

Jeff Slayter

Jeff & Kane, Industry Rockstars

(Logical Soul Talk Interview, 1/25/11)

My guest on the show tonight goes by the name of **Jeff Slayter**. He's half of the couple of guys called **Jeff and Kane** and they have a unique approach to business and that is they called themselves Industry Rockstars and they train other Industry Rockstars to be successful in business.

These guys are really phenomenal. They have built at least five multimillion dollar businesses. I believe they said it was five. Two of which have become international brand leaders. They've helped coached a hundred and fifty six entrepreneurs by the – you know, one-on-one type coaching to start and grow businesses from scratch and they go on to sell those businesses for multiple millions of dollars.

They've shared the strategies with over two hundred corporations worldwide including big companies like Apple, Sony and Disney. And they've trained over 60,000 people worldwide how to use their step-by-step Industry Rockstar models to earn a 7-figure income and also become leaders in their field and unlock their million dollar message.

And by the way, they did all these before they reach 30. So, they're kind of young guys and sort of make me feel like, well, we're dealing with some Mozarts of industry and business here and they're quite unique and talented.

And I'm very fortunate to have one of these guys on the show today. His name is Jeff Slayter as I said and I'm going to bring Jeff on and just talk about him just real quickly and that is that – Jeff, they're – I supposed you're stationed at in San Francisco. Is that correct? Is that where you guys are?

Jeff: Yes, it is correct. I'm actually overlooking San Francisco right now. It's a sunny day. It's looking nice out. So, when I'm – this is my home and this is where I spend my time when I'm not traveling. So, thank you for having me on the show. It's a privilege to be here.

Michael: I'm so happy to have you, Jeff. I met Jeff in San Francisco for those who are listening and unfortunately, I didn't get a chance to hear his talk. He gave a talk and I was in a meeting at the time and so, I missed it.

But I did get a chance to meet – stayed in San Francisco during the summit that we were at. It is beautiful out there. I have to admit you got me a little jealous because we're cold and rainy here in Atlanta.

And so, I'm thinking, well, it must be nice sitting on the bay watching the sun go down out there in San Francisco as I recall. Let me ask you a couple of questions, Jeff if I may, concerning your work.

[0:05:00]

Now, I know you guys have – now, when you created these businesses and I'd just want to really quick touch on this and then we want to get on a little bit of history how you came about all the stuff.

But first, did you and Kane, yourselves create these five multimillion businesses? Did you go in business yourself and create these businesses and then sell them?

Jeff: You know, I don't think any business is really built by one self. In fact, there's usually a team of experts around us as well. I think a lot of the way we grew ourselves and our companies were by surrounding yourself with people that are little much smarter than us.

And so to say that we built them all by ourselves was definitely not the case. I was one of those children in high school where I couldn't really sit still very long. Keeping my attention was very difficult.

The teacher had to be doing jumping jacks, doing something very fascinating and interesting for me to actually pay attention because there's just so many other interesting things going on the world at the time and you know, maybe if it was somebody drops a pencil that sometimes got interesting.

Whatever it was, I was just always focused on so many different things and I wasn't really one of those students in school that was built for the school system. And I knew that I had to just get really good and obsessed with understanding human beings and human dynamics in order to succeed because I just failed miserably in school.

I actually didn't fail miserably but I really got by. I had some great teachers that helped me get through some of those tough times.

Michael: That's really true. So, we're talking with Jeff Slayter. He's half of the duo Jeff and Kane business entrepreneurs, coaches, you know, I'm really fascinated by what your background but you're talking about in school how your attention wandered.

I can relate to that so much. You just don't know how much. **[Laughter]** The thing is you actually – it's interesting because when you find a professional or you find something that you love and you can actually make that happen.

You know, I know a lot of entrepreneurs who have ADHD or ADD and they just keep around a lot of things but you actually made it pay which I really wanted to tell you I admire you on that. It is phenomenal what you've done.

Jeff: It's – I really – I have a great mother and a great family and they – I was either going to end up – so, god knows where I was going to end up make – doing something really successful. So – but it wasn't always that way.

I made quite a few mistakes and you don't build – you don't build companies with your friends without making a numerous mistakes. One of the mistakes I've made was I was – when I was investing in real estate, I ended up buying in to project that was supposed to be a sure thing out in Florida. And so you know what happened in the real estate market and sure enough my --

Michael: Oh, yeah.

Jeff: Yeah, and so, I ended up losing quite a bit of money in this particular project and it was – it's actually what then like came out of it when I find out more about who I was because I spent a lot of my time from about 8 – 19 until 24, 25, you know, I got – I was really obsessed with learning and growing.

But I also thought that the more money I made, then I would be worth more as a person and it doesn't actually worked that way. It was when I found was – I kind of built my identity around having bankers know who I was and aside to my bank accounts and a number of assets and real estates that I have.

But it actually when – then when it started falling apart, I really discovered that there's this unshakable fear that's inside but I have that – the inauthentic for doing it for money has it fall off. And what came about was I just started really realizing that I love working with people. I like – I love working with people that have a message inside of them like --

Michael: Uh huh.

Jeff: ...a message that's maybe they're a speaker or maybe they're a coach. Maybe they're some sort of trainer and they're just somewhat terrified or maybe not even terrified but they're just not willing – they're not – maybe they have it as their message needs to be perfect before they get out there.

And I like to meet up with those people and say, "Hey, you can make millions of dollars delivering your gift to the world. Maybe it's a gift of coaching. Maybe it's a gift of training and that can be done. And that actually started happening when – after I hurt by a huge financial hit.

Michael: Yeah, so you're wise beyond your years and I know that, you know, having to speak from experience myself hits or what makes you grow and they're not very happy, they're not very fun but they are – it's like a diamond, you know.

Diamond doesn't get formed, you know, **[Laughter]** it gets formed on the pressure as you know. And so, yeah --

Jeff: It sure does.

Michael: That's so right on, man. And I applaud you for getting through that. Having gone through real estate myself I know that it's one of those things where just up and down and you can – I read your story by the way and you were just like devastated this whole thing that happened with you, apparently just really not the win out for you for quite some time.

[0:10:02]

Jeff: Yeah, it was. It was devastating. It was – and you know, a lot of people I think are still being devastated by it and it's either an opportunity for them to discover more of who they are or to continue to be devastated by it.

And I think that our current economic system is shaking out the – it's shaking out and what's coming about on the other side is people are discovering really what their gift is, what their passions are and by this time, really, they're going to figure out a way to monetize it or they're not going to – or they're just going get by or they financially take a hit.

And so, it's really separating the people that are out there putting the work and putting the time and taking the time to educate and to learn so that they can actually bring them extra job there. I think that there's people out there that are – that really have a gift inside of themselves.

All right, some sort of message that I can transform the people around them and possibly transform the planet or even their immediate community and perhaps they're just waiting for the right time or waiting for themselves to get the message perfect when if it's just got it to be enough out there and it's just started getting in front of rooms or taking on to the class that they should be taking on, then they'd be able to make a difference that they're meant to make on this planet.

And I think that if ever was doing what they were just meant to do on this planet as far as their function, their gift and what they're happy as doing and if you're wondering well what is that gift, what is that function that I have out there that I'm supposed be doing if you are getting paid and you resent your job, that's not your function.

If you would do it for free and you would bring and you would spend your time doing it for free, that's probably what's you're meant to be doing. And now, we just seem to figure out away to make a lot of money at it if you want to make a lot of money.

If you don't want to make a lot of money, that's fine too. I just figure why not make a lot of money along the way?

Michael: Right.

Jeff: Money is a unit of choice. That's what my financial advisor said to me he goes, "Every dollar is a unit of choice. So, why not have more choices?"

Michael: Right, exactly. I'm curious and my interest was picked, Jeff when – because I read some of the material and I know you guys are going to be what, in Australia next month. It's fascinating and what --

Jeff: Yeah.

Michael: ...three cities in Australia are you doing?

Jeff: Yeah, we're going to Brisbane, Sydney, Melbourne. Australia is an incredible place. I hear it's – I've actually never ever been and I'm really looking forward to. It's a dream to go out there and to be with thousands of Australians and growing their businesses and we're looking forward to it.

Michael: Yeah, I have a good friend. He's an internet marketer out there named David Cumming from Australia. David, if you're listening hello. **[Laughter]** Jeff will be in your backyard over there and you know, look him up.

But that's fascinating. I'm looking forward -- I really, really wish I could hear your talk because I'm fascinating of what you guys are doing. If you could, could you real briefly, Jeff and I know this is asking a lot, sort of outline your steps that you – you talked about a step-by-step method to becoming an industry rockstars you term it.

What is your industry rockstar method if you can capsulize that or put it in a few words or a few phrases, a few paragraphs?

Jeff: Sure. I'm going to do the simple version because we have a short of period of time. The first step in understanding is figure out what is – what do you love to do. What would you do for free? And that's the first step.

So, what's your – what are you spending your time doing that you're not getting paid at but if you could get paid, it'd be awesome?

Michael: Right.

Jeff: So, figure out your, I guess we can call it your perfect day. What's your day...what is your day suppose to look like? When you wake up at the morning, are you supposed to wake up on a beach? Are you supposed to – where are you supposed to be spending your time?

Michael: Right.

Jeff: Are you spending – who are you spending your time with? Are you spending your time with other experts, other professionals? Are you spending your time with the people that want to grow themselves?

So, who is your customer? That's that first step is understanding what your day looks like, you know, your average day, your perfect day looks like then working backwards and saying, okay, what are those things that I do for free that if I could make a lot of money doing those, I would do those everyday?

So, that's the first step. So, really figuring out who you are, how do you represent yourself in the world? What is that day look like? That's the first step.

The second step that we really put our attention on is after you've done that, what is the – how do we – what is the framework that we put it in to? What is the – how do we monetize that?

Who are the people in your – in the industry that you want to be? Let's say because I work so – I work most with other coaches, consultants and others, who are the rockstars in your industry? So, if you want to be –

Michael: Right.

Jeff: ...a personal trainer and you want to be in front of a room, is it, you know, Tony Robbins? Is it Brendon Burchard? Is it Jeff and Kane? Is it – or maybe you want to be an internet marketer, is it Frank Kern? You know, so who are those people that are winning in your business?

[0:15:01]

And that will give you kind of a model if you go from there. So, step one, identifying your passion and what your day looks like. Step two, who are the rockstars in your industry and you can reverse engineer what they're doing to go backwards.

Michael: Uh huh.

Jeff: And the next step is parking yourself in to people that are also doing it as well. You know, so often, people if they surround themselves with people that are on the same path, it creates a momentum of some sorts.

So, that momentum starts to build and starts to go from there. So, where are you spending your time? Are you spending your time with other people that are on the same paths heading in that direction?

The – another step in this is the – what’s your – what is your current infrastructure? What are you plugging them in to? You have something to actually sell. So you --

Michael: Uh huh.

Jeff: Do you want to be a coach or a consultant? Do they --

Michael: Right.

Jeff: Do they work with you once a month for two hours and a half hour call or as a one-on-one? Are you \$3000 a month to do that or 5000 or 10,000? And – or do you offer a – or do you sell a seminar or maybe it’s a teleseries or maybe it’s a 16-set teleseries that you do for \$5000 or maybe it’s a mastermind group.

What is the structure that you – that people buy in to you? And if you don’t a structure or system, a way for them to engage with you, then you’re kind of flying in the dark.

Michael: Uh huh, fascinating --

Jeff: Now --

Michael: Yeah.

Jeff: I could go on and on and on but for right now, we’ll just leave it that. I think it’s more than enough for them to chew on.

Michael: That’s a good – that’s a great start, Jeff. I mean I know that if people can understand what they love to do and I tell this to people all the time, just do what you love. Do what you love but at the same time, you know, a lot of people have a lot of fear. I know that you use some NLP and motivation and some stuff like that.

Jeff: Yeah.

Michael: You just use a slightly different approach but the whole thing is to just bypass that fear or get beyond the fear and get them beyond the inertia that a lot of people have. I know that there's a lot of decisions that we have internally that just stop us, you know, cold.

And if we can just get pass that inertia to get on with that. What's your success rate? I know you and Jeff, you and Kane rather do workshops and so forth. Do you measure your success rate or – and I guess that's sort of an illusion's measurement.

And I guess you would define success as anybody is taking action in to the direction that they want to go. I guess what I'm trying to ask is what – how do you see this growing? I know that you've been in businesses doing things but is coaching new for you or have you been doing this for several years?

Jeff: No, coaching has been – it's been a while – I've been around for a long time. I was 20 years old I started at Landmark Education and I start out – I was coaching for free because they have coaching program so –

[Crosstalk]

Michael: Okay, you got the Landmark. Also I – I've done Landmark. It's a very, very --

Jeff: Yeah.

Michael: ...good fertile ground for a lot of coaches that come out here. **[Laughter]** So --

Jeff: Yeah, it is, you know and a lot of our top speakers have done it. And so, I did that which is great and I coached for a long time. I did the SEO piece at IOP **[0:18:02] [Phonetic]**. I went to one of their programs. And --

Michael: Right.

Jeff: ...a free foundation, it's a great hope for a doorway to transformation I believe. You said something interesting was – people have fears and I think – I believe that a lot of people have fears and people always come out to me and they have these fears. And so, often these people I find to push and breakthrough their fears.

Michael: Right.

Jeff: But actually – that actually sometimes continuing makes a fear persist because their attention is still on the fear and if you – what people are starting to do now what I've seen has worked very well with people is they actually finding out – and they're starting to find a way to appreciate the fear and so doesn't own them.

And now, your question is how you actually appreciate fear? Well, when -- let's say there you are. You want to start getting out there and speaking. That's something you want to do.

You know you're meant -- you're a speaker out there. You're meant to bring your gift to the world but you're just not picking up the phone and calling the groups that would book you.

You're just not doing it. There's something in between you and pick up that phone and talking to them. And only you know what that is for those of you listening out there.

But let's say that comes up, what is that part of you doing? What is that part of you want for you most? What is it -- what -- and instead of the things something well, it's wrong. It's something is broke and -- well, it actually wants you to probably be something -- flavor of to be safe. It actually --

Michael: Right.

Jeff: ...is doing its best to --

Michael: Right.

Jeff: ...keep you safe. And the human system is an amazing system. It's just like nature. It's -- if you have a stream, if a stream is going down, the -- nature will find the path of this resistance always.

And the human system at the unconscious level because I believe that in order to change things -- the deepest change happens at the unconscious and the human system is reacting the same way. It's you need to re-pattern your brain in to an unconscious level and I know some of you are like, "Well, how do I do that?"

[0:20:02]

Well, let's talk about that in a minute. But re-pattern your brain in an unconscious level because it -- like just -- just like the stream, the human system when you add more choices to the system in an unconscious level, more choices, more options to the system, the human system will take the path of each resistance as well.

The reason they're not picking up the phone, calling their people is because it occurs on their subconscious that it's harder work for them to -- it's actually harder work for them to call those people.

And so, what they do is they take -- they do what's easier which is to not call but as soon as they get maybe just even this phone call to be the moment where they say, "You know what? It might actually be harder work for me not call these people."

As soon as that happens, as soon as you get an unconscious level, it's easier for you to actually pick up the phone and call those people, it's actually easier on your system same works to a river. It will take – that is the path of each resistance.

Once that's becomes present in an unconscious level and what will start to happen is you'll start to just naturally pick up the phone and start calling the people you're meant to call. And that fear, you'll realize that that fear was just doing the best it could with the choices that it had and it was just something there to for a moment if you just stop resisting and to start appreciating it.

It just wants – it's actually are doing everything it can to keep you from getting hurt. Then, you know, but you're actually – but actually you'll get more hurt if you don't pick up the phone. I mean how much longer do you all of you out there – if you have a message inside you, how much longer do you want to wait before it's time to start revealing that message to people?

How many people need to not be touched by your gift out there? And how much longer are you willing to tolerate not making the money that you know you deserve. And only you can decide when that time is.

And most people never have an actual milestone for when they'll know it's time to get started. They just – there's no finish – they don't have a measure. And that's the reason they don't actually start. Okay. That's enough of my ranting. I'm done.

Michael: **[Laughter]** No, I'm fascinated. What you're saying is right on. It's interesting because I have something that I have come out which is called the law of the very good reason. And that is going right in hand and hand with what you just talked about. That yeah, the subconscious have a very good reason why it's not doing something and you just have --

Jeff: Yeah.

Michael: ...to listen to that very good reason. What is a very good reason why I'm not picking up the phone? And a lot of times it goes a lot deeper than we even imagine but the point is that once we change – once we make a new decision like you said it's like – and we can actually buy in to the that with least resistance, very powerful, very, very, very good point that you brought up.

Let me ask, what – let's see, by the way, we have a phone line. We have a hot line area code 347-843-4544 if you want to call and ask Jeff Slayter a question. We've got a few more minutes here. And so, did you have something you want to say, Jeff? Sorry.

Jeff: Oh no, I'm just getting really excited maybe I said something that made somebody talk.
[Laughter]

Michael: Oh. **[Laughter]**

Jeff: But – and so, yeah, you know, the subconscious mind is definitely, well, I think is where we need to go to work and – but if you just start doing those things that you know you should be doing and start taking actions inside of them and then, what will happen is over time, your subconscious will code those things as so valuable.

If you're not picking up the phone, booking yourself to speaking and first getting – if you're not calling the clients and calling your leads that you know you should be calling, all the – then – if you just start doing that and you even though and the word even though – even though it's a little scary, then after a week or two, then – of doing that, they'll start to actually be easier and easier and it will take coded at the subconscious.

“So, it's safe for me to call and safe for me to book myself on speaking engagements,” that will start to happen. And every person that is at the top, everyone, from Tony Robbins and you know, John Gray, all these people had the same – they were all had the same fears and same concerns.

Michael: Uh huh.

Jeff: It's human nature.

Michael: Yeah, yeah. Yeah, it is and it's one of those things that I'd love to get on a conversation with you on that because I think we've got a lot of notes to compare. I'd love to hear your points on that.

We don't have time now. We've got a few more minutes if you want to call in, area code 347-843-4544. I'd love to hear your questions, your comments and ask Jeff anything you like.

I have another question, Jeff and that is what is your schedule over the next year? Are you going to be coming back? Are you doing something in the states after Australia or what's your schedule in the coming months?

Jeff: My schedule is – and for those of you, you're going to have my schedule and it's going to sound a little nut because I guess it is. But it's – you can choose to live a life – or you can design the life however you want.

I like to travel. So, basically my schedule is I'm a plane every week and a half or doing trainings whether I'm in New York or Philadelphia or Las Vegas.

[0:25:02]

So, I'm – that's – I spend probably on a plane every week and a half to another state and doing presentations. And then we really kick start in a national tour which is in March in Australia. I'll be gone about three weeks in Australia from traveling within Australia to Brisbane, Sydney and Melbourne doing a tour out there.

And then we'll come back and do some more training in the states then fly back to – again the next month to Australia for about two weeks. I think I'm in Australia for like 30% of the year this year.

I'm really excited because there's just – they have a lot – I like to surf and they have a lot of good surf and there's – the people are really friendly and I think it's just going to be a fantastic experience. I really want to go visit the Great Barrier Reef too because I heard it's beautiful but that's --

Michael: Wow.

Jeff: ...even to this point. When I was about 21 I sat down and I designed what I want my life to look like. And so, many times people just life happens for them. And I said, well, I want to travel. I want to see the world and I want to be with people.

And here – and I made some financial income numbers that I love to do as well. And I work backwards from there. So, I started with the ended mind. This is one of the blessings of having dyslexia is I started it with a reverse.

Most people they say, well, they don't actually set their goals first and work backwards. So, it's a very push energy. I like to stand in the future and look back and then go from there. And dyslexia allows me to do that.

Michael: Right. Right, very good point, very good point. Give people your website or a place they can go and contact you if they want more information, Jeff.

Jeff: Sure. The place you can check us out if you'd like and get some cool content as well is at jeffandkane.com. That's jeffandkane.com and there's a few things maybe you won't heard about it. It's called Facebook.

Facebook is – if you're not on Facebook as far as if you're an expert or coach or consultant out there, you got to have yourself on Facebook as you know. Make sure you're running your campaigns through Facebook as well.

So, we do a lot of stuff on Facebook. So, you're welcome to join us on Facebook. Just put jeffandkane.com/facebook and you'll find it in Google and you can – we'd love to – officially, guess be your on Facebook.

Michael: Well, what's your Facebook name?

Jeff: It's jeffandkane under Facebook, J-E-F-F-A-N-D-K-A-N-E.

Michael: Oh, okay.

Jeff: Yup.

Michael: Oh, jeffandkane and just like – okay.

Jeff: Yeah, and if you just Google Jeff and Kane then it'll just all come up.

Michael: Oh, I'm going to friend you, man. **[Laughter]**

Jeff: All right, we can be friends on Facebook and you know, my goal is to have lots of friends and reach to all of my friends on Facebook.

Michael: That'd be great, that'd be great.

Jeff: That's what's –

[Crosstalk]

Jeff: ...industry.

Michael: Absolutely, absolutely. Well, Jeff, thank you so much for joining me today. It's been a fascinating conversation. And if you want to hang on after the music, we've got what I call outtake moments where we can have a little bit more of discussion unless you have to go, of course, I want to honor your time.

And if anybody is on the line or calling in to the phone lines, you can hang on and ask Jeff a question even then. And you can also hear that section on our podcast that records – it's a recording that comes later.

If you're listening to this as a podcast, you will hear the outtake moments but if you're listening to this on the internet at blogtalkradio.com, you won't hear it but if you are on the phone lines you can hear it and if you hear this podcast, you can hear it.

So, if you want to hang on, Jeff after the music plays, we can chat just for a few other minutes and I'd love to ask you a couple more questions. Meanwhile --

Jeff: Sure, let's do some outtake.

Michael: Okay, great. The next week show...next week show, I've got an offer. Hopefully, I'm going to have David Wright, author of Get a Job come on. He's also got a new thing going where he's teaching local businesses SEO Search Engine Optimization and teaching how to do that.

I'm waiting to hear back from him. I have not got a confirmation. So, that's the tentative guest for next week. Next month, I've got John Gray, Dr. John Gray author of Men Are from Mars, Women Are from Venus coming on February the 15th. **[Music]**

And I'd love to have you there. So, in the mean time, we've got several other guests. Check our schedule and be friends. Talk to you later.

[0:30:00]

Michael: So Jeff, are you there?

Jeff: I'm here.

Michael: Thanks for hanging on, man. How much time do you have? I don't want to take up your time here.

Jeff: Oh, I got about 15 minutes actually.

Michael: 15, well, 5 minutes should be enough, 5 or 10 --

Jeff: Perfect.

Michael: ...at the most. Yeah, I just -- I was really fascinated, you know, getting ready doing the show prep and I was, you know, putting up you guys' information on the blog and stuff. Now, I just got more and more impressed and I was like holy cow. These are guys are --

Jeff: Yeah, we kind of done a lot. It's --

Michael: **[Laughter]**

Jeff: So we have -- we didn't do it on our own. You know, we have great people on this and these -- there's also two of us. So, you'll see a combined take by, right because there's two --

Michael: Yeah.

Jeff: ...two rockstars.

Michael: Yeah, I'd love to meet Kane some day. He sounds like a real winner there --

Jeff: Yeah.

Michael: ...and so are you. So, I was so really fascinated because I know you work with some of the people that I really admire. Christine Comaford I think is one of them.

Jeff: Yeah, she's great.

Michael: Were she one of your clients or is she --

Jeff: Well, Christine, Kane and I, we will do -- we do executive consulting together.

Michael: Uh huh, okay.

Jeff: So -- for Fortune 500 companies and so, we'll go in depending -- we all, you know, we're all kind of -- we all have our strengths. Christine is extraordinary at certain things. Kane is extraordinary at certain things and so am I.

And so depending on what's needed most with the -- with the clients, we will bring us -- we'll bring our fins **[0:31:30] [Phonetic]** specific to that -- to their needs and with their results. So, yeah, Christine is a wonderful woman who is high energy, results-driven. She drives total success for her clients. She's awesome.

Michael: Oh, I know. I haven't met her but I've seen a few videos and I've listened to her and I'm a big. Just tell her that if **[Laughter]** you talk to her.

Jeff: I will. I'll let her know, yes, of course.

Michael: I'd love to have her on the show some time as well. So --

Jeff: I could probably arrange that. That'd be fine.

Michael: I think she's phenomenal and I really -- actually I used one of her tips to make some major changes and it's really paid off. So, she's really helped me -- she has a few old tips and she's good. And I'm sure I'm going to get a few from you and Kane as well.

Jeff: Well, I'll leave you with this -- anyone who's listening -- one of the biggest tips about how to be successful in this industry and how to possible to sell up to success is most -- it's introducing people to one another.

Say just on the call, Michael shared that he'd like to meet Christine and so, what I'll make sure that happens is that to connect and then during that the value -- my -- the perceive value of the relationship goes up on all sides and it creates more win-win for everybody.

So, as you go out there and you succeed, it's always be your rolodex who you know is valuable and start – and always be sorting for who can I connect this person to that will be valuable for them and absolutely, the answer is yes, okay, here's Christine.

Michael: Oh, that'd be phenomenal. Thank you so much, Jeff. I can't say how much I appreciate you being on the show. It's been really an eye-opener for me and it's been a lot of fun and you sound like a really fun guy.

I'd love to hang out one of these days **[Laughter]** and join your excursions because I too love to travel. I'm a little older than you so I don't travel as much but I love to get out. I ride a unicycle. So, I get out ride my unicycle everyday. I do weird things too. So --

Jeff: **[Laughter]** I don't have a unicycle.

Michael: **[Laughter]**

Jeff: That's a – there's a single – is it those tall ones or little – what --

Michael: No, just a one-wheel thing. Actually, if you want to go to 1000mileproject.org, that's the number 1000mileproject –

Jeff: Yeah.

Michael:org. I'm riding unicycle for charity. So, you can see some of my videos up there and see what I've been up to, **[Laughter]** you know. That's a lot of fun.

Jeff: 1000mile --

Michael: Project --

Jeff: Project --

Michael:org.

Jeff: .org.

Michael: Yeah.

Jeff: I love it.

Michael: Yeah and I'm sort of raising money for some Nepalese orphans if you want to donate or tell people about it, that'd be great. And --

Jeff: All right, I think we're good right now --

Michael: ...ride a thousand miles – I'm doing a thousand miles in a year. It's not a lot. **[Laughter]** But I figured for a 58-year old guy, I'm doing pretty good, you know. I'm getting it out there and making it happen. So --

Jeff: Absolutely and you know, and for those of you that are if you're listening to this, always – one of the things that increase your conversion and studies for improving them is always have on your website a charity that you support of some sort and --

Michael: Uh huh.

Jeff: ...at one point actually people increases credibility and trust. And so, it's – you know, there's always a cause out there that, you know, people heart sing **[0:34:28] [Phonetic]** for. And so, pick a cause that's right for you and it also increases your business. It pays to give back.

Michael: Yeah, it's also fun. I mean you want to do like you said just do what you enjoy, do what you love and I actually found from another friend of mine, Raymond Aaron **[0:34:44] [Phonetic]**. I took his course and he always says just do what you love, do what you love and I did.

And you know, I really love it. I really – I've started riding unicycle when I was 13 and I rode for about 6 years and then late also like 40 years because I got shame --

Jeff: Yeah.

Michael: ...in to riding for my father who sort of embarrassed him. He didn't want me to ride in public.

[0:35:01]

So, it's like one of those things where, well, you know, I like it. So, I'm doing it now. So, I'm a big kid now and I'm out there just having fun. It's all great.

Jeff: **[Laughter]** I looked at your site, it's great. So again --

Michael: **[Laughter]**

Jeff: ...it's something, well, I thought you – when you meet – it gets you outside and you're around the people. It's healthy to be in the sun. It's healthy to be exercising and then I love the way you work with orphans.

And they get food and probably – I don't know. Probably much more things, medical supplies and things like that.

Michael: Oh, yeah, they're getting a whole lot. They're in Nepal. So -- but a friend of mine has built the foundation and they travel in Nepal every so often and I get to see who, you know, how it's doing and all that.

It's great work. So, they're doing great work and I want to support them. So, that's the reason – that's the cause I'm supporting right now.

Jeff: Got it.

Michael: But listen, dude, thank you so much again for coming on the show and I'd love to have you back some time. Just let me know when you're in, you know, when you're available in the country. **[Laughter]**

Jeff: Sure.

Michael: And I'd love to have you and or Kane come back and talk to both of you or whatever. But let me know what --

Jeff: Yes.

Michael: ...schedule for you over the next – in about six months or so, we'll have you back. So --

Jeff: Why don't you just – why don't you ping me in six – when – let's give it maybe four or five months and you'll just send me an e-mail and – you're a great interviewer and let's do it. And I think I have other two people I can introduce you to.

I think I'll introduce you to Christine. The other person I can introduce you to his name is RC Peck. He's a financial advisor. He's not like most people, oh, another financial advisor. This guy is probably one of the top financial advisors as far as amount of return he has for his clients.

He is an understanding of economics that I have never heard before. He's on stage with people like Bill Walsh and many other top speakers but he's not very well-known yet. So --

Michael: Wow.

Jeff: ...his concepts are awesome. And just – we're in some really interesting times right now and he shed light on what's actually happening. He pulls away the curtain. And so, I will make an introduction to you – to you and him if you just send me a quick e-mail. I'll introduce you to him and Christine.

Michael: That'd be great. I will definitely do that, Jeff. Thank you so much.

Jeff: You're welcome.

Michael: I really appreciate that.

Jeff: Do we get a – do we get a copy of the podcast? How is that going to work?

Michael: I recorded most of it. I actually came in tardy. I missed the first 3 or 4 minutes of it but I'll actually regroup a little bit. So, I got most of it on recording, yeah. Yeah, I'll be happy --

Jeff: Cool.

Michael: ...to send you a recording.

Jeff: Yeah –

[Crosstalk]

Michael: And you can also listen to it on my website at LogicalSoul.com. There's a complete --

Jeff: Oh, I'll send people there. So, it's all there on the site?

Michael: Yeah and actually it's on 1000mile.org too. You can see it there as well as on –

Jeff: Okay.

Michael: ...logicalsoul.com and also it's on blogtalkradio.com/logicalsoul if you want to go there. So, anyway --

Jeff: Okay, awesome.

Michael: Yeah, you can listen to shows there and there's also an archive if you want to listen to it earlier or I can send you if you want to use the recording as an MP3, I could send you a copy of that. So --

Jeff: Well, why don't I – why don't I check out the recording on the site and then I will go from there about the MP3. If you are ever – where do you – you're in Atlanta?

Michael: Yes, I am.

Jeff: Okay. If you're ever in our town as far as in San Francisco, let me know. We have workshop coming on February 12th and 13th if you want to be a guest of ours or something like that. I'm happy to do that, okay?

Michael: Wow. Thank you so much. I'll keep that in mind.

Jeff: Yeah.

Michael: 12th and 13th.

Jeff: Yeah, just look at our calendar and tell me and – give me a week on our site because I have to repost all the info but then if you see something for our training, just let me know, okay?

Michael: I look forward to it, Jeff. Thank you so much, man.

Jeff: All right. You take care of yourself. Thanks for having me on the show.

Michael: Have a great day and have a great trip in Australia.

Jeff: I will –

[Crosstalk]

Jeff: Okay.

Michael: Okay, bye-bye.

[0:38:51] End of Audio