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

[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.

[00:00:42] And 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. 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 folks, Charlie Epstein here, and yes, you have landed. In Dyersville Iowa behind me is the field of dreams official field. And you are listening to the official Yield of Dreams podcast today. And, listen, it's really simple. If you really love me and you love the podcast and you love everything that we're doing, then I need your love to show up on the ether.

[00:01:37] And just every once in a while hit, I love this. Or if you enjoy this show, Which I know you're going to do because I have an amazing guest today. Just post a little comment at the end. And the other thing I want to let you know is if there's anything that we can do for you here at Yield of Dreams or Epstein Financial, we're [00:02:00] always wanting to be of service.

[00:02:01] You just want to have a conversation. You're struggling with an issue. It could be personal or financial reach out to us at any time, but today show. I'm actually excited because I have the feeling, this is a show of twin brothers of different mothers. So Ted and I, I think it's like we've been traveling down these paths that are very, very similar.

[00:02:26] Although you had a little bump in the road that I didn't run into, which I wanted to chat about, but let me just let everybody know who's here today. So Ted McGrath is a performer, a theater performer. He's a speaker, he's a best-selling author. He's created five household brands. He's made millions teaching coaches, speakers, and service-based business owners.

[00:02:48] How to turn their life story and life experience into lucrative businesses that generate millions and millions of dollars, but more important. Really make an impact in [00:03:00] other people's lives. Make a difference. Today's show is really about how do you impact other people by telling your story that is already created his own one-man show.

[00:03:12] Good Enough, where he plays 15 characters and we're going to get into that today. So without further ado, Ted, I'm just so thrilled that you're on board here. You know, you and I were

introduced by an amazing individual James Barber who played the lead role as the Phantom and the Phantom of the Opera on Broadway among other things.

[00:03:32] I know you two are collaborating, I think on some very interesting projects that I want to get into today. I want to start off by asking the following question, take us back to that moment. When you overdosed and woke up, well, here's the thing. So I'll take you back to leading up to that and then the exact moment.

[00:03:55] But, so I, you know, I got into the insurance business at 21 [00:04:00] because I didn't have a better plan. In fact, I walked into New York life, for the interview thinking that it was a magazine. So when I got off the elevator and walked in, I was thinking New York life, Life magazine, like, okay, maybe this is because I'm a creative writer.

[00:04:17] So I'm like, oh, this sounds good. Life Magazine. This might be an article or a writing place that I go to. Right. So I remember walking off the elevator and the assistant going to me. Hey, sweetie, are you in the right place? You look a little confused. And I said, Yeah. I said, I'm here for an interview. And I said, there's a creative writing job.

[00:04:36] And she said, no, this is a life insurance company. And she says, what's your name? And I said, my name is Ted McGrath. And she goes, yeah, I have you down for an interview. And I said, but for a writing position, she says, no, this is an insurance. And then she says, do you still want the interview? I'm like, sure.

[00:04:52] I'll think the interview. So I sat down across from my boss at the time. And, he, he, his first [00:05:00] question was who is Ted McGrath, right? When he met me, shook his hand, shook my hand and we talked for four hours and we developed this really great relationship. And he painted this vision for me of what it would be like to, you know, make, you know, 200 plus thousand your first year in the business.

[00:05:14] And I, I believed him. You know what, maybe that was the difference between me and other people. I actually believed him. So I put my head down. I chased after the money. And a year later I cracked six figures and that night was supposed to be a celebration. I'm on the kitchen floor, a bag of cocaine, two pops of ecstasy, 15 vodka sodas, and I'm, I'm literally leaving my body.

[00:05:40] And the experience of it was the pressure of trying to hold on. As a spiritual being like, boom, boom, boom. Right. And that was, that was me overdosing from drugs and alcohol. And then I was revived and woke up the next morning and was still alive. So, so I was 21 interviewed with mass mutual life [00:06:00] insurance company.

[00:06:05] Was the young agent of the year. My first year in business made the million dollar round table. The last day of that year, I was there a billion dollar round table with you. We probably, you know, simpatico, although, you know, my claim to fame is I still hold the record for the best score on the mass mutual app to test.

[00:06:26] I got it. Out of a hundred Maspians has been around since 1815, and I still hold the record. Charlie, Charlie, they wouldn't hire me because I failed the profile. That's what I'm talking about. I know what you're talking about. That's why I'm saying that. Yes. I failed them. I'm like, how the hell do you fail a personality test, man?

[00:06:51] Because you were single right out of college. You didn't know anybody, you couldn't write a hundred names of people in your family sell to. Now here's a question though. [00:07:00] Did you have a mentor? Cause I had a mentor. I didn't know. Yes, it was still my still my best friend to this day. His name's Moe. So he was with the company for 20 years and he took me under his wing and just saw that I was willing to go after it.

[00:07:18] And so he he's, he was my mentor. Here's the thing I gotta ask you though, being in the insurance business, what was the best, worst Glen glary, Ghent, Blen Ross sales technique that you will learn? Right. Well, I'll tell you what I'll tell you. My worst experience of that was like it, it was more talking to agents.

[00:07:38] I was 28. At 27 and you know, I become one of the top partners in the company. So I moved into management and we're going for our goals to like, you know, where I would hit goals, where eventually I could be like senior partner and take over my own office. And, and I had done phenomenal. Like it was the best 90 days of my life.

[00:07:58] We were taking some course [00:08:00] from Stanford, where we brought the professor in called creativity and business. And we were doing like visualizations every day, like drawing my dollar's like acting out skits. Like all this creativity was coming out and I hit my goals in terms of the unit that I manage, but the company, we didn't hit the stretch goals that they wanted us to.

[00:08:19] So I had to go in and, you know, my partner Moe. You know, was in there giving the state of the company of where we're at. And he just walked out of the room, I think in, through a bunch of markers at the people in there. And it's like, Ted, you take over the meeting. And here I am like, dude, like, you know, you know, corporate America, you kind of like have to do the Glen Gary Glen Ross thing.

[00:08:39] It's kinda like the Mo always be closing. Right. But I got up and just, and like I watched people get up there and get up there. And then one guy who I gave a lot of business to got up and said, I did \$40,000 this month. He was like 23, you know, and I'd given him the business and I just called him out in office.

[00:08:59] I'm like, [00:09:00] you didn't, I, you know, cursing at them right in the middle of freaking class. And you didn't do that. And I walked out of there after ripping them to shreds and walked into my office and literally almost threw up, was pale white and just fell down on the couch. And I'm like, this is it for me, man.

[00:09:16] I'm done. Yeah. You know, what I find amazing is there's like a pattern of entrepreneurship, you know, salesmanship. Like we all kind of go through this, you know, it's almost like a club. You know, a fraternity of experience, you know, where you're, where you're trying to meet these goals that are just purely financial.

[00:09:45] And so it's all about the money. And then it's like the road for. And there's people like you that suddenly wake up and go, something is missing. And [00:10:00] then there's the rest of the flock that just keeps grinding out that life. And they never stopped to say, is this it, or is it is hollow and empty, which is why you either turn to drugs or sex.

[00:10:18] You know, whatever it might be. Yeah. You're 28 and this epiphany happens. Talk about, yeah, it's, it's, uh, you know, at first you think, I thought it was the money and so that I damn, I damn near died. Right. And then, you know, five, six years later, I think it's about the status. Right. And you know, when you get to that height, in a career at a young age, which looks great from the outside, but internally I didn't feel like it was great.

[00:10:51] Uh, you kind of have that question of, is this really all there is to my life. That was the question. And, and [00:11:00] immediately I was like, I'm gone, I'm outta here. And I left like that and it shocked everybody. And you know, so much as though I kinda got a little bribe to come back. But I never did. And, um, and I left and I picked up and I moved across the country from Florida to California.

[00:11:19] And there I was, and I started up a couple of businesses at the time that I wasn't passionate about it. Sort of like an outsourcing company in India. And then I started up, what year was this? About 2006. Sorry. I have a reference point. Yeah. And what happened was I started up these companies and I wasn't passionate about them.

[00:11:43] I'm like, here I am as an entrepreneur, still being the bird dog, chasing down these customers. And I, and I got Mo my partner at New York life to leave with me. So he resigned to once I resigned. And, and so we're starting up these companies and I'm like, I'm not passionate about this. [00:12:00] We're building and building and building them.

[00:12:02] And I'm still living like a lifestyle entrepreneur, meaning I'm still, I'm still existing, not to really for a mission, but to drive the \$110,000 car or, you know, have the beautiful condos and houses. And as I'm blowing all my money and stuff, still partying, um, I wake up a couple years later and, and, um, my houses are in foreclosure.

[00:12:20] My motorcycle's getting towed out of the driveway. I can't even afford to pay that my car is getting towed out of the driveway. And I'm like, I got my hands up and I'm like, my fate, you know, my house is in foreclosure. My face is in my hands. I'm like, dude, who, what, what gives, what am I going to do, man?

[00:12:36] And at that point, my whole identity, which was based around success and respect, which was false, it was gone because I wasn't sick. I wasn't successful anymore. I w financial, I didn't have the money. And so at that point I was like, what do I really want to do? And I was like, I want to speak to him. You know, I've, I've developed, Skuban great at sales.

[00:12:57] I was great at leadership. I was great at coaching. I'm going to go [00:13:00] around and speak about the things that are true, and I'm going to go around and tell my story, because if you can't be honest about your life, then you can't help people from my perspective. And so I began to go share things in my life that like nobody would talk about on stage.

[00:13:15] And I saw that people really responded to that. So, let me just back up a little bit, because there's so much here to unpack that I think is amazing. This first of all, you're not normal. Right. And I mean that, I mean that we're the respect entrepreneurs are not normal. Yeah. Okay. And just the thinking like here you are, you know, you're 28, you're super successful.

[00:13:41] And then you just say I'm out of here. And move cross, you know, it's the immigrant story. When immigrants come over to this country, they leave everything behind, they cut off the alternative. And [00:14:00] so there's no alternative, but to move into the future. Most people are trying to recreate the past. Right.

[00:14:09] They're spending all their time in the past talking about I wasn't good enough. I didn't grow up in the right household. I fill in the blank. Yep. And yet you just decided there's something missing. I'm going to the promised land. Like California's always the price. That's right. That's right. At one point it was truly were the immigrant story.

[00:14:30] You just left it all behind. So there's no alternative. I'm going to go somewhere new and start all over again. Yeah. So who did you run into? Because there's a spiritual aspect to you and your story. You know, I dunno if you just woke up one day and said, well, I want to start telling the truth and I want to tell my story.

[00:14:52] I mean, I have a spiritual guru in my life. I, you know, I've been in contact with people that have really [00:15:00] impacted how I look at the world. And you said somebody brilliant. You were living this lifestyle. Like you were the lifestyle advisor, and now you're into the world of transformation, transformational technology.

[00:15:13] So what was that? Can you identify that moment when you realized this is bullshit? I'm full of shit. Yeah. I want to know that anymore. It kind of happened in like evolution of, I always knew it. Wasn't the answer, right? That the money wasn't the answer. The status and respect. Wasn't the answer that they craving, what other people thought?

[00:15:37] Wasn't the answer? I always knew that. So I was searching for like, okay, well, what, what is going to make me feel like myself now? Well, number one, when I started to lead seminars and, and tell my story, it allowed me just to communicate and be real. When was the first time you did that? How'd that come about?

[00:15:58] Well, I [00:16:00] started to, I started to do it on stage, like where, when I was teaching, like when I remember the first seminar that I had, that was my first successful one. And I'll tell you what happened, because prior to that point, I was traveling to India. I've been to India like seven times, and it was doing all kinds of different, you know, energy and spiritual work there.

[00:16:19] And what had happened was I kind of came back and I did this seminar. And I was on the stage and I realized that like I started to be, feel more confident to tell pieces of my story. Like not just the good stuff about being one of the top partners, but starting to be honest about my overdose from drugs and alcohol, and then started to talk about things from childhood, right.

[00:16:41] That people wouldn't typically wouldn't talk about. And, and I realized that in doing that, like it, wasn't what I was teaching. The most impactful thing, it was telling my story that allowed somebody else to be more of themselves that then allowed them to actually receive the information and go, I'm going to apply this [00:17:00] because I'm being freed by somebody's honesty and vulnerability.

[00:17:03] So I started to see that and that weekend I had my, almost my first six figure seminar. I think I did like \$98,000. So, so what happened was I w I came back, um, to my condo, which was, you

know, like they, at that time, they were letting you stay in your condo for like months and months and months, even though you were foreclosed on.

[00:17:21] And I came back and I was counting on my registration forms and I've lent my condo to, uh, two of my friends. Cause they need to do a business video for this woman. And, as I'm counting on my registration forms in the other room, I hear this, this music from India. playing I'm in the other room that I knew what it was.

[00:17:41] And I, and I, and I didn't know this lady, she was just borrowing my condo. So I ran out and I was like, I know that, I know, I know exactly where that, that, that music's from. And she looks up and she looks up at me and she looks, looks, and she sees on my bookshelf, this book, uh, called Dianetics by L Ron Hubbard.[00:18:00]

[00:18:00] And she goes, she looks up and she goes, Dianetics. She goes, are you a Scientologist? And I go, no, I'm not a Scientologist. She goes, what are you doing with the. And I said, you know, I said, I saw Tom cruise on TV and I said he was being interviewed. And the guy was asking him all these questions. And he says, why don't you just read a book?

[00:18:17] You know? And I was like, I think I will. So I picked it up and she's, oh, we got to go out to dinner. And at the time I was still trying to get off the, I had fallen off the wagon after 10 years of not doing drugs, I was still drinking. Um, I did ecstasy the weekend, cocaine and ecstasy again, three weekends in a row and I was drinking.

[00:18:38] And so she pulled me in and we're at dinner and she says to me, so why did you pick up the book? And I said, honestly, I said, like, if I don't do something about this, I'm going to die. I almost died once I'm going to die of it or do something about this. And she said, well, I got just the thing for you.

[00:18:55] And she told me about this process, which is like a purification process that basically gets all the drugs and [00:19:00] alcohol at your fat cells. Because what people don't know is you can't just sweat it out. There's actually a process where it gets out of your fat cells and then it's actually gone from your body. So I just said, call the dude.

[00:19:11] You know, she was like, who I'm like call a call L Ron Hubbard. She's like, well, it's not possible. He's not around right now. I was like, well, call, who do I, where do I go? And she took, she just take, took me to one of these organizations, Scientology organizations. I jumped in this purification process. I get all of it out of my body.

[00:19:26] And what was amazing was that all the all the drugs. Right that were in there. I was reliving the experiences. So the cocaine effects were coming out and I was getting cocaine. I've the, the, the marijuana effects. And I knew it was working because it was coming out of my body. So that was a real shift for me, where I just started to go, wow.

[00:19:45] There is something more to life and I go, and I, since then never a drug again, no addiction to alcohol whatsoever. Done. And so that was kind of like, you know, the beginning of my body slash spiritual [00:20:00] journey. And then I just started doing more things there as well, and, and really understanding who am I, um, and knowing who I am and knowing that I'm a spiritual being and knowing that I'm cause over my life and knowing I can do anything I want.

[00:20:12] And I think that's one thing that you and I have in common. We have this ability to see things that people would go, how would a financial advisor go do a one man show? Right. Like, and you were able to see something that very few people on the face of the planet would ever see. I was able to see it. And to us, it was the most logical thing I bet in your mind, it was like, of course, of course I would do this.

[00:20:34] Right. Cause for me it was like, I course I would do this. And the, and the rest of the world looked around me. Like I was crazy, you know, Charlie. Yeah, I know. It's, you know, uh, first of all, I'm just so moved by your, openness, your insightfulness and just your spirituality. And, you know, I say to people, like you say, Scientology, I worked with Warner.

[00:20:59] [00:21:00] You know, in the S training in the 1980s. So that's where my spiritual journey started when I was 21. I did the old training, blah, blah, blah. You know, and they were nemesis because Warner worked for L Ron Hubbard. Then L Ron Hubbard tried to knock them off. And there's that whole story. Right?

[00:21:14] What I say to people is, I don't know, no that hover tried to knock them off, but I think Hubbard has tried to keep his tech pure. Yeah. Yeah. You know, there's all those stuff. It doesn't matter. What I say to people is wherever you ground yourself and your spirituality is all that matters, right? Like how you get the, it's like a doorway, you know, Alison Wonderland, you know, you drop down in that rabbit hole and you go on this journey.

[00:21:42] And a lot of people are not willing to go on the journey. They're just not willing to like peel back the layers and go deep into their life because it's so unknown. What you're going to come out with that, like you knew [00:22:00] her. I knew, Hey, yeah, I'm going to go create a one man show. Right. And I'm going to go impact the lives of millions of people.

[00:22:07] Right. Yet we were on this journey of discovery. So what motivated you to create the good enough show where you play all 15 characters? And by the way, I just have to tell you I'm a little envious because the first one man show I did, I only played seven characters. So you've already tried.

[00:22:31] I was like 15. I only got seven.

[00:22:37] Isn't the ego just remarked. It's like, oh man. It's so funny. When my ego went, he did 15. You only did seven. I was like, shut up already. Oh my God. You're going to interview him on your podcast. I mean, that's how petty people are. I just lost it. I still get it, man. It's so funny. I love it.
[00:23:00] Let's talk about the show, man.

[00:23:01] How did, how did that evolve? You know, here's how the show evolved. I saw, I saw, I went to a business seminar one day and, um, it was all about marketing and all that stuff. And I had been invited by a friend as a guest and I almost didn't go. And then I went and there was all these guys speaking and talking about business.

[00:23:23] And then this one guy comes out in a football, you know, Oh, yeah, his name's Bowie. Oh Easton. And he starts telling his life story. And I, you know, I've watched, I watched movies before I, you know, that I've been enthralled in, I've watched Brooklyn, too many Broadway shows. I was never so inspired by what I saw, like impacted by these amazing.

[00:23:50] Yeah. It was really impacted. And what I was most impacted about it was, there was a guy who was a football player. Who made a decision that he was going to [00:24:00] completely shift his identity, um, and go do something different. But the thing that I looked at is he was already a performer. He was already a guy out there and it was able to grab people's attention and Marvel and do amazing things.

[00:24:13] So to me, the shift to go do a play to me, it wasn't a big shift of what he made and what I saw him doing is I said, wow, I'm already telling my life story. It's already impacting people. Now I'm going to actually do a performance because when I was a kid, I used to watch, you know, you know, Eddie Murphy do is, is, is I used to impersonate, Eddie Murphy, you know?

[00:24:34] And I was like six, seven years old. I, the Fallis mouth in the neighborhood, you know, cause I used to impersonate him, but I, it brought all that back to me. It was like, where was the, where's all the creativity that I had in my life when I was a kid, I shut all that out to be analytical and be. But I'm a storyteller.

[00:24:50] And now I'm going to tell a storyteller a story and do it and make it art. And if I do it that way, it's going to impact on people even more. And my greatest [00:25:00] accomplishment in my show is that, uh, when somebody walks up to me afterwards and tells me something that they've never shared with anybody else in their life, and they literally, you can see a weight drop off their shoulder and I'm like, you know, this is I'm doing something that matters.

[00:25:15] That's incredible. So tell me about the work involved in creating the show. Cause you don't just, you wake up with a thought and the idea, but the process of doing it, let's just talk a little bit about the process. Cause I want people, you know, again, the thing that's so beautiful about this. You know, life takes grit.

[00:25:40] It takes courage, it takes commitment. It takes confidence. It takes capabilities. And to do a one-man show, you don't just wake up and say, I think I'll just walk on a stage and write, do a one show. I know because I've been working on Yield of Dreams for two and a half years before I finally put it up on its feet and we're [00:26:00] still working on it.

[00:26:02] So talk a little bit about that process. So, um, lot of, lot of experience from the stage, right, as a, as a seminar leader and a storyteller. So lots of that already. And then, you know, once I see Bo I'm like, I want to do that. So I remember standing up the decision point where it was made at the end of the play.

[00:26:23] So inspired because the audience is like a thousand people in the room, boom, up on their feet and, and up on their feet, like sometimes you go to Broadway and you get the delayed, like up on, you know, or you don't even get that like a thousand people up on their feet, man, instantly. And I was up and boom, in that moment, I was just like, that's what I'm going to do.

[00:26:43] So it was first, it was the decision point to go. I'm doing that. Yep. Second. It was, I then sought out I, the second was, I'm at another event with 600 people that I'm speaking at. And I'm on the stage and it's an event [00:27:00] that this woman's teaching about dreams like your dream business. So she has me on stage and I tell my story for like 25 minutes.

[00:27:08] Not, not, not the play cause I hadn't written it yet. And I tell my story for 25 minutes and I get off the stage and she goes, the woman who ran the event goes, that's an amazing story. And right away I go, I'm turning it into a one man play. So there's the decision and then there's the promotion and telling people about it, right?

[00:27:29] You want public. And so she goes, I have just the guy for you. Right? And so she introduces me to this other guy named Patrick Combs. Patrick's a character man. And he wrote a one man play and I tracked him down cause it took me like three phone calls to get them. So I called him and called him and called him again.

[00:27:49] And finally, finally he called me. And I met with him at Chipotle and in San Diego. And he, and when he sat down with me and he looked at me, he goes, so [00:28:00] why do you want to do a one man play? And I just looked at him and I said, do you ever have the feeling in your life where you were just called to just do something?

[00:28:11] And he smiles and he kind of rolls up his sleeves. He goes, let's get to. And he told me all about what doing a one man play is. And he said, great. We start, if you want to work with me, here's the investment rights and on a napkin. And he says, we start in London in two weeks and I go, what are you talking about in London in two weeks?

[00:28:32] Now, mind you, I got to run my seminar business. So I'm left with a decision of how do I run my seminar business and still market it. And fill it. Which is my seminars in six weeks and go to London for two weeks and write my play. And at that time it was like, I'll do both. So I launched up an automated marketing system online and I was like, I'm just going to launch it the hell with it.

[00:28:59] Right. [00:29:00] And it, and I've tested it a little bit, but there's no time like now to go all in. So I go to London and I'm like, I'm now going to fill my seminar with this marketing machine rather than me going out and speaking on stage. So I'm in London, I'm watching his play and it's six o'clock in London and it's 10 o'clock in San Diego.

[00:29:18] And as his plays, hitting the precipice at the end, I'm checking my phone, right to go, am I going to make sales, man, am I going to make sales? And all of a sudden to change, I extend my stay in London. And while I watched his play at night, we wrote my play during the day and that's, that was the birth of it of, of actually writing.

[00:29:40] All right. I got to summarize this for my listeners. Okay. I got to unpack this. So first thing is you made a commitment, but a lot of people say I'm going to do something. And what they fail to do is go public. So folks, if you're going to do something and make a commitment, you got to tell people about it because then you're held [00:30:00] accountable.

[00:30:00] Yeah. And that's the other thing is, is when you tell people you're going to do something it's fricking scary. Cause you just put your ass on the line, right? The next thing you did is you, because you went public, the universe, you know, this showed up at your doorstep with Patrick, right? What people fail to understand is when you make a commitment and you go public and you don't know how to do it, like the difference with you and I is, I'm a professional actor, I'm an equity actor.

[00:30:32] And so I used to take three to five months off a year from my financial. And go pursue my acting career for 12 years. So I was, I you know, people say, oh, well, you were doing that, but then I didn't do anything from 2001 until you know, this year. So, yeah. Cause I created a coaching program like you did. I was the 401k coach for 15 years, but when you go public, the physical universe shows up [00:31:00] and delivers you, Patrick.

[00:31:02] So you have collaboration capabilities that you didn't have that's right. The universe folks will give you the capabilities that you don't have. You know, Dan Sullivan talks about who, not how his latest book and people come up with an idea and they go, God, I don't know how to do this. So how am I going to do it?

[00:31:21] And what Dan says is, well, got to find your who, who can solve your, how, which is what Patrick. What's the name of his book? I know Dan, Dan was my coach and when I was 20 in my twenties. Yeah. I've been with Dan for 20, but it's called who not how it just came out. Who not how my, who was Mike Canuck.

[00:31:40] So you might know, I know Mike, right? Yeah. Two years ago, I'm at abundance, 360 Peter Diamandis program that I've been in since the beginning. And I wrote down a list of people that I wanted to talk to that year. And Mike was number one on my. First morning ready. So I write Mike number one, [00:32:00] there's 360 people in abundance, 360, you know, the Beverly Hills the first morning, the first session is a networking session.

[00:32:09] And who sits next to me at my table. But Mike, Mr. Tinseltown, you know, with the glasses and sparkly sneakers, and he doesn't know me from Adam and I turned to him, I said, you're the first guy, the number one guy that I wanted to meet and talk to. He goes, well, who the F are you. That's what he says. So we had lunch over those three days at abundance.

[00:32:34] And I said, look, I haven't been on a stage in 19 years. I'm going to go do standup. But I got this idea for this one man show it's like you with Patrick, right? Yup. He does the same thing to me. We talk over six months, he sends me a video and says, dude, if you're serious about this, here's the check you gotta write.

[00:32:53] I'll get three comedians. You flat the LA Jolla, California will hold up. My condo, looking at the Pacific [00:33:00] coast highway for two days and see what we come up with. Yeah. I love it. Bam. Just like you. I plan to California. He's got three comedians. I got nothing but stories in my head. Like you did two days. I just acted out all the stories in my head and we had, you know, the bones of the show.

[00:33:21] And then we went from there. Commitment folks. You got to go public. When you go public, the world responds, you start to collaborate, your confidence increases. And the thing I really love that you said is you were called for, for this, for it, man called for it. People don't understand. Let's talk about being called for something in life.

[00:33:45] What does that mean? You know, it's like, uh, you know, you, you, you probably, everybody's got this purpose inside, you know, um, that's something that's meaningful and it doesn't take time to think about it. Right. When I saw him do that play [00:34:00] on stage, I was like, this is what I've been searching for for 20, some odd years.

[00:34:04] I'm a storyteller. I grew up in a family of storytellers. I've been telling stories my whole life. In fact, that's how I sell when I'm on the state. That's the most impactful event in my seminars. So when I saw that, I was like, oh, art creativity. Wow. To communicate a message that's even more impactful. And so it was instant and I never wavered on it one time.

[00:34:25] Right. Never. And you know, it's an interesting thing. Like, you know, this, you go into the world and you have two kinds of people. This is a generalization, but this is what I really. You have, um, you have people who work hard, but don't really truly know that it's possible to do the impossible. And then you have people who just go out and do the impossible and they know that they can do the impossible.

[00:34:53] And I'm one of those people who now knows at this point, and it's always. But as always let you know other [00:35:00] people's perceptions or other people's invalidations or other people's, you know, the way you grow up in normalcy, get in the way of what I truly knew. And finally, one, at some point my voice got strong enough.

[00:35:11] My knowing got strong enough to go. I'm meant to come here and do something that most people wouldn't have the courage to do. And, you know, most people run from their life story. I started telling my life story when I was 26, 27. Um, and, and I just believe most people go, well, I can't tell my life story it's so me focus, you know, it's meat.

[00:35:32] Well, no. How do people learn? They, they, one of the ways that they do learn and assimilate information fast is storytelling. Um, oh, you actually said two words that I think are key honesty. The truth will set you free. And then vulnerability, you know, we're in a world where our society is all about looking good.

[00:35:53] And never letting anybody know who you really are. Yeah. And wow. [00:36:00] So what a competitive advantage, because you're in the minority, when you're vulnerable, I studied Sandy Meisner, the Meisner method. And I tell this story when I would coach advisors. So there was method acting. Everybody knows Marlon Brando, you know, method acting and Dustin Hoffman.

[00:36:19] Yeah. And Sandy Meisner came out of the acting studio with Lee Strasberg and Stella Adler who trained Brando and all those people. And he, this is in the 1920s. And I heard him say in an interview, acting is living truthfully in imaginary circumstances. And it was like a bolt of lightning. Went through my heart.

[00:36:40] I was doing standup at stand up New York. I got home at like two in the morning. You know, you're all jacked up, but I didn't drink and do drugs. And I turned the TV set on and there Sandy talking and it was like, boom. And then I went and interviewed 22 Meisner teachers in New York city to find the one to teach me.[00:37:00]

[00:37:00] And it's that living truthfully is what you're doing. That creates the audience. Yeah, it is. It is what you're saying. It's so true. It is manipulation. Here's the difference? You know, we started you and I came from a sales world. That was manipulative. Yeah. The life insurance industry taught us how to be manipulative.

[00:37:24] That's the Glen Gary, Glen Ross. That's the 10 men. What I love. And I'm just getting to know you. As a man, as a person, your evolution, you went from manipulation to vulnerability. You

don't sell, you know, you said when I'm on stage, I storytell, that's how I sell. No, no. I would say to the world, Ted McGrath is not a salesman anymore.

[00:37:48] When he moved from the east coast of California. And went on that journey and opened your heart to the world. You are the guru, it's so beautiful. Yeah. [00:38:00] Thank you, man. That's really nice of you. Oh, beautiful. It's like this. How many people are willing to be honest and vulnerable? Yeah. Fricking world we live in.

[00:38:07] I know, I know, and it's needed, you know, it's needed. Cause it really frees people up to be honest with themselves of what they want. And that's the most powerful part about telling your story, you know? So I want the world to know what you're working on now that is so meaningful you that you believe you're called for.

[00:38:24] I know you're working. I think you're working with Jim James, James Barber in the acting world. Yeah, but tell us what you're working on now. And so we can let people know how to reach out and get ahold of you and that kind of thing. Well, one, you know, I, I built a brand message to millions, which helps entrepreneurs basically grow their brand online by telling their story and their message and selling their products.

[00:38:47] But I saw as I, I started to do my play and I started to be surrounded with more entertainers. I started to see that when I want it to go do my play, I did my six week run in Los Angeles and I was like, great. Let's do it and [00:39:00] fill it. And we filled it. And, and then when COVID hit, I was like, great.

[00:39:05] I'll launch to play online. And I had 4,300 people registered in 10 days because I built up a community. And so I saw this and then I started to look around and I said, there's been people, artists that have been around a lot longer than I have, and they don't control their money and they don't control their market.

[00:39:24] So, and some of them need more better skillsets, you know, we all need to learn more, I'm learning every day with it. Right. So what if we could teach them the skill sets, the marketing and the money. And so we created a platform called, Got Dreams, you know, like got dreams. Cool. We got ya. Right. And, um, and so we have other like writers, directors, singers, actors, you know, teaching people those skill sets.

[00:39:50] So we have celebrities teaching, you know, people who want to be actors or writers, et cetera. We have a marketing curriculum that we're developing. I'm starting to teach the marketing piece. And then we're teaching on digital [00:40:00] money to get people into kind of the web 3.0 world of where the future is already headed the whole block chain.

[00:40:08] Yeah. And getting people to understand it. Cause I'm a huge proponent of it and a big investor in it myself. And so, so those are the things. And then we're building out a, you know, a community to help them. And I'm not going to go into the detail. But we have a big initiative going and we're raising money for the company right now, and it's going to be something really, really special.

[00:40:25] and it's already launched. So we soft launched it to my entrepreneurial network only to find that all these entrepreneurs have this creativity inside. Why are my entrepreneurs signing up for

got dreams? Cause they, they want to write, they want to sing. They want to direct. And so we had like 163 people sign up and it was funny.

[00:40:43] It was after they watched my play, they watch my play. And then at the end of 70 minutes, we made a soft offer and then we had 163 people sign up. So we're like, we're onto something here. That's hot. And so I brought James in, so we can go into the Broadway audience and start tapping into [00:41:00] that and et cetera.

[00:41:01] How do people find out about Got Dreams? You can just got dreams, you know? Okay. In terms of the site, I got to get the exact site address. I don't have that, but it's, just Google got dreams. You'll see a got dreams, Ted McGrath, and the site will come up. And then if you want to figure out about message to millions and you're an entrepreneur, it's like, just choose Ted McGrath message to millions.

[00:41:23] But it's, it's just interesting is cause like when I go to do it for artists, like I've already done the marketing and money piece for entrepreneurs. And now we're bringing in other teachers to help with a skillset, you know, for artists like masterclass, it's similar to that. Except they, like when I look at where artists fall short and why they don't turn pro is they don't have the brand and they don't have the money.

[00:41:47] And so it's like, great. You can teach them all you want, but if you don't give them these other two things there, then they're then subject to the. Yep. Yeah. So that's awesome. That is awesome. This has been amazing folks, Ted [00:42:00] McGrath. You can go to TedMcgrath.com, right? Message. Ted Ted McGrath brands. Okay.

[00:42:06] And it's M C G R a T H. Yeah. Yup. brands.com message to millions. A one man show the Good Enough show. Are you going to do it again? What are you thinking? Oh yeah. Well, I'm going to Edinburgh. So in winter, I think August this year to do it, you were talking about that. Yeah. So I'm doing that. And then we're also, we're also turning it like we're in production of a feature film for my life story now.

[00:42:33] We've got like the fourth writer that we're looking to hire. And in 2022, we'll shoot that. So those are the projects we're working really great stuff. Yeah. This has been an amazing pleasure. I appreciate it. Appreciate you discovering what your called. And your commitment to helping people tell their story is just amazing.

[00:42:52] And you too, man, like I love meeting somebody else who's doing this. It's that it's great to see what you're doing. Like I admire it. It's really amazing. [00:43:00] And the fact that you're you you've gone for it and you're doing it. It's incredible. So congratulations, man. Yeah, I know now, you know, Mike, Cannings used to say Charlie Epstein is the only financial advisor with a one man show.

[00:43:11] So now. Maybe edit that, although you're not a financial advisor anymore. So I guess I am still the only financial RIT. I still take the reins on that one, man. Oh my God. This has been great folks. If you want to learn more Ted McGrath, M C G R a T H brands.com message to millions. The one man show the Good Enough show, which is really great.

[00:43:38] Deep down every one of you is good enough to achieve what you want to achieve. And if you want to reach out to me, you can email me at Charlie @. Y I E L D of dreams.live like field of

dreams.live. And if you liked the podcast, give us a little five star rating, share it with other people. I'm Charlie Epstein.[00:44:00]

[00:44:00] I hope you live your dreams, your passions every day, the way Ted and I are, you are called for something. What is it? That's your only job in life is to discover what you're called for. And here's the coolest thing. There are people like Ted in the world that can help you figure out your story, how to tell it and what you're called for.

[00:44:21] So I encourage you. To reach out to somebody who's walked in those shoes and has created as much success and impact as he is. We'll see you next time on Yield of Dreams. Thanks everybody. Peace out.

[00:44:39] I want to thank you for listening to the Yield of Dreams podcast, and I'd like to ask you to hit the subscribe button so you can get future episodes of yielded dreams. And we're listening to the music of the Detroit Martinez. One of the great jazz percussionists, you can find out more about the Deidre Martinez at his website, and I'd like to [00:45:00] encourage you to be in touch with me, have a conversation.

[00:45:03] What is it that you're trying to accomplish in your lives and how can I be of support and service to you? Reach me at Charlie, C H a R L I E at dot live. And while you're at it, head over to my new website, yielded dreams that live where you can watch the new documentary film of the making of my one man show yield to dreams by nickname.

[00:45:26] Uh, 22 time Emmy award winner and download my app yielded dreams. There's plenty of goodies there. You can get my miss of money workshop course, all of my podcasts. And you can even chat with me on the app as well. One last question. What's that promise that you made yourself and what's stopping you from achieving your dreams.

[00:45:48] I'll see you on the next episode of Yield of Dreams out. Yeah.[00:46:00]