

Epstein_Ep14_TRANS

[00:00:00] Hey, everyone, Charlie up, sitting here and welcome to my yield of dreams podcast. This is the show that asks the questions. What does it take to pursue your life's passion? I mean, to really go for what you've always dreamed about to do what you truly love and why does so many people sell out their dreams and aspirations for job they hate and a paycheck.

That's less than fulfilling during the show. I'm going to interview different people about how they've strived to go for their passions in life. And how do they balance that with the need to earn that paycheck? We're going to hold up in the light, your myths about money, not to try to change them, but to eliminate them.

And have you begin to discern, where did these come from and how do they impact your life and the decisions that you've made and to see if you'd be willing to just let them go and maybe replace them with a new money strategy that will produce a better result and ease your pain and suffering [00:01:00] about your money.

So let's dive right into today's show.

Well, where am I? Hey everybody. It's Charlie Epstein the live from the cornfield in Dyersville Iowa. That's right. I am in the field of dreams, corn field here on our yielded dreams, podcasts with my yield of dreams, baseball bat, but I'm thrilled and excited to have my dear friend. The most amazing marketer, literally on the planet.

My good friend, Mike Canucks from super power accelerator and Mike and I today are going to be talking about everything that Mike has been creating since he was born. I mean, literally we're here to accelerate everything that you're doing and you know, we're in the middle of COVID. We're going to be coming out, but nothing's going to be the same.

We're going to talk [00:02:00] about that. How do you as an entrepreneur, how do you as a creative person, how do you as an entertainer, a performer, find your lane in life, find your voice, and then get that voice out so you can have amazing impact. And Mike's the person that can definitely do that. And Mike, you are in beautiful.

San Diego, hallelujah, San Diego in his own personal studio. We're going to talk about the studio that you build that because I was there just a couple of years ago where you interviewed me, but you've had quite the journey, my friend, I mean, can we talk, I'm all about Sally abstain and yield to dreams today?

No, that's when you interview me, I'm interviewing you now. So I want to talk about you. This is your life. Okay, but I really do want to start in a very serious place because I think, um, besides just talking about your background, I want to ask you this [00:03:00] question. What went through your mind when the doctor called and said you've got stage X cancer.

Here's what happened? I had gone in here's the little setup. And I'll answer the question while I answered the question and then I'll give you the setup. My first impression was, well,

um, this really sucks and I knew all the stages that people go through, you know, the denial and I'm like, I'm going to just go straight into the acceptance phase.

Cause I know my own psychology well enough to do that. And I'm like, what about my wife and my kid and my son, Zach was 11 at the time. And I'm like, I gotta do everything I possibly can to survive until I'm a he's 18, no matter what, no matter what, how old were you at the time? 46. At what stage cancer page, the whole cancer, which basically meant I started leaving spots everywhere.

I [00:04:00] sent sat. And when I went to the bathroom, blood squirted out of my rear end, and I thought I had a bleeding hemorrhoid for about six months leading up to that. And, uh, when I went in, I had my colonoscopy, the doctor came out and he said, look, buddy, I don't need a biopsy to know what you got. You got a five and a half centimeter tumor on the top of your rectum.

If we don't get the thing cut out in the next couple of weeks, you're a dead man. And I've seen this too many times. He says, here's the name of her great surgeon. Here's the name of a great oncologist. Here's the name? And number of a great radiation oncologist. Go see them make appointments and get that thing cut out this weekend.

That was basically it. And, um, And up until now you were healthy, right? Yeah. Seemingly healthy. I mean, I always issues nothing. I'd never even broken a bone. Um, so this is like head-on collision with God, right? Oh yeah. It was, it was a [00:05:00] wake-up call. Now the truth of the matter is in my heart of hearts, I had been driving hard as an entrepreneur for 20 years.

Um, Yeah, I started working full-time the day I turned 16. And prior to that, as a paper, boy, I painted a lot. I mean, I grew up in a poor, uh, lower middle class community in Minnesota and a little small town. My dad was a barber. We didn't have any real resources. I had a good, good parents, you know? Um, but other than that, no money to speak of.

And I'm the oldest of four kids. So. Um, I, to me, money meant freedom and getting out of that crappy little town was all I had my eyes on and I did everything I could, you know, for kid who, I mean, I had no education. I never, I barely passed high school. You know, I wasn't good at I'm an unemployable. Um, uh, I've got rebellion issues just like you, you know, like we're, we're birds of a feather authority in us.

Exactly now. Um, so I, I just worked my ass [00:06:00] off and I built and sold a digital marketing agency. It was one of my first companies and then I had a, uh, traffic Geyser, an instant customer, some software companies, and we were making a ton of money. I was on the road nonstop. Um, I was an out of control, but I drank a lot.

I eat crappy food. I wasn't watching my diet, but I stayed decent. Shape. Um, and I just always had a lot of energy. Um, but I was driving so hard. It was just a matter of time before a toxic lifestyle got me. But you were living the entrepreneurial dream I'm ring rags to Richard, a kid that had absolutely nothing.

And from the outside, people would say, wow, Mr. Amazing. Right. Yeah, celebrity clients. I had worked with Tony Robbins and Paula Abdul and a list of other slabs. You know, we regularly went to the Grammys and a lot of Hollywood stuff. We had a [00:07:00] lot of friends in the business, so we had access connections. And, you know, and I did my part to perpetrate the mythology and the legend from a marketing perspective, because it meant more visibility, more money.

And I just wasn't keeping tabs on what was important, which was, uh, having a great marriage, making sure my health was intact and that I actually lasted. So it was a wake up call, like you say, uh, I crashed into God one day and he said, uh, no more of this bye. Yeah. But you're here today. How many years later?

Yeah, it's eight years. Um, going on. Pardon me? Totally clean. Yeah. Um, and if you look at pictures of me then, or now, um, most people would say. Yeah, look better than you did then. Um, because, you know, I figured out how to, how [00:08:00] to live a healthy lifestyle. And I, you know, my marriage is better. I made it to my son's 18th birthday.

So that was my goal. I did, uh, I did a double dose of radiation therapy to get through and there's trade-offs right. Everything was a math problem back then, but I was like, okay. If I make it until he's 18, I won the race. I want to make sure he had a daddy till he was 18. And that was the primary focus. Of course my wife wants, wants me around, but yeah, I was going to say, I hope you called, got up and said, uh, can we renegotiate the number he's asking for a bonus round?

There's no doubt about it. She says she does that pretty frequent. And she says, you're not going to die on me. Are you. She, she asked that every, you know, it's like we're laying around, we'd just bottling or whatever. Yeah. If you don't know, or have not seen pictures of Mike's wife on the cover of, well, pretty much every major magazine, because this is a woman who's a force to be dealt with in the world who has big aspirations, made big commitments.

Uh, you know, it's like the first time I [00:09:00] walked into the condo that Mike has in LA Jolla. Well, we'll get to the creative space. There's a picture of his wife with Michelle Obama. And I was like, Oh, is that, Oh, Oh right. Yeah. Around the corner. And Viola Davis, you know, all those she's, she's been doing work in Africa now for 16 years.

And she's also a multi published author and yeah, she is a force of nature. Amazing. Yeah, credible. So I, I wanted to start there because so often for our listeners and I think you'll agree this cause you have an amazing Cod podcast as well called capability amplifiers with Dan Sullivan. Actually, you've got so many podcasts.

I'll let you talk about them. That's just one of them, an amazing following. But oftentimes there's this image that we all have people right. Come in and they say, Oh, well he's already successful. Nothing's happened to him or, you know, it was [00:10:00] given to him, yada, yada, yada, et cetera, et cetera, et cetera. And this podcast yield to dreams is about folks.

What did you want to be when you grew up? What are you now and what happened? And even for those people that are doing what they always dreamed about, how do you

overcome the obstacles and hurdles that get thrown at you in life? Like. The reason I'm sitting in this field of dreams is the movie. This is my favorite movie field of dreams.

I think I've only seen it a hundred times. And what I love so much about it is Kevin Costner's character, Ray Consella, you know, he, he's a far he's in his cornfield one day and he hears a voice that says his pain go the distance. He hears voices and he decides. To act on these voices and harvest his crop.

There's the crop behind me. He [00:11:00] Moe's down his cornfield, his only source of income, his livelihood to build this crazy dream. So shoeless Joe can come and play baseball. I mean, is there anything crazier than that, but what's the message. The message is what are you willing to harvest today? What are you willing to mow down in your life?

What are you willing to carve out? To achieve your biggest dreams to finally do what you've always dreamed of. And I can't think of a more intense analogy than God. And the doctor saying, we're going to carve this out of you, you know, this disease that got created inside of you. Wow. And how did that then like change the course of everything you were doing?

Well, I will tell you that the first thing that it taught me. [00:12:00] Is just how limited our time here is how precious life is and when, um, you get carved up. So, you know, I had half of my colon, half my rectum carved out, sewed back up and, uh, thank God. I don't have the zipper. They call it the zipper from your, uh, PP that your sternum does.

They did. I have an amazing surgeon team. And then, um, Several months of chemotherapy. And then I did radiation oncology, which is basically getting zapped and imagine having internal sunburn for about two months and everything going in and out burns. It's like lava and, uh, and everything tastes like imagine having a mole full of pennies all the time, everything tastes like steel because the chemo is just awful.

And I had a, less than an hour of strength a day for a couple months. Um, I woke up in a pile of my own hair. And from the time I'd eat [00:13:00] something, I would have roughly somewhere between three to 10 seconds to get to the toilet, nothing stays inside during that time. And you know, you're usually on the toilet.

Somewhere between 15 and 35 times a day. So just as like a constant day luge, you know, when I was five, I had a port-a-potty did you have one of those nice. Oh yeah, yeah, no, this was, I just was within, um, 20 foot, 25 feet proximity of a bathroom. And believe me, I just had a, a pattern down urgency, uh, has, has a different meaning.

So the point is you get to go through and I would say experience a. An ugly death in a way it's a, it is an ego death to see yourself so weak and powerless, and you really learn how to make the best out of what you have and time your behavior around that hour a day. So anyone who says, Oh my God, [00:14:00] 24 hours, isn't enough.

Look when everything gets taken away from you physically and mentally, you just feel like death literally. Um, Your perspective changes a lot. And I think it activates your empathy and compassion centers on a massive level. So that would be the first thing. And, uh, and, and

the other thing that happens is when, like I, I had to carry around this device that squirted toxic chemicals and chemicals into me.

Cause what part of chemotherapy is you almost kill yourself to kill the cancer and then. You try to get back and either you make it or you don't. Um, and I can see why some people, if they get cancer the second or third time, just be like, I just, I'm not going to do it any anymore. It's like going back to prison the third time they like, just give me the death chamber.

Right. It just sucks. And what. Happens. When you come out of it is you appreciate life and everything. You have so [00:15:00] much more. And while you're going through this, your brain thinks it's been that way forever. And the, one of the mental patterns I had to get in the habit of is telling myself it's going to get better.

And this is not the way it's always been because you're just in just riving agony. So after the experience. Um, I definitely paid a lot more attention to who was in my life, what was in my life and what mattered. And I had no choice, but to completely change my diet behaviors, sleep patterns, et cetera, and pay attention to the markers.

But I did fall back into some old patterns of behavior, of being busy and. You know, I had a company at the time, traffic Geyser, instant customer. I fortunately had a really good team. I had a really good friend I've known for 30 years who, who is my protector. His name is gene. And, um, he's bailed [00:16:00] me out of some ugly situations that clueless creative entrepreneurs get themselves into.

I'm sure you know what I'm talking about and what we did is. After I got out of the hospital, it, you know, you're, you're basically screwed for a year. That's what my, my oncologist told me. He says, I literally own your ass for a year. Don't plan on doing anything. And a bunch of my closest friends who I was in a mastermind with, like Darren Hardy is a good friend, John Asser, and a couple other, you know, their high-powered entrepreneurs.

They all told me walk away from your business and live. That's what I was going to ask you. I was going to ask you. When you're lying there and you're shitting and you're passing out and you know, you're in this fog and then you come out and you got to do it over and over and over and over again. Did you find yourself saying.

God, please, if you just let me survive this, I promise I will fill in the blank. [00:17:00] Yeah. So I thought of that and I thought, you know what, um, that's why I jumped right past the deal-making, you know, cause in the four phases of denial or five phases of denial, I knew that was inevitable. And so I'm like, look, I'm not going to do, I'm not going to make a deal and ask for a trade.

Um, instead. What I practiced is, uh, it's kind of like a form of Buddhism, or I became a non-judgemental observer of the F the body called Mike. And what I really practice, as I just said, this is not me. There's my soul, the everlasting divine part of us. And then there's the physical body. And I decided to, I practice this little thing where I, I would pretend I was a camera.

Observing a body, a character. And I would just give it love and pretend. I was watching a movie of [00:18:00] transformation, um, where the goal of the movie was to watch someone who had gone through, um, a life of, of a beautiful life, of many transformations, a lot of ups and downs. And I said, my goal is to make sure there's a happy ending.

Where, um, he learns the lessons, reignites, his passion and his connection with his wife survives to be a great father and, and, and gets to, uh, fulfill the goals of his, of his potential. Which for me, my super powers are working like with people like you. And, and being an amplifier and, and, and finding their creative genius and multiplying it, amplifying it, and being able to, I mean, let's face it.

I was just texting my team last night, you know, Merissa really well. I said, can you imagine. We get to make [00:19:00] shit up and get paid to do it with people we love for a living. And, and, and yesterday I, you know, I, you know, like for you, what, what I, you know, like it's probably okay. One of my greatest favorite creative stories in the world, which is Charlie Epstein is a super interesting, unique guy who sells paced for a living.

You know, it's financial advice is a commoditized product. And you've got to make something that's commoditized and boring. Interesting. And you do it because you're super charismatic. Your funniest hell you're, you're amazingly talented. You know, you're a musician comedian actor, and you're the only financial advisor in the world with a one man show yield of dreams, paychecks for life.

Right. So yesterday, I've been in touch with a really fascinating guy. Who's worked with lots of celebrities. He's worked with like Jay Z, bunch of other big name musicians, and he's been a promoter and he does events. [00:20:00] And he connected me with a guy. I'll just tell you who it is. Uh, um, well, he's, he owns a very big security company.

This guy has private jets is worth billions and he wants to do a show. Um, I better not talk too much about it, but it's a, a television show and. This guy knew I had done it before. I'd been in a couple, I've done TV and a movie and a couple documentaries and he approached me and he said, would you, uh, work with us on this program?

And it's basically for kids and entrepreneurs, I'll tell you more about it later. Cause you're actually, I want you to be one of the advisors for the show. So anyway, we closed the deal yesterday. They said, yes, it's got a decent budget. I've got a dream team already picked. And, and the whole point of me telling you all this stuff is I get to make shit up, literally invents stuff out of thin air, get paid to do it.

And it elevates what I believe the peacemakers of the planet are, which [00:21:00] are entrepreneurs, because entrepreneurial-ism is a international language of peace. It doesn't matter who you are. You can do business with another person. Bingo. Yeah. And I. You went off two ways. I want to come back. I did the tangent thing, but it somehow fit do best, but I want to come back to the, because as you were talking about you viewing yourself and loving where you were and knowing what the outcome was, the first thing came into my head as Joseph, whereas the hero's journey.

I mean, you literally went on the yeah, right on Joseph, Joseph Campbell. Campbell for those of, you know, the book, the hero's journey, which is the basis of things like Star Wars. And I mean, every story, every major movie, it's a hero's journey. How they, you know, burn come out of the rubble rise, kill. You know, whatever the, [00:22:00] the dragon get the princess live happily ever after, but there must be the wizard it's Gandalf it's uh, it's uh, Yoda.

Yes. He shows up in guidance.

Ooh. So, you know, you went through that. So this is great. Cause I wanted the audience to know again. We all face what we believe to be insurmountable obstacles. You know, I was, uh, I was flying back from abundance three 60 abundance, three 60 led by Peter Diamandis. It's a, the police were fun and I connected two years ago, I was out in LA for the, just got home two days ago for four days.

But flying back on the plane, sitting in first class where, you know, everything happens for me. Right. Yeah. Other a half hour journey, Mike, with an [00:23:00] entrepreneur, amazing woman started a company it's called raw sugar. They supplied target other companies. They make a little bit high end beauty supplies, products.

Amazing. And, uh, we had a four and a half hour nonstop conversation. Only this time instead of being, uh, Mr. Yield. Who wasn't doing, what he was passionate about. She is just living her passion and her passion comes out in her work. And what was very interesting, uh, at the abundance conference, Mark, the founder of Salesforce, Mark, um, Benny Hoff.

Yes. Mark Benioff with Mark, with a C. Yeah. You know, a man who's running now a 20 to \$30 billion, maybe \$53 billion company, you know, the single largest. We all know Salesforce. Yeah. Too many crickets. Yeah. Unbelievable. And when he started the [00:24:00] company, he had three main things. He had no money, but he said, You know, 1% of all profits are going to go to my philanthropic interests.

1% is going to go back to help employees, what they want to do. I forget what the third 1% was. And flash forward here he is today, streamline wealthy and still being this integrated entrepreneur where running the business and making an impact in the world and being philanthropic. Somebody said to him, how do you balance it too?

And he said, I'm not two different people. It's about integrating that spirit. And, uh, you know, I think what's great is you came from nothing. You created this incredible lifestyle, and then you had this amazing pause moment where God pulled back the curtain and basically said, okay, if you keep going on this track, this is shit.

You will die. [00:25:00] Right. You're living the fake dream. Mike. Now come back here for a moment. Let's clean you out and let's see if you can go in a new direction and have real impact on people. And folks I'm sitting in this studio that I created because of Mike I'm sitting in the middle of the field of dreams because of Mike.

I am living a life of wonderment, joy, laughter play and discovery for discovery sake because of a lot of people, but it got crystallized because I was willing to let another human being say

to me, Hey Charlie, what if, what if you did X, Y, Z. Yeah. And would you be willing to find out and would you be really to write a check?

What's your would never have been willing to write, [00:26:00] to come discover something new. That's amazing. And so when Mike says he makes shit up, let me just qualify that everybody, because if you're going to work with Mike, it's not that he makes shit up. It's that he is channeling so much genius, brilliance, intelligence that has all.

Come to this place. It's like God said, here's the pearls. Go hand them out, but be careful who you hand them to be selective. That's the way I see it.

You're going to make me cry. Um, thanks. I think what I experience with you. So I want to give you a gift back is I think, you know, on a really deep level, we really see each other, like the first time you walked up to me at abundance three 60, um, you know, you're, you've [00:27:00] got that. Crazy charismatic mixture of energy.

That is extremely rare. You, you are a very rare, uh, person, and I didn't know how to. You know what, what to do with all this energy at first, because you're not an ordinary person. And that is a high compliment by the way, from one, one oddball to another oddball, uh, all to me, mom, I'm just channeling. She's still alive.

Just channeling her craziness. You remember that scene? Did you ever see the movie? Um, hold your thought. Um, Garbo Garbo speaks. Ever see the movie Garbo speaks. I don't know, but I'm going to write it down, write it down. Okay. So it's um, uh, who played princess? Leia? Yeah, just a second here. Uh, uh, not a Garbo speak.

So [00:28:00] Garbo speaks is about, um, Ron silver plays this guy and Anne Bancroft is his mother. And she's dying of cancer and she's, by the way, Carrie Fisher, Harry Fisher is the girlfriend and he goes to his mother and she's in the hospital. You know, they, they both know she's going to die of cancer and he's like, mom, what can I do for you?

And she goes, I want to meet Garbo, Garbo. Yeah. I w I want to meet Garbo. The whole movie is he's looking for Garbo, you know, the famous Garbo who's been in hiding from Hollywood. And because she wants to be garbage. I'm not going to give it away, but there's a, there's a moment where they cut back to the hospital.

Now, Anne Bancroft married to Mel Brooks. Okay. It doesn't get any crazier than that. She was a ballerina, a dancer and amazing actress. She's Mrs. Robinson for Christ sakes. Okay. So she's, [00:29:00] she's in her. Little hospital room. She's got the, I V drip hooked up to the thing and she's just dancing. She's just, there's no words.

She's just in there dancing. It's one of these most amazing moments you have to watch the movie and, you know, that's, you, you're just, you're dancing in life. But with these super powers that allow you to. See things that other people don't see. So now you can tell me again how great I am. All right. Um, well I think I, and part of this is why it's so fun and, and, uh, easy to create with you because you love to live in a world of wonder and, uh, imagination.

And, uh, what if. And that is, uh, in being open and staying open as the Mark of a real creative. And [00:30:00] even though, and I say this, you've got a gigantic ego, but you know how to be a great actor and say the ego's a container. It's just this thing. And you can look outside and not be Charlie and try something on as a character.

And, and you know how to operate in the place where manifestation, literally the formation of a new universe can occur and be a participant and an observer, and, uh, and allow yourself to, to have some strings control you for a little while, while you try this on. And it doesn't mean some part of you goes away and that's a very complex and unusual.

Capability to have that, um, it requires either you have to be born that way or an enormous amount of discipline. And I think you've got a mixture of both, um, and that makes it fun to play fun, to create fun to manifest with. And so, um, that's what I saw [00:31:00] in you. And I can remember, is it okay if I tell this story about at least my version of what I remember of how, uh, Yoda dreams occurred?

Because here's what happened. This is my recollection. You walked up to me. And you said, Hey, I've followed your stuff for a while. And we had to work together and I'm like, well, tell me about Ian and you go, well, I'm a financial advisor and marketing and selling financial advisors is tough because it's compliance written industry.

Technically, although I, you know, about the new testimonial rules in motion, this is. Fantastic. We have to spend a little bit of time, but up until recently, no testimonials required the compliance center forces you to become a pencil. Um, or like I say, white paste or, uh, old moldy white bread. It's like, what are you going to do with that?

How do we create something interesting. And I said, uh, well, uh, and he said, yeah, so I did, I'm a financial advisor. Well, have you written books? [00:32:00] Yeah. I've got four of them. Have you thought of this? Yeah, I've done that. What about this? Yeah, I've done that. And he'd go. And you said something along the lines of look, Mike, I got a great life.

I take 150 days off a year. I don't really have to work unless I want to. I want to, but I don't have to. Um, I got a beautiful wife. You've got a beautiful wife and. You know, I want to do something different, something that lights me up, something interesting and unique. And so we just had a little social talk and ask you a few questions.

And I found out you've busked in the, in the subways playing Elvis Costello music, you struggled to find and fulfill your dream as an actor, you've got a body of work. Um, you built a, a business. You've got a lot of clients and you've spent a lot of time on stage performing to take and make white paste, interesting to people to buy from you.

Right. And you did that off Broadway play. You've done comedy, you've done [00:33:00] television. And I'm like, Oh, I've got an idea. And I said, hold on, let me make a couple of calls. Now, this may have happened from our meeting until a couple of days later, but I'm gonna S I'm going to tell the story as though it all happened at once, because here's what I did.

I went out and I called up a former employee of mine, uh, who worked for me for years as a video guy. And he was always funny as hell, but it turned out he started doing open mic, stand up at the comedy store. So I give him a call and, uh, I say, Hey, I got an idea. Would you like to do some corporate comedy?

I've got a guy who's got the right it, and what I want to do is put together television room, just like a writer's room, but I think we're going to need three comedians. Do you know? Like you and two other guys, first of all, would you be interested in doing that? And he goes, yeah, I'd do that because he's already doing like, he's, he's like a, B, B plus performance, not an [00:34:00] elitist yet, but he's playing with the alias.

Like he's worked with a lot of guys and he's traveled all over the country and he's a working comedian now. So he's Kyle a nod. Give Kyle a nod, Kyle. He's uh, he's amazing. He really is. So, um, so Kyle Ray is his name. You can look him up and then I said, but we're going to need a couple more guys. So this is fun because part of what this guy, Charlie needs is an experience.

He doesn't need just an outcome. He wants to have fun because here's what I told him. I said, I think Charlie's kind of bored and he wants to do something kind of. Out there. And he goes, yeah, let me make a couple of calls. So he called up a couple of guys and he did, and he got back to me almost right away and says, yeah, I got a couple of guys.

One of them's written viral videos that have spent seen, like, I can't remember hundreds of millions of times. I mean, big time. It's not billions of views, but hundreds of millions, another guy who's another, and these are all working standup comedians, meaning they're making a living doing comedy, which was mission-critical [00:35:00] and they had some sort of television experience and they're good writers too.

Meaning, they get hired to write jokes for other people. All of them said yes. So I went back to you and I say, Charlie got an idea. And he goes, shoot. I go, all right, we're going to do recreate a one man show television, creative room style. I've got three standup comedians about your ego stop right there.

Where do I wire the money I'm in? I'm like, okay. That was a one-minute pitch. And I didn't even get the finish and I go, wait, wait, wait, I didn't even get the finish. So you collapsed that, but it literally was January to June of 2000 in 19 pre COVID. So we had these conversations and here's the thing that's so important about this folks.

If you're staying with us, is all of us have doubts. You know, if you think about it, [00:36:00] that's awesome. Okay. I can't do this. I'm not good enough. I grew up in a bad neighborhood. My father left when I was two or here's another doubt. My life is great. What do I need to do anything else? This I'm fine. I've made it.

It's perfect. Which is fine. But if you're an entrepreneur, if you're an entertainer, you're a performer. You're I tell people I was born with a divine discontent. I came out of my mother's womb and something wasn't right from the get go. My mother says they held me up and everybody laughed in the delivery room because I was this skinny little thing.

So maybe that was it. I got my first laugh right out of the womb and then something wasn't right. And I've been. Right. Yeah, but you want to doubt something? This is what I tell people. And I tell them in my show, yield dreams. Why not doubt your doubts? Now it took six months of [00:37:00] Mike staying in touch with me and finally, cause he's so smart.

He sends me a video. Hey Charlie. You know, just Mike here, checking in. You know, I got it. Your life is really great. You don't need anything, you know, if you just want to keep doing what you know is perfect was like, you know, scratch, but I got these three comedians and you should be like Lettow and, and, uh, Letterman and Ellen, I think Ellen was the key for me.

Cause I want to be on our show. We're on sneakers together. Right? You know, let's get in a room with a couple of comedians. And I was like, and I sent them back a video on my deck, uh, you know, on the Connecticut shore. Look at me and my million dollar location. Life is great. Screw you. I'm in, where do I wire the money now?

That was June, October. I fly out to LA Jolla, California. It's funny. You, you just did a great podcast with Justin, um, the income guy, the [00:38:00] lifestyle, Justin, Donald, the lifestyle investor. So Justin and I are going to do back-to-back podcast folks. Next month. It's going to be great. You guys are perfect for each other.

Yeah, here's the difference. So I said to Justin, when you flew out to Mike and now this is for all you entrepreneurs listening, all my coach advisors, anybody listening about. You know, how do I get to that next place? Because Mike is the guy I said that Justin, Justin, did you have everything organized when you flew out for your two day sessions?

He goes, Oh yeah. Yeah. I had everything written out. I had everything organized. I mean, of course it's Colby is, you know, fact, fact, fact. Yeah. Oh, except here's what he hears what he left out. Almost none of it was relevant or useful. We had done. We're gonna get to that. We're going to get to that. Okay. What you think it is and where are you going to end up?

That's mission critical. I had the luxury of having absolutely nothing. All I wanted to do was do stand up again. I wanted to go back [00:39:00] and do standup and my wife was like, okay, you're driving me. Crazy. Go do stand up. So I remember. I fly in. Mike's got this beautiful condo looking out over the loyal ocean, Pacific ocean.

I mean in LA Jolla. And I know at 9:00 AM, these three guys are going to comedians are going to show up Mike and Marissa. Brassfield unbelievable. Marissa used to work for Peter Diamandis for eight years. How you got her genius? So I get up at five in the morning. I do my yoga, divine inspiration. That's going to come to me and I get done with my 20 minutes of yoga.

Nothing. Zippo. All right, I'm going to go to Starbucks. I'm going to get my Starbucks coffee. It'll come to me. Nothing. I'm going to go walk on the Pacific coast on the ocean for the next hour and God will come to me and it will all flow through me and I'll be ready or needs a little bit of Jesus' energy.

Hallelujah. Yes, nothing. [00:40:00] So I'm sitting there now folks in the condo waiting for everybody that I'm paying for. For this, you know, 48 hour session. And I got not a Zippo. Luckily Marissa is the first one who showed up because I know about her. She always laughed at my jokes at abundance three 60 for eight years.

So one person's going to laugh at my jokes. So we get in the room, we all sit down and Mike starts the day with a positive focus to get everybody kind of in place. And then I look at these three comedians and I said, so. What were you thinking when Mike called you up and said, Hey, how'd you like to spend a weekend with some old Jewish guy and help him make money funny?

And there all these guys were like, yeah, we were wondering how that was going to work out. And I have to tell you for the first hour and a half, two hours, it was like, ping pong. So Charlie, you want to make, uh, seminars? No, you want to do webinars? No. You want to make money? No, you want to do, and it was this back and forth of no, no, no.

I want to do stand up. I want to do a [00:41:00] show. I want to just stand up. I want to do a show. And then I started telling him stories, who I met on the airplane, flying out all my missing money stories, everything that's in my head, I'm a performer. So I just started acting everything out. And by the end of the day, we had the walls covered with the stories.

And by the second day we had the framework of the show and I went home from October. To Thanksgiving and wrote 168 page blew them away. Right. It was like, the muse came out. Now what's the point of this. And I've told us the people that have called me up and said, I got this guy, my cane, and I already wrote the check I'm going out.

I think I made a mistake. That was the last guy I talked to. I said, what was the mistake? We just worked with him yesterday, by the way. He, uh, we had our first day. Yeah, I think, I don't think I need a book. I don't think I need. I said, what if. [00:42:00] You went and spent two days with hang on. Okay. That's my studio telling me we're tapping out at 40 minutes, but we're having a great time.

So what if you spent two days living in a world of, I don't know. I don't know. And the knowingness of what I don't know will be the beginning of something. I can't even see that's going to manifest itself. And you just trust the process. You're in amazing hands folks, you know, for anybody listening to this podcast who has a dream, who knows they should be doing something that they're not doing.

They know, it's something, they're just not sure the how and the way there [00:43:00] are no better people to put yourself in the hands of the mechanic's and Marissa Brassfield and then they will figure out who else in the world could be. Part of that team that who not, how team is Dan Sullivan says, that's going to find you your field of dreams.

And here's the thing I have since that day I've spent more money built. I've got more people. I think I have 20 people involved in this show. I haven't sold one fricking ticket and I've never had more fun and been more scared in my life. Now that's living. Oh. And by the way, my business. This thing called Epstein financial and the work that we do, the clarity, the confidence, the [00:44:00] fun that I'm having in that business.

There you go. Put those glasses on. That's so much better. Yeah. Baby has been, uh, outrageous people are calling me out of the ether to do work with us. It's just unbelievable. Unbelievable. Thank you, babe. Thank you, babe. It was my it's my pleasure. Um, and, and I do want to do one little thing because you talked about the visual, if it's okay with you, I know you're getting tapped out.

Um, I'm going to share my screen just for a second, because this is, this is the Charlie, um, in the, in the room. And you remember this because you were. What you loved was we basically outline the entire show and those were our walls just covered with. What became the whole outline and give you just a little bit of my version of [00:45:00] reality, because I don't know if you remember this, but we're all sitting around I'm here and I'll just let that play in the background, but you're telling the story and we've got all these notes and we pulled together a combination of your life, your biggest money lessons, and.

Uh, if you remember, it was Jessie in me actually performed the play in your voice from a flip chart. Um, and that got basically transcribed. And then you went back and you filled in all the blanks and added that, the personality and the stories, but, um, are you to send me that, that be real? I never knew you had that all in your Dropbox, by the way.

It's all there. And, um, Yes. So it's for sure there, and Greg has everything, but, um, I'll resend it and like we shot. So I've got so many photos so much. Cause we basically [00:46:00] that's I accidentally started the documentary, which you also have because, so you've got like, you got a TV show, you got to play, you got a documentary, you've got a game, you've got an app.

I mean, this thing, wasn't just a, a story. That's. No again, the only answer wasn't going to be me doing standup simple standup. I have animation. We have an app, you know, it's amazing. Nobody's doing what we're doing in the entertainment world with the app. People, every time I tell them are fricking blown away, James Barber, who I interviewed.

You know, play the Phantom for three years on Broadway. He said, how are you selling to? I said, I built my own, we're building our own app. I mean, the bottom line folks is so Mike, you've got a couple of podcasts capability, amplifier. Yep. What else? The big leap with gay Hendricks, the big leap. Yes. A new one.

We're calling it. The superpower accelerator. Merissa Brasfield is actually going to be. The star of that show. And, um, that's [00:47:00] really where we're interviewing business people who want to re-imagine themselves. And here's the, the, the ideal individual. It's someone who's really realized the value of a strong personal brand and how that amplifies.

And multiplies the value of their business brand. So you're like, you're an ideal person. You, you see and know the value of having a podcast, you see, and know the value of having a book. Um, when you look at the. The most powerful CEOs and the wealthiest right now, look at Elon Musk. And I'm not saying we're going to make everyone in Elon Musk, but that guy is a character.

He's a personality, he's a visionary. And right now he's got the capability to do virtually anything as arguably one of, if not the wealthiest man in the world, depending on the day,

right. Depending on what the stock is doing. And. He knows how to create [00:48:00] interest out of anything. And he's got vision, vision, vision.

That's fun to buy into. And I think the world has shifted from commoditized thinking. And now with the world of social, you can say, well, the social media and all these other tools could be evil. They can be great. They can be unbelievable amplifiers and multipliers for good and again, for broadcasting and accelerating and amplifying the international language of peace, which is entrepreneurship and creativity with a manifesting manifest abundance mindset.

That's a great place to wrap up. So how do people reach you, Mike? All right, brother. Um, first of all, you can always go to my website, which is Mike canucks.com or the new business website, E I G S right on. And it also, you can, you can go to paid for life.com, which resolves to my personal website. The other one we just put up is the, um, super [00:49:00] power.one.

That's the super power accelerator website. And that's where, uh, Merissa and the team are. Yeah. It's um, so here's the thing, here's the thing for everybody watching or listening, there is something inside you waiting to get out. It's like, it's like in the aliens, when that alien pops out in alien, when it goes and takes off only instead of it destroying you, when it comes out, it's going to amplify who you've always wanted to be, who you've always dreamed of being.

And you will have start on this journey. That's going to take you way beyond whatever you could even think. And that's what I mean by your thinking keeps you so stuck and your doubts keep you so stuck. And so if you allow yourself to be guided on the stringy, looking, everybody needs an [00:50:00] Obi wan Kenobi.

Mike canids is the Obi wan Kenobi of super power amplification. Bam. So make sure you go to super power.one, look up capability, amplifier, which is my favorite, uh, podcast that Mike's doing right now. Sometimes with Dan sometimes not. And that'll take you there, but if you're sitting there saying to yourself, shit, if Charlie Epstein can do this, I sure can then go.

Okay. B be living your life for nothing more than wonderment, joy, laughter, and play and discovery for discovery's sake. I love all of you. Thank you for listening. Thank you for tuning into this podcast. If you really enjoy this podcast, please, please, please give us the five gold stars. Pass it on to [00:51:00] other people.

We're only getting warmed up here. Go be great. Go be magnificent and go discover something new. And Mike, thanks so much for being on board. I love you. I love who you are, man. You are, uh, you are, uh, my favorite kind of human being. It's a pleasure. Peace.

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