



A Sitdown With Success

A Success In Social Media

Host: Luc

Guest: Ali

Released to 200k+ members

In this episode, called, "A Success In Social Media, Luc, one of the founders of The Real World, interviews Ali on his success in social media marketing.

Release Date of Podcast: 9th January, 2026

Viewing the podcast episode requires a paid membership, therefore a transcript has been provided.

Luc [00:00]

So great to finally meet you! I've spoken to you a lot in the chats.

Ali [00:03]

Yeah, you too great to finally meet you too. How are you doing, Luc?

Luc [00:10]

All good, all good, all good. I guess where we want to start, **I guess, is, um, what's your age and what's your business, and what country do you mainly operate in?**

Ali [00:19]

So 26 years of age. Social media marketing, and I'm in Canada.

Luc [00:10]

Cool. **And what was your journey like to become a social media I guess, guru or expert, because I've seen you've done very well?**

Ali [00:35]

Thank you very much. Yeah, no it's been a long journey. I started doing this in 2022 when I graduated college.

Ali [00:44]

But back then, it wasn't social media marketing, because I had no idea what social media marketing was. My first exposure (to social media marketing) really was doing some sort of media I mean, I remember I wrote an article for somebody, and I guess that article did fine, and it went on their platform or something. They were building a business, and they were like, hey, I need some help. And I was like, okay, sure, I guess I can help you, but in the beginning you don't know anything. You don't know how to get paid. You don't know, like, you don't know anything, and you're just scrambling. I guess the guy paid me through PayPal. And I was like, oh, okay, that's a thing. **You can make money online.** I didn't know. I had no idea. Like, in my mind, it was just okay, you should just work a job, right?

Ali [01:26]

So I do that, and then I'm like, okay, like, this is a thing.

I guess I can do this. And that's around the time where I was like, what if I expanded into, like, something bigger? Like, maybe I should do Tiktok, because that's when that was blowing up as well.

I was like, Okay, what if I do the video thing? I'm like, yeah, but I don't know how to do that.

Okay, well, what about like, images? Like, I started testing out all those things, but when I joined the real world, so I had zero clue about anything.

Ali [01:59]

August 2023 I joined, and that's where I got exposed to social media marketing. Right back then, it was just client acquisition, or I guess it was known as freelancing.

It wasn't, it wasn't anything too big. So I enter, and I'm like, Okay, I guess this is a community, and I think we only had 21 captains back then, but even in HQ, long time ago, right? So I enter, I'm like, Okay, I think I can make this work.

So I started doing animations. Just animations. What I would do is, because I have a computer science background, I would go to like, all these educators and stuff. And I was like, Hey guys, like, I know you guys are doing an amazing job with your videos.

What if you could animate like, all these little algorithms for like, every single thing that you're doing. What if? What if that happens? Nobody replied.

Ali [02:48]

Nobody replied because, I guess, like, nobody was interested.

Because I was just like, okay, like, here's my skill. I can offer this to you, but I never thought about it.

How is it going to make them money? How does my service help move their business forward?

Like, that's just such a massive thing. I have the skills, so let me just go ahead and do that. But that's the wrong mentality, especially in business. Like nobody cared.

And I remember one guy told me, it's like, yeah, you know, it makes sense. I would love to put on my blog but my blog doesn't make money, so it doesn't make sense for me to pay you. I was like, oh, okay, so that doesn't work. That's cool.

So I just started, like, doing this whole thing, and I was like, Okay, the first guy that paid me for animation was a guy who really wanted to improve his platform, and he's one of the biggest in the space. I'm going to talk about him later, because he's a client of mine, and we're like, okay, yeah, let's do animations. And we did that, and it was a project based thing. So back then, I wasn't doing retainers or anything like that. This is right before my social media marketing days.

Ali [03:43]

So I did that, and that gave me the confidence to sort of go ahead and be like, Okay, I think that this can work on social media. And that's, that's when I expanded to social media marketing.

Luc [03:56]

So one quick question. I'm curious, how did you actually find your first client? Is it calls, emails, DMS, LinkedIn.

Ali [04:02]

So I used to watch a lot of YouTube videos back then. And there was a creator in the space

that was sort of blowing up, which is my niche now and back then he didn't have a full fledged business or anything like that, but he was blowing up.

I then saw a description of this video and it said, "if you would like to work with me, fill out this form".

I was like, Okay, let me, let me fill it out. And I remember him telling me that I guess a lot of people people filled it out, and I was the only one who had ideas that could actually improve his business and then he said, I would love to work with you.

I've always sort of had this mentality, like, even in university, even in college, I did very well, like, I had the best grades, like, everything. And it wasn't because I cared about all the classes. I just wanted to do well. Because I was like, well, if I'm paying for this anyways, why don't I just do the best? Like, and time is gonna pass by. Anyways, I may as well learn something. So I did, and I filled out that form. Been like, Okay, this is never gonna work. I was like, Okay, maybe it works. Maybe it doesn't, but I just came up with ideas and stuff.

Just like I came up with the idea of, Hey, Luc, maybe we should change it from brain candy to brain food. Yeah, I didn't know. I didn't know, but you were like, Oh, that's a very good idea. So I did the same thing. And he was like, hey, like, let's make this happen. And that's, that's how it went. And he's still my client to this day.

Luc [05:22]

One more question about him is, how long from joining the real world to kind of reaching out to this person? Did it take? And did the real world inspire this outreach at all? Or was it kind of just like you were got you were going through these YouTube videos anyway? Maybe this was pre the real world just in general. I'm curious about how we kind of affected this, if we did at all, maybe we didn't.

Ali [05:44]

This is pre The Real World. This is when I started three years ago, but the first money I made was tiny.

In my mind, I didn't even know that it was a concept of a business you could scale. I had no idea. I was like, oh, okay, cool. I just got paid. It didn't make sense in my mind. But when I entered the real world, it was like, hey, like, you can get paid.

You can literally go on the internet, find people, get their email, and you can message them. You're not bothering them. It doesn't come across his esprit is a value exchange.

He gets to have your service, he gets to make money, and you get some money in return. But I never had that mindset before.

Luc [06:09]

No, cool, okay, but that's still very cool that you made your first money, because that shows that you're you're curious person, you're out there trying things, right?

Because that's one of the things I think is the hardest for us to get students to do is most students don't want to actually try it. They're not going to fill out that form.

They're going to look at that form and say, Ah, later or Ah, there's no way. And then they just kind of move forward. So that's impressive. You already kind of have the entrepreneurial spirit before you joined, because that's what that's the sign of it to me.

Ali [06:44]

Oh, really?

Luc [06:45]

Yeah, 100% and the guys who just start to try things, and they're just like, you know, this forms here.

Let me just, let me fill it out. Let's see what happens.

I really think that's the entrepreneurial spirit, and that's what I try my actually, very best, to get into people like, whenever I'm saying, try it. There's a reason. Try it's my motto. It's because that's the mentality they should have. Not if I do this, I'll win.

If you'd be like, Oh, well, why not do this? Why not try this? Why not fill out this form? Why not do this?

That's actually a very impressive sign that you have that before the real world. Because, yeah, anyway, you could continue on with the story. So you got this client. He paid you small money. You joined the real world. What's next?

Ali [07:41]

Yeah. So I joined, and then I joined in the client acquisition. So I guess, like, I got the client, but I didn't know how to scale. I didn't know how to make more money, right? And, like, it wasn't a concrete, like, in my mind, it wasn't concrete, whether or not this is something that was in demand or it was just a one off thing, because I think that's, also another thing, right? Because every single model that is taught inside the real world, it's proven that you can scale it. So for example, if I were to sell bricks, maybe one guy sells it, but that maybe one guy buys it, but that's no guarantee that I would be able to, you know, just sell it to everybody. Like, that's not proven, right? So I wanted to prove to myself, Okay, can I repeat this? Can I get clients on retainer? That's the hardest part.

Ali [08:26]

And so that's when I pivoted social media marketing, because one of the things that I struggled with in the beginning was, okay, fine. Like, you can do these animations, but they're project based. Not everybody needs them all the time, I guess, like, if a company is doing, like, a product update or something. Sure, they'll need the automation, but that's not ongoing. Not every company wants to do that. They see it as a nice to have. It's not like a tire to their car. That's not what it is. I was like, Okay, what is a tire to their car? Yeah, social media, everybody's talking about it. Let's do that. I'm already kind of into content. Let's do that. And that's when I discovered LinkedIn. **So LinkedIn comes along, and initially, I guess everybody, just for those of the people, I guess, like in the real world, people that are listening - LinkedIn, I know everybody thinks is a job platform, but it's actually the biggest B to B platform, like ever. It has a billion users. I mean, it's owned by Microsoft. It's very, very big. And we were like, Okay, if the audience that we're selling to our professionals, and they're on there already, and they're there to learn, I guess it's a good place to catch them, to sort of sell it to them, because Instagram, we can do Sure, but they're not in the mindset of, oh my god, like, I need to buy this to improve my life. We were selling to professionals, we were selling to people that were like, in the more, how do I say this engineering space, like, because, again, computer science and everything. So I said, Okay, let's do LinkedIn. And that's when I convinced one of my clients. I was like, Hey, we should try LinkedIn. Like, you already have YouTube. Why don't we try doing LinkedIn? And that's sort of where it started. And it's very last year. So convinced him, and then we grew from 10k to we're now 90k we kept doing it organic, and he's made, like, tons of money from it too. And I guess, like, I made some money in the process as well. And I guess, like, he scratches my back, I scratch his but,**

Ali [10:24]

... but, but that's what it is. But it's hard. It like, it's really hard. Like social media is a very grueling game, especially with the AI slop and everything, it's hard.

Luc [10:36]

Do you use AI at all for your kind of content? Or what type of content did this client?

What did you use for this client that really you think made the difference from 10 to 90 K? Because that's a big that's a big jump.

Ali [10:50]

So we were a business page, it was a brand page. It wasn't a personal profile.

The way LinkedIn works is that they really suppress it, because in their business model, they would like you to pay for ads so they reduce your organic reach. And it's, it's, it's like a brawl in order to make it happen, because I can't just say to the client, hey, our posts are performing. Can you pay to boost the post? Because he's already paying me.

So honestly, speaking, a lot of it is just to do with engaging in the space. We had to get our page out there and really hang out where our ideal customer profile would already be. So what I would try and do is that go to pages that would have significantly larger audience than theirs. I would have a list of them, and I would know exactly when they post. So okay, this person posts at this time and go to their page. Comment.

Something is very, very useful. Get the top comment then now get people to come into it's like a whole funnel. Come into our page, then go, make them visit the website.

Make the page as beautiful as possible, like all those different things.

And I think initially, we were growing at around 100 followers a day. I think yesterday I checked we were at 300 we grew at 300 followers. Like, that's fully organic, right?

But I think, and Luc, you know, this better than anybody. I don't think people realize how powerful organic growth is.

Luc [13:09]

Yep, organic is my favorite. I love it way more than paid ads. I spoke to a lot of e Commerce Guys on these calls. And I get it, I get the mentality, I get the model. But it just seems so painful, because you're always taking this bet and taking this risk, where, with organic, the only thing you're risking is time, and once you clock organic, now it's like, okay, no money out, a bunch of money in. It said I and it's just something I've always loved organic. I've always been a big believer in organic. I think it's so much easier than paid ads, just in general, to get a return, because the returns guaranteed. If you get \$1 in with organic, it's guaranteed you

won. And if you can get \$100 in, that's \$100 for you with paid it's now like, Okay, well, how much of this went to Meta? How much does what to Tiktok. Is this profitable? Is this scalable? So I'm a big believer in organic. I can talk about organic all day.

Ali [13:30]

Yeah, no, that's exactly what we wanted to do. Because I was, like, if I'm going to scale this, I need to convince clients they don't need to pour a bunch of money, because they're already skeptical. If somebody is starting, if I'm a business, right, and if I'm trying to expand into LinkedIn, I've never done it before. I have no idea. I'm just busy trying to make my business a little bit more profitable. I then go to the business and I'm like, Okay, listen, I can make your business make more money. I just need you to pay me a flat fee, and then I need you to pump all this money into ADS. Well, they're already skeptical. I just sort of scare them away. And, like, even, even this. And I guess, like, we can speak about this. I like, I had an issue, like, big time when I first started with retainers, right? Because business owners are skeptical and they want the risk, but they also want to know that this is going to work. And like, I found initially, and I thought initially that once I have done it in that specific niche and I have the case studies, it'd become a lot easier but but they're still skeptically, like, of will it work for me, almost like they think they're different.

Luc [14:21]

The hardest part is going to be getting them to retain I actually don't think selling them. I think the social proof helps you all the way to the initial sale, but I don't think the social proof helps you, especially if you're doing organic, because organic, it starts slow, it's work every single day, and it starts very slow, and it accelerates, and it's exponential at the end, that's my, at least my experience with it.

It's like getting your first 1000 followers is hard. Is one of the hardest things you can do. If you do it right, you can do it, but once you start to pick up, especially if you're putting out good, valuable content, then it starts to roll. But from my, from my experience with organic the hardest part of selling someone is going to be the fact that one it's easy to sell them to start, but once they see it's been two weeks and you guys have 10 followers, or 100 followers, or 500 followers, they're going to be looking at their return and be like, Look, that's not getting me anywhere. If this pace continues, this isn't worth it for me.

This is like 10 months of me burning money to get this maybe dream, and I'm losing money every month. The guy I'm paying is making money. I'm not making money. There's no return on this also gets hard to track sometimes. So sometimes, even if they if you are getting them

results they might not believe. It's from the social media page. It's, I think it's hard to really get people to invest one, the money, which is difficult from a client perspective, but two, even the work that usually you'll require from the client.

Because I know a lot of marketers who their biggest problem with their clients is that their clients will not produce the raw content. And it's like, yeah, I can be the best sculptor in the world. I need marble to work with. And to be honest, good marble is going to help me much more than bad marble. Like in the affiliate marketing campus, we try our very best to give the best marble and to give it all the time, and to make sure that that's because I know that's the hardest part, from an organic marketer standpoint, is actually getting their client to actually do the filming, because the client doesn't want to do extra work.

So now, let's say that you closed them to start with, but now they're sitting there and they're like, Okay, I lose money every month. I have extra work on my plate every single day or every single week, and I don't see guarantees, the prop in this first month of me doing all this work and doing all and spending all this cash I don't really have. I'm not famous now. I don't have any views

Luc [16:52]

like this. Isn't I see no return. So this is where it really becomes, where you have to get your sales skills in order, where you really have to be able to convince them logically, like, Look, I know this is how it always starts. It's always going to start like this, but it's accelerative. It's exponential. This first month's going to be the worst month ever. The second month going to be even better than this month. And then once you have those pitfall months was, I'm sure you'll have the pitfall months, they need to convince them, don't worry. These pitfalls are normal. This happens. We move from here. So I think the biggest part, the hardest part, is going to be retention, after the first month. And I think, to be honest, once you've reached the pitfall stage, I think in general, once you've gotten some level of success for their page, I think the pitfalls they'll be a little bit more comfortable with, because now they start to understand, like, okay, you can bring me from zero to 1000 or you can bring me from zero to 5000 zero to 10,000 if we're stagnant here, if we're losing it's like, I know you can go from zero to a number. So I'm not worried about being at a number anymore, because any number, you can make the number go up. So that's what I imagine, if I really had to put myself in the client's head, where they're going to get the most doubts. And it's just human it's just human behavior. It is are very doubtful, and it makes sense they it's evolutionarily we don't want risk or not certain, and the money leaving their bank account is certain. So that's the worst part is.

Ali [18:25]

And I think, and I think that's another thing as well, right? Because I started doing a thing where we would make them commit for at least three months.

So one of the things, yeah, so one of the things that I did initially was so little story, right? So this is in the beginning. So this happened in May last year.

Ali [18:45]

Initially, I was retaining a client, and I was like, Okay, fine, this works. So they paid me for one month in the beginning, and then they were like, "I can just pay you for three months up front" I was like, Okay, why is he paying three months up front?

I thought, okay, I guess he doesn't want me to raise the rates. He wants to retain me. But I was like, that actually makes sense, because if I start like, this thing takes at least three months to take off. If somebody's starting from zero, typically speaking, I don't like taking clients returning from zero, because if they're literally as you're in, their business is not making money, they're gonna quit.

Like, this is what I find, because it's so slow in the beginning, and it's like they're taking a massive risk. Exactly you want to sell those guys? You at least you want to sell the guys who, even if they're a zero, like, I know that they have success in some other area. Like that guy knows how things work. But if it's a guy who's never done anything before, no social media presence, completely new business.

Ali [19:43]

He's paying with somebody else's card. He's taking out loans. And that's never good. That's how you lose clients. Has had, has happened to me before.

So he paid me three months up front. I was like, Okay, listen, when I start a new client, here's what I'm going to do. I'm going to make them pay for three months up front. So I tried that, and everybody was oh, yeah, but I'm not sure. And then I tried showing the case studies. They were like, Yeah, but it's three months up front.

I can't do that all up front. I was like, Okay, fine. How do I do this? So then I started doing this thing. I would go ahead and I would crush it for the first month, and I would just tell them. I was like, listen, we may not make many sales. If you don't have a sales team, I can get you leads right, but content led sales, we need some time if it's just completely organic, but I will improve your content like everybody is going to start liking you, like those things.

And I think it's interesting, because I worked with somebody who goes to who I guess, used to lecture at an Ivy League school, right? And she's an author and everything like that. She's very quantitative, very statistical and everything. And I was like, Okay, fine, if I tell her that the impressions are going up, she's not going to care, because she cares about money, right? And it was interesting, because towards the end of the month, when it was time to pay the next invoice, she was like, Oh yeah, the numbers are going up, and people are commenting and stuff. So, yeah, it's worth it. And she paid me three months up front. She was like, oh, let's do this. And I was like, that's interesting. So human beings, as logical as they are, still want some kind of validation.

Ali [21:16]

They still want to feel like, oh my god, like people are talking about me. I'm famous. This is going to work. Let's invest and I think you speak about this so much because I know you've mentioned that the guys, the business owners, you kind of remind them of as you kind of remind Yeah, you remind them of them being in the past, right? Because they're like, Oh, I was hustling. Yeah, this guy's hustling. He's trying, Sure, let me, let me give him a shot or something like that, right? Yeah, let's do three months up front. Like, maybe it works, who knows? And that's when I started doing, okay, we're gonna do three months because it shares the risk, but then it also doesn't put me basically under the flame, oh my god. Like, if one, if we have one bad day, it's like, oh, it's all over. My retainer is on the line. It's very hard, and I think a lot of people in marketing struggle with that.

Luc [22:06]

I'm 100% sure if they're organic marketers, the first ones can be brutal. **I think the three month strategy up front is a really good one.**

Luc [22:15]

How to convince them? I'm trying to think now how I would really convince someone to do three months up front. The very first thing I would do is to let them know how much resources I put into this and how the first month's gonna be the hardest. And I'd also mentioned, I'd always quote my experience where, look, I've done this with a lot of people. I've succeeded with a lot of people, but I've also worked with so many people who in the first month, everything's going the way it's supposed. To go see these success stories. You see their graphs take a block of just this first bit, and I've had them after I put my most resources, everything, everything, everything, because the first one's the hardest for me. After I put all that work, they left because they didn't have faith in the continuation. And I'm letting you die. I don't want to do this. It's very an upfront. It's a law of commitment for me in the beginning, it's a lot of I have to do so much groundwork. I have to do this, this, this, this, that I don't

want to work with people who are just going to look at the one month and be like, I'm out of here. I don't I don't want people who don't want the long term vision. I want to invest with them. So three months, I can get you results. I can get you results that you are happy with. You're getting sales the first month when we're starting up the rocket launch. That's kind of the way I'd probably pitch it, because it's real. It's the truth. I imagine that once you start the beginning of getting set up with a company, the beginning of getting set up with a content creator, and getting these pipelines and getting this infrastructure together and get into system that's very taxing. It's much more taxing than once. The system's already there, and now it's like, okay, this comes in. We do this. Boom, boom, boom. It gets systemized later on. So the biggest investment from your end as the as the manager, as the media manager, the biggest investment on your end is in the front and the also the first month is going to probably be the least amount of results for people. Results where people get the most gun shy. So yeah, I just explained that straight up to people, and I do think most people would understand it.

Ali [22:15]

Yeah, no, it happens 100% and to add to what you're saying, one thing I also found is that like, people can say things, but like - we're fine with it.

Yeah, it makes sense. But what about when it actually happens? What about when the dip actually happens? With those retainers, and I started doing the whole retainer thing.

That's when I did my first 10k month, because I was collecting retainers, and I was doing them three months up front, and I managed to convince them.

And in the beginning, it was just a trial, right? I was like, Okay, well, one guy pays me, maybe I should try with other guys too, right? And then I did, and I think I was able to secure two retainers. I got two guys to pay three months up front in one month, and then I signed on more people.

So then I started doing 10k a month consistently. And that's when I hit the Moneybag Club membership, right, inside the Social Media and Client Acquisition Campus.

I was like, Okay, I've been stuck at the second highest money role forever. I joined real world August 2023 I made it to moneybag operator, which is the second highest role in the social media client acquisition.

And I was stuck there for one and a half years until I did the whole retainer model, which just reinforces how important it is to have retainers, not just having project to project work. And I think I went to Moneybag Club membership because you have to make 10k a month for two months, and you must show it. I think, like, man after retainers, I think it took me two months just to land it and like, here I am highest role in social media. It's crazy because students look up to you, and I didn't realize that that's crazy.

Luc

Bro, 100%. It's hard to do what you do. So, in fact, I want to talk more about so I always, I think students don't understand that the master chef has cut their fingers low.

And I'm actually curious you can go through, like, how many clients do you think you've lost in your time? How many outreaches did you do that didn't go through? Because that's what students students will listen to everything you said and be like, Okay, well, you start making money, and then you start making more money, and they start making more money, as if that's your journey. But I don't think students understand that. That's not it at all. It's loads of burns, loads of like this guy just completely blanked me. I couldn't find a way to get this guy to reply. He just stopped talking all of a sudden, especially organic content. Because I know one thing about organic content. You'll be surprised when the dude just is like, I'll make that video later. And they say that over and over and over again on repeat forever, and it's like, okay, well, this guy paid me. I keep messaging him. He I can't really work without this content. He doesn't want to make the he's lazy, he's lazier than me, and he's paying me money. Like, what do I do here? I'm not his boss.

Luc [27:07]

But yeah, so if you can tell any stories about kind of the rocky road parts of it, if you could tell the worst of it, that's what I'd actually like to hear the most, because I think that's what students don't realize exists.

Ali [27:18]

Okay, so we'll start with the worst one, and then we'll come back to the point you made earlier. So the worst one is it actually happened a few months ago, right? So I think this will probably resonate more with students, because I think that going from zero to 10K

Ali [27:34]

like maybe not as much pain as when you're at 10k and the number goes down, that's more pain. That's my opinion, and that's my experience. So September, I remember that day so vividly. So I signed a client Friday. They paid three months up front, right? And this is after a

trial period I did with them. And I was like, I'm gonna crush it for this one so that I can get them to pay three months up front. This client, like, this is a very big like, they're in there on the West Coast of America. So that's the San Francisco part the rich is how to pay these three months up front, Friday, right, Monday morning, I wake up to a bunch of messages. I'm like, Okay, what's actually going on? And it's like.

Ali [28:08]

And it's like writing procedures we have, like a Google workspace in my team. And I put that down, I was like, Okay, if a client does this, or onboard them like this, or send this in the onboarding email, send, set the expectations rates, so they know, because we made this mistake before, let's not do it again.

So I made those changes. Then from there, it was just, I sometimes get inbound. I land one through inbound, because I'm pretty active on LinkedIn myself, and then the other one is Amanda. What really helps is because of the niche, I only work with one niche, and it's very specialized, so all the media assets and everything like that. Pretty much no one else could do. I'm the only one, but it took me like eight months to create them across all clients. So now, when I created for a client, it takes me like 10 minutes, because I've done it so many times before, but, but that's what it is, and it was just a bunch of cold outreach. I always grab the email I go on LinkedIn Sales Navigator, whatever it is to start pitching people. Because, why? Why? Like, why are you waiting? Like, I think so many people would just say, Yeah, but, man, I was at 10k people should be coming to me. Why should I go to people like, I like, you know, I've made it now, but it's like, you change the world. The world doesn't change you change it. You said that outreach, you talk about so many times.

Luc

Yeah, 100% you have to attack the world won't change unless you change it. That's that's something people don't get. And it's also why I think a lot of clients start to get this kind of cold feet right, because they're sitting there right the first month and they're like, Okay, well, what's going to change this situation? Because this situation isn't good. So it's kind of, I actually think it's the business mindset of like, okay, well, if I, if the money is not in, now, if the results aren't in, now, there's no guarantee of those results in that money in the future. Like, if I, if I don't have clients. Now I have two clients. Now I have less clients. Now there's no guarantee I get more clients in the future, unless I do something actively to try and change that situation. So, yeah, it's outreach 100% and in fact, I've been speaking to a lot of you guys on these calls. And the number one thing that I've realized from anyone who does business to business always outreaching.

Luc

Uh, and in fact, I've been speaking to a lot of you guys on these calls. And the number one thing that I've realized from anyone who does business to business, always outreaching. They're always outreaching at all times they don't want to get the sword rusty. They're always, always, always talking to new people. And it's not that they're not happy with their current clients. It's not even maybe that they're not they might not even be looking for new clients, but I think simply keeping the kind of like always keeping that sword sharp, and just be having people in the loop, like just talking to people about their business, even if you don't pitch them, I would argue that if you if I had, let's say, five clients, that I'm completely overworked. I need it, and I need to get some employees. I need to find a way to scale this out. I'd probably still be doing outreaches. I just wouldn't do the pitch end. I just only do the talk, the talk end. I'd only try and get the relationship. And maybe I'd even mentioned, hey, look, right now, I'm not taking on new clients, but I do want to let you know about this, this things, just action, action, to try and get more money in the in the in the in the pipeline, even if you're not ready to actually receive it, is something that I do recommend for any of you guys. I don't know if you're at this point yet, but you will hit a point where you got too much work and you've got too much client fulfillment, to where you might think, Okay, well, there's no point doing this outreach. But I actually recommend the opposite, where you always outreach forever for the rest of the business's existence, because once could get you better outreaching two, there's nothing better than outreaching to someone. You realizing that you could really solve their problem. Them really realizing you can solve their problem, and also being like, Hey, look. But right now I'm too busy. I take your time extremely seriously. I want to do this right? I'll follow up in three months or six months, when I'm when I'm ready, like, these type of things, when you're so, so honest with them. Like, hey, look, I just want to let you know I'm gonna have time for this later, because I know this can work. I know the amount of resources I need put into this, but I don't have these resources right now, as we speak, I'll speak back to you. You'll be surprised when you speak back to them, like, Okay, wait. Like, this guy is an honest guy. He's very straightforward. He couldn't take my money. I was ready to give him money. He could have took it. He didn't take it because he said he couldn't do the deliver the results. Now he's here. He's saying could deliver the results. It's like these little things. I also think they can help a lot when, if a client ever leaves you, right, if a client ever leaves you, something happens, some tragedy happens. You can always be like, hey, look, time time came up. I'm ready to go. And you'll be surprised how receptive they are. And that's from outreaching that you didn't really have to do because you didn't really need a client. So just little thing from me to all of you guys out there who are maybe listening to this, and to you too, Ali, I don't know, I don't know what point you are in the scaling journey, but the way I've always looked at it is it's always going to be like, okay, like, Okay, you max out outreach, and then you start to max out your client fulfillment. Once your client fulfillment is maxed now you

need to expand your client fulfillment, and that's usually going to require better systems for yourself, maybe new employees, making new hands, new brains, something you're going to fix something to be more efficient with delivering the results you need to deliver. And then it's back to client outreach. But I actually recommend client outreach always to be shooting out the whole time while you figure out this client fulfillment. End And keep keep going fix it up.

Ali [04:04]

So agreed, and Dylan is amazing on this because, like client acquisition social media, and because so your content is one, right, obviously, speaking, but most people don't have 100k audience. If you're doing it organic, it's going to take time. So you can't just rely on inbound. And even if did, that's just one. If you have one failure point, inbound dries up, algorithms change, well, you shot yourself in the foot. So I always make it like it's on my checklist, 10 to 15 hours every single day, or at least 10 at least. And like, that's what I try to do, whether it's following up with people trying a different angle. And the good thing is, is that I follow all the prospects on my social media, so I know exactly what's happening on your social media if I see a post. And I said that could be improved. So like, one of the things they always like to do is, if I go on their profile or something, I check, okay, do these guys have, like, a funnel, like, do they have a button that allows people to go and visit their website? Oh, you don't. Hey, I was on your profile. Great work. I noticed that it didn't have this "Visit My Website" button. We've seen that it increases sales or website business by 30% please let me know if you have any questions.

Ali [04:20]

Great profile overall, something like that, right? Sometimes they reply, sometimes they don't reply. Sometimes they're like, Oh, who's this guy? I don't know, so I guess it's different, but that one guy who does bite, that's all you need, right? Like, you don't need, like, I'm not selling a \$20 product. I don't need a mass number. I just need one guy to say yes. And it helps a lot, because I message everybody like on LinkedIn, and everybody, I message everybody like, whoever it's, like, Oh, what are your pain points? I'm in this niche too. What are you working on? Just commenting, like, leaving little things like seeds and stuff. And then maybe one day the time is right and their business is making enough money, and I'm doing well too, and they'll be like, Hey, can we get on a call? I know we spoke. And that's, that's sort of how it started, even for me and I try and do this sometimes, like, maybe, like, I don't have time for outreaches, but I make it a point. I was like, Okay, I need to do this. Sometimes, take precision silver, like, if I like, if I know for a fact that I have client work systemized, and I can get it done in two hours, and only takes me two hours, I'll do more outreach because I need to not like, oh yeah. I need the money. It's like, Yeah, but not now. Maybe you need it later.

Luc [05:26]

Always keep the pipeline going. I agree 100%

Luc [05:31]

so question, yeah, one thing I was curious about is, what would you say to the real world students out there, or not even a real world student. What would you say to a normal guy who's sitting down and he's just decided, You know what, I want to actually make something of my life. You know that light bulb moment where he's like, You know what? I'm just playing video games. I'm just screwing around. What would you say to him is the most important and first thing he should do? Not join the real world But like, What? What? What should he what action should he take? What should he think about? Does that kind of make sense? What advice would you give to this person if you really wanted then to actually make it?

Ali [06:12]

I think if you're just playing video games and it's just a downward spiral, losing makes losing easier. The first thing to do is go for a walk, do some kind of positive action. Because I think I know it's like, oh, yeah, but the walk is not going to change my life, yeah.

But that's not the point. The point is to break you out of the loop, and then, like, take positive action. So you do the walk, and then maybe tomorrow, you do one or two push ups.

And from there, instead of, you know, drinking soda, maybe you do sparkling water, like little things like that.

And I think that he'll be surprised how small things like this start to really affect like the mindset, because I think that if you bite more than you can chew, you're just going to quit. So if you were just playing video games like and you're drinking soda with it cool, why don't you keep playing the video games? But instead of that, drink water. Okay, next time don't play the video game, do something else. Why don't you sell the console? You can put it on Facebook marketplace. You'll make a couple \$100 some other dude is going to buy it, and you make money now you're convinced. Okay, because I used to do this. I used I sold my PS, four. I used to sell video games and train stations and stuff. I sold everything. I was flipping right like, when my business wasn't making as much money, I was like, Okay, let me just sell this stuff. Maybe I'll learn sales. So I think if, if he takes it little by little, and even if it's something as small as a walk, it'll be, it'll be like a snowball effect.

Luc [07:40]

Cool. That sounds I agree. I agree completely. And now that, now that you mentioned the flipping every single person that I've spoken to on the call so far, I think I didn't ask one of

them to one of them. I'm sure all of them flipped at some point in their life, all of them, every single one. It's actually surprised me. It surprised me, and I think I spoke in one of those calls trying to mention to anyone listening to this look. Just flip something. Just sell something in your house if you've not made a single dollar. And you want to see how easy does make money. Grab something in your house that you don't use, put on Facebook marketplace, try to sell it just the \$10 in your hand, and realize that, like, okay, money can be made from things I type online. Obviously you're gonna have to talk to some people. Obviously there you're gonna have to meet them in person somewhere. But like the beginning of that, the marketing process, the sales process that was probably done online. And I think that will give you the taste I'm telling you, the reason I love to do these calls, and the reason I kind of started this series is not only to help students by maybe listening to success stories, but it's also to help me find commonalities between people who have made it, because they can help me fine

tune what I really need to explain to people. The flipping one was probably one of the most surprising. Flipping one. Everyone's been flipping. Everyone not If not flipping, if not buying things, to sell them for a higher price. At the very minimum, everyone sold something for money, and it was just some random thing. You said you have an Xbox. I think one guy was a bookshelf, one guy with scooters. It's a bunch of just random stuff gets money in and I think that's the type of mentality where it's like, Okay, I'm going to take this action to make some money now. So one thing I want to give for anyone listening to this, if you've not made a single dollar online, just sell something in your house. You'll be amazed how much it wakes you up.

Ali [09:33]

I agree 100% so I have some questions for you, Luke, because I know that I've listened to, I've listened to so many of your lectures, but man, I dissect every single one of them, and I like, I want to get your takes. So I think we spoke about this before. I was like, Okay, listen, look, I don't want to be a service provider forever. I don't want to scale my agency. And you were like, just get more clients. Why don't you just get more clients? I was like, Yeah, but I want to do a software as a service, right? Because that means I don't have to talk to customers, which is completely wrong, right? But one of the things that I am doing is I created an internal tool for my company, and I use it to speed up content creation for clients. And one of the things that I want to do is I want to expand this, and I want to turn this into its own company, like I will still do the agency, but if it's an internal tool, and if it works, I want to go ahead and I want to commercialize this, and hopefully like it works or something. But I'm curious like, Would it work the same way as like my agency did, or would it be different? Would I need a very large audience?

Luc [10:37]

The problem with selling small things on mass is need a lot of volume. So look, there's one student who I who I called, and he sells a website and AI chatbot service for a very cheap price. I think it's like \$50 a month, \$100 a month, \$150 a month, something like this. And he's got something like 70 clients.

Luc [10:58]

So you can scale if you're really able to have a high closing rate and you really are willing to put in the volume of outreach. He does calls. He does calls to trades people, contractors, construction workers in the Netherlands. That's his niche. That's what he does. And he goes all those guys, and he's like, he knows they need a website. He knows that it's easy to close them on it. He knows their problems. He knows how this will solve their problems. And it's so cheap, who could say no. So that's how he runs at scale. And if you call that scale 70 clients, but that that's a work that he doesn't really need to fulfill every day, because that's he sets it up. He gets it ready. Now it's quite easy to just have a website up and running that doesn't require too much of his work. So if you're looking for a software as a service, and that kind I would look into actually directly calling and directly outreaching, first to marketers, people who you know could use this software. I'd see how that lands before I really were to try to sell it to mass market via social media. Because the problem with social media mass marketing is that it's going to take so much energy to create that brand, and to be honest, even then, the amount of testimonials, the amount of knowing your retention right, because now it's going to become about, okay, well, maybe they pay for it for one month and they try it out, but then maybe they quit. Now it becomes about retention. Now it becomes about churn. Because of this, I'd actually probably go this caller model, not necessarily call. It could be email, but hard outreach to marketing agencies who you genuinely you're like, look, you're just like me. This will help you so much, and you actually use them almost as like an alpha group. Use them as like a group, whereas, like they test stuff. That's so like you see, you work with them one on one, like, Hey, Bill, so how's the software so far? Are you very happy with it? Any improvements you want me to make? If I were to start Software as a Service, that's probably how I'd run it. Because I think trying to immediately just be like, Okay, I'm gonna start this brand, and I'm gonna get 10,000 followers, I'm gonna get 20,000 followers, then get 100,000 followers, and they're all gonna buy this product. I think the amount of effort is so high compared to something like cold outreach, which you already do, which you already have experience in, and which will also help you in your cold outreach for your marketing agency as well. Those reps that you put in should help as well. But look, I'm not against doing a maybe a LinkedIn profile and trying to grow that brand, but I think if you wanted money as fast as possible, and if you wanted the fastest feedback possible, I'd probably just straight up cold call and email and cold outreach, these marketing businesses who you know it will help people who are doing exactly what you do, and you're like, Hey, I know exactly what you're going through. You can say their pain points and be like, hey, try this out. I'd even have

people try it for free. I'd even say, hey, look like I would just try if I'm doing a software as a service product you want to get users, because those users will help you refine the product. I think trying to initially monetize the users is kind of a mistake. That's kind of a trap, because what you want, if you're in software as a service, churn is the most important thing. You're in a retention business. It's all about mass sales. If you sell 1000 of them in a month, but everyone quits after a month, 100% drop off. It's like, cool. Well, you're kind of in the same boat. There's no real it's retention. You can sell one person that software, and they use it for the rest of their life. That is, let's say, I don't know, \$20 a month forever. That's easy to scale. Let's say, if you can do 1000 of those people, that's \$20,000 a month, forever. That's just that's how I recommend if you're gonna do these cheap products. The website is so smart and the chat bot is so smart that that one student does for these contractors. I was actually surprised when he mentioned how low his pricing was, but now I get it, because those people are never going to drop them off paying \$150 a month. And I think even someone will work \$50 a month, paying \$150 a month, to have a guy that you can call who's in charge of your website and make sure that it works, and make sure that these leads and this chat AI bought like it that having that guy for \$150 a month, there's no human on Earth who's gonna say, Yeah, you know, I just drop them off. Even if the traffic to the website was zero, I still think simply, the relationship between them and him is going to be so strong. That's like, what's under \$50 that's, that's Trump change. That's like, what that's 10% of a job that I do, and I'm doing two jobs a day. It's like it's so hard to drop them off for that website stuff, but Software as a Service is completely different. You don't have this physical relationship with them. They don't think of you as a person. So before you go mass marketing, I'd always recommend actually trying this more personal approach, where you go one person at a time, and you try to see what they think of the software, how you can improve the software, because the software service business is all about retention and all about churn. It is not a sales game. You can ask for sales, but if you fuck up on churn, you're just putting yourself in a position where eventually the sales will drop off, and now you're like, man, imagine if I started getting all those sales, but my churn was 10 times as good or three times as good as four times good. How much money would I make? You want that compounding effect where not only is your sales accelerating, but also the amount of people that you hold on to month after month is very, very high. And you want to start that and get that really, really high before you even started the real sales spike. That's that's my experience, and that's my opinion on the software as a service model.

Ali [16:51]

Got it well at one point about like, the free people. So initially, when I did the outreach for them, I was like, a listen, got this product if \$20 a month meant that this pain went away completely, would you give it a shot? I had a couple people pay for it, but the churn, like you said, to churn, right?

Ali [16:51]

And it's fine, because it was an MVP, like, I was just collecting their information in a form, and I was doing it manually myself. I just wanted to prove whether or not this, like, I care about money. I didn't care about like, why would I code something up where there's no demand? So that was, that was the whole point. But wouldn't offering it for free make it so that the person, on the other hand, has no skin in the game to give good, good feedback, 100% possible if you're already selling it for money, I just held for money. If you're already use this to buy a lot of what I say is just something I try. It's like I'd try this if I couldn't get people to pay for it. If you've already got in person to pay for it, no need to ever do it for free, ever because you've already skipped that. You've already able. You're already proven that you're able to get users. Because you've got one user, you can get another one. But as you saw, the problems churn. Problems always going to be churn. You really have to ask yourself, Okay, someone's going to be paying for this, and they're going to be very conscious of the fact they're paying for this, yeah, does it give them enough return? And a lot of that, it might not even be your software's problem. A lot of that might be, do they even use the software? Have they even integrated in their workflow? And then this is where you start to come into Okay, well, maybe I need to teach them how to integrate in their workflow. Maybe I need better tutorials that come with this. Yeah, but this is where you enter a completely different world, where it's very, very it's working with people and speaking with people without speaking to them. It's a bit different. It's a bit weird software as a service. I imagine the hardest part is that you need to convince you need to have these people. You need to influence these people to use the product. You need to have the product actually help them. And you need to do all that without ever talking to them, actually yourself. So that's going to be a bit different. And in general, from my experience, I genuinely, I don't think it's worth the time. I'd scale your marketing agency first a million times, because the amount of volume, the amount of people you're going to have to work with before that can start to make any like, like you said, the three month retainer up front, that just takes one yes, the problem is, is now you're coming to the point where it's like, okay, if this is \$20 a month, how many yeses do you need? And how many of those yeses stay yeses? Because it's much easier to retain one guy than it is to retain 1000 people. It's much, much easier. It's because you also have to understand, on the look your software as a service. It sounds like it's probably aimed towards decently well off people, so it might be a bit different. But for like any e commerce, anyone who sells to poor people, I always try and tell them, Look, that poor person, that \$20 means so much to them. That's right, they want, they want so much work from you, the amount of work they want from you is probably equivalent to that guy who's paying you \$2,000 a month. They want the exact same amount of personability. They want the exact same amount of work. And you need to ask yourself, can you even serve that to these people 1000 times? And it gets really, really difficult. So this is why, in general, I'm not big on software as a service. I don't think we teach it as a business

model. And it's kind of for and it's kind of for these reasons. It's that scaling it and keeping churn down is and even getting the sales in, to be honest. Because if you're not willing to, like do what I think is actually quite smart. I never thought of it, which is just cold call people who you know it's going to help. If you're not willing to outreach directly to people who you know it's going to affect them, then it gets really hard, because start an organic brand that does this thing and getting it out there that is so much work. And you have to ask yourself, are you? Do you really want to do that work for your business which might not make it? Or would you rather do that for another business which has a good chance of making it, and they're a partner, and they're going to make sure that they they have skin in the game, like you. It's almost like you have a business partner when you do it with someone else. But if you do it on your own, for your own business, you're on your complete own in this in this scenario. So you have to make the content, you have to do this, and you're not getting paid. So you can think about the sunken cost fallacy, because you could be doing this for someone else. You could be getting the experience and getting paid to get this experience. So it's why I'm such a big business to business person, if I were starting out, because there's so many people I know there's so many people that we work with, and I look at the amount that they get every month, and I'm like, You know what? That guy really just hit the jackpot. It's just basically, we're in the right place at the right time, and it just takes one good client. It just takes one good business partner. I I also worry a lot of people look at their client relationship as if they're not a business partner, but truthfully, you start to become a business partner, and you can make a lot of money, and you have a lot of bargaining power. When you've been with the business for two years, three years, and it's been nothing but up, sunshine and rainbows, you'll be surprised how much resilience you have, how much bargaining power you have, and when you start to ask for more money, you'll be surprised, but they're not going to be like, Oh no, fuck you, because they don't know what it's like without you. Now, exactly three years of working with someone, they don't know what life is like without you, and it's like, Hey, you're making all this money. You're getting rich.

Ali [22:36]

I might have to leave because I don't have enough money. I'm not sure that's the best way to upsell. But let's just say that if you, if it was a very frank conversation, I'm gonna have to leave. I can't make more money. You have to understand that they're so wealthy now that to them before, at the beginning, your rate was maybe a bit rough. If you've increased their business four times, and that will happen. You'll be surprised when two, when two forces meet, if, like, two plus two equals 500 it's not no

Luc [23:04]

so when you become that guy who comes in and there are 500 now you have a lot of bargaining power. And also brothers, this person got 500 now, like, if you, if you come in at

two and you say, Hey, bro, can I have six they'd have to be a complete cunt, a complete dickhead, to be like, No, you can't have sex. Like, you get a lot of bargaining power. And I think people don't realize it's about client services. I think a lot of people think that they become an interchangeable part, but truthfully, you become this part that's deep in this car and very important. And they're like, bro, I don't even know what it'd be like if I lost that bolt. Like, I don't know it'd be like if I lost that tire. I don't know where I'd find a new tire. I know I can't be a tire. I'm too busy. I'd rather give an extra 4000 I'd rather give an extra 6000 I'd rather give an extra 10,000 like, if you're doing your job right, and you're really getting your clients results, they'll

Luc [24:00]

want to give you more money. They'll they'll be like, they'll almost be waiting for you to ask. And I'm not saying to ask a giant amount. I'm not saying to jump up 500% but like, it's like, you have this annual thing where after you give super good news, you say, hey, look, my agency, I'm starting to get a lot more clients. Getting a lot more busy, but you know, for you, I always give you my all, and I make sure I drop everyone else, if I know it might affect our work 1% because we're the best. We really are the best business the world. You've done so well. We're doing so well.

Can we increase my I want to increase my rate to this amount gives us that like it's these things, and you can just hit them with that once every year, once every two years, you can hit that in a schedule, and if the business is growing, they're not going to mind it at all. It's like inflation. It's like inflation is just part of it. I'm getting rich off inflation. Hey, if my bills go up a little bit, that's fine too, that they'll pay it. So this, yeah, this is just my pitch for business to business. It's why we teach business to business and software as a service. You kind of don't have any of this, and it really becomes a raw, raw game of churn and volume, and you want to fix the churn thing before you fix the volume thing. So I would, 100% get users and really work on a very personal basis with users. But again, you have to ask yourself, do you want to do this for your software as a service company, or would you rather do this for a different software as a service company, where they have five people who are working entirely on churn, and you're just the marketing side, and when they become a success, you're able to increase your prices, you're able to increase the amount of money that you make from it. You have to ask yourself whether you really want to go that route alone, and that's something that I don't think people really think about. Yeah, any business that's truly at scale, any business that's truly at scale, they've got a lot of people, they've got a lot of thoughts. They have a lot of ideas. They have a lot of people skin the game, a lot of people. Like, I have people in the real world thanking me for tech stuff. And I'm like, You have no clue. I don't do any of that stuff. Yeah, no clue. I didn't even think of that feature. I do ask for features sometimes, but I'm not the God of all features. Sometimes the feature comes. I'm like, Man, guys, that's a really cool feature. The amount of size behind something like the real world, which you could almost

view as a software as a service, it's like you can't, I just can't imagine you doing that alone and being worth the best use of your time.

Ali [26:25]

And that's why, like, I said to myself, I was like, Listen, I'm not going to sell to consumers. Like, there's no way. Like you mentioned, you're like, sell it to CMOS. Sell it to the VP of marketing. Like the guy has the ability to, because the guy who needs to justify why buying your software is the best thing to the CMO or the CEO? Because he needs to justify he's not worried about whether or not he loses \$20 he's worried about if he makes a bad decision. Well, his job is on the line, right? So he has more estates. Like, he's worried about that more. And that was the whole goal. Like, the goal was to benefit businesses. And so if there is a way, because they're hiring artists, they're hiring so many video editors, it's a bunch of work. Most video editors aren't good. They take a bunch of time. And I was like, if I have this IP and I can put this all together, and I know for a fact that my content works, why don't I try and automate a little bit? So we're, I'm going to be seeing it is still at the design phase. I haven't it's an MVP. I made sales, but it makes me believe that it could work. But obviously, speaking, majority of my work is going into business selling to such high ticket people. Like, really companies. \$20 a month is way too cheap. Those companies have, bro, if you can replace one of their video editors, you that \$1,000 a month minimum, you need to look way bigger and less volume. If that's consumers, is where I imagine most software as a services, and that I'm talking small numbers, \$20 a month, stuff like that. Yeah. In fact, I think it was you who mentioned that chat GPT and all these companies. They're mainly business to business. To business. They're mainly enterprise sales. It's interesting, right? It's super interesting at all because I know, I know that, so I'm like.

Luc [28:04]

No, you want to sell the rich people and rich people, they don't care. The thing people don't understand about rich people is, like, a rich a really rich company, \$1,000 a month is nothing. That's literally an error. They have more fraud in their company, 100% money, and they know the fraud there, and it's too taxing for them to even try to catch the fraud. They're like, yeah, we probably get defrauded \$10,000 a month. We probably get defrauded \$100,000 a month. It's okay be made \$50 million a month. It's like, they don't care. So if I was gonna really target those bigger companies, I had 100 I would not do \$20 a month. In fact, if I was selling bigger companies, I'd be worried that \$20 a month makes them think that it doesn't do much, right? I like, if you tell someone, hey, I can replace these employees, or I can make these employees, like, much less needed for \$20 a month. Or you bet, oh, like your joke, you don't know what you're talking about. Like, the pricing doesn't make sense. We actually have that problem a lot with the real world. People don't realize how much effort goes into the real world every single day, because they look at the price and they're like, the price is too cheap. Can't be that why it

went up to 99 is that one of the reasons, kind of it was kind of as a test to see how it goes and see everything. And personally, I think the real world probably can be like 250 a month. I think it probably \$500 a month. I really think we can compete with real upper education. But anyway, that's just a side point. Yeah, side thing. But just be careful pricing low. If your targets to speak to real CMOs and really help enterprises, if you're trying to help enterprises, you want to be in hundreds of month minimum, I think because, again, one, there's not that many enterprises. And two, those enterprises have way more money than you think. They are prepared. And if they can fire one video editor, get your software, and your software can replace them, and their pipeline works perfectly, bro. You save them \$5,000 you save them, \$3,000 you save them, \$10,000 a month. You save them, something like that, and you save them the headache of all the liabilities that come with an employee. You've done so much of them. The reason everyone's jumping to AI is these people don't realize that people are liabilities. In many ways. They might be an asset, but there's also a liability aspect. They might go sick, their home. Might die, they might just disappear. They might just go crazy, like there's there's liabilities with people, and that's why everyone wants to automate everything. That's why factories are trying to automate as much as possible. Everyone's trying to automate. So if you have an automated solution that replaces people, you could even price out whatever the whatever you think that person being replaced gets paid, because they will always take your safe solution, instead of having the wild card of a human which anything can happen, anytime they might try and defraud the company, especially the bigger companies, because bigger companies know all the people that they work with. So now it really becomes like the person that we're replacing would stab us in the back for anything like, I don't know this person software is not going to betray us. I mean, unless Ali betrays us. But I spoke to him on the phone, and I trust him. It's like he's just saying to think about it. So I'd aim much higher if that's your goal, if your goal is not consumers, I didn't much hire at a price point,

Ali [30:55]

One of the biggest reasons why I pitted against designers, because so many businesses work with them. They're one contract, or sometimes they'll even have, like, an internal team. So what they'll do is that they'll try and get their designer to do social media, and then it pulls them from their duties. They're trying to get one guy to do everything, and the social media is trash, and the design has trash, it's everything, and it's like, dude, just replace it with this software, and work. So it'd be interesting check that. But you mentioned something about marketing. It looks into one of the questions that I have for you. We were talking about business to business, and everything is business, business, even inside of the real world, I noticed one of the biggest AI companies, anthropic, what they're doing is that they're selling mostly to governments. They're selling it to these massive enterprises, which chat GPT is not doing like chat GP is used by basically everyone, but they still make a majority of their money through so they have the Plus plan and they have the Pro Plan. The Pro Plan is, like the

business plan. They don't make as much money. They make a lot of their money in the Plus plan. So I guess, like, my question is, like, I don't understand what they did was that they have a chief communications officer instead of a chief marketing officer, and they blended marketing, brand and communication all into like an 80% team. I was like, Okay, maybe it's because they don't have as many resources. Like they have \$100 billion but chat GPT has a trillion dollars for compute and everything. How do you think about that? Are they trying to shape the market perception? Like, what is going on here?

Luc [32:40]

So first thing, I don't really know, the C suites very much, like, to me, CCO means all the same thing to me. So I'm not going to pretend to be an expert in that. I still don't get it. I've been in meetings about this stuff. I'm like, bro,

Luc [33:15]

these names don't matter. These are names attached to people. Like, you can call them wizard man, you can call them Dragon Man, like none of this means anything in my brain, but, um, as for Anthropic I think they do it better. I'm a massive, massive believer. The best people you can sell to is first governments, and the second rank is businesses, and it's simply, and the third rank is rich people, and it's simply pocket size, pocket book size. It's purely pocket book size. Personally, I don't know how to sell to governments. No clue, no clue how you get in there. I imagine you have to know a guy who knows the guy. I have no clue what that looks like. I've never pursued it. I've never tried. But I know that simply based the law of someone has to give you money. That means that it the amount of money.

Luc [34:16]

\$100 a month, and they only have \$100 that's very painful for them. That's Max pain. If you go to someone who has a million dollars and you say, give me \$100 a month to him, he's lost \$100 just around he he to him, that's literally nothing. He doesn't even think about it, there's no pain at all. There's no resistance. So the higher you go up on the bigger Pocket Books always is going to be, the easier is for you to get more money. Right? I start at \$100 but now let's start talking about, I don't know, \$100,000 cool, \$100,000 if you were to go to a private person, a rich person, that's a sizable amount of money, even to most people, to most well off people. If you go to a middle class person, say, Hey, give me \$100,000 that could be very painful. If you go to a millionaire, it's nothing to sneeze at. They don't lose \$100,000 and just say, Ooh, they don't do that. They do that with \$100 bills. They don't do that. The \$100,000 that's saying they'll notice. So it's paying for this once you start to get to real businesses. Now it's like \$100,000 that's kind of like in their margin of error that their CFO was calculated. And it's like, this is where you know that one guy who kept saying invoices to Google and they just kept paying it, he basically got caught, but it's like he understood that businesses deal with

such large amount of numbers that it's actually very hard for a poor person or an average person to understand until you rationalize it in your brain. It's going to be hard for you to understand that some of these people, they'll lose a million dollars to fraud, and it doesn't mean anything. The Somali daycare scam is a great example. The government can lose \$8 billion and they don't really notice. It's hard. It's not easy to account. There's so much money coming in, there's so much money going out, it's hard to account. So if you can contact bigger and bigger and richer and richer people. Obviously, I'm not saying they're easy to sell. They're very, very on it. They're very experienced, they're very intelligent. You're dealing with very intelligent people, but you'll be surprised if you can convince them they've got the money. Money is not their issue. They have all the money in the world. All that big companies are looking for is ways to spend money in ways that actually reach their goals. To them, money is purely a tool, and they don't give a fuck about it. They get loads of it, dumping in the door every day. If you can be a solution which are rare and hard to find, like when I see some of these, AI people, you could correct me if I'm wrong, I might be wrong with my numbers, but when I see guys like, billion dollar pay from Facebook or meta, billion dollar salaries with these compensation packages that are massive, and people are like, Oh, that's crazy. I'm like, No, that's not crazy, because money is printed paper, and then someone to help them win this AI race.

Luc [37:14]

Don't care. The money means nothing. And normal people, if you, especially if you grew up broke, like I didn't, it's kind of hard to fathom it. But logically, once you understand how much money is out there, logically, once you understand and you hear trillions of dollars, and you understand that that's real, actual, that's a number, and that's real, and that's out there, that's not fake. They're not making it up. It's like, bro, your \$50,000 invoice, that that is a revenue.

Luc [37:42]

How this fraud happens? Right? If we talk about small that's usually how it happens, is that they put \$8 billion per this cause, and whoever was in charge of making sure the money was actually going towards the cause going done, they just either one didn't care, or two, they were giving it to people that they knew weren't really gonna get the job done. And it's not that like the Somali daycares. It's not that the person running the Somali daycare thinks, Okay, I'm gonna make sure this daycare doesn't work for them. It's more. For the past five years, we've been getting paid \$300,000 every month forever. For three years, you can pay \$300,000 a month. Why do I need to try and make the store look good? Why do I need to clean this place? Why do I need to change the sign? No one's holding me accountable for getting results of what this is supposed to happen for. So why do I do any of that at all? That's how like governments have that much money that they can do with \$300,000 a month bill, and literally, the person can just deliver nothing and no one cares. And absolutely, I've worked

with people who is like the company has been paying their invoice for so long, and I checked what they've been doing, they've not been doing anything. And we're not that big of a team. We're not that big, so I can only imagine really big corporations. I can only imagine very big businesses. Why they're the people you want to talk to, because to them signing that check and paying that invoice every month right now, the people you're working with, when they pay that retainer every month, they probably think about it. I mean, depends on how successful they are.

Ali [39:19]

I'm sorry to cut you off. Yeah, I'm trying to move up. But yeah, 100% like they think about it, because these are not like a billionaires. These are people who are making money. I'm trying to make them more profitable.

Luc [39:35]

Yeah, but they think about it, and there's, there becomes a level of client, like a government client, where they don't even think about it. It's like you are, you are just a number and a spreadsheet that never gets read by anyone, and it just gets sent out automatically, via automatic payroll, and you don't even speak to anyone, they just send it to you. Now, am I saying that's the best place to be? Not really, but I'm saying that's the easiest way to make big money. Obviously, I think you should just give them returns. And also, I do think as well that starting with someone at the medium size or the beginning size, and then being with them on the journey to massively grow, I also think that is a massive, massive way to make big amount of money, too. People always forget that bit is that, like, if you can team up with a different business as their marketing partner, you can make do you can make them so much money because two plus two can equal 500 and once there's that 500 Don't be surprised. If you ask for 100 and they say, yeah. I mean, they might not, maybe they'll say 50, but it's like, cool, like, your \$1,000 you're making \$50,000 a month from this one thing. It's quite automated now you enjoy it too. Probably at that point you've got a good relationship with them. It's like, that's a very possible thing too. And as you get that experience now, you can start to go to even bigger companies, and now you start to really have this track record where it can be like, hey, you know that company? I've been with them since the very beginning. This, this, this,

Luc [41:06]

and I think that's what the that's what the reality looks like. I don't think it starts with the approaching government. I think it really starts with like, you start with a few up and comers, you actually become a big reason that they made it to the height they are. And now you kind of got that credibility to be able to go to really big places and talk to them about really big money, because now you got years under your belt. Now you're now, you're basically the

expert. Now you're really like, you're those, you're that one in 100 or 1 in 1000 and the secret about the one in the 1000 is most of them aren't looking for work. So it's like everyone with money is actually clamoring to get these one over 1000s, because there's not many of them, but there's a lot of money out there. So yeah, little that's my thoughts on the whole thing. And I think author robbing is doing it better to deal with government contracts. I think it's much

Ali [41:56]

That's actually true. The other thing as well is, I guess, like, as we're talking about this, students and I guess like everybody else, everybody thinks different about motivation. Like, I know, for example, the money back club, everyone has different motivations. Some people are motivated by chaos. Some are motivated by, I don't know, I guess, like, words of affirmation, whatever works. I guess one of the things that I think that we've spoken about before, and you spoke about before as well, is just because it's hard doesn't mean you're doing the right thing. And, like, it's not a correlation, causation. One of the things for me is I enjoy suffering. I don't know why that is, and it actually helps me. So one of the things that I noticed is that when everything is chaotic and when everything is like, man, like, this is so fucked, I make the best progress. So in September, when I lost 50% of my MRR, I was like, this is this is horrible, but that's when I performed my best. That's when I grew my best. You can say that, Oh yeah, I find you were uncomfortable and stuff. But I know many people would have just quit. They can just be like, Oh yeah, I lost 50% MLR, this is never gonna work. Screwed going back to a job. Never gonna work. Cancel my real world membership.

Ali [43:09]

Is that a problem? Do I need be to change up?

Luc [43:16]

No, it's not a problem until it is a problem. And what I mean by that is I just, I'm, I'm in many ways the same as you like. For example, I think I'm fifth day on my seven day fast. Now, a lot of people ask me, Why do I do this? Do I love suffering, etc? And I actually try to make my fast as easy as possible. I really do. They're just hard anyway. But it's like it becomes a problem once you are using suffering as cope so that you are not performing optimally. That's my best, the best way I can describe it. I remember being so stressed sometimes and not eating and not training and not getting sunlight, and I know right, everyone can be very honest with themselves when they're high stress situations. Are you really using every single second to solve the problem, or are you thinking about the problem, and are you kind of in turmoil and chaos? Does your brain just not work like are you actually being productive? And I think a lot of people realize that in those very, very high stress situations, at least this is my experience, you know what? If I'm being very honest with myself, yeah, I was working but I'm not working effectively. I'm not working efficiently. I'm too stressed to be able to work efficiently. My brain is not firing optimally, and I'm not eating just because I think I need to be at war. I think I need to be in war mode. This is a hard time. I think I don't have time to eat.

But I think a lot of people make this mistake where it's like the reason you want to not eat, the reason you want to not sleep, the reason you want to punish yourself during hard times is so that it's a coping mechanism so that if you do fail, you can say, well, I couldn't have eaten less, or I couldn't try harder. You're correlating punishing yourself and suffering with trying. And those are two completely different things, and it's why, like I've listened to I believe it was a World War One or World War two general of France, and he took naps all the time. He slept like 10 hours a day. And it's like, I get that once you only care about performance, and once you do not care about this showmanship. In fact, Elon Musk is a very good example. Elon Musk in one of his interviews, he said, Yeah, I sleep six hours a day. Anything less than that is not forgotten, yeah. And again, it's this understanding that, yes, you suffer more at five hours a day. Yes, it's more impressive to the world if you say I sleep five hours a day. But Elon is not after performance, and he's not after suffering. He's after progress. He's after performance. So he's found that his optimal I sleep this amount for optimal performance. He's cared about performance, and I think that's really important. So if you are someone who does actually like the excitement of suffering, if you do are someone who likes struggle, if anyone who likes hardship, you just have to be careful that you're not chasing hardship instead of chasing performance, because they're two completely different things. Effort and hardship are different. Suffering and effort are different. Oftentimes they're very correlated. I'm not saying it's not hard. I'm not saying you won't suffer, but I'm saying once you start to mistake and equate suffering to trying hard, because they're so simpler, so many times it's very easy to mix them.

Luc [46:32]

You might be leaving some stuff on the table. You might be leaving some performance on the table. And if you really want to win, you need every ounce of performance you have. You don't have times to be making emotional mistakes and making fallacies such as suffering equals trying or suffering equals performance. So that's what I try to get across on one lecture. I probably didn't do it too well. Maybe I'll try and do a brain food on this. But that's the that's the idea, because once you're able to work hard, once you're good at suffering, and once you've even learned how to enjoy hardship, you have to be careful that you're chasing performance. You're not chasing hardship. They're very similar, but they are different,

Ali [47:15]

right? And I think that's where the correlation versus causation comes in, because on the climb up, it was super hard, and it was super difficult, I guess, for basically everybody who's made it up and you sort of get addicted to it, because it's almost like, it's like a drug. You're like, oh, I felt this way when I signed my first client, which means I, if it doesn't feel that way, I must be doing something wrong. It's hard to snap out of. So I'm gonna, I'm gonna try exactly what you mentioned, because you're right. Like, if you sleep six hours a day or seven hours a day, and your body needs 10 and you're training, and you're doing 12 hours of cognitive work, and you're like, oh, man, I'm weak because my body wants us, wants that extra hours. Like, is

that sleeping in or is it just because you're working so hard?

Luc [48:06]

I've even noticed losing as little as 30 minutes of sleep completely changes the way that I perform.

Luc [48:14]

And the best way to be honest is just always ask yourself, what you did in your waking hours. Like me, I literally don't care how much I sleep. I only care about how much I do in my waking hours. And you'll be surprised, but there was going to hit a point of sleep reduction, where the amount of stuff you do in your waking hours, despite having an extra hour awake, you actually got less done. And that's where you can start to find these little tricks. And these little things is when you're very, very honest about yourself and you're very rational about, okay, what did I get done today? How was the quality of the work? How do I feel about today? And is it sustainable? Is another thing a lot of people, they start to go in blitzes, that's not sustainable,

but you want sustainability, because only sustainability wins in the long run, because this is a forever game, it's a marathon. So you need to be doing actions that are sustainable, and they can be temporarily unsustainable, but they do need to have an ending where this becomes sustainable, because otherwise it's just not going to work. Otherwise you're eventually, you're just going to drop off. And that might be, could be one year, could be two years. I don't know how long you can keep up the unsustainability, but in my view, I literally at try and say, like, Okay, if today was every single day, would this be fine? Like, would, would I would this be optimal if today was every single day, and I'm very honest with that. So if every single day I'm losing sleep and every single day I'm starting to feel worse, I can come to the conclusion that, you know what, this is not the optimal move. Because eventually I'm gonna have to recap on all this stuff. This is why I don't believe in missing the gym. So I don't believe in eating junk or drink a bunch of coffees at night or whatever, whatever you need. And in fact, I tell students this all the time. If I do a blitz, let's say I've not finished my checklist, and I need to finish my checklist. I will only sacrifice sleep to finish my checklist. If I believe tomorrow, I will finish my checklist, and the day after, I'll finish my checklist and have normal sleep again. So I give myself that buffer period where it's like, Okay, today I might have bad sleep. Tomorrow, I might have bad sleep, but on the third day or the fourth day, I know that I'm going to be back to normal by then. If I don't have that, then I know it's unsustainable, because you can get through losing sleep. You can probably get extra value and extra productivity, but you can probably do that for maybe 234, days. Once you're on the fifth day of not getting as much sleep as you want, now, your productivity has gone down. The total amount of work you did over those five days is now in the negative compared to what it would have been if you just had your sleep normal like I think about these things, you have to you have to understand that

while we only care about today, it's also a Forever War, so you want to make sure it's sustainable. It is. And I think that that that ties in beautifully with, like you said it before, where the war is forever, and if the war is forever, then, so the war is forever, yes. So it helps to think about it, not in terms of forever today, because if you're like, Man, I'm gonna have to do this forever. So you use it as a reason not to perform today, because you're like, maybe if I save energy today, then a week from today, I'll put my full energy, but it's like, energy is not real. You can eat more food, but then, if it's forever, when are you actually going to start doing the things that you need to do? So the best way to describe it is that because it's forever, one you better learn to enjoy it. Because it's forever, you need to be very sustainable from a realistic standpoint, and from that, I simply mean the amount of recovery you get, you have output, right? It's like transgender, if you say I'm going to train forever, that's what I'm going to do. I'm going to train forever the rest of my life. That means that you can't be maxing out every single day, because you're going to injure yourself. If you max out every single day forever, you're going to injure yourself. Also, if you don't push very hard today, it's like, well, you kind of wasted today, then you you're not going to get as far in the war as you could have gone if you maxed out today. So it's this balance where you want to max out the day to the absolute best of your ability, while also keeping it sustainable. That's the magic zone that I find, is that you max out to the very best of your ability, but it's sustainable, and you could do it every single day, even if there's little peaks and peaks up some peaks, right? Like not every single day is my hardest training day. Some days are much harder than others, but it's like I have a system that is sustainable, where I can repeat this cycle forever, and I should be good, and I should only be getting stronger. There shouldn't be injuries coming, and maybe I'll catch some of them before they come, and I'll know, okay, I need to take lower time. But people don't realize that if you're injured, you're weaker than you were before, like you've gone the opposite direction. If you go to the gym, you injure yourself today. You are now weaker. You have done the exact opposite of what your objective was like. For example, I don't I don't train during my fast, long fast. I always injure myself whenever I've trained fasting, I don't do it. The reason I don't do that is because, well, training is designed to make me stronger. It's not designed to be hard. I don't care about hard. I care about making me stronger. When I train during my fast, do I get stronger? No, I always get injured, which is means I'm weaker, and also I usually have to cut my fast early after the injury. So it's like, that's not productive physically, so I'm not going to do it. Does that kind of make sense of how I very logically view this? And it's like, you need to understand that your work is going to be over the rest of your life. Like sometimes I wonder whether Elon really thinks about this, whether he thinks about his health enough to understand that. Look, Elon, if you do your work at this pace, or let's say, 80% of this pace, but it means that you get to work three times longer in your life at this performance level. It's worth it. It's like, obviously he has much bigger brain than me. Maybe he's thinking about timing, right? You could argue that now is a very special time he is supposed to kill himself. But for anyone listening to this, I don't think that necessarily you need to give 120% now, so

that you're damaged, so that you can only give 60% later. That's a total of 180% when you could have got a total of 200% it's not worth it. You want sustainability. So that one, just for your health, just your mental health. Two, it's also genuinely the best way to perform. Is if you can be at 100% every day, and you're never 110% you're never under 20% if you never borrow from tomorrow, and you're always maxing out what you can get out today, then 10 years down the line, you have more than any other strategy can give you no other strategy can give you as much output as you've gotten from making sure that every day is maxed out, but also sustainable, so the next day can also max out.

Luc [55:06]

So that's my philosophy with it, and it could be wrong. Maybe I'm just lazy and I like to get my sunlight, and I like to eat good, and I like my sleep. I could just be lazy, but this, that's my logic to it.

Ali [55:20]

No, I think the logic is right, no, but because, to be completely honest, like, there have been many, many times where, even in my business journey, where I ran, as in, like I sprinted, but it's not a sprint. And I think what you'll find is especially, like, I guess, for the students and everybody else, what they'll do is, obviously, speaking there, they'll cut their job out. They'll cut their friends out. They'll break up with their girlfriend. It's like, and you see this all the time, I'm in the Champions chat here and there. Hey, I guys, here's a list of things I've completely cut out. And they're a silver pawn, and they just joined, and they're like, why am I doing this? Because, you know, those guys are bad, and they don't, they don't want to do business, and that's why it's like, what? You can't do that, because you're going to have to associate with normal people.

Ali [56:05]

You know, it's like, they're going to have to associate with it all the time. You can't just buy an island and be like, Okay, I'm going to get the 100 people who think like me. It's like, that doesn't work. How are you going to go? How are you going to sell the businesses that don't want to work the weekends? Or are you going to shout at them and say you're say, you're fired because you're not like me and you don't want to work the weekends? It's like people don't want to and he may be very successful, that's fine. He wants to spend time with his family. It's not it's not sustainable. And I found it with myself, where it's like, I used to train seven days a week, and I would do Olympic weightlifting. I was training to come up for the provincials. Canada has provinces, right? So you would be competing in the provincial so you'd be like, okay, yeah, let's do this. I was working on business. I was trying to get clients. I was posting content for myself. I was like, Okay, I'm going to train as hard as possible seven days, because, like, I'm on the younger side. So I was like, oh, yeah, I don't feel anything,

yeah, but you don't feel it now. You'll feel later. You get injured. And then I ended up injured, and I was at the gym for like, two months. It was a CNS nervous system injury, which is way worse. It was horrible. So I injured myself. I was like, Okay, let me go back. And then I tried to make the same mistake again, and I got injured worse than I was like, I need to think about this, because I guess, like, physical injury is real, but I guess even you can even hurt your brain, in terms of, if you just keep bombarding it with so much stuff and like, you're working like 18 hours a day, you're drinking just coffee, you're not drinking water, it catches up, and eventually you have to pay the piper. That's what I would say. And it always happens, no matter how young you are. It happens and it's horrible because then you're working on 20% capacity. It's not worth it. It's not just not worth it. It's literally, in the long term. It's like, in long term, it's like, that was done. Why did I do that? That was not worth it. And I've done this all the time when I'm sick. I've learned so many times in my life that look just like, do the best move, even if it seems like the pussy move when I'm sick. I don't I don't train I eat a bunch of vitamin C. I sleep lows. I sleep, whatever my body feels like. I ever feel a slight amount of I want to sleep. I sleep. I stay warm. And anytime I've done that, I always recover in one to two days. Max, boom. Back at it, back in business, anytime I've done the opposite, where I said, No, I'm still going to train No, I'm still going to do everything the way I normally do. Anytime I've ever done that, it's one day two, day and then boom, the third day sickness hits you too

hard. You literally can't function. And now you're now you're basically bedridden for day three, day four, day five, and it's like, cool. Why'd I do this? This was a stupid trade, and it's just again, you have to understand. You have to really ask yourself, especially once you're able to convince yourself to work hard, you have to make sure that you're working optimally. You're working for performance. You're not working for the performative because it's so easy, and you start to perform for yourself. You start to be performative for yourself. You start to say, No, I want to push through this. But it's like, is this worth pushing through? Let's look at results. So it's something I've always noticed. Another thing goes back to lecture you made yesterday. You were talking about insecure. You were like, Why do you care you're insecure. That's the same thing. Why do you care whether or not other people care you're performing? It doesn't matter. The only thing that matters is you performing. Yeah, I guess it's results. It's not performance or anything like that. So it's amazing. Well, that's it. That's all my questions. And I guess if I have any more, I'll just be in the chats. But, yeah, do you have any more questions for me? No more questions for me, because this is, this is just like my first call, where it's gone way too long. I think it's an hour.

Ali [59:48]

It's gone way too long. And it was a great chat, by the way. It's a great call. That's how these always happen. They always go long and long, long. But um, so now I could have more questions, but I'm not going to ask them, because I don't want to make it too long people,

once they see an audio is one hour 40 minutes. So I think a big part is probably because I've been there for three years. We chat every day. So there's so much,

Luc [1:00:11]

absolutely, man, absolutely, it was absolutely Pleasure to meet you, bro. And really keep going. Keep going. I You've been through the rough of it, and now, I think now it's just, you just keep pushing. You just keep trying to get more results. I understand that, like the the feeling of like, oh, well, I'm not suffering now, so I'm not making progress. Yeah, actually found that eventually, and I don't know when, but eventually you start to get to this stage where you're really such a professional at it, that's like, struggle is kind of like you're always you're working your best every day, like, I would be surprised if Ronaldo in his training days. Obviously, he's pushing himself, but he pushes himself to the limit, probably every single day, for so long that now it's kind of just become normalized and he's not pushing himself to injury. He's pushing himself to perform to what gives him the most performance on game day. So if you're chasing the suffering feeling, I think you have to be careful, because you're eventually, you're going to get to the point where you're making progress every day and you're using your days to the absolute optimally, but you're not really so stressed about it. You're just kind of making you're just kind of making progress. It's like, I don't think that the best scientists in the world are necessarily stressed out their mind when they're doing their experiments. I think it's kind of like they've got this system down. They've got this progress down. It's hard, it's hard to come up with these theories, it's hard to come up with the experiments. It's hard to make sure they're right. I'm not saying it's easy, but it's like, it's not somewhere they haven't been before. Like, when I look at the Delta forces guys that took that Venezuelan guys, like, just another day in the park for them, like, yeah, they they've been performing at that level so much that it's like, this is not an exceptionally stressful moment for them. They were ready for this, yeah, literally, just another day. It's like they've done this drill 1000 times over the past year and a half. This is an exceptional so if they're chasing exceptional stress and exceptional hardship, then you might want to ask yourself, Is that actually ideal, because in my experience, you start to get this point where it's not really and really you want to just look purely at performance. And this is why I like to say you want to make winning as easy as possible. Don't care about how hard it is. In fact, you want to make it easy. Sounds good. And then the last thing, have you found anything common among everybody, me and everybody else who interviewed, in terms of mindset, though, in terms of mindsets, all the same mindsets, all, it's all the same. It's all, it's all, try it. It's all just do it. It's the whole idea started doing stuff, okay? And it's just, I just kept going. It sounds dumb and it sounds so simple. But this, I know that this is it, because this is it from my experience too. My lectures are always from my experience, and all these calls are just confirming it. And sometimes ask myself, well, is this because they listen to me speak? Is this why they're so similar? But truthfully, I've spoken to so many businessmen in my life that it's not that you guys have listened to me, it's just that

this is what everyone at the high level thinks. This is what every performer thinks they're just like 100% I'm I'm just gonna do it, and I'm gonna try it, and if I fail, that's fine. I'll learn, and then I'll try again, and I'm just gonna try and make some money. I'm gonna try and just help some people. I'm gonna talk to people, and I'm just gonna learn to speak with them, and then you just do that every single day forever, and eventually, 10 years down the line, what do you know? You're a billionaire, and it's like, well, it's just kind of like, Well, who else was trying to change the world for 10 years in a row? Who else was doing? No one. Everyone else thought I was kind of crazy. Everyone kind of looked at me like, I'm strange. Like, yeah, and I care so much about how I use every second of my time. They think I'm a weirdo. But it's like, well, that's kind of why I'm able to perform at the level I'm able to perform at. And it turns out, if you can perform, people will give you money. And I think that's what every single student on these calls has kind of realized, that if you, if you can perform, and if it, if you can even just try to perform, yeah, there's money there, there's money there for you. You just have to do stuff, and you just have to try it. And eventually you figure it out. And as you figure it out, you meet new problems, and eventually figure out those new problems. And it's a cycle, and you just get more experience. And truthfully, it just starts to get easier and easier, because it's just like, been through that

before, been through that before, been through that before, huh? This is a new one. You'll get these every now and then. This is a new one, hard, but that flipping is the one that's really gone in my brain is like, okay, that that's very that's an interesting one that I didn't expect. I expected this triad mentality to be universal. I did not expect everyone to be flipping at their start. Not not I flip all the time. No, like I flipped once in my life. I sold something once in my life. That has been a big key for me, 100% because I think it makes you believe, right? Once you make \$1 you can make 100 it's just numbers, right? It's all the same.

Ali [1:05:25]

It's amazing, awesome. Hey, man, really thank you for your time. It's really been a pleasure. Thank you, Luke. No no, thank you. Thank you for answering my questions. It's been absolutely amazing. And thank you for doing all the lectures. I know that you do a lot of takes, and I know that you're on your seven day fast, man, I couldn't even tell until you brought it up so sharp I could not tell.

Luc [1:05:46]

Oh, I'm glad to hear that it's almost done, so I'll be happy soon.

Ali [1:05:51]

Awesome. Awesome.