

Epstein_Ep10_POD

[00:00:00] Hey everyone, Charlie. Yep. 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 passions? 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.

[00:00:22] 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 illuminate them to have you begin to discern, where did these come from and how do they impact your life in the decisions that you've made and to see if you'd be willing to just let them go.

[00:00:52] 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.

[00:01:09] Hey everybody, it's Charlie Epstein and we are alive here at the yield of dreams. Podcast is the podcast that asks the question. What did you want to be when you grew up? What do you now and what happened? Are you actually living your passion, living your dreams, or are you waiting to one day someday? Save enough money.

[00:01:29] So maybe you can possibly pursue what you really do want to do most. And we're here to really shift that conversation and have you start to really take apart, what's holding you back and I'm just so excited today to have mr. Bubbly himself, Nick Nanton, extraordinary documentary filmmaker with 16 Emmy awards.

[00:01:50] Uh, and Nick was just sharing with me that what you've got seven potential. Films, are they seven separate films or [00:02:00] no seven nominations, because sometimes you'll get one for director and then also the film, but that's typically how, what happens with me. So sometimes it's, I think it's four films total.

[00:02:09] How does that, you know, just for my listeners, I mean, how does that. How does the whole Emmy for documentary films process come about, uh, and Missouri are pretty unique in the way they work because years ago, the, my understanding is the Emmy organization got in a fight and split. And so you basically have, you have nadis and ADIs so the national Academy of television arts and sciences, and the Academy of television arts and sciences.

[00:02:33] So it's an interesting deal. So there's, there's the prime time Emmys, which most everyone's heard of. There's the daytime Emmys, which most everyone's heard of. There's also. Uh, news and documentary Emmys. There's a sports Emmy's and I believe there's 15 regions. So like anything else, you, you play the game that is best to play for what you're working with.

[00:02:48] Um, and so, yeah, it just, sometimes we end up in the national news and docs. Sometimes we end up in regions. You just, you roll with what, uh, you roll with whatever the release does for you. Unbelievable. This is going to be high octane everybody, because if you haven't noticed [00:03:00] Nick talks at a particular speed with which you need to keep up with at any given time.

[00:03:06] So, you know, I'm curious 16 Emmys, but how many films have you actually made? I have to retaliate recently, but I'd crossed over 65 by late last year. And in what period of time, cause you didn't my first film in 2010. Okay. Cause I was going to say you didn't come out of the womb with a camera going action.

[00:03:28] No, no, no. I started 10 years ago now. And uh, you know, we've done a lot. I mean, I think it's an engine, so obviously it will be real and raw here, which is what's fun. That quantity of films is probably too much, right. I mean, it's like six and a half, seven a year, but it really. Made me super efficient. I learned so much because I didn't go to film school, which I, I don't know if going to film school is good or bad.

[00:03:52] I went to law school. Right. But I, and, and I made a lot of branded content for different clients of mine. And then I'd gotten done a lot of cause [00:04:00] based stuff. So I've really seen sort of. Big gamut of things. I've done some things I've done some films types of things. I'm like, man, I wish I definitely wouldn't do that again.

[00:04:08] Very rarely, but I wish I didn't. I wish I didn't do that one, but you just learn so much because it's such a, it's such a rich medium. And for me, I was just trying to prove that I could do it. And so I would take anything. I mean, that's it. Uh, I got a short film, my very first scripted, short film. And it was like in 2015, 2016.

[00:04:26] And the guy offered me at the time. It offered me 40 grand. Yeah. If I would put together the short film was like, I don't know, seven or eight minutes, whatever. I'm like the script sucked. I mean, it really did, but I was like, where there's no one else. Who's going to offer me 40 grand to shoot my first scripted film.

[00:04:40] And so I tried to fight to make the script better. I couldn't, but so it was shot beautifully. It was edited well, but in the end it sucked. But like, I learned a lot from it and no one, I mean, I don't think it ever got released anywhere, which is the best part ever. And so, but you know, you, you learn, I mean, I've learned so much by, by doing it along the way and I mean, [00:05:00] all right, folks, there's two important takeaways.

[00:05:04] Get paid to suck. Kind of learn along the way. I mean, I think we're done. I mean, this is the podcast right here, because most people are like, well, as soon as I get everything lined up and everything's perfect and I have all the right things and then, then that's never going to happen everybody. And that's what, right.

[00:05:24] That's like the biggest thing that holds people back as opposed to, I have no clue what I'm doing. Right. I know that this isn't great, but I think I can get it to better. And someone's going to pay me to see if I can make that happen. You know what that reminds me of when I was 12, 13 years old and my neighbor, my neighborhood, you know, I've

always been an entrepreneur and an entertainer, but I started my own lawn mower business.

[00:05:49] Right. Just driving around town, cutting lawns, not complicated. And one day, one of my customers said, Hey, have you ever built a deck? You know, a brick deck? [00:06:00] I said, no, that's it. But I can do that. And I did, I did the PR and then he said, have you ever poured concrete? I said, what do you need now? He goes, you want me to do my steps?

[00:06:09] I need new concrete steps. I know concrete and 13 years old and mixing concrete. Right. But he was paying me to learn is amazing. I tell you, so a couple of great luck and some of the songwriters, you know, and, and a friend of mine says in the room, so there are a couple of really great lessons from songwriting.

[00:06:24] So I read a lot of country and pop and I've been doing it for 20 years. And. I just found out by the way, this week that I had a radio single on Canadian country radio. And no one told me about it. So the top 100. And what was the name of it? It sounds called, uh, about last night. Uh, I don't, I never met, uh, yeah.

[00:06:42] Yeah. I'll, I'll find a second. I'll play for you. All right. So yeah, find the song. So, so a little back background now you're all starting to learn something about Nick went to law school, right? Where'd you go to law school? Uh, university of Florida. Okay. Graduated. Uh, we'll get into kind of the law career, but he's also a singer songwriter.

[00:06:59] Very [00:07:00] successful, goes to Nashville on a regular basis to cut new songs, uh, documentary filmmaker, it's living. Your dreams and your passions and along the way, what, trying to figure it out. That's, that's the absolute secret of it. Cause everyone, everyone is waiting, you know, in the South we call a fixed into you, call it, you know, one day someday.

[00:07:21] Cause I've been around, you know, with the projects we're working on. But, so what was that fixed into fixing to I'm fixing to, Oh, I got it. You down South, you fixed it. Yeah, that's I'm someday one day a couple of great songwriting lessons. Like, and I take this for interviews now. So when I was first started doing interviews, um, first of all, I would just wing it because I'm not a preparer.

[00:07:46] I'm a quick start. I'm not a hype, you know, fact finder. Yeah. So, so, but I mean, in the moment on the edge, Right. What I've realized that, you know, winging it isn't the best strategy all the time. Right. But, so I [00:08:00] realized that I needed to prepare, but I realized I had a big breakthrough before Dan Sullivan, who not how book I realized that.

[00:08:06] I needed to be prepared, but I didn't have to do the preparation. So all it does, I hired my writer, Katie, you know, and Katie will Shu. We'll listen to the podcast. She'll read the book. She'll do. And she'll give me, I have her the way I prepare and say, write me an article is if this is on the cover of Forbes magazine.

[00:08:21] And so I read it just like 10 minutes before the interview, and then I'm prepared to have the interview. Second rookie mistake was I tried to have the interview that was on

the paper. I was like, Oh, this is the story I'm going to tell. And then I realized, no, what I really need to do. It's a song writing lesson.

[00:08:34] When you go in with an idea for a song. So we wrote a song this week, zoom rights now were fun. A song called I only drink one a drink. And, uh, so we came, I came with an idea, but whenever you come to, we pass out. When I pass out. Is a, is to keep it. And we all keep notes on our, on our phone of like song ideas.

[00:08:52] But when you come into the room, the best thing you can do, if you want, the best song can possibly yet is to write the song that's in the room that [00:09:00] day, because it's the collaboration. So the, what I learned about interviews is have the best conversations in the room. Okay, because what you could be prepared for anything, and that's great.

[00:09:08] You should prepare, you should know you should have a context of the person, but whatever they light up about, like you can tell them lighten up about this day. What did they light up about? Talk about, because that makes the better, the guest is the better you are now. They don't I'll shut up. After my second lesson from songwriting is.

[00:09:22] A friend of mine says when we walked in and he says, uh, let's leave it all at the door. We're going to dare to suck. Cause when you come out with a line, when you come out with a line, you never know what's going to sound like. So if you're willing to dare to suck and it's like, you're talking about pay, getting paid to learn.

[00:09:35] If you want to dare to suck, you can only get better. So like right. What's the right lines. Like, and sometimes it's like, Oh my gosh, that it, or sometimes like, we're all just left. Like that was terrible. Okay. I, you know, I'm miserable human being. Let's let's, let's go again. But if you're willing to like, leave the ego at the door and you won't dare to suck, it's, it's amazing what can happen?

[00:09:52] You, you, you just said something really critical. So I, you know, I come from an acting background. You come from a music background. Although I grew up in a musical household, as you know, [00:10:00] my mother was an opera singer grandfather's concert, master, registered musical. I played saxophone, not well. But then I picked up the guitar and was self-taught.

[00:10:10] That was more natural. But as an actor, I learned something as I became a professional actor and the first rule is rehearse, rehearse, rehearse. Right. So you do the work and then when you're ready to walk out on stage and perform, you just hit it on the nose. There's something we call it, leave it at the door.

[00:10:30] Yeah. So all that preparation, all that process. You just let it go and you walk into, so you're living moment to moment, which is what you're talking about in the space of working with other musicians and collaborating. You're open to the moment so that you're responding and that's the creative. Right. I think you'll agree.

[00:10:49] That's where the creativity happens and you know, and I've watched you in order full disclosure folks, Nick's working on a documentary film of my new one-man show called

yielded dreams. [00:11:00] I don't know what we're calling it, but we've been on the road all over the country together. And it is moment to moment.

[00:11:06] You never looked at me and said, so what do you want to do now? All right. Well, maybe once I said, can I go to the bathroom and the human moment? So like, that's like from my interviews and stuff, the, the connection that if you can create connection on camera or in life, just with other people, you will win.

[00:11:27] And so all I look for in my interviews and my films, like how do I connect to, so for me, it's really interesting. And I think part of it is my personality. Like I am, I hate conflict. I want. You know, I want everyone to get along. This whole election thing to me is like, ah, I wish it would just end, but I, but I know even when it ends, everyone's not going to get along.

[00:11:44] But like, I really try to, even when I interviewed, like I interviewed a guy for my podcast recently, who was, he was in a life sentence for murder. Right. And so, but he got, he, he found freedom. In his mindset became a much better human being started mentoring other inmates, a didn't eventually [00:12:00] got free, but like all I'm trying to do whenever I do an interview like that is like put myself in that guys choose like, okay, made a bad mistake.

[00:12:07] Grew up in a gang. Did like his, his normal was way off kilter, but it happened like, what would I feel like if, if I was in jail that next day realizing, Oh crap, how did I get here? Right. And so like, just how do I connect? How do I connect this guy? Who would seemingly be. A pretty unsympathetic character.

[00:12:25] Like most people be like anyone who murder someone should be dead themselves. And I mean, it's pretty easy to react that way. It's a visceral thing, particularly as you're a family member, right. Meeting with the family. And I mean, it's an amazing story of hope and healing, but all I'm trying to find hope.

[00:12:38] I just kicked my camera. I'm trying to find is, uh, I'm trying to find common ground and, and connection. And that's, that's the fun part about doing films? Like, so let's, let's kind of roll back the camera a little bit, so people can take a breath and catch up. In terms of, you know, who is Nick Nanton? How did this, how did this all come about?

[00:12:57] So, so let's kind of go, we'll [00:13:00] go back a little bit in time. When was that moment that you had clarity about. I think this is what I want to do probably a year ago,

[00:13:12] because I, I there's a lot to that, but I grew up, you know, immigrant kid, you know, we, we didn't, we weren't broke, but parents had some ups and downs and, um, I became an entrepreneur pretty early because when things started mattering, like. The type of shoes I wanted to wear the type of jacket everybody had or whatever.

[00:13:26] My parents had more love than we could spend, but didn't have money. So I started, I became a clown at 15 making \$150 an hour. Cause I knew how to do some balloon animals. I figured out I could get paid good for this. I had a lawn business as well. I used to teach business, uh, tennis lessons and would do like.

[00:13:42] I teach like 10 kids at a half an hour and they paid five bucks a piece. So I would make like 50 bucks for half an hour's worth of work. You're like 14, 15, 16. I ended up owning a recording studio in college. I had a screen printing and embroidery company. I did all the, the t-shirts for the Greek organizations at university.

[00:13:57] I think I made 60, 70 grand my freshman year of college. [00:14:00] So like I learned, I learned pretty quickly if I can provide value to somebody, the money they'll give me money. Um, especially like when I was cheaper than everybody else, because I could afford to be as a kid like tennis lessons. I was like a technical overhead.

[00:14:11] No overhead, there's unfair advantage, which is what we all want all the time. Right. And so, like, I always, I started playing guitar at six, started writing at 16, put up my first record at 18. There's still about 800 copies under my parents' bed. Cause I didn't know how to market it, but that's good. I want them to stay there, but I always wanted to be in the creative side of things.

[00:14:28] My parents being immigrants, like I have an older brother. They're like you guys, you can do whatever you want in life. Just get a, get a profession. We're like, nah, not happening. My brother goes to med school. He's now a child forensic psychiatrist trained to do Tulane and Duke. And he's insane. I wasn't getting to med school.

[00:14:43] So I went to law school because I wanted to be the president of a record label. And I finished my undergrad in two and a half years. So I had time. And so, uh, so, but I never wanted to practice a day of law in my life. And I came out of law school, uh, managing bands, my business partner and my mentor. Uh, he was my mentor.

[00:14:58] Then now my business partner, I got [00:15:00] married after my first semester of law school. I've been married 18 years now have my first son a week after it, the beautiful wife, beautiful kids. I married up. Thank you. But I was, I was, I really sort of knew what I wanted in life. As far as stability. Like I left music.

[00:15:13] Industry for multiple reasons. Like at the performing side, it wasn't good enough probably for people to really pay to come see me, but I probably could have figured it out. Like Gene Simmons did on some level, but I hated, I went on the road with one of my bands for, I think I made it three days. I'm like, yeah, this really sucks.

[00:15:26] I don't know anyone here. There's booze. That's fine. There's. Weird people in these bars and you have to do the same thing over and over every night. You're just a windup monkey. Basically. I was like, that's not, that's not, that's not the freedom you would think it is by the way. So I didn't want that. So I basically, my business partner said, Hey, if you would do the same thing for brands and business, people that you do for bands, which I was creating their brand from scratch, I was helping package them.

[00:15:50] I was doing all that stuff. He's like, you make more money. You feel like you're babysitting a lot less. So by this time I had two kids, so we built. What became the largest personal branding agency in the world. We've got [00:16:00] 3000 clients in 63 countries. We still have that agency, but then like any creative around five years into the process, five, six years, I was like, man, I wonder if I could get back to doing artistic things.

[00:16:10] And so I just decided I had never, I played around a bit video editing, done some music, videos and stuff in college, made a little documentary for one of my bands, like spinal tap for one of the bands that we, that I managed and yeah. I just started. I, I ma I just started ma started messing up around and made my first short documentary.

[00:16:25] And I got lucky enough to get two, uh, Emmy nominations in the Ohio Valley region. I won one and my business partner was like, you should probably do more. And so, so, but my, my life is, um, really, I mean, uh, super blessed. I mean, there's lots of tensions. Uh, we can talk about the whole hammock principle, by the way, if you want to relax in the middle of a hammock, you must have tension on both sides.

[00:16:47] So we have. Yeah. And I was going to say, it's like your lane train track. There's no train track in front of you. I mean, my experience of you is. There's no known train track in front of knick-knack and he's the lane track as [00:17:00] he goes and that's, that's accurate. And so, but it all sorta it melds into a really unique skill set that I happen to be able to live on my unique ability as our mutual friend and mentor Dan Sullivan calls it, but see, that's what I want to encourage everyone else to do too.

[00:17:16] Like I didn't. I didn't say I'm going to quit my job and go chase my dream. Right. That's rarely a good idea by the way. Um, because revenues defined, but I did I side hustled till it worked. And so I think that's really important, but also really I'm in branding and branding is nothing more than storytelling.

[00:17:36] A brand is a story. Branding is storytelling and a great brand is nothing more than a story that other people like to share for you. But what informs. Your story is who you are and where you came from. Now, I've sat with presidents, I've sat with war heroes. I've sat with the richest people in the world, billionaires.

[00:17:52] And the great news is they all feel like you do. My story is not that big of a deal I'm sitting across from Steve Forbes was like, you know, Nick, I really am [00:18:00] appreciative. You'd like to tell my story, but. I don't really have a story. And literally everybody says this and it's the great news is you, you just pass the a-hole test.

[00:18:08] You're not an a-hole most likely cause you don't think you're that big of a deal, but you did live an interesting story. You just haven't thought it through. And it was so it was so second nature because you lived it, right? So it was like, ah, no big deal, but I guarantee you, if you took the time to write down, th there's like three blocks of life, you could divide it however you want.

[00:18:26] But to me, it's sort of like grade school. Probably college and career. Right? And if you, if you wrote down your five most positive and most negative experiences, you remember in each of these fields, whether you realize it or not, that is informing the person who's walking around and making every decision today.

[00:18:43] And so learn how to weave those things together. And what you have is my story of being an immigrant kid who taught tennis lessons was a clown as a songwriter, you know, uh, went to law school. Didn't want to practice law and now makes documentary films. And has worked with more than 3000 clients in [00:19:00] 63 countries, building their brands

makes me the most uniquely suited person in the world, Charlie, to make the documentary when you make them together.

[00:19:06] Cause it's not about business and it's not about art. It's about the way business and life are art. Right? So that's, I've just been. ADHD enough to be unsettling to find it, but by the way, the whole way, like everybody else trying to prove myself, trying to make sure people like having insecurities. Cause I didn't go to film school.

[00:19:24] I'm not a Hollywood guy. So like really, I would say it's been the last six months, maybe last year where I've really realized, Oh wait a minute. I'm a storyteller cause like that to me would be a label that I don't think I deserved or like a storyteller is like James Earl Jones or something, you know, like it's, but, but you have to sort of earn it, but you also have to be willing to step into it.

[00:19:44] And that's, that's a big challenge. I think for all of us, particularly when we all think our future is greater than our past. Like if, if I made my best film already, I'd be super depressed. Like super-duper, I'd be like, ah, that's SOPs. Like I want to do something bigger and better and [00:20:00] more exciting. Um, so anyway, I'll take a breath and drink of water, but no, it's awesome.

[00:20:04] Just for our listeners, you know, there's a, there's certain qualities that people naturally have. Cause I think a lot of people think, well, I don't have X and I don't have Y and I don't have Z and I don't have, but there's qualities that you can bring forth in yourself no matter where you are in life. I mean, I think of Ray crack.

[00:20:23] Right. The guy didn't become super successful till he was in his late fifties and sixties. He was selling milkshake machines for God's sakes. Right. So for those of you listening and thinking, yeah, but it's different for Nick or it's different for that person? I didn't fill in the blank. It's not, it's a choice.

[00:20:43] It's a, it's a choice that you make. But I love what I love most about what you're saying. Nick is. Everything is a learning process, right. Everything's kind of that stepping stone. And it's not like one thing builds on another because I don't think it works that way. I think it's you go through these experiences and you try [00:21:00] things and you discover what works and what doesn't work, you throw it out.

[00:21:04] And it doesn't coalesce until like right now in this moment. And you've done this a lot where you're actually thinking, Oh yeah, I think six months ago, I figured it out. What I'm doing and how good I am. Isn't that amazing. It's and you've been doing it for this long. I want to get to some specifics about what's the best.

[00:21:24] The experience you had documentary wise, you know, making a documentary and you don't have to say mine. I'll just, I'll just, we'll just take that off the table. Now we, we shared, uh, for many reasons we shared some really special moments of the field of dreams, so I will never forget that amazing, amazing trip.

[00:21:39] I think there have been many moments that I would look back at and say, man, like, Twelve-year-old Nick would like, would be like jumping on the bed, having a pillow fight

right now. Right. So like just when you're sitting down and you're, you're interviewing someone I'm Mark Cuban or Richard Branson or, I mean, Tony Robbins, [00:22:00] probably like I was at Tony's house, like three weeks ago with a bunch of girls who'd been rescued out of sex, slavery that he was helping through with Tim Ballard.

[00:22:08] My other friend from operation underground railroad, get a new life in America. Like, like you're going I'm. How did I even get to the table? Like I'm invited here. I mean, I'm helping document it, but I got the call to come do it. And the documentary. So everybody knows. So they'll is called operation. Two st is the very first doc we made or a new one I'm on my fourth doc on, you know, human slavery and trafficking, which is sort of an incredible thing that we don't realize it's happening right.

[00:22:35] Under our noses, even in our gated neighborhoods and big houses and yeah. Well, unfortunately my non-related Jeffrey Epstein party, no relationship. Charlie Epstein brought it to the forefront that this is a serious, serious problem with, uh, human trafficking and, uh, and the wealthy taking advantage of.

[00:22:55] Those that just have no way out. And that's one, I have a thousand [00:23:00] ways that happens a lot of times it's digital and Facebook and on Instagram and on roadblocks and Fortnite, like we have a case, we covered it, a seven-year-old and the taco truck game who got traffic. Cause there's a chat box. So yeah. So we're, I'm doing a lot of work in that field, which I'm super honored to be doing that.

[00:23:15] Probably the Tony Robinson one, but if I really look back at two moments that were super defining, one was in operation just saying we documented a raid in Haiti and I ended up in a raid and Bulletproof you were in a helicopter flying into this raid, right? Actually I was in a we're in a van. We went in the way we did, we did do drones for recon.

[00:23:34] It was crazy, but like, So that, and then, and then a few months back, I was filming in Iraq in February an ISIS trafficking thing. And, um, I'm going, I'm literally crawling through ISIS tunnels. I'm like, this is, I never thought I'd be here. Like, I didn't guess that they were abandoned. I suspended thankfully.

[00:23:54] Yeah. But it was, um, but just like mint, uh, for me. Cause I, I have great faith is the only thing I can [00:24:00] do what I can do, Bob. What do you want? Like, you gave me this ability, like, what do you want me to do with it? Where do you want to take me? What should I do next? And so that's been, those are a few months.

[00:24:09] It's been super fun. It's interesting. You mentioned that because you're a good friend, Kenny Thomas. So you put me in touch with, and I'm gonna be talking to next week. I just finished his book and, you know, talk about faith based, but that so many people don't appreciate the notion that we're here for a reason and a purpose.

[00:24:26] Like, if you would wake up every day and actually look in the mirror and say, rather than say, what's wrong with where you are to actually appreciate where you are and then say, okay, what would God want me to do next? And, Oh, by the way, God fill in the blank as whoever that is for you. Okay. Whichever religion it is.

[00:24:45] It doesn't matter because at the end of the day, I believe you're going to answer the question and. If you believe God is speaking to you, God bless. And if not, I always say fake it till you make it. [00:25:00] So start answering the question in a different way. Start asking the question in a different way. I think everybody, everybody at whatever level can take that one step forward that will take them in a whole new direction.

[00:25:11] And I mean, everything that you've done so that you're talking about so far to date is a demonstration of that. Uh, well, uh, I appreciate that. And I, because I've done much that I had to put up in order to feel good about fake it till you make it out to put a new spin on it. So I didn't do it until you become it.

[00:25:25] And so like that, that you do have to die and you're in for a treat with Kenny. Kenny is one of my favorite human beings on earth. I filmed a thing with Kenny, where I ended up in a mock hostage rescue mission in the foothills of Wyoming with, with a two time Olympic gold medalist, a six, this and this one, a six.

[00:25:45] Time space, shuttle, pilot. The guys piloted the space shuttle 16. Wow. Super connected in a gifted dude. I mean, you know, he was in the black Hawk down crisis and he, he is one of the guys who's like, you know, it took him [00:26:00] a long time to be willing to tell his story because there are a bunch of other there, you know, there were hundreds of soldiers in that mission and he's like, I was just one of them.

[00:26:07] I don't deserve the right to tell this. And people finally like Kenny, you're a great storyteller and you have as much right to that story. As anyone else. And, you know, you felt bad because like, so the, the war hero deal that I figured. Yeah, it is. And it's the same as entrepreneurs walking into a room or anything walking into him, like you feel like you're not worthy.

[00:26:24] So I have a friend who hadn't seen like 20 years, we did a hurricane cleanup together. Cause I got a shoot canceled with a hurricane in Florida. I'm like, I'm going to do a hurricane cleanup. I didn't want to come. He's like, sure. I talked to him. He ended up serving in the service. I'm like, thanks for. So I was like, Aw man, thanks.

[00:26:36] It was real disappointed. Cause I hurt my back and I couldn't get deployed. So he felt bad because he couldn't get deployed. His brothers, the guys would get deployed and never see battle feel really bad because they didn't see battle. Guys just see battle, but don't get shot at feel really bad cause they didn't get shot out.

[00:26:49] The guys who got shot up, but didn't get shot, feel really bad because they didn't die. Guilty when you die, they don't want the metals because they are from their buddy, their brother who died. So [00:27:00] we, this is just, and that's just, uh, an, uh, a very poignant example from the military, but we all feel this way.

[00:27:05] Just understand life is a spectrum, right? We're all on the journey. And we all feel like. We're not worthy because we didn't do this or we didn't do this or that person did that, but that's not your journey. And so again, Kenny's a great example when you hear his stories, um, he has the best definition of leadership I've ever heard of him.

[00:27:23] So make sure you ask him, I will, I will, but you're onto something really brilliant here because folks, everything you do and you say you make real. Everything you do. And you say you make real, I just gotta, I gotta say that when you wake up in the morning and say it's a great day, or it's a shitty day, guess what?

[00:27:42] You're going to fulfill that prophecy, you are profit in your life. We're all our own profits. And, you know, Kenny talks about it, especially with Jesus. I always tell people he's not my guy, but follow that path. It was not easy for Jesus. And at the end of the day, how did he end up steak to a [00:28:00] cross? Uh, wow.

[00:28:01] That's pretty painful stuff. Everything you do and say you're the prophet in your life. And you're going to fail. I can't say this enough to the people that I work with, the clients I work with. Just friends that I talk to that are always talking about shoulda, coulda, woulda, and someday I wish I had wishes, um, as opposed to I'm going to go do.

[00:28:23] I think it's huge. And so Nick, I mean, you're just a total demonstration of that. And I, I CA I love this conversation about not feeling like you're good enough. So how can you be in the room with people like Tony Roberts and Timbaland and all these people that you think have achieved more than you've achieved, and yet you deserve to be there.

[00:28:41] Well, I appreciate it. The thing that I realized a long time ago is they all feel that way in some way, shape or form sometimes too. Like I, I spent a week at the Vatican with, uh, with Peter Diamandis and Tony Robbins and dr. Oz and, and I'm sure, although he's met world leaders and everything else, I'm [00:29:00] sure.

[00:29:00] I mean, Tony Robbins, I saw the smile on his face when he kissed the Pope's ring. Right. And he's like, You know, it's like we have these well, that's interesting. If you go to in the faith company, we all also, by the way, have these false gods on earth. We've built up our whole life like that. I, I had, I had heard Tony's voice in my ear training for tennis as a kid.

[00:29:18] Like my coach gave me some bootleg. Tony Robbins, CDs. I apologize to Tony, but he was cool with it. Um, but so like, but you know, when I first interviewed Tony, like just hearing that voice, literally responding to my question was like, but Tony, the end of the day, you know, Matt is home throughs go, just hanging out on the counter with him.

[00:29:34] Just talking about stuff. Yeah. I remember I remember doing Tony's 30 day CD set, 1989, or whenever I did stand up in New York the very first time. I listened to that for 30 days. And that was my goal. I was going to go do stand-up. So as those, they weren't even CDs. They were, they were tapes back then.

[00:29:56] Right. So they weren't even, you know, they were just tapes, same kind of [00:30:00] thing, drawn inspiration from people that can inspire you. Right. And that's probably all the documentary stories that you're telling. So I'd love to know though. What was the lowest point in your career when you thought to yourself?

[00:30:16] I'm done. I'm done. I'm done. Oh man. And how you flipped it so many, uh, you know, I think there's. Perspective is a great thing, but until you've lived and done certain things, you don't have perspective again, like, you know, the guys who do these, these child

rescues and raids, you know, twice a week, they're like, yeah, not a big deal, but the first one freaky the heck out.

[00:30:40] Right. And so there there's been times when I realized that. Well, so I've been having this conversation sort of myself and others recently about momentum, like the human humanity desires know momentum or progress. And so sometimes you end up in a position that was built based on a set of circumstances that you need [00:31:00] momentum to get out of.

[00:31:01] But, and you know, you, you know, you will, and you can. Yeah. But in the moment you feel trapped, like we've all been there. Right? So one of my hardest moments was I was running an event for a group that I had. That I was working with, um, the group that the revenue from the group is about a half a million dollars.

[00:31:19] And I'm in as my group and my business partners group. And we're doing an event there's three events throughout the year. We're doing one, the events were in New York city based on the real estate crisis and other things. I was in a bad place. I was like 27. I think I had two and a half, \$3 million in real estate debt.

[00:31:34] Cause I've been trying to flip my flip houses, my way out of some financial problems from student loan debt, just, you know, things that are piled up and all that. And, um, We're in New York city. And I remember we're right by times square, standing at the, at the grand Hyatt at the time at grand central, there's this group of people, who've all paid a bunch of money and we're fulfilling.

[00:31:53] They're having a great time. And we had this break the last day we finished doing, we're doing a book launch party times square, the whole thing. And we [00:32:00] have a break between. The end of the thing and like the fancy dinner that night. And I remember everyone goes shopping, like everyone's going shopping on like park Avenue and whatever.

[00:32:09] And I remember I'm, I'm walking around by myself just between the two things. Uh, number one, cause I, I, I didn't want to go with anybody else cause I, I had, I think, I think I had like \$57 in my bank account or something like that because I was. I was trying to fix all the other problems. And while we had great business revenue, it just, a lot of that is costs and there's partnerships and there's.

[00:32:32] So you don't, you know, when you say you sold a group thing for half a million dollars, people think, ah, okay, you got a bunch of money for a million dollars right now. You know, I was making money, but the, but the negative was still so big. You were bleeding out. Yeah. And it's easy to do, right? Yeah. And so it was just, I just remember going, I just remember being, uh, knowing it was going to be okay, but being frustrated, sad that I couldn't like in a way I couldn't enjoy the moment I created, like my whole life.

[00:32:58] I, you know, I'm a kid, an immigrant kid [00:33:00] who lives in the central Florida area. Like my dream, I want to get to New York and LA and Nashville. And I'm like in the pinnacle of it. But so let me give you the flip side of that, which was an amazing moment so we can pick it up. I. With no experience at all. I produced and directed my first Broadway show in February of 2019.

[00:33:19] Thank God. Not 2020. I put Rudy on Broadway. Yep. Right behind him is Rudy's number 45. So we sold out in 17 minutes and we did a one night stand. They called just a one night show. And I was able to, when I did that, I was able to bring my whole family with me. And I was able to say my, my mom and dad, my mom had never been in New York city before.

[00:33:40] And so we're in New York city. We're staying at the Marriott Marquis in times square. Um, we're not only. We have a pre-party we, I direct, I as able to have dinner with my family before we'll do the sold-out Broadway. So it's a huge hit. And then we all go back and hang out together, uh, with my kids and my wife and my family and my parents, [00:34:00] uh, and some great friends at the Marriott Marquis sort of overlooking and square.

[00:34:04] So it all came full circle, but it was a sad moment at the time. Yeah. Yeah. Yeah. I'm glad you brought up the one man show because you know, we've been looking at the 45 behind you, which I think is so amazing. And my, a little sidebar, my brother-in-law who we got the helmet for from Rudy, sign's still to this day, cries every time he sees me, which is just the most amazing thing.

[00:34:25] Cause he's such a big Rudy note, Notre John's fan and that kind of thing. So, uh, folks. I just can't use the word blessing and grateful enough. It's interesting. You know, when you talk about it, when we were working on a, the one man show that I'm working on yielded dreams, you made me think about that first day when I was in the room in LA Jolla, California, with three comedians, uh, and I'm sitting there saying to them, so, um, what were you thinking, uh, when you were told that you're going to hang out with some old Jewish guy to try and make money funny and they're all going like, yeah, we were wondering how that was going to work out.

[00:34:58] But the amazing thing [00:35:00] about that experience and even to this day is everybody just left their ego at the door. And I think the biggest lesson and I I'm so grateful Nick, for you out of this is what you really talked about is that when egos out of the room, the inspiration. Gets to come from everybody.

[00:35:18] And so I think that's a big takeaway for our listeners to take away, which is if you can leave your ego out of the room, other people will follow suit. And that's where the creative magic starts to happen because everybody is blessed that you're there to make something happen. And I just want to say it doesn't, it can be in your business.

[00:35:38] For those of you that are listening. And you're, you know, we've got to listeners that are in my industry, the financial services industry and people that just go to work every day to the, you know, that day to day job, there's something that you have to offer. And that thing that you've always wanted to be in, you've always wanted to do.

[00:35:53] It's always available to you. It's always available to you. Right. So, Oh, is, and [00:36:00] the thing about showing up that way is just, all you need to do is show up as the best version of yourself and build a team around you that can do the rest. And that's why

documentaries. I think it was my, it was a period in my life based on my experiences, but it hadn't really realized it documentary has been the easiest thing I've ever done.

[00:36:16] And it's really because I built an amazing team of people who do use the Jeff Bezos principle that I learned from the book. The Bezos letters only hire people you admire. Like, no matter what they're doing, whether they're cleaning your floors, you should admire that. Like, man, this person is really dedicated to cleaning floors.

[00:36:32] It's not about that. They're beneath you. They have a different skill set than you. And I think so many people get that twisted. And so I love the fact that in what you're doing, the collaboration with the people we've all been working with on your dreams, this is amazing because everyone is there to serve the common purpose, which is around your show.

[00:36:51] And everyone just shows up and does. As their best self and it's, that is, it's so much fun. It's so inspiring because no one is like, uh, because no one [00:37:00] has to do anything that they're not really motivated to do. And that's, I mean, that's a Testament to you of, of putting together a great team and it's, it's been a blast.

[00:37:07] Yeah. And it's, you know, we just hired a stage manager, a lighting person and, and I have not had to seek anybody. You know what I mean? They've just, they're magically showing up out of the conversation, which is the other thing for people to take away. So a couple of things you're working on a big project right now.

[00:37:26] You want to share that or is it can be shared and a lot of big projects, which

[00:37:33] you just mentioned it before we got on. Yeah. So I am that that's a cool project. I'm telling Dick Vitale V life story, which is. Credible story. Uh, the, my, my working title is, uh, never lose sight of the Dick Vitale story. Most people don't know, addiction only has one eye and it an incredible story of bullying and, and hope, and, and he's raised \$37 million to help fund research for children's cancer.

[00:37:56] So just an amazing, amazing, absolutely. So how [00:38:00] do people get ahold of nickname? A nickname? so.com. I'm pretty much all the socials I am, uh, at Nick Nanton. If someone else that's imposter. And then, uh, I just want to mention also because you're on prime. And what would somebody go to on prime to get ahold of some of the toxin shows that you put together?

[00:38:18] The easiest way is actually search my name on prime and a bunch of the films come up with the James Altucher series operation to st. I mean, Jack Canfield's film. I mean, yeah. A lot of the stuff is up there and it's, uh, yeah. Uh, on my series with Larry King called in case you didn't know, but also easiest to get to by my name.

[00:38:33] Um, if I had, I, if I can make one ask, if you get the chance to go and you enjoy anything. Okay. Please leave a review on those are the hardest things to get getting review on. Amazon is like asking someone to FedEx you, their baby overseas. Lots of them. Nobody does it. It helps a ton with people seeing it and getting traffic.

[00:38:51] But I I'm guilty too. I don't normally leave review for anything. So if you've enjoyed the interview here at all, if you enjoy any of my films, I just beg just leave a review, please, [00:39:00] sweetie. Nick, thank you so much folks knickknack and look them up. Nick and.com. Google his name. And, uh, listen, I want to, I want to do a shout out to all of my advisory friends that I know to listen to this podcast, because Nick's all about branding.

[00:39:15] Nick's all about storytelling as you heard. And if you're looking for somebody that could really help you tell your story and really, really tell the brand and unique way, this is the master at doing it. So be sure to check it out and take the opportunity to reach out to Nick. And it's been a hoot we're in the middle of that.

[00:39:31] Towards the tail end of the documentary series, still working on the one man show one day, the theaters are gonna open and, uh, and we'll launch everything and it's a great ride as we're doing it. So thanks for being a part of it. I really appreciate it. Likewise, man. Thank you. That's an honor. All right, everybody.

[00:39:47] Uh, again, I'm Charlie Epstein here at yield to dreams. If you want to get ahold of me personally, you can just reach out to me directly@cdasindavidepsteinatthe401kcoach.com. Or why not? Give me a shout [00:40:00] out for one three, four seven eight eight five eight zero. We'll have a conversation for possibility and.

[00:40:04] See where it takes us. Thanks everybody. Peace out.

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