartest
thumbnail

people in the world right
Black Ops 2 shotgun gaml
with commentary PS4 or
Xbox

just I suck at making
thumbnails which is honestly
dope because most people if
they feel like they're bad at
something

they just don't do it they they
they shy away yeah uh and
then you have this other one

which is like your 100th
video
on your 100th video you
wrote your stats you go oh
my God subscribers I did do
that I remember that 730
subscribers so
on your rule of 100 it's not
like at 100 you were rich and
famous yeah right and
honestly yeah probably 150
of them are
me asking people on Xbox
LIVE to subscribe like when
playing Call of Duty and like
a game chat I like yo
subscribe
to my channel so what do you
see people get wrong about

the rule of 100 most
people just aren't as obsessed
with improving things they
get like pigeon hold in the
box and they're like oh I just
need to improve I mean this
applies
to everything but I guess
specifically content they'll be
like oh I just need to write
better jokes or I need to have
better camera or this and then
it's it's
not it's just a mindset like
every single every single
thing can be improved there's
no such thing as a perfect
video you know from I mean
you

can go as low as you want to
like the coloring to what
you're wearing to you how
you speak to how long the
video is

to I mean there's nothing that
you can't improve and so like
just having that mindset
where you're always trying to
get better um and like
applying that to everything
across the board not just
narrowing on on this one little
thing um

but also with this honestly a
lot of people are mentors they
just don't listen and so they
they'll ask me for
advice and like the ones who

will listen they will take their
revenue from like 30k to 400k
a month or their goal subs or
whatever it is I can show
them how to

hit it but a lot of times if
people ask for advice I'll say
it and it'll be like in one year
and out the other and like
so those are the worst I used
this because I was studying
um Seinfeld recently and I
don't know if you know
Seinfeld has this daily
Seinfeld's now like 70 years
old he's still like in the
standup comedy game he's
the only
standup billionaire like ever

so he's the only comedian
who's a billionaire it's pretty
crazy and so I was like all

right what can I learn from
Seinfeld and one of the things
he did was he was like every
day for like the last 45 years I
wake up and my first two
hours of the

day I write he's like I write
jokes he's like guess what if
you want to get good at jokes
you write jokes every day and
he's like every day I just try to
make

it one better than the other
they talk about writer block
he's like that's nonsense he

goes my rule is I sit down I
don't have to write I just can't
do anything else and he's like
and then that makes me right
and I've been doing that and
he has this yellow legal pad
of

all the pages he ever did and
he he literally laid him out on
a road and he like paved the
whole Road it became like
a yellow brick road basically
it's an incredible you know
how many hours that is two
hours a day for 45 years 30
30,000 hours right yeah that's
you know that's the thing
people say it takes 10,000
hours to master or something

I'm
I'm like 10,000 hours that's
that's when you start you
know first like that like that's
the mindset you need with
like
the RO of 100 it's not um
because 10,000 hours what is
that it's only like eight hours a
day every for four years yeah
exactly it's not that they got
crazy but to a lot of people 10
you know that's the saying
10,000 hours in your master I
think it should be 100,000
hours to be honest I think 10's
too easy so if Seinfeld is like
locking himself in a
room and saying I can't do

anything but write jokes do
you ever have to do that or is
it no this is just what I live for
yeah so I mean I just I wake
up I walk in the studio and
normally this whiteboard over
here we erased it I
guess it wouldn't be leaked
but it'd have all the businesses
all the prils all the bottlenecks
anything I could do to push
things forward and it's all
listed out and there'd be
probably three or 4 hundred
things and then we'd go
through at the start of each
week and we just pick what
needs to be done to what
should we prioritize etc etc so

it' be like Feast tables it's like
you know ethical sourcing
here's three things
that need to be done here's all
the major bottlenecks that if
you stepped in you can push
it Forward content toys lunch
Le whatever um so that's
more how
I structure my days is like
because we just have a lot
going on and it's just like
making sure what I'm
working on is
the most efficient thing
because if there's like 10
people sitting around waiting
on me to make a decision to
go

work that shouldn't be a
Friday thing that should be a
[____] Monday at 9:01 a.m.
thing you know what I mean

so it's

very even just just figure out
what I need to accomplish in
a week and then even the
order of what we do is very
important you want to do the
third one

yeah you want to Jimmy let's
let's see this bad boy you can
make anything viral so in
your can we talk about your
weak

yeah of course the docent
yeah you did a podcast on it
so we want to do an exercise

exercise is it a challenge
challeng challenge just see uh
if I can come up with a viral
idea yeah exactly the problem
here I'm I'm down for this
the only the ironic thing is the
only one here who will
actually know if it's viral or
not is me you're grading
yourself here right it's that
Meme where Obama's putting
the medal on himself exactly
CU you guys could be like I
don't think that'll get 100
million views and I'll just go
no but but here's the
stipulation take a normal
thing yeah
make it an interesting viral

idea but with a budget of a thousand because it's EAS oh Mr would just put a million on

line 10 grand 10 grand okay and you you said you used to use random word generator so we gave you a random word generator if you hit uh I don't random words you can pick you can flip through a few until you find a word actual them

like so to give a little context to your viewers the thing is like you could spend seven days this is something I've said on other podcast I think this drives it home I spent

seven days buried alive right
that got hundreds of millions
of views me laying in a coffin
it's like like holy [__] put a
coffin 10t on the ground
cover with 20,000 PBS of dirt
I'm literally in a coffin for a
week that's that's cool that's
viral that was seven days of
me laying down I
theoretically could have
instead of
doing that laid in just a
bathtub for seven days no one
would have gave a [__] like
that video would have but in
theory
it's the same amount of time
at least from a filming

perspective logistically
maybe not but in theory both
are me just laying down for
seven days but one is
super [___] viral the other no
one cares about and so that's
like the power of ideas like an
idea with the right
idea you can do the exact
same amount of work as a
different idea but get 50 extra
return so that's that's why I'm
so

adamant about generating
good ideas all right so I just
hit random create random
words

chocolate Chate easy they're
going to think this is it's

chocolate this is a
random word generator BR
they're not gonna they're
gonna think this whole thing
uh grandmother all right they
gave
us the word grandmother so
what's a viral idea with the
grandmother um that
could be done for \$10,000 I
mean bro if you actually want
like a mega Banger I
would do um I uh completing
a 100y old's bucket list oh so
you meet a grandma
Yeah I'd find a grandma I
mean if you really wanted I
wouldn't say I would do this
but if you wanted like a viral

viral video I'd find a
grandmother who's
like terminally ill and I'd take
her and her grandkids and
come you know do
everything in the bucket list
for him
like bro idea like don't do this
title but she will die in 30
days so I
fulfilled all her wishes that
you CL that's so good hold on
we got to do another one
that's okay you passed you
passed the test I just this is a
lifestyle I I can make I like
the magic
trick drawing you want to do
that one yeah drawing okay

the next one he hit was
drawing um I mean well so
you want
it for 10 grand because the
first thing I thought of is for
drawing is drawing the
world's largest picture but that
would be more than 10 grand
actually
weirdly enough a lot of
videos go viral on YouTube
where people are just like
customizing phones or things
like that I
depends is if I'm like a
really good artist I would do
like Tik toks go super viral
where they like find two like
a

guy a couple on a street and
they like sketch them but but
but they they sketch them like
really ugly but they like stop
really beautiful people and
then they they turn the
artwork around they're like
what the [__] and those
those do really well like it'll
be like a very
handsome guy but then it
they'll do their face like really
round and like with buck
teeth and it's always those do

really well on Tik Tok like
I've seen some get 100
million views so that would
be one way you could do

drawing I mean
even it just if you're good
enough artist like and if
you're not just get good and
study and be good um I
would

like you could design like a
hospital floor or something
for like make a witch kids and
like do like cool artwork or
something um if there's like
some film you could put up
over draw it and like do a
design that they just peel off a
couple days later like that
wouldn't be that expensive
and that would be cool like I
surprise make a wish kids
with uh

you know their favorite
characters or something um
yeah I mean the how many do
you want

when you're brainstorming
are you usually just kind of
by yourself are you like
what's C like if I said you got
to

come up with something what
would you do to set yourself
up to come up with great
ideas yeah CU in
transparency I have teams
now and so I don't I'm not as
like

I used to do this all myself
now I pay a lot of people to
do it uh and I just like work

with them on the back 10%
but

I mean yeah I the the if you
really want to come with like
great ideas you need to
surround yourself with other

very
creative people I mean I I'm
not going to say their names
but I have at least five people
that I if I really needed to
solve something I would call
I'd fly them down it would be
boom boom boom boom me
in the middle and we we we
could

solve anything like creatively
in terms of virality or
anything like that they're just

like really really good
like one's good with
thumbnails one's like the
smartest guy I've ever met
when it comes to titles
another he's just a [___] freak
and he says the craziest
stuff but it's very like
inspirational and so you need
like that like shotgun that's
constantly shooting out stuff
and

then like another guy we
would describe him more as
like a sniper like he's not
going to say much but when
he says it you're like dang
that's good um so yeah
I just have like my go-to

people who are like very
creative and like yeah they
just pull the best out of me it's
very

important you have that like I
think didn't Steve Jobs call it
in like creative Inc like his

Think Tank yeah

and they had a thing where
they were like at Pixar they
have a book called creativity
Inc I creativity Inc yeah and
he said it's not people think
oh we just come up with the
best ideas right away he goes
no he goes the creative

process

is taking something that sucks
and removing suck and so

he's like yeah we sit there we watch the first version and it sucks and then we we trust each other enough to be like yeah that kind of sucks but here's what sucks about it go back try again try again try again he's by The End by the 10th thing we've just removed all the suck and all that's left is the good bits yeah I was just you buy that is that yeah I was just at Pixar is at the Steve Jobs building and I was just with some of the employees out there working and just seeing how they go about and like they're doing daily reviews over there

which is like you
know every day like what
they work on they're showing
to like the director and stuff
and getting like real-time
feedback and they're very like
eess and

it was very cool to like see
their culture and how they go
about it like CU they I mean
in terms of animated films
there was second to right I
remember a couple years ago
when we talked to you you
said that coming up with
ideas was
still the thing that you felt like
you had the most trouble
handing off to anyone else it

was like the thing that
you still just like excelled
most at and couldn't trained
so many great people at that
now okay yeah I mean I I
have
enough ideas for the next five
years so that's not a ball neck
at all like I have too many
like uh I I would just
start listing them off but then
the problem is everyone
would steal them so yeah
yeah okay great let's go to the
next all right so we have that's
three of the rules number four
I'll flip this one cloning yes
all right so the
backstory of this one is last

year when we were doing our
camper event it's basically a
room full of business people
billionaires all whatever and
you started describing how
you run your company and
you you were 25 years old at
the time you're not now
you're 26 with these people
double my age in 20 times the
experience of me correct and
so

there we're listening and we're
like so who is this guy why
this guy's been following you
around all day who is this and
how do you run this how do
you train
people and you were like you

described this process of cloning and I swear I saw like five billionaires make a note to themselves so can you describe what is your cloning principle what does that mean yeah well the thing is like as a Founder because I assume a lot of your viewers run yeah like you're constantly having to put off fires you're constantly having to do things and that's a flaw you're always going to be putting like having to work on stuff but you should view anytime you have to work on things as a flaw and it's like how do you

what's the fastest way to stop
working on something every
time you work on it have
someone on your hip and
have them learn how to do it
essentially
clone you to do that task and
so anytime I I don't ever work
alone anymore because
anytime I'm doing something
that's a problem and like
someone should be doing this
in six months and so that's
that's just like the cheat code
to doing it um and it's cloning
not
training why well we would
call now that I have hundreds
of employees now I think

we're probably closing on 500
so it's a
lot more training but CL like
clones are more like the all-in
people who are going to like
run your company one day
and make high like and have
the upside to like live with
you and and you know cuz
like someone who's making
\$40,000 a
year they're not going to live
with you and fall you around
15 hours a day and right you
know but early on you had
that you had people literally I
still have
people like that but it's like
that's that's just a small subset

of it so yeah of the on the
core team yeah 100% it's
just like the thing is the more
you know about everything
going on the better because a
lot of what you do in one part
of a one vertical business in
finance or and this or that
affects other parts and so the
more you understand the
whole

business the more you
understand the ripples you
create across things the better
efficiently and better you can
do these kinds of things and
so just having
a clone who knows
everything about the whole

business as opposed to just
one section just makes it
where they can just make
decisions so much faster and
they can cut through red tape
and it just makes it so much
easier for you to just like
because like when you're in
hyper growth scale you don't
know like
what the next fire is going to
be or the next things is to fix
and so if you just have a
couple versions of yourself
which is so nice because it's
like oh this
thing over here in editing is
falling apart all right clone
that you followed me around

for the last three years you
know what I would do just go
fix it you

know what I mean so I don't
have to go fix it every part of
a company is not like it's not
like you look at a thing you're
like editing editing is its own
thing no EDI editing is people
editing right everything is
people and so what I liked
about the way you were doing
it

was I think on the outside
people hear this are like
follow you around all the time
live with you that's crazy I
would
you know that's that's harsh I

met the people doing it and
they were like this is the
greatest opportunity exact I
came

here for this I wanted to I
want to be great he's given me
the opportunity to be great not
everybody wants this I want
this you can either go to
college for like not even four
years go to college for three
years or you can follow Sean
around for three years and
like just all day every day and
the version of you that
follows Shan around for 3
years
will make way more money
you'll be way more

experienced way more
valuable to him or you could
just go to any one of his
competitors and you'll make
10 times

more than if you guys have
you ever heard the Warren
Buffett cloning story no so
Warren Buffett when he was
young he wanted to learn
investing right so he
goes to the guy who wrote the
book on investing Benjamin
Graham and he's like uh Mr
Graham I wanna I'm I'm
Warren

Buffett I'm a big fan of your
work I want to work for you I
will work harder than anyone

you know and you know what
I'm willing to work for you
for free because I this matters
so much I want to learn from
you and Ben Graham goes on
your price is too

high and he was warden was
like surprised and later he's
like he was to so right I
got so much more out of
working every day at Ben
Graham's hip than him getting
my free labor actually the
value

exchange was like completely
he was correct and I that
always stuck with me because
it's so true like dude how do

you if you want to learn that's
the best way you could
possibly learn and as a
Founder you know ultimately
you you want
judgment to scale so it's like
if people in your company
can think think what would
Jimmy do and get the right
answer

now you got two jimmies
right you know like for the
most part they make decision
and then other times it should
be like what would Jimmy do
okay Jimmy's

not always right in this
instance he's an idiot let's go
call him out on it what will he

say when I tell him what
I'm actually gonna do yeah
and then they think even one
step further which is like my
like long-term clones are
great

they'll be like okay well
Jimmy's gonna want data
back he's not going to care
about an opinion so I'm going
to just go do all the research
and grab the data
and then they'll they'll ask me
something and they'll say blah
blah and they'll be like I knew
you were going to say that
and they'll hand me things I'll
be like well what about this
over there

I knew you were going to say
that I'll be like oh great and
by the way it's not just you
even other there was like a
guy he was also cloning
people he's like

yeah I'm the I'm the main guy
for this part of the business so
I need to be training people so
this is how I'm doing it Zer to
one is so difficult but then
one to three you know like is
is so much easier so that's like
the hard part is like training
that for like downloading
I'll pick thing like writing the
videos right like obviously I
used to write all the videos
myself taking all that and

getting where someone else
could do it
without all keeping the
essence of like what makes it
viral makes it good and not
feeling too corporate and
scripted
because we're not scripted Etc
like going from 0 to one that
took like five years but then
you know him training the
next two people's great
because I don't
have to do it and he trains
those two and those two train
the next and so it's just like
that first clone is so
imperative and then they
could do the rest that's great

you want to do the next one
all right
sure possible is possible [___]
yeah impossible is possible
all right so this is I asked your
uh I'm friends with
Rohan the guy who runs your
Tik Tok yeah I go tell me the
thing where you realize
like this guy's built different
this guy thinks differently
than than a normal person
would I was like that's the
story I want he goes he goes I
don't know how
to explain it this is the quote
Jimmy will give you an
impossible mission but he'll
say it in a way that makes it

seem
totally possible and then he
leaves the room and you're
like God damn this is
impossible he goes for
example Jimmy
came to me and said I need 10
million Tik Tok followers a
month Ron he goes and every
month I told Jimmy it's
impossible like a hundred
times and he told me do it 500
times he told me to do it 500
times I think we
had two months where you
million that's what he told me
he goes he goes I he goes I
didn't do it most months but I
did do it like you know two

months and
we got way further than we
ever would have got had he
not laid down like kind of this
impossible Gauntlet so yeah
that's one story I'm sure
there's like a thousand of
these but like do you live by
this I guess how would you
how would you talk about
that U well I don't try
to just give people kpis that I
think aren't possible just to
torture them I just like I think
most people they're
when you ask them to do
something like very
incredibly difficult like what I
first did I want to bury myself

alive

for a week like People's First
inclination is just that's not
possible and like technically
almost anything is
possible it's so it's just like so
my first thing is just like why
do you say that like let's go
through the Gambit
and then they'll always be like
well it's just not possible and
then you just have to be like
go do the [___] research and
then they'll come back and
it's like is it too expensive
because we can figure out
ways is it too unsafe or we
can navigate safety or
whatever it is

and so it's like I hate when
people tell me something
can't be done just tell me the
cost and like what the
problems are
Bott yeah and then if like then
let's look at those and
objectively if it's too
expensive or something that's
not
worth investing time into or
what then that's fine then I'll
kill it but just tell me
something because like half
the stuff I did if I just listened
to people
and they told me it wasn't
POS like I wanted Eiffel
Tower for a video not

possible why why why is that
not

possible go get the [___]
Eiffel Tower like until the
head of the president of
France tells you no it's

possible like I
don't then when he says no
ask his kids see if they have
some sway to give him while
you're on the phone like we
just

filmed a video where we had
the three pyramids of Egypt
and we were like um you
know spending like we were
there for
100 hours this crazy video we
explored the pyramids like

my favorite video ever same
thing like you can't just have
the

three pyramids I'm like did
did Egypt tell you that like
what do you mean go make
some phone calls you know
what I

mean and it's just constantly
even today when I'm not with
my core group that I've
trained very well it's just
always

like you can't do that or no or
they'll go make a phone call
or okay fine Jimmy we'll go
try to get the pyramids they'll
go away they'll come back a
day later can't have the

pyramids I'm like who' you
call this tourist guy who like
works

at the pyramids I'm like okay
call the head of Tourism like
how do you get their number

okay well that's different
you didn't ask me how to get
the head of tourism's number
you asked me you just told
me it was not possible like so
now

like please don't do that again
like we got to figure out what
the problems are let's figure it
out and then we make calls
and you figure it out and next
thing you know it's and so it's
just like that's a big thing that

you have to like if you really
in my opinion want to
innovate and do things that
are you know have never
been done before in push
boundaries you have to like
have a mindset amongst your
people that it's
not nothing is impossible it's
just how much does it cost
how do you do it and then
you just make an objective
decision
it seems to me like when you
solve these impossible
problems you have to think
on like a lower level rather
than a higher

level have you heard the story
of Elon getting his Rockets
from Texas to Florida where
they launch them no the so
the normal way everyone gets
their Rockets to Florida is on
a barge right but it takes like
3 months and cost a
bunch of money did he fly it
there he drove it there he's
like no we're going to drive it
instead and they're like well
it's way too big like first
answer
was it's impossible can't do it
yeah he said let's go and he
has a great line which is uh
physics are the only laws
everything else is a

suggestion and he's like is it
physically impossible to get it
to Florida no okay we agree
on that

great now let's continue to
figure out where the
bottleneck is and it's like oh
the boat too long too
expensive whatever
and and so you know oh well
it's impossible to get it
through overpasses and so
they he's like what would be
the

shortest way to get there
without encountering a single
overpass so they go they do
this like extremely
circuitous all on back roads

and they're like but even if we
do that there's still a
problem with power lines and
telephone wires and so they
have like some of the smartest
people on Earth driving in a
van in front of these Rockets
with big poles and they just
push up the telephone wires
go under and then they
go to the next telephone and
it's just like you just have to
like approach it like a
caveman almost to like beat
the
impossible do you find that's
the case a lot yeah quite a bit
and a lot of it is just a
willingness to it's just people

who have love what they do
and and

people who really love
problem solving we we you
know figure these things out
and so it's just having the
right person

in the right seat at the right
time who like actually wants
to go deep and like people
there are certain people where
you give them something that
seems impossible and they
will be Giddy and they'll like
[__] yeah I can't wait like I
have people like that where I
could

call and be like what's
something they don't wake up

until it's until it's hard uh well
it's like uh I guess if I wanted
a different world wonder if I
was like I want the Taj Mahal
for a week right there like
people I com I called and said
that like I promise you they
would

smile be like okay like they'
see that as a challenge they'd
go to war to figure it out and
then not in my company
but just there are other people
that you would say that and
oh my God you know and so
you just got to get the right
people who just deeply enjoy
solving
problems and like see it as a

challenge and like like there
there are people built that way
and those are the people that
really succeed in that
environment

and even a different example
that's not getting the Taj
Mahal or the Eiffel Tower
one of my favorite videos of
yours

where I the first time I was
like all right respect before I
met you I was like okay
respect was uh Ben was
telling
me about you and he go he he
made a video said I'm going
to cut through this table with
a plastic knife

oh my gosh I remember this
weirdly very well I was
sitting in uh high school and I
just like I had a I don't know
after

lunch I just had a I put the uh
plastic knife in my pocket for
some reason I don't remember

why and then I just put
my hand in pocket I was like
oh plasting knife and then I
just started like scraping
against the desk and I was
like oh well I'm like kind of
like I could

cut this desk in half like just
like your stupid little high
school desk I just did this for
like 5 minutes till

like the teacher was like what
the [__] are you doing stop
and then I just was like
looking at the little indentation

I

was doing the calculations in
my head I was like it would
take me like 10 hours to cut
through this according to my
math I was like [__] it I
think that would be

like a video where people
would be interested so I went
to the store on the way home
and I bought like uh a
thousand

plastic like the cheapest
plastic knives I could find and
then I just got this like \$20

foldout table and I just went
in my room hit recording the
camera and I just went it
down cuz the plastic knives
would get dull after like a
minute and I was just cutting
through it

and I think that I think that
took 12 hours to cut through
the table of plastic night or
something but that's what I'm
saying it was no money it was
no money it wasn't Taj Mahal
it was like creativity or well
first boredom boredom is the
key this like how

Einstein well and it's like so
dumb it's just like like that
how many laks does it take to

get to a center of tisi how
many plastic knives does it
take to cut
a table have just like people
were like what a [__] you do
with one by the way or
probably thousands gotta
that's
insane um by the way that's a
spoiler I think that one we
kind of copied number eight
which is no no doesn't mean
no way
and there's a big difference
between no possible is
possible and no doesn't mean
no exact same thing yeah and
I like the
clarification you had which

was like you're not just like
the [__] boss that's like I
need this impossible thing
done you know whatever it's
more like hey I want to do
this impossible thing or I
want to do this great thing no
okay

let's get curious before we just
like make a decision here why
well let's try to understand it
and if it truly is no
which it rarely is fine but it's
usually not and then the cool
thing is if you do that in the
company do it once people
are like oh wow that
interesting do it twice by the
third time you do it people

like all right like that's the
way right
it's contagious of time it's like
a religion people start to
believe when they when they
see it right you're
emplo for me it tends to take
a couple dozen times for well
I'll keep pointing at it I'm like
you guys remember what we
said and then what happened
let's like yeah let's again let's
take that in that's a rally cry
for us now like we
can do all these things right
let's let's that all right we got
three more to go here we go
Consultants or she code
yeah and honestly because I

wrote this there referencing
my thing I wrote a couple
years ago I would update that
just say like experienced
people or cheat codes the
right ones like because it
doesn't because like my uh H
handbook

I guess if that's what you
would call it leaked on
Twitter and like you Go's
Your Hand by production
Bible uh so many
people were like consultants
and even Consultants are like
putting this on their website
like even Mr endorsed on
LinkedIn like so many
consultant tweets are like yes

he validated our industry and
I'm

like well I wasn't specifically
talking about McKenzie you
know um it's just more like
you know especially with us

because we do so many
random weird things I mean d
what did I say in here

Consultants are literally cheat
cods

need to make the world's
largest slice of cake start off
by calling the person who has
made the previous world's
largest slice of cake LOL he's
already

done countless tests and can
save you weeks worth of

work I really want to drill this
point home because I'm a
massive believer in
Consultants because
I've spent almost a decade of
my life hyper obsessing over
YouTube I can show a brand
new Creator how to go from
100 subscribers to 10,000 in a
month on
their own it would take them
years to do it consultants are a
gift from God please take
advantage of them in every
single freaking task assigned
to you always
always always ask yourself
first if you can find a
consultant to help you exactly

because we do so many weird
different things like oh we're
GNA Bury Me Alive called
David Blaine he buried
himself alive you know what
I mean like
uh because how's that phone
call go uh great they're
usually like well we don't
have David bl's phone
number and I'm like okay I'll
DM on Instagram and I'm
like here's his phone over call
him figure out how he didn't
die you know but you do
these things like uh one night
I was just hanging out at my
house
get a call North Carolina

number pick up oh yeah it's
us I go on walks and then I
just like I will literally just
close my
eyes and like flip through my
contacts and I'll like stop and
you know when it's on S
you'll be there and I'll just be
like H I'll just tap a random
name
and I'll be teach me
something sometimes the
calls are one minute other
times they 20 and um yeah it's
like you got to
always be learning I feel like
you're saying that almost like
it's a normal thing you know
like nobody does this right

like that's like I don't
understand why that's I kind
of started
to steal it because I was like
why not I'm also like I'm
obsessed with learning yeah
and oh sometime like maybe
the
mechanics of it I was
confused I was like so I call
these people then I just say
like hey teach me something
stop yeah teach me something
what's what's
something what's funny is the
more you do it the more
people come to expect it too
so like I'll call someone they
won't

answer and then they'll be like
let me guess you're on a walk
sorry I'm busy and then I'm
like I don't even have to
respond to just get it like you
know cuz

at the start you'll you know
you'll go on a walk and you'll
call 20 people and you have
conversations with 10 cuz
you know these High Caliber
people are
always busy and the other 10
will call you throughout the
next 24 hours and it's like a
nuisance because you gotta be
like I I was just born on a
walk I
was just born on walk so but

now they everyone just gets it
protocol yeah yeah they're
just like yeah so it's like so
funny that I become known
for that and like people will
answer and like sometimes I
won't even say anything
they'll be like all right here's
what

I've learned and it's like great
because then I just like these
are people who are you know
some of them running
companies are doing billions
of dollars a year in revenue
and they're learning tons of
things are always
experimenting and I just get
this F minute brain dump

of everything they learn suck
it out of them and then I'm
like here's what I learned cuz
I always a big part of this if
you wanted to go well is you
have to

add as much value ideally
more than what they're giving
to you so I try to help them in
any way I can and then um
and

then you hang up you go to
the next one another one that
is in the kind of Consultants
art cheat codes is we do
these talks at our event so at
our basketball event it's kind
of like play ball all day till
we're like dead tired

and then at night it's like
we're hanging out and the first
year we did it I remember cuz
I I created the events I was
kind of the host I was like I
don't
want to be like forcing like a
conference Vibe I was like
really like tiptoeing around I
was like I don't want
this to be awkward but it was
actually more Awkward cuz
nobody knew who anyone
else was and you did this
great thing you like grabbed
the chair you put it in
the middle of the room you're
like hey sit down real quick

you go all right uh who are
you what's your story and
then

they would like start to tell
like a long-winded story but
what I liked was you would
have questions so like we had
a real estate guy and instead
of being

like all right teach me about
real estate which the guy
doesn't know how to start you
were like if I had \$10 million
what would be the best best
way to turn

it into a 100 through real
estate yeah and then he talked
for like 5 minutes you're like
cool God it I should just give

it to somebody like you
makes sense

on to the next and I was like I
love the power of kind of like
the right question the right
person and honestly in group
settings like that another thing
too is just not being afraid to
cut people off because some
people are just so not
aware that like there's 20
people and you've been
rambling for 30 minutes and
I'm like I feel like they got
another 15
in them and three of those
people are on their phone
those two are checked out
those five are too nice to

anything I'll
be the one who like hey we
get it all right I got the next
one block out the Noise Okay
block out you want to do
block out the noise sure so
here's the quote when you're
small people say you're too
obsessed you're a weirdo get
a life be realistic this is from
you people will try to
convince you that you're out
of your mind for wanting to
do this then when it works yo
your drive
your tenacity that was great
yep everything you guys have
uh been
flattering me with throughout

this podcast are the exact
same things I got lowkey
bullied for in high school it's
like hilarious that now these
grown men are like yo this is
[___] awesome you're like all
in impossible is not possible
no doesn't mean no and you

just

like love this [___] and like
and in high school that's
what a [___] nerd get a life
like Loser yeah that's why

that's

why you call it block out the
noise right because the same
things that people admire
when you're successful are
the are the things that people

are even trying to tell you to stop if you had listened you wouldn't be Mr Beast right we wouldn't be here right now everyone else and yeah just normal job but the thing is it's like it's the big takeaway is it just means you're not around the right people right cuz like obviously if I was around you guys when you were younger I'm sure you guys wouldn't have been like oh what a weird upsets nerd you would have been like yo this is sick let's grow together or we would you know maybe when we were 18 we would have that

much emotional intelligence
but we would have like
flocked together so it's it's
also just finding the right
people to be
around and if you're having to
block out a lot of noise then
you're just like you have a
serious problem it's a signal
yeah like you really got to
change who
you are because that's really
yeah I mean if you're the
smartest person you're
hanging around make you
know the the one with the
most ambition and
everyone else is just bringing
you down like you're literally

just going through your
entrepreneurial life with like a
10 PB weight Shackled to
your leg Yeah last
one let's go into reinvest
everything yes sir can I give
you my my version of
this I think people know you
reinvest a lot of money to
almost e comical extents like
we made 100 Grand last
month great we're investing
101 this next month like
Jimmy where'd you get the
extra thousand I got the
largest unscripted streaming
deal in history and somehow
lost a ton of money on it these
games you talk

about yeah when we were the first time somebody was like you know what he thinks his kind of like his Edge I go his Edge is that he takes all the money he makes and then he reinvests it he takes all the hours he has and he invests it into the channel then he gets the best people and he like gets them to believe that they should invest it and he doesn't ever want to quit I don't think this guy's gonna like get rich and retire like every other YouTuber I was like that's like a kamakazi level of commitment like I I don't think that's

used to call it a kamakazi
comment like because how
do you what do you do what
do you do with somebody
who's willing to
just like allow it all back in
like that's a that's not the
person I would want to
compete against um so that's
kind of I guess that's why to
me this is a I mean you just
described it perfectly I don't
even have to say anything like
yeah I mean ideally you find
the passion
that you love and you're all in
and it's um you know you
shouldn't have to like force
yourself to go get up and WR

it
should just be what you love
to do you know what's the uh
CFO telling you as you Des at
the beginning now now it's
kind of known but at the
beginning when you were
describing your approach so
you felt was like your mom at
the beginning right uh yeah
well I mean at the
beginning it was me and my
mom and a couple friends
were high school so she was
10 jobs I was 20 jobs um I
mean now
they just start I mean people
kind of normalize to your
weird craziness so they're

more that's now what at the beginning what was that like I mean everyone thought it was deranged you know like oh why why do you like because I mean I everyone you know a big budget

YouTube video used to be 10 grand I was the first one to ever spend a million dollars on a video in two million this is uh this is probably the best example

right like yeah I got a brand deal for \$10,000 bro you keep saying CFO like I had a CFO back like you know what this

was this was me and like

paying a guy I went to high school with like 10 bucks an hour to help me um but I like m going mom what taxes help I didn't make money do I pay taxes and she's like yes and I'm like [__] um but uh yeah we I got a brand deal for \$10,000 and then I just went outside like this I used to live like two minutes like the \$700 a month apartment I was telling you about or duplex was like literally 2 minutes down the road from this and so I just got the 10 grand I was like wire me the money

they wired it withd drew it
and gave it to the Sues guy
inside the street were you not
tempted to like have money
for
the first time pocket five give
away five so I pocket five
spend on a different
video what else do what else
do you do with the money it's
like uh there's a story of Zuck
when he got offered a
billion dollars for Facebook
early on and they were like
Mark we should talk about
this and he's like oh if I got
this money I would just start a
new social media platform
and I like the one I had I like

the one I had this is like
legendary yeah and it's the
same thing here it's like I
could pocket it but I just
make different videos and I
just
want to film this one I mean
it's literally the same thing it
reminds me a lot reading
about Walt Disney this is
what he was famous for
because his
brother Roy podcast on it
thank you was like the
business a Roy would like
pull his hair
out of like Walt can we please
just like save some money
and he had like a compulsion

almost to take all the money
he he like felt bad keeping
any money he's like no it has
to go into making better
shows do you feel that like
does

it it has nothing to do with
like wanting to keep it really
has nothing to do with money
itself it's just I want to make
the best product possible and
so

it's like here's the product I
want to make and I'm always
having to settle because we
can't spend 10 billion dollars
on a YouTube video you
know what

I mean like because there I
would love to go buy
everything in every single
store in this entire city and
donate it all to charity you
know that'd be \$200
million so I can but so it's just
like it's more you know like
this is what I
want to make but I have to
dial back and it's like well
now we have a little bit more
money so I just dial back less
there's not I don't really care
you know
what I mean like so by the
way you just came up with
that number yeah I was like
he's done the math this you

look at this well I know
it cost \$15 million to BU
everything in Walmart but
yeah 15 million have you
have you done that is that one
of the

things nice I think that's a
[__] Banger and we're
donate all to charity
so it's cool what what's your
like ambition right so it's like
Ben in 40

years is doing the pod on
don't ask me 40 ask like 10 40
too far you're going to give
me anxiety okay what's like
the

what's the dream dream right
now I can't do 40 because but

but for the like next five the
big thing I'm focusing on
which

I was telling you guys about
in the car is just febles why
people what can you explain
about your business Empire
can

specifically what chocolate
might seem so Random why
is the largest YouTube in the
world selling chocolate well
right now 70% of the world's

Coco comes from
West Africa kotar and Ghana
and majority of the uh people
who work on those Farms are
actually kids or like child
labor so

it's like 46% of Labor so I
guess it's not majority so I
should correct this statement
46% of Labor is illegal child
labor yeah

I'll this while you talk so um
when I got into selling
chocolate I just learned about
that and I talked to like
exact big chocolate company
as I was like so what I hear
like this child labor thing like
is this just like we're
just cool with this and like
well it's just tell's always been
and there's not really anything
you can do about it I'm like
that's the way things have
always

been I literally I said to one I
think I don't remember the
exact I'm g a butcher but I
was like elon's putting like
gonna
put people on Mars and you're
telling me we can't not have
little kids farming or
chocolate we can't just find
people over
the age of 18 or whatever and
they're like well it's not that
simple and I'm like what the
[__] so that kind of like
pissed me off and Rule
Number Eight yeah set me
down I'm like yeah what you
mean to say is that would hurt
the billions

of dollars in free cash flow
you're spitting off in your
margins but anyways um so I
was like I went down that
path

like two years ago I was like
okay well I don't you actually
went to West Africa oh yeah
the but before even that it's
just like so then I was we're
going to start referencing our
piece of paper here so then
Consultants are cheat code
so I was like what is the
largest ethically storage
Chocolate Company in the
world who the ones doing it
right so have you heard of
Tony shalone yeah yeah

yeah so they're they're great
it's it's a Europe opinion brand
but they're like a reporter used
to call out CH big
chocolate and be like there's a
lot of child labor you guys
aren't ethical and like they
would just ignore him and so
then he's like [___] it he
started it

right yeah and he started a
chocolate company um and
that's Tony's chocol because
like the lonely and it became
like a \$200 million business
it's doing pretty well and um
so I was like let me get in
contact with these people and
I

just started talking to them I
flew them here to Greenville
like the next week we were
just like I was like teach me
everything about child labor
how we can remediate it what
should we be doing on our
Farms Etc and like I just had
like

phone calls with them every
single day studied and then
the next five companies that
are also doing ethical things I
just absorbed everything
they're all

doing into my brain and I was
like cool all right I know what
we need to do step one like
the main reason why there's

child labor is just poverty like
you like most these farmers
are making a dollar less a day
so like if you're getting paid a
dollar how can you hire
someone that's over the age of
18 to work on your farm so
you end up just using kits cuz
they're cheap or free free so
uh step one is you you just
have

to pay them a living income
so 100% of our farmers are
paid a living income so I can
go super deep I'm gonna keep
this

Mile High because I know not
everyone is as passionate
about the chops and Industry

as me but this is what I live
and breathe but uh to so what
is a
living income right because
obviously a living income in
America is completely
different than in West Africa
so there's a living income
reference price where
they look at the cost of like
bread and living and inflation
and it's like you know if a
farmer sells you like a metric
tons of cocoa they need to
make this for them to be able
to live roughly and be able to
so we pay 100% of our
Farmers
living income reference right

so there could be an instance
where you're a farmer and
you give us a shipping
container of cocoa and you're
like you
know we want \$1,100 I'm like
no you want \$1,300 it's
\$1,300 now make sure there's
no kids on your Farms you
know what I mean like uh or
kids in illegal child labor um
and so that's uh I mean I'm
oversimplifying everything
none of the this is a very
complex thing and there's
these we're talking about tens
of
thousands of farms there's
millions of farms there and

this is none none of this is as
simple as I'm portraying it but
I'm just doing my best to
generalize

it all so you pay your Farmers
living income all our beans
are fair trade certified and
then we work with clrm
which is the child labor
reiation system

and then they routinely audit
the Farms interview the
parents interview the kids see
if the kids are going to school
working on the farm Etc and
then if you
know they identify cases of
child labor following up and

getting the kids out of the
child labor and stuff like that
which all the and then we also
just

little things because it's since
it's all a root of poverty the
more money you help them
make the easier it is for them
to you know stop using a little
child

they run the farm so you have
coaches that will like
represent 200 farms and
they'll help them get more
yield and

like educate them on things
they could be doing to grow
more for trees or have more
trees or we you know

occasionally give them wheelbarrows or things like that so they can just I mean a little something as simple as a wheelbarrow I mean it's a big difference between carrying 10 cocoa pods theoretically again generalizing everything or being able to carry 40 and a wheelbarrow that's technically makes you four times more efficient um it's not again making up numbers yeah so the goal is just to make feasible the largest ethically sourced CH company in the world and you know if we can do a billion dollars a year in chocolate sales ethically

while being profitable
then I can use that as a model
to you know on my videos
talk about big chocolate and
all the unethical things they're
doing and just be like look it's
possible to be profitable to
not do it at scale there's no
excuse besides they just don't
care and then you know we'll
see what happens when I get
to that point last year when I
was here uh I asked I think
your your right-hand guy at
that time I was like what's
what
y'all's Focus for the year and
most people don't have an
answer at the tip of your

tongue his his was like
instantaneous goes um I think
you had a
number of the number of
YouTube videos 22 or
something 26 make 26
bangers sell
a lot of chocolate get jacked
and he said it like that fast
every day all three and you
got in great shape from
the last time can you uh yeah
I was it was I still fat last year
or was that
the first year no first first year
was I mean I fat but like you
know a [__] W
that was 240 lbs yeah I'm
right now I'm 190 so I

probably you had started LIF
at the last one we did and in
this year
you're like like so year one I
was 240 lb year two I was
probably 215 220 lb
and now I'm 190 so yeah I'm
like probably 25 pounds
lighter I can't wait to ball how
did you what did you do like
what was your approach to
get injected
or like how did you approach
it just I I'm very heavily
influenced by the people
around me like if I spent too
much time with you I'll start
speaking like you acting like
you thinking like you so I'm

very cautious of that so I just
put a lot of Jack people
around me
and then like my my metric of
success was like how
frequently are random people
just handing me chicken
breasts or like you know high
in protein like
you know cuz like there you
know all all the like my old
friend group you know all the
time they'd be like oh we just
ordered pizza or this or that
and it's like it just makes
accomplishing my goals so
much harder and it's like the
the ratio of people ordering
pizza to the ratio of people

ordering protein was just way
off I mean this is just how I
analyze my life because I I
like I'm so all in on business
like I don't think about this
kind of stuff so I need an
environment that just makes
being jacked very naturally
like the weightlifting is pretty
easy you just go to the gym

45

minutes 5 days a week but it's
the yes the food that that is a
that's not a thing you turn on
and off that's a thing
that you have to be consistent
on for a very long period if
you want to achieve results
and like I just I can't think

about like that every single
day and I just and it's like
there are just times where I'm
at low points and it's just a lot
harder to be disciplined and I
just

know if like you know I
always have people who are
just eating healthy it's just it it
takes something that feels
hard and kind of makes it fun
like when you're doing it
together and like like you
know and it's just so just
surround

myself with other people
trying to accomplish the same
thing just like anything in life
this is I was living in

Australia and I literally
bought a plane
ticket with no plan one way to
San Francisco because I was I
at this Tony Robbins event
and he said proximity Is
Power dang love it did you
like hire anyone too to help
you do you have like
a trainer around or a coach or
he follows me around all day
every day he's a jack dude
sitting downstairs you'll
notice he's he's the one who
looks like he could be on a
bodybuilding stage yeah
usually in a tank top you
somebody just
sent me this you posted Tik

Tok an hour ago yeah I just
got out of a meeting with a
bunch of billionaires Tik Tok
we

mean business this is my
lawyer right here we have an
offer ready for you we want
to buy the platform America
deserves Tik Tok give me a
seat at the table let me save
this platform Tik Tok yeah
are you gonna buy Tik Tok I
tweeted

out yesterday that uh I was
thinking about buying Tik
Tok and honestly kind
of as a joke and then I had
you a lot of people coming to
this event so many

billionaires text me I mean
I'm probably up to like 35
who have like unironically
reached out like I want to put
money and

I want to do it and then like
two separate groups that have
like very serious bids together
for it also are

like yo get involved in this
and I'm like my phone just
blew up ever since that tweet
so then I made that Tik Tok
because it's like yeah I was
joking but now it's like oh
okay I'll predict it right now
this I think this is going to
happen because I think it
should happen it'd be smart

right any ownership group
that's doing this would be
smart to have you involv as
long as Tik tok's will to
sell yeah everyone interested
in buying it once they get us
involved yeah I don't know
the political side like how
what's how that's all going to
to be
forced to divest but if they are
yeah that's gonna it's gonna
be banned if they don't it's
just a question of like
is Tik Tok in the sell or not
yeah what would you do oh
God bro we just we're rinding
the podcast down are you
really

about to start another five
hour talk um truthfully I
would have to surround
myself with like the 10
greatest
algorithmic people in the
world and I'd have to spend
like a week with them and
just like absorb like I have no
idea what I would do right
now Jimmy this has
been a pleasure it's fun thanks
for doing it man uh excited to
hoop I basketball camp five
we'll do another
one every two years we do we
like the Olympic Cycles
every two years Elon mus
Jeff Bezos and Mark

Zuckerberg in the other room
we got a uh you got to crank
out this podcast I'm going ball
with
them all right boys we did it
all right out of here than
thanks [Music]
boys e.

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