

Epstein_Ep15_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?

[00:00:19] There's an aspirations for jobs 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.

[00:00:42] 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.

[00:01:02] So let's dive right into today's show.

[00:01:09] Hey everybody. It's Charlie Epstein here. And it's crazy because we've been talking about giving up sugar for the last, how many days now? Three days we're on a 21 day. Sugar diet giving up sugar. This is having an abundance personality. I'm not sure how abundant that is though. And I'm here with Justin brain's CEO of the PR firm, bur Epic communications.

[00:01:34] And he's also the author of the number one international bestselling book, Epic business. And this show is, you know, is about what did you want to be when you grew up? What do you now, what happened? And are you really pursuing your life's passions and what's in the way of your doing that. And the first question I've got to ask you is that question, what did you actually want to be when you grew up?

[00:01:58] Yeah, so I'm doing [00:02:00] exactly what I wanted to do before I was even born. And I can explain that, explain that with not having sugar in my system for the last three days. So I'll see if my brain can answer that for you. Um, so I was a journalist before I was born. Um, my father, when I was born was 61 and my mom was 27.

[00:02:17] So there's a 34 year old difference there. And, uh, my dad was a soldier in world war two, an attorney in the Nuremberg trials. And when he was a soldier, he fought in the battle of the hurricane for which is one of the most deadly battles in world war two. And he kept a diary. We kept a diary of his experiences.

[00:02:36] And so he died when I was 13. Um, he'd be almost 105. Now, if he was alive, And I found the diary after he died and I write exactly like he does boom, boom, boom, boom, boom. And that's half of my brain. The other half is my mom who was 27 when I was born. So it was a 34 year old difference. And so how did that happen?

[00:02:57] Um, my dad was driving, [00:03:00] uh, an expressway North of Chicago and a drunk driver went across the median and grassy median and hit him head on. The drunk driver was killed. And my dad was not, he broke every bone in his body, but he survived. And my mom was his nurse. My mom was there. Right. So while would the real, real well.

[00:03:16] And so I talked to the highest performing entrepreneurs in the world. Like you five to 10 times every Monday through Friday, I have never met anyone with more hustle than my mom ever. Not even close. And so you have genius. Nuremberg trial writing diary in the middle of a battlefield brain and then endless hustle brain.

[00:03:34] So here I am. That's the, your mom's still around. Oh yeah, sure. Uh, just past 70. And I would, I, it's very hard to describe my mom other than, uh, literally survive and thrive. She's the ultimate survivor who has thrived in spite of endless obstacles and she just puzzles just hustled their way to it. And, and I mean that as a compliment, by the way.

[00:03:56] Yeah. Yeah. Yeah. It's amazing. When I talk to people [00:04:00] like you in the, how much we're influenced by our parents, you know, my father was a, an entrepreneur, but he served in world war II and the Korean war he acts right. Call back up, you know, second time while my mother was pregnant in the hospital in Washington, DC, uh, delivered my sister.

[00:04:20] Who's six years older than me and my while my dad was, you know, overseas during the Korean war, but my mother was an opera singer. And she was, I like to say she was on her way to a successful career at the met, when she stumbled on my dad, you know, the Lieutenant in the army and the rest of the he's a Lieutenant.

[00:04:37] So we're like the same person. Um, and so you have genius entrepreneur brain with. Artistic singing brain. And so now you're a genius financial entrepreneur who does comedy. I mean, so it makes it, that's what I mean. So you were right. People call it autistic, but I appreciate the arts. So that's interesting because my wife was a pediatrician, um, says I, she, she a [00:05:00] pediatrician.

[00:05:00] She didn't know. So she's like, she thinks I have Asperger's in some capacity. So that, I mean, whatever you want to call it, autistic or artistic, you know, our brains are just. Like this. And so I'm certainly not going to ask your age, but like, I should be much older than I am and I'm in the body before the three-year-old and I have the childish mentality of maybe a five-year-old, I mean, maybe four or five, like I'm like a child, the most important thing.

[00:05:25] Well, this is what I mean. So this is why you and I immediately became friends. Cause we're basically the same person. And you know, you, you fascinate me because you're an entrepreneur who happens to be in finance, which is very rare. And then two, you do the opposite of what most financial people do not enjoy your life.

[00:05:44] Spend it now, spend it now. And like I was a journalist created my entire business model based on how PR firms annoyed me for 20 years. So you'd do the same. You just you're annoyed and I'll do this. That's all. We're just outliers. Well, no, but I love the fact

that, so [00:06:00] you were a journalist for what? 21 years, but what, what was that moment when you said enough is enough?

[00:06:09] I am done not being in control of my bigger future. Yup. So I'll give you the timeline for that. And I think you and I are definitely different in, in this way. Um, I think you've always been an entrepreneur. I haven't, I didn't know I was an entrepreneur until I was until I realized I had to be an entrepreneur.

[00:06:26] So I'll give you the quick timeline, February 10th, 2017. So around that time, four years ago, um, I worked my entire life to get to Chicago's and editor. And during a five minute, uh, meeting had my job salary cut in half and just do to cut back. So, uh, try to find a job. Couldn't find a job. Um, I incorporated my company, April 16th, 2017.

[00:06:50] Uh, Brett pic. And so while I was working full time at half the salary, I reached out to 5,000 people to get my first five clients. So one out of a thousand said, yes, [00:07:00] 999 no's for every yes. But again, I, my mom, I've never met anyone with more hustle. And my dad, if you make an excuse on the battlefield, someone dies.

[00:07:07] So I just, you just do that. You reach out to 5,000 people to get five clients. So got my fifth client, uh, that was June 1st, June 2nd. I resigned. And then Robert feeder, he's the top. Uh, media columnists in the Midwest at a story, I started my own firm. So it was just to get the company started. Um, and what I realized I was never meant for corporate or I was, they were, they didn't know what to do with me in corporate.

[00:07:32] They'd give me weird jobs because they didn't know what to do with me. So I was just always meant to be this. I just didn't know that until I was forced to be this. So I'm glad that happened. It isn't it amazing how we, uh, we find our way to what we're meant to be without even knowing that we were meant to be there.

[00:07:48] You're you're me evolved. You been in strategic coach longer than an abundance, three 60 longer. You've been in this world longer. You hit the ceiling of complexity a long time [00:08:00] ago. The people in that might not know what we're talking about, but you had, so you just evolved from that. And so I'm like, you.

[00:08:07] I'm like you, whenever you were like me, you know what I mean? And so I have so much respect for you because you just, you're just more evolved, but I'll be like you, but there's no doubt. My wife will tell you, I'm not that evolved, but yeah, my wife thinks like people, me and my wife, I want to, I want to go back to something that's really, really important.

[00:08:29] Yeah. Reached out to 5,000 potential prospects and got five. You know, when I went, when I graduated college, I had one of two choices. I was going to go to New York and be a starving actor with all my acting friends. Right. Or I was going to move back to the booming metropolis of Springfield, Massachusetts going to the life insurance business starve and have no friends.

[00:08:52] And the only reason I didn't go to New York is I had a guy who was a mentor in the insurance business, but I learned very quickly when you're dialing for dollars. [00:09:00]

No, never means never. It just means not now. And I'm sure you've probably discovered that especially. Making 5,000 inquiries and getting, you know, five people out of 5,000.

[00:09:14] Right. And so all I do is, uh, I'm a hundred percent simplifier, so I hear blah, blah, blah, and I simplify and see patterns. And so I've seen that, like, when you start a business, it's got to get, so reach out to 5,000 people to get five clients. Then you get to give you're giving a little, but you're mostly getting.

[00:09:31] Then it's give to get, so you're giving a lot to get a little back. Then you get to the point where, where I'm at and your depth even more evolved. You just give to give you, just give to give. And, uh, so it's fun to just give, to give there's no catch or anything you just give to give. But first for the most part, it's get the get because you have nothing.

[00:09:50] So you have to, you have to make the 5,000 calls to get five. Right. Yeah, no choice, no excuses. So, so let's talk, let's dive in to [00:10:00] what it is you do, and the PR business that you, you know, that you create the value creation that you create for your clients that they rave about. Cause I listened to the testimonials on your testimony of video, which is fantastic.

[00:10:16] And you've got just some wonderful raving fans. Out there and that it's so diverse doctors, CEOs, financial people. It's fantastic. Well, that means a great deal to me. So on the strength finders, uh, there are 34 StrengthFinders. I'm 34 out of 34 and empathy. And so that surprises me because people like you I'm tremendously empathetic for.

[00:10:42] So when you say things like that, I can't tell you how much that means to me. Most people don't understand what I'm talking about, which is fine, but people like you really do. So I want, I appreciate you looking that up into providing that feedback. And so, because all I, all I see is like, I just [00:11:00] hear stuff and make patterns out of it.

[00:11:01] So the formula for building a successful global company is actually really simple. And you've done that with your company. I mean, you've done that. So this is all it is, right? All this other stuff. This is the formula is you see a problem. You create solution to problem, problem solved, successful global company.

[00:11:18] See a problem creates solution, problem solved, successful global company. So that's all I did in PR. I was a journalist for 20 years, created my entire business model based on how PR firms annoyed me for 20 years. So just to solve problem, greatest solution, problem solved, successful global company. So all my company does is just solve the problem.

[00:11:34] So like you said, it works with any business size, any location, any vertical that doesn't, that doesn't matter. It just solves the problem. And all my company does is solve the problem where people are tired of being the best secret out there. So they want to be in media at a very high level to create validity and credibility.

[00:11:51] That's it. So it doesn't matter where you're located. It doesn't matter what you do. It doesn't matter if you're a sole printer competency, as big as Allstate. That's meaningless. It's just, do you [00:12:00] want the problem solved? Well, part of that is

storytelling, which you're really great at. Right? So there's so many people in business that are just grinding it out.

[00:12:11] Right, right. They're doing whatever they were trained to do. They're grinding it out and they don't have any perception about. What's outside of them, you know, the expression I used, but I try and tell people is, are you willing to expand the scope of what you're taking into account and discover for discovery sake?

[00:12:29] Are you willing to discover. Right. Just because you're going to discover something so pretty are for, for most entrepreneurs is a foreign language. So how do you convert? How do you convert that language into something that people can get their arms around? Right. So that's interesting, you know, reached out to 5,000 people to get five clients.

[00:12:50] I don't do any reaching out anymore. Um, because while my company is just a giant incubator geniuses, that's all it is. When people reach out to me because they know my company [00:13:00] just solves the problem. And so if you have the right mindset, it creates the right network creates the right opportunity. So you just make, so let's.

[00:13:08] Define the problem. Yeah. So, so our listeners really understand, cause I know, I know a bunch of you out there going, what problem? I don't have a problem. Of course, then you look in the mirror and you realize you are the problem or the problem. Right. You know, I'll share a story with you. I, last year I hired a consultant for lack of a better word tech guru to come in and help.

[00:13:33] The organization systematize our processes. You know, we use Salesforce, but we never really used it. We like scraping the service. So I hired this young guy to come in and he said, okay, the first thing I need to do is interview everybody. We've got 12 employees. I need to interview everybody. I said, absolutely.

[00:13:51] And usually there's great trepidation where you're going to bring change into an organization. Right. People are very set. Well, he [00:14:00] interviewed everybody and I called him up and I said, you having a love affair with all my employees because they absolutely love you. He said, well, that's great feedback. And people were, they were coming in.

[00:14:09] We go, Oh my God, we love drew. He's amazing. And a week later he said, okay, I've got my analysis done and I want to come in and present it to you. And the team of what we need to do. I said, great. So excited. So he comes in, we sit down and he says, um, uh, after any right. Interviewing everybody and careful analysis we've identified the problem.

[00:14:33] And he put up my picture, dude. That's where it was on the big screen in my office. Here's the problem. Was it a picture of you in a costume? Cause that would've been awesome. Oh, that would have been even better. Yeah. Yeah. And I turned to him, I said, okay, you're fired. And then I looked at that, any questions, but it's been amazing, but we had to identify the problem.

[00:14:58] So I'm [00:15:00] listening and you're saying, you know, identify the problem. So in your business for entrepreneurs and professionals, cause you work with doctors, you work entrepreneurs, anything except politics. What are the problems that you see that people don't even. See the problem. Yeah. That's so that's interesting.

[00:15:20] Okay. I'll, I'll land the plane here, which is hard for me to do because I'm just flying up here, but I will land it. Um, and so we can take off again. Sure. So no matter what business it is, what I hear over and over. Cause I just hear blah, blah, blah, and simplify and see patterns. So I just hear over and over.

[00:15:39] That we are tired of being the best secret out there. So they've written a great book. They've pivoted, since COVID, they've expanded their practice, they're running across the United States, whatever that is, that doesn't matter. Yeah. And they want to be in front of the right eyeballs and get in media at the highest level.

[00:15:56] To get validity and credibility for whatever that [00:16:00] innovation is. And they know by doing that, they will get in front of the right people. And that will lead to the right connectivity, the right networking, the right potential investors, the right customers through, right. What, whatever that is. So that's all my company does and how it solves that from a journalistic perspective, if you really want to land the plane.

[00:16:21] So as a journalist, you get hundreds of things. Press releases every single day from people you don't know hundreds, and they're all worthless. Why are they worthless? They talk about what a person does, not who they are, and no one cares about what you do, but they will care about what you do if they, if they care about who you are.

[00:16:39] So again, problem solution, problem solved six successful goal comedy. So my firm writes stories about who people are and then blends in what they actually do. And so they're actual stories, not press releases. And then I'm not sending my thousands and thousands of media contacts across the world, a bad story.

[00:16:59] So [00:17:00] it cuts through all the white noise and nonsense of a bulk email press release from someone you don't know. And so it just. It just results. Boom, boom, boom, boom, boom, boom, boom. And it's yeah, the conversation I have, which is always funny, um, because it's not on my timeline. Right? It's like when other people want to make decisions.

[00:17:19] So I started working with someone, I first started working with someone and then just start introing, like, boom, boom, move over all these media, all these entrepreneurs all in there. Like how did, how did you do that? I was just waiting for you. I was just, I was just waiting for you. So like, this is easy for me.

[00:17:35] I, this is so easy for me that it's like breathing now, installing a light bulb toolbox. No, no, no, no. This, this is so easy. Like I just stay in my zone of genius all day, a hundred percent of my day. So the PR world, there's a lot of noise. You just started to talk about that. It's endless noise. Um, so I so much noise.

[00:17:58] It's endless noise. It's [00:18:00] it's um, it's, glad-handing BS artists. And as a journalist, you know, it's annoying. You just, you're just getting annoyed by people. Um, constantly, it was really funny because when I, I always laugh when I tell the story. When I, when I first started my company. This, this is what I'm talking about.

[00:18:17] So when I first started my company, I was talking to a corporate PR guy knowing ambition. Wasn't questing for greatness and that's fine, but I'm not like that. So you're definitely not. So he's like, yeah. The number one rule of PR is you don't talk about yourself because the number one rule of PR or anything is you do talk about yourself.

[00:18:35] That's the number one. That's the number one rule because people want to know about who you are, then they'll care about what you do, but they really want to know about who you are. And this applies to exactly what we're doing now is that podcasts are replacing mainstream media and, uh, in terms of relevance and importance.

[00:18:52] And there's three reasons why. And again, it applies perfectly to you. So the host is one, the host is an entrepreneur, not a journalist. So they're coming [00:19:00] from a place of abundance. Not scarcity. Most journalists are coming from a place of scarcity and we're trying to save our job or not get their salaries cut and athletic.

[00:19:06] I happened to me. So the entrepreneurs are coming from a place of abundance. Two of you can do a deep dive on someone 30 minutes, 45 minutes an hour. So you really get to know them. It's not a drive by interview like you on TV or radio. And then three of the audience might not be as large quantity wise, but it's a far more qualified audience.

[00:19:25] I'm guessing normal people. Aren't going to listen to this, but the highest level entrepreneur, entertainer, or financial person, they will listen to this. So it's just a. It's just more qualified and podcasts are essentially basically what they are, is a transactional and transformational platform for entrepreneurs.

[00:19:42] That's all it is. That's all there. No, and I thought I was just talking to really neat and cool people. Well, I, you know what, and that's, that is what it is. That is what it is, but it's also, it's. That is what it is at its essence, [00:20:00] but what comes out of it, like being immediate is great. Right. It's great. But it's how you leverage that.

[00:20:05] It's the connections you make from it. It's that's how you follow through the cues, the follow through that's the key. Well, you just said the big word is connectivity. Right. And I've always said it's making deposits and relationships. I had an old theory, which is you can't ask for withdrawal and I'll tell this story.

[00:20:25] When I was first getting started in business and I decided I'm going to do some marketing and I need some money. I'm 21 years old. So I wanted to borrow \$10,000. So I went to the local bank and they said, can we help you? I sit down. I like to buy her 10,000 houses. This is 1980. So I get it right. And they're like, Oh, so they take me upstairs to the room with the sofas and they didn't have cappuccino machines back then, but they had, I think they had coffee, Sanka, fresh brew Sanka.

[00:20:56] Right. It's a pot that's been sitting there all day waiting just for [00:21:00] you all week. Probably. So, um, I told him what I wanted to do and I wanted to grow the business and they were all excited and they took out all these forms and, you know, they started having me fill everything out. And then at the very end they had me fill out one more form.

[00:21:13] And I, so what's this, they said, well, you need to open up a bank account with us. I'm like, Oh, okay. I said, anything else I need to do? They said, yeah, you need to deposit \$10,000 into the bank account that you borrowed. I said, no, no, no, no. I'm here. I, I need to borrow \$10,000 and they're like, yeah. As soon as you deposit 10,000, we'll loan you 10,000.

[00:21:34] And I went, Oh, I get it. No deposit, no withdrawal. Like, no, one's gonna tell you make deposits in relationships. You can't make withdrawals. That is Holy cow. So w and Dan Sullivan, co-founder strategic coach. He talks about this a lot. And Joe Polish talks about this a lot, you know, [00:22:00] genius network. It's like, you have to provide value first to people.

[00:22:04] You have to first, you have to, even when you're getting to get theirs, there's gotta be a little, I mean, you can get the, you can get to get a reach out to 5,000 to get five. You can do that. I mean, and you might have to, when you start a company, but like, right. Eventually you have to, you just have to create value for people.

[00:22:21] First, you have to create like, so people don't know this, obviously, but you were in person at abundance three 60, which is one of the top, whatever masterminds conferences in the world. I mean, it's the smartest people in the world at it. So you flew there to be in person. And you saw me on the screen on a virtual thing, you took a picture of me and sent it to me.

[00:22:40] That's providing tremendous value. But you understand that? That's what I meant. You're me evolved. And, uh, me as a 21 year old, I was drunk fraternity. Drunk fraternity. That's what I was graduated. We're the drunk fraternity animal [00:23:00] house, and lot of the drunk fraternity. But, but then you knew how to convert that, you know, it was just me taking it.

[00:23:05] I was like, well, that's cool. I know Justin, I'm gonna, I'll take a picture of him and then immediately. Immediately. I was blown away. I'm like, Holy crap. Look at the mileage. He's gotten out of doing that, but that's your brilliance, you know, that's your, thanks for saying that expertise. Well, and now that I've been kind of tapped in, on, you know, learning a little bit about how you cycle information and just, I don't even know how you do it, to be honest either.

[00:23:34] Um, so, okay. So I'll explain my brain here cause um, so. I just did an entrepreneurial study with a professor of entrepreneurship at Northwestern university. So she's, she's not an entrepreneur, but she studies on rivers. And so it was an all right. Well, for me, no, I'm, I'm an eight fact finder, so I love, I love it.

[00:23:55] But, um, yeah. So, um, so she. Uh, I'm [00:24:00] happy to introduce it to her, by the way. She's really nice. Um, and she loves talking entrepreneurs, obviously. So anyway,

she's like, yeah, I've done this study before, like, you know, dozens and dozens of times, and you have a weird brand even for an entrepreneur at the highest level.

[00:24:12] I'm like, well, yeah, I, I know that. So here's how my brain works. Things that a trained monkey can do a dumb trained monkey can do. I can not do if my kids ask me to do a puzzle or follow directions, or like assemble something, it the worst nightmare ever. But what I can do, I'm a hundred percent simplifier, right.

[00:24:34] I just take things and make them into patterns. But what my company does is it multiplies and amplifies at the highest, like at the highest level. So it takes all this. Stuff that's simplified. And then just, but at my core, I'm a simplifier. So how my brain works is how my brain works. I can talk to someone in Australia, they'll say something completely random and be like, Oh, I [00:25:00] know someone in Canada that thinks like that.

[00:25:02] And then I'll immediately connect them immediately. Like I took your photo and immediately put it on, uh, to my 45,000 followers on social media immediately did it. And so then a week later they'd be like, how did you know how to do that? We're doing business together. We're best friends. And we're talking about, we have the same interest.

[00:25:19] I go, I don't know. I just go out and do it. So that's what I mean about my unique ability. And I just stayed there the whole time. It's always fun. That's your, that's your unique ability? And so those, for those on the show that aren't familiar with, that that's another Dan Sullivan strategic coach concept, which is.

[00:25:37] There's stuff that you're really, really, really bad at doing. You're really, really good at doing there's stuff that you're really excellent at doing. And then there's one thing that you do better than anybody else. That's your unique ability. And unfortunately, most people are trying to get better at what they're lousy at.

[00:25:54] Good at an excellent, rather than hiring people who are unique at [00:26:00] what you're excellent, good and poor at. And then you just do what you're unique at, and that's, that's creating a team or strategic alliances and partnerships around you, you know? Just just doing this podcast. It's like, we're such a connected world.

[00:26:18] Amazing. And you know, you and I have the pleasure of being around Dan or being around Peter and collaboration is the key I'll call. And I'm always amazed at when people freeze about wanting to collaborate because they're in the, what's in it for me. What am I going to get out of this? Rather than discovery for discovery sake.

[00:26:42] Right? My, my mantra is what would life be like if you had an infectious spirit bound capacity for wonderment joy laughter in play. Just every day. So you said that, okay. Well, all of that was great, but the keyword is infectious and there [00:27:00] are bad infections, but this connectivity is a good infection. And so I've heard the word infectious two times in four years in relation to this, the other person who said that is Kristi Ross.

[00:27:09] K R I S T I Ross, uh, founder of tasty trade. And he just partnered with another counter. They sold it for about a billion dollars. If you look her up. So the nicest, kindest, she, she is just an alien like us and she's, she's a genius. She's a genius. And so how she described

infectious in this scar regardless, she's like when you collaborate and you talk to people at the highest level, it's infectious, it's just an infectious feeling because I never get tired of it ever, ever, like, and so competition, right.

[00:27:46] So competition on my strength finders, it's actually number four on my strength finder. Now here's the interesting thing, even though I just say, well, wait a minute. Meaning what, when you say number four, just so people understand. Yeah. So my, so there's [00:28:00] 34, Gallup, G a L L U P StrengthFinders. And so my first two are activator maximizer.

[00:28:06] So get it off the ground and finish it at the height. That's my strength. Uh, empathy is dead. Last includer is 33. Joy is 30. It's like they're way at the bottom, but yet for people like you, endless joy, endless empathy, endless inclusion. Um, but so competition's number four, but I don't even believe in competition because of the highest level.

[00:28:27] There is no competition. It's all collaboration. I'll give you an example on my company's website, my company's entire processes. They're literally exactly what my company is. Literally right there. It's the same here, right on my site. Who cares? So here's why it's there. Right? One, it's all collaboration.

[00:28:46] Two people don't have my mindset and they don't have my network. People like you do, but most people they're looking at it. What's it out for me where I'm just like, here you go. And, and anyone who would try to do [00:29:00] that themselves or not hire the top expert in the world. I'm not going to work with them anyway, because they don't understand that if you're not exceptionally good at something or you don't like doing it, then you either don't do it or you hire the best of the best to do it.

[00:29:13] So in my world, my life, I'm exceptionally genius. World-class at connecting people on a global level and getting people and news at the highest level. I I'm useless besides that. I'm an excellent dad, good husband, but I don't have, I, I don't know how to do anything else. I just find other people to do it, or I don't do it very simple.

[00:29:33] No changing light bulbs for you. Okay. So I can do it. I can, but let me give you an example. Well, some of the three year, a one, so you know, really implementers side. So we have to like, people laugh at this, but this is it. Like we have two burned out light. There's four light bulbs in my son's bathroom. Two have been burned out for three weeks.

[00:29:57] I thought you were going to say three years. [00:30:00] Well, eventually I'll get around to it, but that activity completely drains me. Like immediately we walked into our bathroom, I went to my bathroom this morning. I looked up over my sink, you know, there's three bulbs and the middle one is burnt out and I. Dated to break out into hives.

[00:30:19] Well, I know like, Oh God. And it's like, I have to do this. If I want to get on her good side, I will change the light bulb. And if I really want to get on our good side, I'll get the right bulb in the socket. So, you know, that's for play in my house. What can I say? But you said the last time that, you know, that's what turns your wife on is that you'll change the light bulb.

[00:30:39] It was something like that. Oh, so just last weekend we have a house on the Carnegie shore and she sits these two big boxes come into our office. I said, what's this? She said, this is the new furniture you're going to put together this weekend. Oh, God, excuse me. Right? She does not. No, no. I mean, just [00:31:00] moving the boxes.

[00:31:00] Right. All right. So we go down to the shore and I decide I'll go after the small. Piece of furniture. First, you notice these things with these little things that you have to ratchet and all this kind of stuff. I put that thing together and took it apart at least eight times. Oh, I got the leg up. This leg is on.

[00:31:21] I need to put the leg on that. Okay. This door that I was there for five or six hours Eileen, the whole time I never finished the God. Of course not. Right. And she said, you know, it's really exciting. Yes. Now you get to do the bigger one. Once you finish this one and I just took a knife and decided to just slip my wrists and bleed out.

[00:31:43] Yeah, you're dead. You're dead. Yeah. So this is actually a ghost. It's a ghost talking to me. So that's good. So here's a stapler. Um, it took me an hour to figure out how to get the staples in this. Thing right here. And I think I did it, but what I had done was, um, [00:32:00] I had put them the wrong way. Like even touching these makes me nervous.

[00:32:03] Like it makes me like I'm actually sweating and then, and then your finger underneath that's right. That's right. So this is comedy hour. Right. But this is actually our lives. This isn't a joke like this is like, right. So I, I feel bad about what you went through, but I could not have even attempted that.

[00:32:23] Oh, well, you know, she is the most delightful person I said, I said, you're getting me to open up a toolbox. She had two toolboxes. She, we brought one down and she had one there. I was like, Oh my God, I pulled something out. I think it was a screwdriver. I said, what is this? How does this work? What kind of screwdriver was it?

[00:32:44] I know there's two types. Oh, please. There's a Flathead and I don't know what the other one's called. Close my eyes. Thank you, Phillips. This is my podcast. Don't start asking me questions about what kind of screwdriver it [00:33:00] is Phillips, but all I know is it was dangerous. Phillips a guy. He wasn't there. I couldn't take the screwdriver and stab it into your eye.

[00:33:08] I'm sure you could do that. That's exactly. So let's get back to don't ever do that again. That you're really great. Or hang on. Yeah. Yeah. Oh my God. What a nightmare. Well, all of you out there listening and there's things that you're really great at, and there's things that you shouldn't go down here. And one of them probably is telling your story and promoting who you are in the world and the impact you want to make.

[00:33:36] That's why. You need Justin. So let's talk about how people work with you. Sure. How do you start the process? Yeah, so, I mean, again, like the, thank you. Um, my wife is a pediatrician taught me how to say thank you. So thank you, um, for asking me that, um, the process is exactly the same. It's have [00:34:00] conversation.

[00:34:00] Story gets pumped out. Story becomes Lincoln client's website under news or blogs. So it looked like a story you see in the New York times or Boston globe take that link pitches to media all over the world. Media's interested, which they will be, cause they're interested right away, put them in touch with the client contact.

[00:34:17] So that's it. So I have longer-term clients where they have endless story ideas that can be spread out over a geographical range. So an example that would be worked with Allstate or university of Illinois or giant nonprofits, And then there's smaller clients, uh, that want to go big with one thing. So that's, that's a project.

[00:34:33] And so, uh, each client has a contact person, right? So usually smaller businesses is the founder CEO, and then bigger companies. It's the marketing director of communications, but it's all the same process because it just solves the problem. It's very, it's as simple as simple can be. Well, no, it's simple for you because it's what you do.

[00:34:55] Correct. How do you help people really tell the [00:35:00] story? Because so, so many people, uh, don't even think they have a story to tell. Okay. So that's, I hear that over and over. So everyone has a story. They just don't know it because they don't know how to, they don't know how to do that. Well, they don't think they're special.

[00:35:16] They don't think they're special, everyone's special, especially. And I, and I mean this, every entrepreneur, every entrepreneur has a special story, every single, every one of them. Right. And so my mission in life, my purpose, this is a hundred percent of my day non-family, but it's to be a connecting superhero for every visionary, abundance investment mindset entrepreneur, and share their stories with the world.

[00:35:37] So that's, that's my purpose of life. How that evolves is. Whatever, but so to, to, to your point, most people don't understand, they have a story. And so how my brain works and the people that work at my firm that like, you can take all this blah, blah, blah, blah, blah. And as a journalist, I wrote two to three stories on deadline every day for 20 years, I can hear that, blah, blah, blah, and immediately know [00:36:00] what a story immediately.

[00:36:02] The book I wrote, I wrote it in 43 days. It was just, boom, boom, boom, boom, boom. VZ is like walking for me. That's simple. And then. And then media context. I'm not wasting their time with a bad story, whether they're in Australia, whether they're in Canada, whether they're in England, that does that. I'm not wasting their time.

[00:36:22] So they media thanks me for sending them stuff. Thank you for giving me this content. And so here's what I'll really land the plane again. So, you know, the let's just pretend if you want to grade things that the stories that my firm does, like a, B plus a minus, right? Let's just. Cause they're good. Uh, good enough.

[00:36:41] So media will turn that into an ARA plus story. So you give them enough, enough, really good content. They're like, Oh, this is good. And then they'll do their own version of it. Very simple. Right? That's a little kernel, right? That's huge. Right? You're doing them well. You're doing the 80 20 rule. You did [00:37:00] 80% of the work and they just got to convert the 20% to their own genius.

[00:37:03] That's that's exactly. I mean, that's one of the smartest things I've ever heard because you've simplified it even more, but that's all it is. You're, you're, you're not doing the work for them, but you're doing the work for them. You're getting the grant because so here, here's what people really don't understand about media.

[00:37:21] Um, they're desperate for content, good content. They're desperate for real content. They want that and good stories, good stories. And again, I was a journalist my whole life and still am really, um, Good stories. Get thousands of shares on Facebook. They, LinkedIn goes crazy on it. That's that's they want that stuff.

[00:37:40] It's good for their business too. So you're doing them a favor. And now here's the other interesting thing too. When I was a journalist, I wouldn't do anything unless it was an exclusive or I had at first, it's not like that. It is not like that media. They don't care if other people really do the story, they just want.

[00:37:58] They want their audience to [00:38:00] see it. It's not as competitive anymore. It's more collaborative than that. Yeah. Well, you know, I mean, I don't want to talk about the news cycle, but they're not telling us anything new, so this has gotta be better. Right? This has gotta be so much better. Well, that's, I mean, again, I had, I, when I started this company, Almost four years ago, I had zero business background.

[00:38:21] Never liked. So this is how you and I are different. Never heard the word entrepreneur. I grew up in a pretty fluent community. Never heard the word entrepreneur. I got a full scholarship to a big 10 school. Never took entrepreneurial class. Never heard the word entrepreneur. I still don't know what an escort means.

[00:38:35] Like, I didn't know you had to pay taxes four times a year, so whatever, that's fine. But now I have this global company works with the top people in the world because cause my company just solves the problem. That's what I've learned is like, if you can just solve the problem at the highest level, you know, your company sells the problem with people being, not being, getting, I maybe, maybe I'm wrong about this, but being afraid to spend their money as opposed to like, you know, [00:39:00] holding it on forever.

[00:39:00] And by the time you actually spend it, you can't do anything with it anyway. So you've solved that problem and you give them the mentality to sell that problems. That's why you're successful. You just solve that problem. So that's all I've done is just solve the problem where I was coming at it. In a different way than everybody.

[00:39:15] Else's right. A hundred percent. That's the key. That's the key to boldly go where everybody else isn't going or talking about? Well, so let me, I'll dovetail that when I started this and I would tell everyone my PR everyone, I hadn't like, this is what my company does. Never, there were never any secrets at all.

[00:39:34] Um, the process was already, always on the site. People at other PR firms, they left, they left. They said, this is never going to work. This is never going to work. This is never going to work. I'm like, okay, when I've raised my rates, exponentially people, not my wife, but people within my family, they're like people aren't gonna invest that much people that they're not going to pay them.

[00:39:54] And they didn't say invest. They said, people aren't going to pay them. I go, no, you don't understand. I'm [00:40:00] not talking to you. I'm talking to people who understand my brain. Like people will absolutely invest in this because the people at the highest level just want results. So outlier doing things that, that other people don't understand or would have never even thought about that's, that's how you and I are.

[00:40:16] We're just doing things that nobody else would have even thought of doing and yet having and having the courage and the ability to like, just do it, to go to the bank, to get the, the big loan to go to the bank. Like most 21 year olds would never have thought about doing that. But you just do it, whatever do it w do what it takes you do what it takes.

[00:40:39] So Justin ho how do we get ahold of you? How do my listeners, my viewers reach out to you and, and start the conversation. What's the best way to do that? Sure. Thank you again, this is a, um, I do a lot of interviews. This is top five, for sure. Um, you're just, uh, just adore you, man. You're just awesome. And, uh, Just so happy for your [00:41:00] succession.

[00:41:02] I'm going to, I'm going to cry. I hope you do. Um, we'll be off camera maybe during, but yeah, so LinkedIn just passed 25,000 followers on LinkedIn, so that was exciting. Wow. And, uh, that's huge. Yeah, LinkedIn, I have two types of followers, the highest level entrepreneurs in the world, like you and then journalists.

[00:41:21] So, and I use LinkedIn as a commercial for other people. Case in point, the photo you sent to me. And so LinkedIn is great. My company is called Epic. I mean, that's fine. Um, but LinkedIn and, uh that's and then, Oh yeah, my book is called Epic business. Never talk about the book. It's always funny to talk about the book.

[00:41:42] Well, because it's, it doesn't matter. But in this case it kind of does because, so Chris Voss, he wrote never split the difference. Did the foreword. Fantastic. Unbelievable. Wow. That's a home run. Getting him to do the intro. Yeah. Bless. He's a force of nature. Yeah. Nature also. [00:42:00] He's just he's yeah. Forces the charts and you hang out with him.

[00:42:04] So there you go. Books, Justin Brin, B R E E N. And it's Epic, B R E P I C communications author of the number one bestselling book, Epic business. You want to go to LinkedIn and get connected and start working with Justin? This was awesome. Appreciate it so much. You're such a good man, dude. I'm so thankful for this opportunity.

[00:42:30] I've really. And Mike panics, thank you to Mike Cannings for introducing us. Mike, Mr. Magic, right. All right. Folks, Charlie Epstein here, yield dreams, start living your passion, start getting the word out. And if it needs somebody to tell your story, you aren't good at doing that. Justin is the guy. Get over to LinkedIn right now.

[00:42:52] Peace out, everybody. Thanks for listening and watching.

[00:42:59] Thank you for [00:43:00] listening to my podcast. Yield of dreams and learning how you can create paychecks for life to ease your pain and suffering about your money into pursue all of your passions, dreams, and aspirations. You're listening to the vitro Martinez, jazz music. Amazing sound be sure to look him up as well, and be sure to click the subscribe

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