



Life Behind The Scenes With Dean Jackson And James Schramko - Part 8 Of 25 - Wealth, Health and Happiness



How do you measure success? Can anyone become a billionaire?
James Schramko and Dean Jackson tackle these topics and more in
their latest catch-up.



Dean Jackson

Dean: Mr. Schramko.

James: Hey, Dean. How are you going?

Dean: I'm good. We're back.

James: We're back. A funny thing happened when I was processing the first part of our recording. I noticed they allocate the file size based on who does most of the talking.

Dean: And what does that mean?

James: I'm embarrassed to say I did a lot of talking last time. The file size was a lot bigger on my side.

It's basically time for us to find out what's been going on with Dean, because James had a lot of talking in Episode Seven.

Dean: That's so funny!

James: This will be Part Eight of 25 for us on SuperFastBusiness. It'll be Episode 813.

Dean: Oh, my.

James: It's actually, the last one we did was the longest we've been between episodes. And this is now the shortest we've been between episodes.

Dean: Well, that makes it up. There we go.

James: So, Dean Jackson, what's going on in your life behind the scenes?

Dean: Well, I feel good that we got kind of caught up on the last episode, like, it leaves the hole, all that to go from every year for we've been spoiled, spending that much time together. Lots of time to talk. And then all of a sudden, it feels like we haven't even gotten halfway through breakfast. On day one.

James: That's right.

Dean: It's been you who's been doing all the talking.

James: I know, too much.

Dean: I'm happy to talk about the big things, because it's been over a year now, since I've been in Australia. Like, probably 15 months, I think, or so. So, so much has happened. I mean, I'm an observer of all of these things, right? And I've really been, I kind of look and see what we can take away from what's happening right now. You know?

Is becoming a billionaire accessible to anyone?

And in the time... You tell me if I've shared any of these things with you, but the one of the most noteworthy things that's happened, that's kind of accessible for everybody, is that Kylie Jenner became a billionaire in the time since we were last together. And she did it in a way that is completely accessible to anybody. And it's a pretty interesting story.

But first of all, is Kylie Jenner as popular in Australia as the Kardashians are in the US? Like, what's your awareness level of the Kardashians?

James: I think the popular radio stations, you know, all the lightweight, daily conversation stuff, they're aware of those things. I would say I'm more...

Dean: They're all popular.

James: Yeah. But I would say I'm more outside of that world. Like, I'm not someone who watches television, or listens to radio, as maybe you don't so much. So yeah, I've got to be careful answering this on behalf of all of Australia. I'm going to say we know who she is. But I would say in general, it's funny because we got our own sort of B grade, C grade level celebrities, you know, in Australia. They'll be famous people in Australia who no one in America would know. But our world is a little bit localized.

And then there's these big time, you know, huge Americans out there that we're aware of, but we're not as enamored with celebrity, here, as American seem to be. Like, just because some ex-boxer endorses a gorilla doesn't mean it's going to be good for us to buy. We're very skeptical.

Dean: I get it. Okay, perfect. Well, here, the Kardashians are big. And I think in most of the English-speaking world, they're well-known.

And she started a cosmetics line and sold 51 percent of the company to Coty, who's a big makeup manufacturer, cosmetics company. She sold 51 percent of the company to them for \$600 million. Which means that her other half of the business, which she owns, is worth another 600,000. And Forbes magazine put her on the cover of Forbes as, you know, the youngest female, self-made - and there was a lot of furor around that - self-made billionaire.

But the way that she did it is where the lesson is. And I'm seeing it happen in lots of cases now, this whole collaboration era that we're moving into. And she basically has a team of seven people, seven full-time employees is her side of the business. And she does none of the manufacturing, she does none of the distribution, none of the packaging, the customer service, the e-commerce, none of that. She doesn't do any of the actual running the business.

But she is the creative force behind it, her vision for what she wants to do - lip kits and the colors and naming the colors and collaborating on what the packaging is going to look like, and all that kind of stuff. And then spreading the word. You know, she's got 150 million social media followers. So she's got access to an amazing audience, that, as she tells them about her, you know, how she started out was literally three or four years ago. And it's all happened very quickly.

How to start a makeup business

She wanted to do some lip kits. She's been sort of known for her lips. And so she wanted to do some lip kit cosmetics. And in America, and I think in Australia and all over the world, when people get an entrepreneurial idea, their first idea is to think, Well, how do I do that? Right? Like, this is a very **who not how** sort of illustration here, that most entrepreneurs would figure out?

Well, how do I make lip kits? Like, you'd look for stuff that says, you know, here's how to make your favorite cosmetics at home. If you get the petroleum and you get this and the coloring and the chemicals and whatever you need, you can mix it up at home. And most people would kind of bootstrap like that. Right? They'd set up a kitchen factory.

James: They might start at the local council stalls.

Dean: Yeah.

James: Community fair.

Dean: Yes. Yes, exactly. And then they recruit their family and their friends to start helping them package it up and take it around. All that kind of bootstrapping, figuring everything out from the ground up.

Well, Kylie had some friends, who were the millennial children of a guy who started one of the biggest cosmetic manufacturing companies in the world. They're based in Los Angeles. And there's probably only five or six companies that make all of the cosmetics, no matter what brand they are. There's all, you know, trade manufacturers that make the stuff.

And they decided that they could help Kylie out with this by using some of the excess capacity in their parents' factory. And they made this limited edition of her lip kit. And then took it online, and basically broke the internet the day she launched her lip kit. And then it became a thing. She was sort of using the launch model in a way, right? She announced a new drop, and then everything would sell out in minutes.

And she parlayed all that into starting her own line. And the children of this Spatz Labs - I'm telling you the names of all of these things, because if you're inclined to look through all of this as an observer, the stories are fascinating to see how it all came out. And so they started their own factory, now called Seed Labs. And what they do is essentially they provide manufacturing for influencers, and anybody who wants to create a cosmetics line.

And so they've created their own brand as well, called ColourPop, which is very popular in the US. But they've got a 200,000 square foot facility where they do every single element from the ground up. I mean, from coming up with the ideas, making the formulations, making the packaging, making the tool and dye that make the manufacturing process, they make it all under one roof. They package it, they ship it, they run the e-commerce. They've basically taken all of the supply chain margins and bundled them in one place. So they can do it very profitably, and very quickly.

So they're able to have an influencer with an idea for a cosmetics line go from idea to shipping in five days. Which is fantastic, right? And so now you start to think about, so I've been observing this, and I've found that there's a formula at work here that we can apply, that I think is the formula for Cloudlandia. That's the formula for our migration there. Because the gravity is different in Cloudlandia.

Building a business by piggybacking



I call it the VCR formula. And it's vision plus capabilities, multiplied by reach. That's the formula that we all have access to. So vision is ideas, formulas, recipes, algorithms. Anything for, your vision for something. Capabilities would be the execution element of it - factories, equipment, manufacturing, distribution, all of those things that are on the mainland to make things actually happen. And reach is your ability to get that final message to the market through your own audience. Or money would be, you can buy reach, as well.

So as long as you've got those three elements, you've got access to success. And it's really an interesting thing to see it now unfolding in all these other examples. Do you know who Mr. Beast is?

James: He's a YouTuber?

Dean: Yes, the YouTuber.

James: Planting forests.

Dean: Yes, this guy. That's exactly the guy. Jimmy Donaldson. He's one of the biggest YouTubers, 50 plus million subscribers. He just on December 19 opened 300 Mr. Beast burger restaurants in the United States, in one day. But he doesn't own a single restaurant, not a single property.

What he did was he created the vision that he wanted to create. A Mr. Beast burger restaurant, they conceptualized the menu. What are we going to serve at Mr. Beast Burgers? What's the burger going to look like? What's the recipe? What's the seasonings we're going to use? What kind of french fries? What kind of chicken tender sandwich are we going to have? What kind of buns are we going to have? All of the soft things, all of the vision for what this is.

And then he partnered with independent restaurants with excess capacity in their kitchens that could prepare his menu and ship it up the back door with Deliveroo, the US equivalent, and get that into people's hands without ever having to open a single restaurant.

James: Wow.

Dean: And basically broke the internet. You know, because if you look at it now, he's got the vision for what he wanted to do. The capabilities came from, he partnered with a company called Virtual Dining Concepts. And this guy Robert Earl was the founder in the 90s of Planet Hollywood, the celebrity restaurant, right? So he had experience with this draw of celebrities in the success of a restaurant. And he owns, now, many, many different restaurant concepts, including Buca di Beppo, which is one of the big chains in the US.

And so a lot of these excess capacity kitchens are his own kitchens for his restaurants that are underperforming. Because during COVID, they have been limited in the accessibility of people coming into the restaurant. They've been picking up some with curbside and delivery, but they still have excess capacity. So now, to seamlessly offer the Mr. Beast menu, with Mr. Beast doing all of the reach elements of it, of promoting it, they just do the fulfillment of when the order comes in, they prepare the food and send it out the back door.

And these kinds of collaborations are happening. You know, they're accelerating what's happening. Guy Fieri is another popular celebrity chef here in the US, he's about to open a hundred Flavortown restaurants, all over the United States, and on their way to a thousand of them by the end of the year. And you put this in perspective of, it took McDonald's after they really started getting their stride, like started franchising, it took them six years to get to 300 restaurants. And Mr. Beast did it in one day. With none of the expense of opening a single restaurant.

James: I hear you. I've certainly seen some research showing a comparison of the number of restaurants versus actual profit. And they compared KFC, McDonald's, Pizza Hut, Subway, and they found that more restaurants do not equal better. So that's something to be mindful of.

Dean: In what way, more restaurants is not better for who?

James: The one that had the most restaurants was not the most profitable. I'm saying it's like a growth vanity metric for tech startups, that bigger isn't better, more isn't better.

Dean: Oh, right.

James: That's just a side note.

Dean: Yeah.

James: I'm thinking as you talk about this. This sounds similar to what I'm doing on a smaller scale, where I partnered with the software as a service business where I've got the distribution and the customer and the business model, strategy and the coaching support, but I'm not going to go and build the tool. So I found the best tool and this partner.

Dean: Right.

James: And he's not going to go and build out the marketing and get customers. And it just makes sense to have strategic alliances, joint ventures, [revenue shares](#), or co-found businesses or whatever.

The VCR formula at work for Dean Jackson

I'm wondering, how have you translated these observations into the Dean Jackson Empire?

Dean: Well, so I've been observing this whole who not how. That's what I fit it into, right, is that really fits that way. So I look at 90-Minute Books as a perfect example of that, of one thing where if I look at it, that I had the vision for an easy way for people to write books that can grow their business, lead generation books. And I've got the algorithm for it, the recipe, the "here's the process of what you do", and started a company that does it.

And that is a capability. That is something that now, I'm not involved in the business of it in terms of the operation of it, but it's my business, and I am a catalyst for steering people to it, for being on the reach side, bringing an audience to it, right? So I'm straddling that capability with my vision for it, because it wouldn't exist if I didn't have the vision for it. And I've got the reach of an audience of people who like the message of how do I grow my business? You know, and that's certainly one tool there.

James: Plug the book URL.

Dean: 90minutebooks.com. That's the website. And, you know, when you look at it, you look at those things, what I'm really finding exciting about it, is that having that sort of awareness, that sort of formula, gives people permission to stay in your lane, you know, to really amplify the thing that you have the best idea for, you know? If you've got capabilities, viewing your capacity, and specifically, your excess capacity as an asset that you can deploy on behalf of other people, that creates amazing opportunities, you know?

James: Yes, if you're good at the thing you do. You know, there's a lot of parallels, I think, from the industry I came from, where Mercedes-Benz, for example, would get electrics from Bosch, they would get tires from Pirelli, or Michelin. There are some really interesting subtleties to that, too. You know, Mercedes-Benz wasn't going to go and manufacture tires. That's just not their core. Better to just partner up with people who have been in the game for a while. But they did maintain two or three different tire suppliers, which gave them the ability to bargain. And it gave them some coverage against supply shortages, etc. So I thought that was interesting.

Dean: Yes. There's never been a better time to be a visionary in this equation. You know, because I've been saying this, and in the best sense of the word - every capability that we could possibly need has been commoditized. And I mean that in the good sense of the word, meaning available for sale, that you can buy or access any capability that you need. And so there's never been a better time to just assemble the pieces of something.

James: And I think that probably has spawned a big industry in the dropshipping world.

Dean: That's certainly part of it.

James: They can sell anything on Amazon.

Dean: Yeah, there's a capability that Amazon gives you, the capability to have access to a global market, and a world class fulfillment system. It requires vision to see what there's a market for. And you got to have reach to kind of get to it. Or even just a tapping into, because Amazon has both capabilities and reach.

James: It does. And it makes me wonder, you know, if they get a strong vise grip, and people start going down that path, does it remove choice from the consumer, and over time, is it a bad thing? Or does it provide opportunities for people who want to be independent of that system? I'm thinking of companies like Vollebak, who make really high-end interesting clothing, where they're just doing their own thing, and you're not going to find that stuff on Amazon.

When chopping out the middleman is a profitable move

Dean: Well, you have to be unique and only available in one place. Like, I noticed, and I've heard, the thing about Amazon is that if you have a category, and you start selling a lot of something that they could make...

James: They start making it.

Dean: Absolutely. Because they've got access to their audience and their pole positions, and their Featured Products and their stuff. And they do that a lot.

James: It's like they've got all these people, doing the validation testing on their own dime for them just to float the winners.

Dean: That's what it is. Absolutely.

James: Quite a lot like you or I, seeing all the clients we see and observing what the winners look like. And that's the sort of business we're going to go into, or partner with, because it's already been validated.

Dean: Yeah. Let me say something, James. One thing I like to say, it's a little adage that I like, is that you should always [own the racecourse](#). That's what I'll say.

James: That sounds like great advice. The word that comes to mind here is vertical integration. And it's a concept I think every one of our listeners should be familiar with. And that is basically chopping out the middleman. It's what people tend to do. If they have a western style agency, they might discover this happens with some of their key employees.

Their key employees might vertigrate their employer. Sometimes they leave the business and next thing you know, they're courting your prospects and providing a service without you involved, at a bigger margin to them or a lower price to the consumer. It's a really valuable thing to think about. And the big question is often like, how far should I extend my own ownership of this versus partner or have someone else.

So for me, things like software is an easy decision. Because I found having my own software very difficult. It's not my passion. It's well-suited to somebody other than me. So I'm not going to go into that space, in that capacity. So partnership is just so much easier and more logical. But then there's other things where, you know, big companies decide whether they do something in-house or get a contractor. That's where they have to make the decision.

So I'm thinking, for someone listening to this episode, they may want to recognize that often their competition is someone on the cusp of deciding, is it a who or a how?

Working from home - a not so unusual setup

Dean: Yeah. That's really interesting. And, you know, I don't know when it's happening, but I've just heard that LinkedIn is going to offer a marketplace now. Just like Upwork, or Fiverr, sort of thing, where you look at, I think that'll be the top level, you know, wherever you look at Fiverr as kind of like getting the lowest-end stuff done, Getting Upwork being a little more middle range. And then LinkedIn, the implication would be that you would have a marketplace for, you know, executive-level talent, as well.

And so you start to see now, boy, especially now that everybody is used to the fact that we can all work remotely. We're fine. Everybody can work from home.

James: We can? I've heard it's just a bit of a fad.

Dean: Oh, yeah.

James: I went to get a coffee at the local coffee shop the other day, Dean, on the corner here. And the lady said to me, do you work from home? Because it was, I don't know, it was like 11 in the morning on a weekday. I said, Yep. Since 2008. And she said, Wow. I think she's now discovering her new audience of people who are working from home that didn't used to work from home.

Dean: Yeah.

What stays and what goes in Manly

James: So on a side note - and no one else will understand what I'm saying here - they have removed the planter box that we've been keeping progress on down in Manly.

Dean: They have?

James: Yep, it's gone.

Dean: They gave up on it.

James: Gave up on it. Sometimes, you know, you've just got to recognize things aren't going to grow or do what they're supposed to do, and you just have to kill it off.

Dean: Well, it would have been beautiful.

James: It would have been beautiful if it had worked.

Dean: A beautiful, living wall.

James: A living wall of plants. It's now a living wall of paint. A dead wall of paint.

Dean: Oh, well.

James: But you know, more to the point, when I go into Manly Village, I do observe what's changed and where things are up to. But man, that retail space gets devastated. Every time I go down there, it's like I'm in a different village. There's a whole new set of people spinning the wheel, the roulette wheel, to have a crack at making the business survive. And then whether it's weeks, months or years, often they disappear. Only the core is there. And I would have to say, what a market test. If you can set up and maintain a store down in Manly Corso, which I believe is some of the most expensive shopfront real estate in Australia, if you can survive for five years plus, then that is a business model worth paying attention to.

Dean: Hungry Jack.

James: Hungry Jack's is still there.

Dean: Of course they are. Yeah.

James: But so is their sort of more local competitor, Benbry.

Dean: The ice cream?

James: No, not Ben and Jerry's. That's still there. Starbucks is still there, much to the displeasure of most locals. They had a spin on it, though. This is the spin, right? That it's owned by us Australians. This franchise is owned by local Australians.

Dean: Oh, well that makes it okay.

James: And it's catering for the tourists who really expect to have a Starbucks there at Manly because...

Dean: Yeah, that changes everything.

James: It does. So because it's owned by local Australians, it's okay. There is a burger store there that's in competition to the major chains, that has survived. And it's got a really clever system, and they've got another branch at Dee Why.

Dean: How about Jellyfish?

James: Oh, Jellyfish is still there. But no surprise to you. Both the shops on the other side have changed at least three times since you were here last.

Dean: Wow. That's crazy.

James: Jellyfish now has a little hut at the front of the store where they serve takeaways from. They finally stopped making you walk through the shop to order at the counter, and you can access it with ease. But there's a lovely Greek restaurant beside it. I hope that sticks around. And then there's another restaurant on the other side. And it's amazing. There's one, it's the 80:20. And then these other two just shuffle, shuffle, shuffle, shuffle.

Dean: Yeah. Amazing. Is Deliveroo the big one?

James: Massive.

Dean: Yeah. Are there others? Uber Eats as well?

James: There is. There's Uber Eats.

Dean: You've got lots of competitors, right? Like, in that market, lots of options?

James: No, not so many. It's really only two, I think. I mean, Deliveroo's the King Kong and then there's Uber Eats.

Dean: Yeah.

James: I don't know if we have Panda Express or whatever. I think we've really only got the main player. What has been interesting, though, Dean, is some of the shops that staunchly resisted having Deliveroo before COVID are now urging and encouraging you to go and get it. You know, it's like they've surrendered their control. Just go to Deliveroo and order. That's the only way they're getting the pipeline now.

Dean: Yeah.

It's not your dad's pizza delivery

James: And only one company on Deliveroo that, you know, I consider this research. You know, for my kids, not for me. But when I ordered a Domino's Pizza, it says that your order will be delivered by Domino's, you won't see updates. So Domino's have got enough clout that they can say to Deliveroo, look, we'll accept your orders, but we're going to deliver it ourselves, and we're not going to update your app.

Dean: Right.

James: That's very interesting to me, because most of the little players won't have that leverage.

Dean: Yeah, well, Domino's has really done an amazing job of when they made the shift to, they viewed themselves as an e-commerce business, not a pizza restaurant. And that was a big shift. Because in the United States, one thing they did, which was brilliant, was they opened up 150,000 hotspots, meaning wherever you are, they'll deliver the pizza to you.

So you open the app and let's say that the park or the bench between the pantry and the surf school or whatever, somewhere there is a spot that would be a pizza hot spot that you could order from the app. If you're at the beach, you can order on the app and have it delivered to the hotspot wherever you are. It's fascinating, right?

James: It's clever. That's also a Pokemon zone right there, apparently.

Dean: Right. Okay, well, there we go.

James: Remember, they were very clever, tying those in with shops, trying to get them to buy a Pokemon monster.

Dean: Yes, and that's why it's so fascinating.

James: Deliveroo's clever, in that they can maybe drop a pin. The thing that really interested me as well is that the difference between when you used to call up a shop and order takeaway. In the old days, you'd go and get it. Or sometimes they'd deliver it to you, but it'd be rarer. But then now it's like, Hey, I could be actually overseas. I could be with Dean Jackson in Florida, on the couch. And I can order a meal for my kid at home to be delivered.

Dean: Yeah, that's great. That's perfect!

James: From my phone. But at the same time, I can also flick on my current location at the hotel in Florida, and have Deliveroo bring me a meal there. That is pretty wild when you think about it.

Dean: Yeah. Life's getting better. Like, Cloudlandia is a good thing. You know? There's so much opportunity. It's such an amazing time to be alive right now.

How do you measure success?

James: It is a very interesting time. There's no doubt about that. And I was reading a list of the top billionaires - last year, they all increased their wealth.

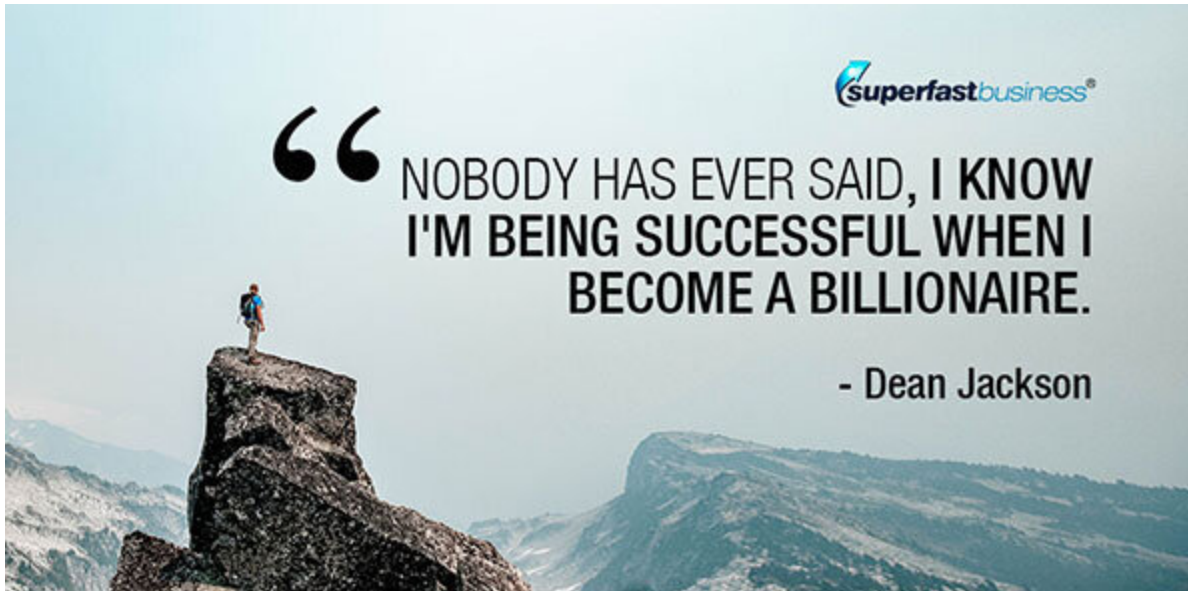
Dean: Sure.

James: There's more billionaires, and the top ones increase their wealth. So not everyone's had a struggle, you know?

Dean: Right. Yeah, if your aspiration is to be a billionaire, it's never been easier, either.

James: I actually don't think I will be a billionaire. Even just being a deca millionaire would be fine. That'll be enough.

I wonder, how did billionaires become such a talked about pinup or poster? You know, aspiration? Why is that, when almost everyone's not going to be a billionaire? Let's be honest about it. There's only 6000 billionaires or something in our world.



Dean: That was the big realization that I had 21 years ago, when I went through the exercise of, I know I'm being successful, when... I've gone through that exercise with so many people. And nobody has ever said, I know I'm being successful when I become a billionaire. Or when I have any amount of money. Nobody's ever said an amount that is how they would define success.

It's an interesting thing. And I use success and happiness as, you know, that's what we're really looking for. You know? Like, if you're really looking for a life, that's what the purpose of the business is for, is to support or fund the life that you really want. You know?

I don't know a single billionaire that I would want to be, that I would trade places with in any way. I look at Mark Zuckerberg in the congressional hearings, and I look at these things, I'm like, there's not a minute of Mark Zuckerberg's day that I would want to be him.

James: I'm not sure if he's a billionaire, but that John Butcher from Lifebook seems like he's closer to having a good life.

Dean: Yes. And I know lots of people who have \$100 million or more that do have great lives like that.

James: Well, I know people who are happy and unhappy at all different income levels.

Dean: Yeah. But most of them that I do know at that level or have exited into that, and now, they have great lives. I don't know what on their way to that has...

The things people go through to succeed

James: This is an important discussion. I think, as I was taught by a multimillionaire client of mine, there's a sort of this inescapable phase of having to [crawl over broken glass](#) to get to it. There's no question in my life, I had to go out and chop timber and build the fire before I enjoyed my cozy log cabin. Like, I had to put in a massive amount of effort and strain and stress and wear and tear to get through that, to be where I'm at now. What about you?

Dean: Right. I have avoided a lot of that at some levels, in that I started out with a really healthy sense of purpose, and knowing that I was going to keep my lifestyle below my means, right? I was leading with revenue. And that's been, I think, a good thing for me, because I never got into a situation where I escalated my lifestyle that requires me to continue to make more and more money.

James: I'm not going to say it's an excuse. But I think that the absolute definitive moment for me was at the age of 23, discovering that there'll be an extra one of us nine months from then, you know, when I'm 24.

Dean: Right.

James: That just changed the dynamic of everything for me and put me a long slog.

Dean: I never had kids.

James: I'll also say, I do not think that I would have the life I have now if I didn't have kids. I feel that everything that happened had to happen. Because it did happen.

Dean: It was a catalyst.

James: And I'm just lucky I landed on my feet, in a way. And of course, we win the lottery. I'm not not underestimating how much of an advantage it is, you know, what country you're born, what color you're born, what parents you're born to. There's a lucky dip there, that I did well.

Dean: Yeah. Well, and you're also blessed with the, you're an INTJ, which is in the Myers Briggs world, you know, you're wired for figuring that out. And you've got that determination. You know?

James: Yeah. So again, it's like, what genes you we're born with. This makes a difference.

Dean: Yes.

James: You know, like, as a parent, when you find out about other parents who have had kids who didn't make it, it's like, you just think that is heartbreaking. And it's like, totally outside their control. It seems unfair. It's just luck of the draw or whatever.

What would you change in the face of mortality?

But I was having this thought the other day, right? And this might sound silly as I say it, but I think I'll say it anyway. I was just thinking, you know, if we knew we only had one year to live or whatever, you know, I wonder how much we would change what we're doing. Like, for example, most of us save up superannuation, or I think you call it 401. Let's call it retirement savings.

Dean: Yeah.

James: Most of us have built in a discipline of some delayed gratification or, you know, we're doing things today for our future self, you and I talked about that. I wonder how we would change the mix. And then I sort of extrapolated on, you know, sort of this concept of, you know, if we knew we were going to die or whatever. And then I thought, Oh, my God, like, we are going to die. We're all going to die.

And then I saw this scammer got hauled for a \$1.3 billion scheme or something. He was an instagramer. And in his Instagram, he's wearing all these fancy clothes and he's got these cars that he buys and watches and things. And in one of his one liners with his millions of fans, he wrote, you know, Dress well every single day of your life, you know? Like, he said something like, Don't save stuff for a good occasion. Every day is a good occasion.

And even if he's like, a scamming hustler, like, the point's still quite interesting. And the funny thing is, I'm wearing a nicer shirt today, even though this is a non-video episode.

Dean: Are you?

James: Just that one concept of me stringing two things together, thinking something and then seeing something. It just reminded me. And also, my wife said, you know, you should stop wearing that daggy shirt. So that was perhaps the most important one. I just wear a plain blue T-shirt on most of my podcasts, and she saw a video playback of my guest, who was Rand Fishkin. And he was wearing a nice sort of lumberjack shirt up there in Seattle. And, she's, you should dress nicer on your podcasts.

So anyway, stacking all these ideas together, I'm just going to optimize things a little more. Why not use some of the nice things we have a little more? What's your take on that?

Dean: Right. Well, it's an interesting thought, because I again, you know, I realize no matter what, we are going to die. And it's probably not going to be today. And that's good. But it might be tomorrow, and it doesn't matter if it's tomorrow, or, you know, 50 years from now. That day's coming, you know? And we don't know when it is, that's the great mystery of it all. So you have to live kind of accordingly.

How James answers the \$100 million question

But one of the exercises that I've been doing is a kind of hot, conversational exercise with people, is just kind of exploring the idea of, what would happen in your life right now? Like, what, just chronologically, if I were to wire \$100 million into your bank account, right now, how would that impact your life? Right now? Going forward? Like, what would be the difference? What would be the impact of that?

James: Yeah, it's a great exercise. I love that.

Dean: Like, would that be the end of SuperFastBusiness?

James: Definitely. Yeah. A hundred percent.

Dean: Yeah, definitely yes.

James: No doubt about it. All I would do is surf, chat to friends, watch Netflix, read books. Spend time with my kids.

Dean: Yes.

James: Basically, what we're talking about here is probably percentage changes. Because if you go back to our [previous episode](#), I've already whittled my week down to about 15 hours of actual scheduled calls. I already surf every day. So would it mean that I could surf every day? That will be no difference. I would definitely surf every day. But I'll probably surf twice a day, if I had 100 million in the account. I think I would make that addition.

I think I would also work on my environment, like my living environment. I spend a lot of time in my house. And I think that would be, I'm interested in that. Like, I'd be guided by what I naturally do. So I recently bought two coffee table books from my local surf dealer called Surf Shack. And it's basically, you know, a pictorial book of different people's surfing houses. A bit about them, about their house, a bit about their equipment. And most of it is pictures of equipment. And it's sort of an inspiring journal to look through and to be guided about for me, you know, what will my visualizations about life look like?

And I'm very close to where I want to be, but I would say there is no way I would be doing coaching or this podcast or any of the joint ventures I do if I had \$100 million, because that would see me out for the rest of eternity in terms of financial need. And it would see me with a routine that I would be happy to sustain.

What about you? I know for a fact you would still get on calls and do chats with people, because that's what you do.

Dean: Yeah.

James: I would do that, too. But I may not do it in a formal structure or feel the need to publish it.

Dean: Right. Well, I think the interesting thing is that you get to the sense that I'm sure you would be more inclined to do more angel investing, or more investing?

James: I definitely would invest in people. I naturally help a lot of people, some who I don't even charge. I do it anyway. Right. So that would not change. But I wouldn't lose any sleep over not having to bother with it. And also, I would make sure that every single person in my team is absolutely looked after, even if I have them on board to putter around on stuff. I would make sure I find them all a fantastic place to work, give them a big bonus.

So as they're editing this, they're probably smiling, thinking, well, at least he's got my back.

Dean: That's nice.

James: So it wouldn't be a selfish endeavor. I think it would just enable me to lean more into just being even more organic, and less strategic with that stuff.

Dean: Do you know Naval Ravikant?

James: Yes. I've just read his book and I like his Twitter feed. He's clever.

Dean: Okay. Yeah, yeah. What a great guy.

James: What a great guy.

Dean: He showed up on my radar. I saw him on the Joe Rogan podcast. And he's a very thoughtful guy. And he did a tweet storm, that was all about how to get rich, basically. And he said on Joe Rogan that we all are basically looking for three things. We want to be rich, we want to be happy, and we want to be healthy. Those are the three great pursuits that we have. And he said, of the three, money, getting rich, is one you can win. There's an end to it.

James: Yes.

Dean: Like you said, if you have \$100 million, you've won the money game.

James: I think I'm actually being bravely honest and transparent. So yeah, I'll just switch it off. Like, I'm not pretending that this is, like, my 100 percent passion. I think he's just described a cascading waterfall of how things would roll. Okay, wealth, tick.

Dean: Yeah.

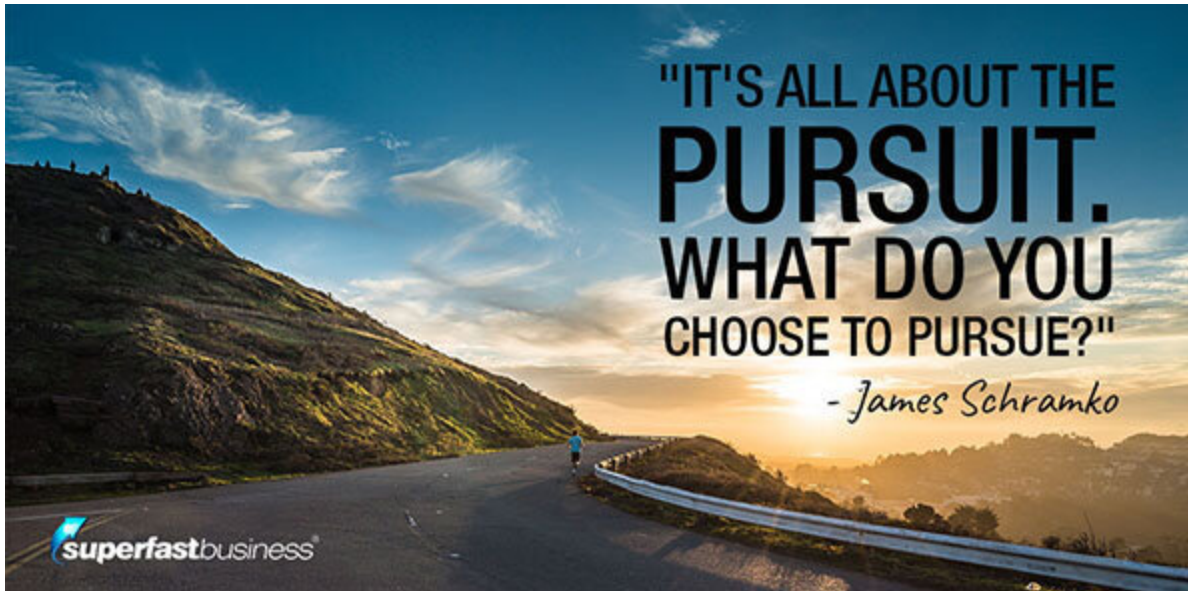
James: It's all about happiness and health after that.



Dean: Yes. That's it, right? And that's kind of an interesting thing. So as I look at my approach to that I know I'm being successful, and my approach to the day-to-day of it, is to realize that we can only spend today. And I may as well be crystal clear on what are the elements that would make up my day. How am I experiencing being successful on the day? And that's been such a guidepost for me.

The questions that comparison brings up

And I don't know whether, you know, it's been a thing that you and I would say we have very comfortable lives, and we've done well in business, and we've got, you know, multi-million dollar businesses. We'd be successful, you know, in definition. And there's always, then, people that you know that have exited companies or sold things and have big chunks of money that they've gotten all at once. That is a different pursuit than maybe what you and I have been pursuing



James: It's all about the pursuit. What do you choose to pursue?

Dean: Yeah. Yeah.

James: I think that's what makes these chats interesting, because you and I, I think we are cutting a different path to the majority, which I'm totally happy with.

Dean: Yes. Well, that's the thing. I have a great life. And it's only in the comparison that I'd see any sense of, if I'm thinking, should I've done that, like, should I have, you know, essentially tried harder?

James: Should you have started a makeup line?

Dean: Yeah. Should I have started a makeup line? Or should I've really scaled something that I look at, you know?

James: It's a natural thing to do. We talk about it, don't compare or whatever. But it is natural. And I can't help but just curiously observe, you know, how does that apply to me? We're selfish at the core. How does that apply to me? What's my takeaway from that? And so, a constant tuning of the machine.

And we talked about this before, like in the previous episode, our schedules, tuning that schedule and being disciplined about it, you end up, you know, every cell in our body replaces over time, and every habit probably can be replaced. And every thought. I'm happy to bump a thought out and add a new one in and change the way I think about things.

Dean: Well, you're absolutely right. Like, that's what I was looking at, is thinking through - and I have to check myself with my thinking sometimes, right? Like, I'm shining a light on it and seeing, am I harboring a limiting belief on some things, right?

Wait a minute, J. K. Rowling did it...

Like, if I say that to get to \$100 million, is that my mind would initially think, well, that'd be a lot of work. And you have to crawl through glass, like, broken glass, like what you just described there, right? That's the element of it, that takes a lot of people. And that would take a lot of, I'd have to work a lot more than what I'm doing now. It would be a more corporate kind of world, right?

And then I started asking myself, okay, is that true? Like, is there anybody who has \$100 million who has not gotten through that path? And then I started thinking, Well, you know, J. K. Rowling. I was sitting in my office here in Winter Haven.

James: I thought you were in Four Seasons' Valhalla.

Dean: Haha, that's been my world right now. I happen to be over in my office, which I don't think you've ever gone over there. Did I show you the building?

James: Yes. You took me to your office with a fireplace and...

Dean: I did. Okay.

James: Yep. I've seen everything there is to see. I've even been to the local bicycle shop and the nice coffee shop.

Dean: Okay, there we go. Right, right. Okay.

James: I would say you took me around. But it would be more accurate to say your Tesla took me around and you were in it.

Dean: Right.

James: I've even been to the local airfield and mosquito catchment place.

Dean: That's right. Yeah. Yeah. So I was writing this in my journal. I think a lot about things like this. And I was thinking, I had bought a boxed set of the Harry Potter books. Because I was in a bookstore, and I was reading a magazine that said that J. K. Rowling had just become a billionaire, and that she was the wealthiest self-made woman in the UK and whatever.

And I was sitting there and on an end cap in the bookstore, there was a boxed set of the Harry Potter books, of all of them. And I thought to myself, looking at the article, looking at that, and I realized in that moment that J. K. Rowling has become a billionaire on a path from her mind, through her hand through a pencil onto a piece of paper. That was the path to a billion dollars for her.

And that's an interesting thing. Right? And then I started thinking about James Patterson, you know? There's lots of people who are writers who have taken that path, or people who write movies. And so there's a lot of creative people who have made lots of money without building a big organization, without, you know, scaling out.

James: Well, I think music artists can do it with royalties, authors can do it.

Dean: That's it.

James: She had, like, a massive build-up to that though. Like, the challenges she had.

Dean: Yeah. Oh, absolutely. Crawling through broken glass.

James: Oh, big time. Like, she had her mom passed away, she had divorced. I think she was inspired by a delayed train.

Dean: Yeah. Writing in a coffee shop.

James: I think we have quite a lot of Harry Potter paraphernalia here. You and I've had this discussion, but I may be married to one of the greatest fans on the planet.

Dean: Oh, wow.

James: Even my daughter knows all the characters. It's passed on.

Dean: Wow. Well, you'll have to bring everybody into the Harry Potter World.

James: Yeah. Well, we will. And we've already been to the Harry Potter filming studio in the UK. So like, we take this seriously.

Dean: Yeah.

James: I remember you had a stuffed toy that created some toy envy.

Dean: Oh, yeah. Which one did I have that you really liked ?

James: It was on the couch and I took a picture of it. And my wife wanted me to stuff it in my bag and bring it home. I said that would be inappropriate.

Dean: That's funny. That's great. Yeah, yeah. Very funny.

Time to wrap up (for now)

James: But anyway, I think we're where we're at time again. But I liked it. I like how this series is unfolding. We've still got a number of episodes left in the tank.

Dean: Yes. Absolutely.

James: We've nominated 25 as our projected target, and we've just recorded number eight. So we're a third of the way through.

Dean: I like it.

James: Yeah.

Dean: I'm wondering when I'll see you next.

James: Okay, let's take odds on that. I'm going to say, I don't think you'll be allowed here till later in the year, which is your usual time if you were to come. So I would say it would be either the end of 2021, or it'll be the end of 2022, depending on which country.

Dean: That's what I think.

James: That's what I think. I think the end of 2022 is the 85 percent. And end of 2021 is a 15 percent bet.

Dean: Pipe dream.

James: Yeah.

Dean: Yeah. I think I'm going to go ahead and call it.

James: But I can speak to you, at least. I'm grateful for that.

Dean: 2022. Yeah, yeah, we should do this more often.

James: As often as you want. I'm putting this up at Episode 813. And the other one we had was 810. So we're just going to roll through. Let's just keep adding to the pile. There's plenty more discussions. Let's go and see what happens in your life and what happens in my life over the next short period, and then catch up again.

Dean: Absolutely. I'd love that.

James: Thank you so much, Dean.

Dean: I love it.

James: By the way, where do people go and find out about you? You're doing Email Mastery - we definitely should mention that.

Dean: Oh, yeah, that's been so much great stuff about, yeah, we didn't even talk about branding and the power of the pursuit of now. We look at the clock and we're always over the stuff. Again, in the big scope of things, we would just be wrapping up breakfast right now of our normal two-week full immersion with each other. So this is, you know, two hours in, we would just be leaving The Pantry.

But yeah, Email Mastery. For sure. There's so much great stuff happening in the pursuit of conversational conversions. And I do a program at emailmastery.com. And it's been such a great thing that I've enjoyed, just seeing all the wins. Like, I was just texting with **Taki**, who's just sent out some email sequences like that, some amazing results. I've been working with my franchise clients who have been using Conversational Conversion for amazing results. My favorite thing that I do, you know?

James: Yep.

Dean: Cool.

James: That is epic. So what's the website?

Dean: So the website is emailmastery.com. It starts with an ebook that people can download that has the transcripts of three episodes of the I Love Marketing podcast, where we outline the core of these email conversion principles. But that's how people start in my world, is just getting in my email world, and we take it from there.

James: Awesome. We'll put a link to that in our show notes.

Dean: Appreciate it.

James: Great to catch up, Dean.



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