

Interview with Ori Bengal, the Couch Surfer

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Michael: Welcome to blog – to the Logical Soul Talk. Welcome to Logical Soul Talk, my name is Michael Craig and I'm your host for this exciting show. I wonder if anybody can hear me. Okay.

My name is Michael Craig and I'm your host for this exciting weekly talk show program where I get to interview the best, the brightest and the most creative people in the world. Mainly with their innermost workings of the mind, this is the program where I get to dig behind the how to – how do you do's and formal talk and get behind some of the decisions this people made usually early in life that led them to their current success or situation.

And after that 10 minutes of soul interviewing guest, you'll have a chance to call and then ask your own questions. Our phone number is area code 347 8434544. That's area code 347 8434544.

And we have a guest tonight. My guest on the show is Ori Bengal otherwise known as Couch Surfing Ori and as soon I figured out how to get him on air here, let's see here, got a little bit of technical difficulties. This is my first show so please bear with me. Were going to get the switch board up and running here. And can you hear me Ori? Let's see here. Can you hear me Ori?

Ori Bengal: Can you hear me?

Michael: Yes I can hear you, can you hear me?

Ori Bengal: Okay, all right. Blog talk radio hang up on me a few times. So it's my fourth time dialing in.

Michael: Sorry about that. Sorry about that. All right everything seems to be working okay now. Listen, I appreciate you joining me on the show tonight. This is – this is a real treat. Let me tell a little something about Mr. Bengal or Ori.

Ori Bengal: Okay.

Michael: I had the pleasure of meeting him during one of the earlier internet marketing workshops that I attended. This is, what, several months ago. I think its back in December.

Ori Bengal: Ah yeah.

Michael: And you – he was instantly recognizable with his tall freak cap and his long regal robes and things that he wore to enter, so he was quite recognizable and he's quite a character. I think you're – the first impression was "What is this character?" I don't know what to expect but I was kind of intrigued and actually invited him over and get to know each other and turned to be a really decent guy.

And actually he crashed on our couch or I should say our guest room back in January, I believe it was. And at first, quite frankly, I didn't know what to expect. I was like "What's this guy's game? What's he up to?" And I was really, really pleasantly surprised. The guy is really full of knowledge. He helped me get a lot of information of technical stuff for them, just a little bit out of my league about. This guy is really top notch on top of things for social networking things that are going on that nature.

And apparently what he does is, and I'll let you tell more about it Ori, but apparently what he does is travel around the world or the country anyway at least at this point. And as he puts it, crushes on peoples couches, and he's got a list here of some of the people he's – who's couches he has crushed on. Some better known names in the internet marketing world and there's a few other people who were like, what, it was an all girls college and you've crushed at cage fighters.

Ori Bengal: Yeah, I've crushed at an all girls college. I crushed with the UFC cage fighters, roller **[0:04:52] [Inaudible]** players. I've gone sky diving, dirt board, like it's just –it's just a great way especially in a rough economy as most people would say.

[0:05:04]

You still go out there and enjoy your life. I mean I guessed I met you and you're not the only amazing person I've met this year. And this is my third year doing it Michael. Basically as the way I tell people. I want to go shake your hand and it's like "So what do you do?" I'm like "Oh, you know, I travel around the country, crushing on other people's couches and looking for adventures and cool and interesting people." And I'm making a lot of that.

Michael: Somebody – who did you say that quoted you as the most highly skilled hobo in history? Who was that, who quoted you?

Ori Bengal: That was just a radio station here in Texas. I believe **[0:05:44] [Inaudible]** they called me the most highly skilled hobo in history.

Michael: I like that. That's a good tag to get. You've also – what you've crushed with the CEO of Zapples and –

Ori Bengal: I'm crushing with Tony Shaders the CEO of Zapples.

Michael: Right, right.

Ori Bengal: Yeah.

Michael: And you've – also you've crushed with Marie Smith, internet lifestyle person, Scott Stratton who's a viral video person, Gary Vaynerchuk . . . I can't pronounce this guy's name.

Ori Bengal: Some of them – Gary Vaynerchuk he's a legend, I haven't gotten to crush with him yet. A lot of these names that you have, there's a list of the people whose names – who I have crushed with as well as people who had given me permission that when I get out to their neck of the woods, I get to crush with them.

So Gary Vaynerchuk is a motivational speaker. He has a TV, that onelibrary.com; he's a inspirational motivational speaker. I mean the guy has a massive loyal following and he's amazing. Sadly I hadn't gotten making turns good Atlantis. I didn't get to crush with him in New York but next time I'll be there.

Michael: **[0:07:03] [Inaudible]**

Ori Bengal: Well you've seen Gary Belcher in action and –

Michael: Yeah.

Ori Bengal: Not only did I get to couch surf with him this year for two weeks but he let me have his house for a couple of days while he was out of town and I'm hanging out with him. Actually just yesterday I was hanging out with him. I'm in Austin right now. I surprised him and took him to go glass blowing and –

Michael: You said you were going to do that, yeah. Let me just real quick – let me just real quick say something, some of these people that you're mentioning, if you're not privy to the internet marketing world, are some of the biggest names in the internet marketing world and of course these people are very successful.

Gary Belcher I've met also and the guy is just a normal – I mean he's just really down to earth and really a neat guy. Terrific speaker, very knowledgeable and to just be able to hang out with him like you've done Ori is quite a treat I would my say.

And Gary Vaynerchuk, I happen to see one of his videos and the guy is a loud man. I was really impressed. He was just – he's really a presence, you know what I'm saying?

Ori Bengal: Oh absolutely. And what's even more fun is actually getting to hang with him in person and that hanging out with them in the south by southwest. And he's not – what I'm really proud of is to know that these people, to know first hand, they're not just putting on a show, these are what you see is what you get with a lot – he really is that awesome, Gary is really that awesome.

Well I met you at Mat base acts event and after I spoke at Mat's last event I actually got to go four wheeling with him on his private property. We camped out there. These guys are just really awesome people.

Michael: Yeah.

Ori Bengal: Despite having hundreds of thousands of followers and subscribers to their list etcetera and these are just business people, they're still just cool people like you and me.

Michael: Yeah. Yeah, just normal guys. One of these people you've mentioned was Tyrone the first black ring master. **[0:09:10] [Inaudible]**

Ori Bengal: Yeah. **[0:09:11] [Inaudible]** to couch surf with him but what –

Michael: You didn't?

Ori Bengal: I was – again, one thing about my journey and my website is, if any listener is willing to check out, is couchsurfingori, O-R-I, dotcom. What it is, is really about I'm just trying to get people to go out there and do it for passion and thereby enjoy their lives. And that's kind of what I'm doing. So I went and shot – I'm a photographer amongst other things in my high

skills of hoboness, right? And I shot – actually didn't I give you a business card with one of my photos of you on it?

Michael: Yeah. Yeah. You did a great job by the way. You do business cards. You do – you tell people how to do internet stuff, just got a lot of good ideas Ori you're just full of them.

[0:10:06]

Ori Bengal: I'm a skilled hobo. So it happened I photographed couch 44. I had submitted some of my photos to the Chicago Thanksgiving day parade and they saw it and they're like "Oh this is the best guy we've got. He got to shoot the TVs on for us."

And the TVs on is where all the **[0:10:26] [Inaudible]** of stuff and perform so I was basically like half a foot away from all the back flipping poodles and all the folks from the Wrangling Brothers Circle. As well as circus, as well as Ronald McDonald on the roll, like you cannot get Wrangling clowns and Ronald in the same shot. I mean that's a big no-no. Now I have to do that, Ronald was a different type of clown.

So we took the photos we shot and then went to the circus and actually found the individual clowns and gave them little prints and then both in Chicago and in Atlanta we get to hang out with the circus because we were now in text with them.

So I got a really awesome interview with Tyrone who's a first African-American ring master of the Wrangling Circus and it was quite a treat as well as he also gave us VIP seats and we got to ride around on the clown train.

Michael: Yeah. That's quite an adventure. I would say you're not just a hobo, you're quite an adventurer. You're just – you meet some of the people you're talking about – when I was a kid I want to run away and join the circus and you've actually done it. So I think you've actually got a lifestyle that lends us after that.

Let me ask you this Ori, what – the show is about logical souls out which is about hidden decisions, about what are actually the decisions that you think led you to become or to take on this lifestyle. What was it about your life, early life in particular that made you – there was a turning point, a decision when you were young, something like this that says "I'm never going to be stuck anywhere. I'm going to be traveling. I'm going to

be doing whatever it was." What really cemented that for you as far as you can remember?

Ori Bengal:

Gosh I don't know. **[0:12:17] [Inaudible]** Michael I was over in New Mexico, Albuquerque hanging out with couch 22 one time and when I went out for dinner, he was really, really quite, really concerned, like he has just adopted a cat that evening. And we went out for margaritas afterwards and he was just watching his car very carefully.

And the next morning we basically both asked each other the same question. We both said "If you don't mind me asking, I don't mean to pry, but how did your parents raise you?" We've both asked each other exactly the same thing at the same time because we're so different like polar opposites.

And basically he said that his parents had made a lot of decisions for him. They didn't let him go out and play in the mud and **[0:13:03] [Inaudible]** the fishes. They do know that's not safe and that kind of stuff. And I said "Oh my parents let me do like kind of everything." And I called my parents afterwards and I thanked them for that. And they're like "What are you talking about? We yelled at you, we grounded you, we beat you. You're just that stubborn. You just don't listen to anything anyone says."

Michael:

Really?

Ori Bengal:

So I'll tell you what this trip has been. I don't know if it completely answers your question or maybe it's a separate answer that's kind of relevant. But what this has let me do is it let me discover who I am or it really has solidified that for me. I'm now a lot more – I won't do a project, for example, if it doesn't fit in with my values or if it's going to be dull and boring.

And like, pardon the term, but I call it like corporate. I prefer more creative things. For example you give me a lay out for your card which was initially square and I colored it up a little bit. I try to make it stand out a little more. And that's the – those are the words you use when you look or you acquire. That really stands out, the way that I moved the logo around and put your picture and we got color on both sides now.

And I just try to keep things colorful and I – after doing glass blowing yesterday I was like "Wow, I just did something I've wanted to do since I was probably about five years old." And this morning I said to the amazing person I was couch surfing with now, and I said "You know what

I think I figured out my next – my next adventure. I got to go hot air ballooning because I haven't done that yet."

Michael: Oh wow, I got to do that myself. **[0:14:52] [Inaudible]**

Ori Bengal: Yeah. What are you doing now? We need to coordinate schedules, but –

Michael: Yeah.

[0:14:58]

Ori Bengal: As far as the decision itself, I think – I think it wasn't so much – the decisions that I made early in life as much as basically realizing that every time I made the decision to try and listen to people and they're like "Oh no, you don't always have to be the class clown. You need to behave. You need to be polite. You need to dress like a normal person." Listening to them was the wrong decision. And the decision I've made, and again, the more I discovered exactly who I am by doing this and being on the road and letting life unwind itself.

I mean someone just broke into my car this week. They shattered the glass that I just got fixed today. And after a while you just learn not to freak out about anything. You really get to discover who you are. And so basically, getting to do that made me realize that having listened to people was the wrong decision to make. That I have to be me and that's what I'm having a lot.

Michael: Okay so you're saying that in the beginning, early childhood or later childhood or whatever, you were listening to other people. What was your life like then? What were you doing at that time when you, so called, were listening to people?

Ori Bengal: When I was a little kid, I didn't listen to people. I was – I was stubborn, I was super creative, I would draw and paint. My Mom got called into the PTA meeting, this on third grade or fourth grade – no it was third grade, and the teacher told my Mom like "Ori's one of the smartest kids we got. He scores awesome on every test and my mother was "So what's the problem?" And she's like "Well, when we examined his notebook half of the semester, he didn't have a single piece of notes in there. He just drew all over the thing, like all he does is draw in class and he still gets all the answers right."

And my – Marcus, I forgot his last name, but he's got a little documentary **[0:17:08] [Inaudible]** no, they're called Trombone Player Wanted. And basically it tells you the "play to your strength".

And for example if some – if a kid does not so great in English and they do really well in Arithmetic, rather in focusing on trying to get that A in English they should actually focus more on the Arithmetic, on what you're good at, or History or whatever it is that you really enjoy in or good at.

And that's why, again, like I tell people, follow your passion. And when I was a kid that's what I was doing. And then later on life, in high school I was building computers. And then I got a job at Comp USA and I was always mixing the creative side of things. But it was also a lot of technical study of things.

And I had day jobs and since '97, when Comp USA was closing down, I left them to go to California. I've been a freelancer and I've been just doing my own thing. And I've been a lot happier. But then it has been video animation, video editing, photography, running a print shop, that kind of stuff as compared to trying to sell computers.

I was always – I don't know about you, but I've always have a lot of people tell me "Oh you got to have a – once you get a real job and have job security." I'm not going to make any snide remarks about the economy right now because a lot of people are hurting but who's got job security when it all comes down to it. No one's got job security. So you might as well do something that you enjoy and that's the decision.

Michael:

Right, you made – you made an important statement there. That basically you have to follow – I forgot how you phrased it. Basically follow your dream. Matt Baytec's wife actually – her name is Stephanie, I believe is her name, and I heard her say something at his debt, it was back into summer I guess it was and it sort of struck me as really unique, a unique way of saying it that was "Go where you're celebrated."

And that was sort of a different spin for me and hearing the "follow your dream" thing which I've always done in my life but when I heard it that way I guess "Go where you're celebrated" has also has to do with how do people find you exciting. How do they find you fun? What would they do to buy from you or to enlist or enroll in your program which you got offered that type of thing? And I think you found it kid. I think you got some really interesting and really unique way of approaching life and your business that I think a lot of people can learn from that.

[0:19:55]

Ori Bengal: Oh absolutely. A lot of people phrase it that they learn by curiously through me and it didn't quite fit on the business card. I didn't know how to phrase it that "yeah, I'm here to live by – so you can live by curiously through me." That sounds like pompous and –

Michael: Be a part of it – I think you're card says "Be a part of the adventure."

Ori Bengal: Yeah, yeah. You can be part of the adventure. And I don't think that way.

Michael: Exactly. Yeah. I think it's kind of neat. That's really neat.

Ori Bengal: ***[0:20:23] [Inaudible]***

Michael: I'm sorry. We're breaking up there a second.

Ori Bengal: What was that? The little recording things said something about a cute – I've been here –

Michael: Oh okay.

Ori Bengal: Can you hear me?

Michael: Yeah. I can hear you okay. Can you hear me?

Ori Bengal: Okay. Yap. Loud and clear.

Michael: Okay. So there's the – as far as decisions, you don't know what – there wasn't any – apparently you just sort of came into this world that way. And you're sort of like a genetically encoded in there that you're just basically following who you are essentially. That's what I'm hearing.

Ori Bengal: Yeah. I think – I think the decision was to – when I was a kid I didn't know neck to me decisions. I was just fine doing what my parents wanted and that kind of stuff. Not that I have anything in where my parents lied just I didn't – I was lazy. It was more about that.

Michael: Yeah.

Ori Bengal: And alter in life I discovered that if things are easy then life sucks. Now I look for obstacles, I look for challenges. I challenge myself all the time.

And that was definitely a decision as well as – it was just about embracing who I was.

I always knew I was a big goof ball, an adventurer and that kind of stuff but I didn't do anything about it. And so that's – I think that's the decision. To decide this is who I am and I want to stick by it because my parents, I love them dearly, they're just phenomenal parents. They've given me everything and they've done a lot for me and they've been very supportive. And I have to be I think a difficult person to be a parent of but we've definitely parted ways and that I wanted to keep couch surfing and they thought that this is just going to be a phase.

So after a year we had kind of words about it. I'm in my third year now, I guess, have doing this. And now that sponsorship opportunities are coming up and they're seeing that I'm getting clients all over the USA. I just got invited to couch surf at a mayor's house in this one city in Holland. I come no good side to pronounce it. So now they're all happy, now they're seeing but most people including myself, it's a difficult thing to go against you're well meaning friends and family.

Michael: I don't think you need to do that Ori. I think you've made the right decision, being honest with you.

[Cross-talk]

Michael: Well I'm just saying sometimes people's discomfort will come up about that. But like you said if you live your life you can't – other people can't live your life for you, you know that.

Ori Bengal: Well definitely.

Michael: Yes. So anyway I just want to applaud you. And we've got to wrap this up here in a minute. We're coming on a hard break at the end of the show. So I just wanted to thank you for coming on as a guest. Actually you're my very first guest so I appreciate you're willingness to be that.

Ori Bengal: I hope I was **[0:23:39] [Inaudible]**

Michael: And I couldn't think of – I couldn't think of a more creative guy to have on the show. You also hang out with Bozo the Clown, right?

Ori Bengal: Not Bozo but Marshall Brodien who was Wizzo the Wizard –

[Cross-talk]

Michael: I got you. Okay.

Ori Bengal: Yeah.

Michael: Well Ori you got a lot of adventures and I look forward to speaking with you again. Maybe we'll have you on the show again and I'd like to get an update on what's going on.

Ori Bengal: Sure. And actually speaking of updates, let me just let your listeners on a real quick, if they go to couchsurfingori.com, on the right hand side they can give me their name and email address and I'll update them as to when my books coming out as well as give them better – they can get RSS updates so they can find out when I'm posting this stuff. And I'm very active and conversational on Twitter. And my Twitter name is couchsurfingori.com. Our site, its couchsurfingori.

Michael: couchsurfingori. Yeah.

Ori Bengal: Yeah.

Michael: You're a big Twitterer. I got to get on that Tweet date which you recommended. That's pretty important.

Ori Bengal: Absolutely.

Michael: Listen Ori, thank you so much for being my guest. Next week, next Tuesday at six, our guest will be Dr. Deborah – excuse me – Dr. Erica Goodstone, a Psychologist and a family therapist down in Florida. And I look forward to speaking with her.

[0:24:59]

She's got some really interesting insights. So please stay tuned – or not stay tuned but tune in next week at six, blogtalkradio.com/logical_soul. I'm Dr. Michael Craig. And to read the book of Logical Soul and you can go to logicalsoul.com/blog to get more information on this show plus other features and information that we have. And thank you again Ori.

Ori Bengal: My pleasure.

Michael: I look forward to speaking with you again and thank you listeners for tuning in and hope you can join us next week.

This is Dr. Michael Craig and I hope you've enjoyed logical soul talk. Every week we come bring you the – it's exciting weekly radio talk program where I get to interview the best, the brightest, the most creative people in the world, mainly about their innermost workings of their minds.

Today we had Ori Bingle, couch surfing Ori as he's known, at couchsurfingori.com and we talked about his adventures with different people whose couches he has surfed on.

And next week we speak with Dr. Erica Goodstone whose a Florida Psychologist, family therapist and she'll be speaking on getting your act together, getting happiness, learning how to love, learning how to be in love, accepting love, things of that nature. That should be a very exciting show.

So this is a program where I get to dig behind the how do you do's and formal talk and get behind some of the decisions that these people have made. Usually early in life but not always, Ori sort of came in that way, early decisions in life that led them to their current success or situation. Ori Bengal has served as my guest today.

If you want to call-in in the future the number is area code 347 8434544. That's 347 8434544. I'd love to have your questions on the air.

Thank you again. This is Dr. Michael Craig signing off, until next week, Tuesday at six o'clock for blogtalkradio.com/logicalsoul.

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