

Sir Michael of McLean - State Of The Union Webinar

Doberman Dan 00:00

As the webinar has started, it says, so I will open up the participant window and the chat window. Hello, everybody. Welcome to this special webinar. Let me make sure the chat is enabled. Attendees can chat with everyone. Here we go. panelists can chat with everyone. Okay, so the chat word, how's the audio everybody? Somebody hit me up on the chat. Audio good video. Good. You don't want to see me is Sir Michael says I have a face for radio. But you do want to see him because unlike me, who dressed in my best t shirt with a pocket? Michael dressed for success. So I'm getting good audio and video is good. Okay, great. So welcome to this special webinar. This is this is open to both my knights and civilians. And I wanted to schedule this as soon as possible. We're calling this the State of the Union address. And we're just going to have a chat about some things that Sir Michael McLean shared with his inner circle. And when I saw what he shared, I realized how crucial that is right now, for all entrepreneurs, all marketers, all self employed people. And I wanted to get this to you ASAP. And just a brief introduction of our special guest. Sir Michael McLean is one of the Knights in my marketing Camelot. He is a highly successful entrepreneur who has founded and or built and or bought numerous businesses and built them two levels of success never fought never before achieved. And correct me if I'm wrong, Michael, but you built the largest, most successful independent insurance ag agency in Canada. Correct. And just to give you a list of some of them, a professional sports team, a hockey team, which every every game was packed full. And he did that with his expertise in direct response marketing a championship team, by the way. Barber Shop, what else am I missing? There's several others.

Michael McLean 02:37

That's good consulting. I'm like you I've been in the consulting game for a while now. But you did it. You did a pretty good job there. Dan.

Doberman Dan 02:45

Publishing, also publishing business publishes books, newsletters. So and I don't think I'm overstepping my bounds to share this. Michael's a guy who has not needed to work for quite some time. He's he sold several of his businesses sold the insurance agency. He has no need to work. He structured all as all of his businesses and his life. For that end goal for the goal of freedom. He chooses to work right now because he's passionate about helping entrepreneurs. And that's exactly what we're going to do today. So if there's anything in your backstory that I missed this important for us to talk about, would you fill that in now?

Michael McLean 03:36

No, I've always viewed myself as a coach. I mean, I, I My dream was to coach in the National Hockey League to be an NHL coach. I chased that dream for a number of years after I was fired after my first pro job. I transitioned into entrepreneurship. It's in my family's genes. My dad is a 65 years old, 65 years in the entrepreneurial trenches, my grandfather ran a general store. So I've enjoyed the last 22 years in the entrepreneurial trenches. And right now in a safe harbor position. I'm enjoying sharing my

story with everybody else. So that's long as I'm coaching Dan, whether it's hockey, whether it's tennis, whether it's golf, or whether it's marketing, I'm happy. So glad glad to be here today.

Doberman Dan 04:22

Well, I'm excited. Er, I just, I'm gonna bring something up. Before we get into our points. I'm going to bring something up that I think you're going to address later. I'm looking at the attendee list, right. And of course, what can what can be expected is that, you know, not everybody who registers for a webinar will attend. But as I'm going down the list, a majority of the people who are here are nights in the marketing Camelot. Even though 16,000 and some civilians were invited, they chose not to come We'll talk about that later for now. And it just backs up exactly what I was talking to you about earlier. Are you ready to get into this? Can we,

Michael McLean 05:14

I am ready to go. Let's, let's go.

Doberman Dan 05:17

Okay, like I said, this came about because I saw the notes from your State of the Union address that you gave your inner circle. And I want my people to see this ASAP. So again, thank you for doing that. We're going to cover 10 principles. These are things that are just crucial for success period. But, and Michael will expound upon this much, much, much more so crucial, starting this year, maybe over the next three to five years. These are things like that are literally crucial for your business survival. So let's talk about principle number one, which is it you might find this may be somewhat contrarian in a business presentation, but get in stay in the best physical and mental shape of your life.

Michael McLean 06:16

Well, if you'll allow me, Dan, I'll pre frame the State of the Union address, which I've done for a number of years with my entrepreneurs. My entrepreneurs are a lot of copywriters, marketers, insurance agents, mostly entrepreneurs, 45, and above married with children, my my guys successful already, but maybe struggling or one or two areas of their life. But usually money's not the factor there. They're what you call players with money. The big thing I always get the inspiration for this every year is when you hear the authentic State of the Union address. And in this case, from, you know, creepy Joe Biden and whoever's in the White House at the time. And I'm constantly preaching to entrepreneurs and businessman that we make our own economy. If I can emphasize one thing today to every man and woman on this call, is like my father taught me my entire life life. I started as an entrepreneur with lemonade stands and tennis camps when I was 12. He's son, he's like, son, you make your own economy. My dad's 90 years old and living fully independent with my mom. And my dad always says to me, Danny says there's nothing new under the sun, Michael, there's nothing new under the sun. And that really hits home, when you have a person sitting in front of you who has lived for 90 years, my dad said, you know, I was through the Carter years, I was through the gas lines. I've been through the Soviet Union nuclear war thing I've been through the global coal cooling I've been through when polar bears are going to walk on the streets of New York. And my father's seen it all. But he said to me, whenever I mentioned what he calls vomit politics, or anything to do with mainstream news, he says sign focus on your own economy, you build your own world. And this is a reason that I no longer participate in any anti social media, I have no connection whatsoever to Facebook or Twitter, any of

that stuff whatsoever, I have no access whatsoever. The other thing is no, I do not participate at all in politics. And I don't get I get my news from a very select Source like you do. The point of the matter being is you make your own economy. When I talked to businessmen and business women who are struggling right now they're struggling number one with focus, they think that the solution is going to come from Washington or they think the solution is going to come by living in the state of Florida, or whatever it is. And at the end of the day, I think focus on ourselves and taking 100% accountability is number one, I get off track. When I focus on things that are with are out of my control. We have a saying in our home, I have a 10 year old daughter who goes to school, she's a tennis player, she's a hockey player, all those things, but my wife Chris and I, we have a saying in our home, control the controllables control the controllables so when my daughter comes home and she says you know this happened at school or this happened at school or this person did I we always say the same thing. Emery is that something a that you have control of? Or B is that something that you don't have control of. And then it's easier to make decisions a we can control if there's something we can do to take massive action to fix that. Or B if it's not within our control, we literally cut the rope and we don't give it any energy. So that's that's kind of the framing for it. And what I do with my guys, is you make your own economy. I had you know my guys are talking about the State of the Union and Joe and and years before this would trump and Carter and the whole nine yards and I'm like Guys, make your own economy control the controllables so to answer your first question about getting in the best physical and mental shape of your Life. I know you as an entrepreneur understand this as well as anybody else. You as an entrepreneur, every man and woman on this call, you are a decision making athlete. That's a writer downer. I am You are Doberman, Dan is you are a decision making athlete. I was in pro sports and amateur sports for two decades and my mindset, Dan, since I've been an entrepreneur has never shifted, I it has never shifted. I train the same way physically, I train the same way mentally, I prepare myself the same way as if I was coaching a hockey game, if I was coaching somebody in the sport of tennis, if I was fighting for my job in sports, and that's one of the things that's really served me in 2022 and 2023, is I find a lot of entrepreneurs are struggling because they're not in great physical and mental condition. So to give you an example, the great Vince Lombardi in the Green Bay era, what did Vince always say about his Packer teams, they always had to be in the best physical and mental condition of any other team in the NFL. And Vince had that famous saying, fatigue makes cowards of us all. And I have lived that when I'm my best husband. I'm the best version of being a husband, a father, an entrepreneur, a consultant, it's when I'm in the best condition physically and mentally. And of course, this fluctuates, right? Sometimes we get to the gym, sometimes we get in our walk, sometimes we drink a lot of water, sometimes we don't. But one of the this is why it's always number one on my list, I find that there's nothing more important because I write it down. I keep it on the wall health is my number one wealth. Health is my number one wealth and not just physical health, and not just mental health, but combined. You can't be in great mental physical condition. If you're not in great physical condition. You can't be in great mental health in it or in great physical health unless you're in great mental health. So they're joined at the hip, mental health and physical health, they borrow each other sugar. There's no separation between the two. And this is why I get up every morning and I walk 15,000 steps every day in my life. No exceptions. Christmas Thanksgiving, I had the China virus, I'm happy, I'm sad. I'm motivated. I'm demotivated. As soon as my eyes open at 559. Every day, I put on my running shoes, and I walk for 70 minutes. That's around 15,000 steps. I don't listen to music. I don't I walk in the dark for 70 minutes. And I've done that for now. 21 consecutive years. If I don't walk every day for 70 minutes before the world begins. I struggle mentally and physically walking alone. I was able to drop 34

pounds 20 years ago because I'm like you I sit on my ass a lot. I work on a laptop. I do webinar trainings. So I encourage everybody on this call to do what I've done this year, which is I said to myself, I'm a husband, I'm a father, I've got my life where I want it, why do anything to shorten it? So I've got myself at age 53 In the last 12 months in the best physical and mental shape of my life. I've done it by walking. I've done it by drinking a gallon of water a day. I've got it by what I call a caveman diet high protein diet. I quit drinking alcohol 14 months ago, not a drop in 14 months. And I read a lot of books and I listen to men like you. I listen to men like Dan Kennedy I listened to men like Tony Robbins. But that is my number one thing is your your health is your number one wealth. My mom and dad are 89 years old. They're flying into Naples from Canada next week. The only reason they can fly here. The only reason they live on a 30 acre home and are independent when all their friends are long gone. If they're not if they're not dead. My mom and dad's friends are in a retirement home. My parents have their personal sovereignty because they have their health there's no other thing. Of course they have money. Of course they but all their friends are still alive. They don't have any autonomy and they don't have any freedom because they don't have their health. And that's why I say health is the number one thing but for me, it's been a wake up call. I always Dan do that Q TL that the great Wayne Huizenga used to talk about Wayne Huizenga was the owner of the Miami Dolphins and, and waste management one of the richest businessmen in America too. He passed away a few years ago, but Wayne Huizenga used to call it Q TL quality time left and I do this math every six months and I put it on a big recipe card an index card like this. And this card sits here in my home office. I have it in my journal. I have it beside my nightstand Q TL and qtl. Is quality time. I'm left. And to do math on quality, it's very simple. The average American male now lives 78 years. That's it, that's all 78 years, of course, we're going to live longer than that. But 78 minus my age 53 brings me to that number. But here's the thing, then you gotta take a 30% off of that number for you know, standing in line, showering, sleeping, eating all the things that we have to do in our life. And then you're down to a number that's maybe 18 years, maybe it's 11 years, maybe it's nine years. And every day I stare at that number of Q, TL, quality time left. That's why I walked. That's why I drink a gallon of water. That's why I reduce carbohydrates. That's why I quit poisoning myself with alcohol. And I have to admit, over the last year, I feel a decade younger, I used to get out of bed in the morning, and I felt I played four quarters of football, like I've got a lot of miles on the odometer as a hockey player, football player, all that kind of stuff. But up to a year ago, I get out of bed every morning, my back's sore and my shoulders are sore, and then next tight, and all this other stuff. And by putting an emphasis on my physical and mental health, I get out of bed now. And candidly, I feel about a decade younger. And that's because of walking, drinking, water reading and all those things. The thing is, how can I compete? How can I be a decision making athlete if I'm tired, like Vince Lombardi said it best if your fatigue makes cowards of us all? I can't compete with a guy like you if I'm tired. I can't compete with another coach, if I'm tired. If I'm tired, how the hell am I going to raise a 10 year old athletic daughter? How the hell am I going to be a committed and dedicated husband if I'm fucking tired. So that's been the enemy like that cute TL is I'm tired of being tired. And a year ago, that's when I got my act together. And I said, you know, I used to be hung over for two days, after a Saturday, you know, I'd have three or four or five drinks on the end of the dock or out on the boat. And all of a sudden, I feel like, you know, I feel like crap for three days. So I got rid of all that toxin in my life. And I feel 10 years younger. And it's just time you know, like, I'm not going to surrender my finite time and energy. What do we have, at the end of the day, we have finite time, and we have finite energy. So getting myself in the best physical mental shape is the number one for me, and it'll remain number one on my list. Fatigue makes cowards of us all. If you're tired, if you're sucking wind, if you're tired after

lunch, if you're sleeping like shit, you just simply can't win. So I want to be a top one percenter and everything I do, I want to be a top 1% or Dad, I want to be a top 1% or entrepreneur. And Coach, I can't be a top one percenter, unless I'm in top 1% physical and mental shape.

Doberman Dan 17:56

Well, there's a reason so that that was number one on the list. And I just want to speak to maybe the people who are listening, who are who are blowing that off, they just get to the money making stuff. Well, I won't mention any names. But you and I both have seen a lot of really, really successful entrepreneurs and marketers names that everybody on this call would know, who ignored that it was just all about growing the business, the pursuit of money, and then a major health issue hit them. And it was bad. So a lot of people come to this realization when it's too late. So if that's your mindset, you're just you're just all about the pursuit of money or the growth of business or whatever. And ignoring your health thinking you'll get to it later. A lot of people thought that and they didn't. They couldn't get to it later. It was later was too late. I don't think Dan Kennedy would mind me bringing this up. But there's one example we can point to. Dan ignored his health for when he shouldn't have and he almost died was supposed to die because of he was in hospice. But he got a late in life miracle gaane ignoring his health now, I'll tell you that so pay heed, pay close attention to this and take care of this now. Don't Don't ignore the thing. Wow, get around to when I've made X amount of money. You might not be giving given the option of getting around to it. So yeah, great stuff. I'm glad you brought that up about the alcohol. That's something that I decided to stop a few years ago for the exact same reason. Like it just this is toxic. This isn't doing my body any good. I liked the effects of drinking while I was drinking. And I always feel felt really, really bad afterwards. And so I don't regret giving that up. I don't miss it. You know, this is something that a lot of honor a lot of high performing people struggle with that with alcohol or drugs, right? They're successful, they're making a lot of money, but they're drinking themselves in a stupor every night or several nights a week. That's something I think you really want to take a hard look at. Let's let's go on to principle number two. The number one thing that's killing businessman right now is distraction, and overwhelm. Well,

Michael McLean 20:41

big tech, we can start right there, like everything I teach is to diverge away from the mediocre majority, the quiet desperation, the 99%. So if you want to be like everybody else, and just look around and be like everybody else, you know, the majority are depressed, anxious, unhappy, lonely, all this stuff. So what I do is I teach my guys and I know you do the same thing is to diverge from the mediocre majority. I mean, that's the number one principle my badass millionaire program. But when the big diverge comes is technology. Like, it's interesting. My daughter is 10 years old, and she's never ever, ever been on a screen to learn. Even through the China virus. We refuse to put her on a zoom call. She watches almost no TV. She's never been screened since the day she was born. She reads hundreds of books, she plays tennis, she plays hockey, she plays and of course, she's at the top of her of her class. The same thing is she sees from Krista, my wife and myself is I haven't carried a cell phone now in 11 years, I own a cell phone for shooting videos, but I don't carry a cell phone. And I remember I remember somebody saying to me, one of my millionaire clients, he said, Michael, that's the ultimate power move. He said, You have literally walked away from the herd with that move. So I have two employees right now that communicate by email, but I don't touch my cell phone. I don't touch my cell phone until 11am every day. And when I walk in the house at four o'clock every night after picking up

my daughter, I put it in the safe or the lockbox at four o'clock. So I do not touch my phone from 4pm to 11am the next day. Now people ask me, Dan all the time, they're like, Well, how do you met? How do you do to masterminds? How do you write a 24 page newsletter? How do you write weekly telegrams? How do you do all the things you do? Well, the word the way that I do and everything and I'm able to, to create so much content and write books, is I have almost 00 distractions. So as an example, until this training today, I made one phone call today, I called you for 10 minutes to talk about today's training. Other than that, I my phone doesn't ring. I work in my home office, my wife is here, my daughter's at school. So I work between three to five hours per day uninterrupted. Now compare that to somebody who's worried about tax or worried about emails, or the phone's ringing, what I call it is getting up and playing offense. So it goes one of two ways. If you're part of the 99%, distracted, I call it manufactured mental illness. It's almost like a digital dementia over time, where you literally are destroying your attention span, you're destroying your prefrontal cortex. And now all this stuff is coming to roost. Right. So we've been on screens now for about 30 years, the internet for about 30 years. And we're seeing it now in children 12 years old, 14 years old, now, all kinds of, of Alzheimer's and dementia in people as young as mid 30s. Now, you're you know, you're seeing stuff you didn't see until people were in their 70s and 80s. What's the common denominator been on a screen for 30 years? So for me, I look at it as one of two ways you either get up and play offense as an entrepreneur, or you get up and play defense like the 99%. So as an example, I don't have any screens in my bedroom, my wife and I don't have any tablets, any of that shit. So when we get up in the morning, I get up at a little before six. I say my prayers, I splashed some water on my face. I put my shoes on and boom, I walk for for 70 minutes. My wife meditates all that kind of stuff that she does compare that to the 99% who sleep with a phone beside their bed, they wake up, they check the text, they check the email, they check anti social media, and all of a sudden they're playing defense they're playing not to lose. And all of a sudden what's waiting for a person in their phone, somebody else's agenda. I don't do anybody's agenda until at least 11am. I call it Dan winning your mole morning. be owning your morning, I tell my guys, the first hour of the day belongs to you period. If you don't own the first hour of your day, then get up an hour earlier. But bare minimum, you need to own the first hour of your day. And I know you use the first hour of your day for writing. That's what that's what pays the bills for you. I know that Dan Kennedy uses the first hour of the day for writing. But I do exactly the same thing. So I started owning the first hour of my day years ago, then I got it to two hours, then I got it to three hours. And now I own the first five hours of my day. I call it owning your morning. Then at 11 o'clock just before lunch, I call it conquering the chaos of the afternoon. We all have chaos in our in our businesses. So what do I do from 11 on till about three o'clock, I return all my calls in bunches. I do all my emails in batches. I do everything in batches, and then I'm done. But in the morning, I got the three things that I needed to get done. I got my walk done. I got my copywriting done, and I got my reading done. And then I conquer the chaos in the afternoon. What do I do at four o'clock? I locked that phone away because I mean willpower is for chumps environments for champions. So I locked that thing away and I don't even have any any need to touch it whatsoever. And what do I do at night, I spend time with my wife my best my secret weapon and I spend time with my daughter, we go rollerblading, we play pickleball, whatever it is, so owning my mornings, conquering the chaos of the afternoon. And then investing time with people that matter the most. I always tell my guys, you'll build your legacy after 5pm Your legacy is your wife and your children. Nobody at your funeral is going to say, oh Dan, you made so much money or or Dan was such a great copy. They don't say any of that shit at a funeral. They will say he was a hell of a husband or that guy changed the direction of people's lives. They talk about your legacy after you're gone. I call it

not just success, but significance. When I when my when my when my hourglass ends up and I get called him to meet my Creator. This is just my personal opinion. But I don't think he's going to say, Michael, you want a lot of hockey games and so proud of you. Or Michael, you made you sold \$150 million in products which I sold more than that. I don't think he's going to mention that. He's going to say what kind of a husband were you? What kind of a father were you? And did you help anybody besides yourself? What's your legacy? And what's your significance? But with all this distraction, Dan, everybody's got their eye off of what's important. And you can't have a life of legacy. You can't build a life of significance if all you're doing is playing defense. So here's what I decided when I when I heard Steve Jobs say that his kids aren't on any of this shit. When I hear Mark Zuckerberg say my kids aren't anywhere near this stuff that I peddle. Those guys are the tobacco barons of this decade. They're no different. My granddad says there's nothing new under the sun. These guys in big tech are no different than the cigarette barons in the 1970s. It's only a matter of time until there's warning level labels on smartphones when the damage is done. But they understand their tobacco peddlers. They understand they're selling addiction. They know that they're they're selling manufactured mental health. Are you kidding me say is since the China virus, suicide, successful suicide in children 12 to 18 is up 71% successful suicide and children. What's the common denominator is is screen time lack of exercise and all this kind of stuff. So what I do is I tell my guys do the opposite of big tech. See, when I listen to a guy like Steve Jobs say that about he has nothing to do with his own product. When I hear Zuckerberg say I don't let my kids near that toxic stuff. I take a page out of their book and say we're going to have the other way. So you know, when you come into our home at night at five o'clock, and you and I would be sitting down, you'd never see my cell phone, we'd sit by the pool or we talk hockey or we talk business or we talk marketing. And I just find that that goes hand in hand with health being the number one wealth. I don't feel any anxiety anymore. I don't feel any depression. I don't feel any stress because I'm connected with the people that matter most to me, but distraction and overwhelm the best day of my life. Besides drinking alcohol, Dan was when I got rid of every app off my phone. I got rid of every fate if I don't participate in any of it. So I got rid of all access to that anti social media. I call it digital dementia. And the day that I stopped that which was about three years ago now where I never go on to Twitter. I never go on to Facebook. I never go into those fucking Estonian chambers. I don't go into any of that stuff. You should see I read books I write newsletters, I talk to guys like you on the phone. It's all just been such a different game. And once again, environments for champions. Willpower is for chumps, if you think you're gonna walk around with a cell phone that's designed by the smartest people on earth, in big tech, to, to addict you mentally to make you mentally ill, you have another thing coming. That's the reason I lock it away. That's the reason I slam it in the trunk. That's the reason that I don't participate in whatsoever. So that's something we've decided as parents, that's something I've decided personally. And it's made a huge, huge difference in terms in terms of our mental and physical health, I choose to play offense when I get up every day.

Doberman Dan 30:45

Amen. In my, in the January issue, my newsletter, well, several years ago, I wrote an issue my newsletter, kind of tongue in cheek about the the Archons, that that were written about, in that they found in the Nag Hammadi texts that they found in Egypt. So the archons are these beings that live off the emotions of humans, and I wrote about that, like kind of a tongue in cheek thing. Well, then, in the January issue, my newsletter this here, I had to admit, like, you know, the archons even though that was like fictitious, and tongue in cheek that I wrote about that, now it's true. And the archons are social

media. And it is literally meticulous, meticulously engineered to stimulate all your negative emotions, which spits out adrenaline and cortisol, and, and, and all these all these chemicals that affect you negatively. And that keeps you addicted to it and keeps you going down that rabbit hole. And that's how they make money. And I can tell you this for anybody who does oblate, so many people are think they can use heroin recreationally, you can't. I have paid a huge price physically, and mental health wise, because of 12 years of constant daily dumps of adrenaline and cortisol and all the stress hormones. When I was a cop, there's a reason that people who they told us when I got on when I was in the police academy, they said, so back then you could retire after 25 years of service. Most people start in the early 20s, which means you could retire in your mid 40s. And then what they told us is of the people who reach retirement age 65% of them are dead in five years or less. So that means like 65% of the people who spend 25 years on the police department are dead in their 40s or early 50s. Because of those constant dumps every time you hear your crew number called you're now spitting out adrenaline and then cortisol, and I'm trying to think what other stress hormone is, I'm forgetting. But that has affected my health, my physical health, my mental health here, where am I? You know, 30 years later, still paying the price for that, okay. And all the people on the police department that I know who are very, very sick, and or dead or mentally sick, is because of that, that is exactly what you're doing to your body with social media. Ignore this at your own peril. Let's move on to principle number three, the discipline of accurate thinking and that and applying that to everything and 2023 I think it's a huge

Michael McLean 33:55

concept. Everyone on this call knows it's Napoleon Hills Think and Grow Rich, least popular principle because you know, who wants to think accurately? Every single question you've answered as a copywriter as a consultant could be solved. They didn't need to call you they didn't need to call me. Every single problem that's brought to your doorstep by appliance. Same on my end can be solved by accurate thinking the way things really are as opposed to the way we wish they were even down the way they should be. That's the big concept and Napoleon Hill talked about he says we need as as entrepreneurs, we need to see people and things as they actually are and not as we wish they were so as an example, somebody will come to me and they're like always a problem employee, right, Sally, the receptionist you know, she's been with me for 20 years, but she phones in sick and she's negative and she's toxic. And you know, what should I do, Michael and I'm sitting there going, if that person applies the principle or the discipline of accurate thinking they know exactly the answers are Don't question right? Sally needs to go fire fast, high or slow. But it's the same with marketing will hang on to a flyer or a postcard or a video or a social media post or an ad because we fall in love with our businesses, right? You mean you fall in love with things in your business? I fall in love with things in my business, instead of actually looking at the data. What does the data say you know, is this a dog with fleas do I gotta take this behind the barn and beat a dead with a shovel and never speak of it again? I mean, nobody does a better job of that and Kevin O'Leary on Shark Tank you know, Mr. Wonderful it's not it's not like he's he to me is accurate thinking persona fi where is the profit in this? Where is the profit in this and he makes those crystal clear decisions on Shark Tank, not just because of the entertainment value, but that man is disciplined and accurate thinking he sees the business and he sees the opportunity exactly as it as it is not what he wishes it was not even what it should be just pure accurate thinking. The best example I learned accurate thinking long before Napoleon Hill in business when I studied the great Bill Parcells and Bill Parcells is NFL Hall of Fame coach he coached you know at the giants in the Super Bowls. Trickle he always took over the programs in the NFL that were one in 15. So he took over the football

programs in New England before Bella check, he took over the Jets. He took these programs from the outhouse to the penthouse. And I always used to love reading Parcells books because he was a coach who was successful at the Hall of Fame level because he had the discipline of accurate thinking. Other coaches would go into these situations, Dan, and they'd say, Well, you know, the team was one in 15. But you know, we only lost by you know, three games by five points. So the the, you see a lot of this in today's we're aware, we're not as bad as our record. And Bill Parcells always said the scoreboard is never wrong, the scoreboard is never wrong. And he took that to the extreme with the with the team's record. So remember, he took over the New England Patriots. And they were one and 50 in the year before. And they asked him about, you know, how's the team going to do this next year that you're in charge? And he said, Well, I'll have to go on what I see. But he said we're one in 15 from last year. So I'm taking over one and 15 team, the reporter said that par cells, he said, Yeah, but yeah, there was there was five games that you lost by less than a field goal. And he goes, That's not the way I see it. He goes, the way I see it is that means we're horseshit when it matters. And he said, when you're eight, Nate, you're eight Nate, when you're 15, and one, you're 15. And one when you're one and 15. You're one and 15. So I took this to mean in business, if I make 110 grand a year, I made 110 grand a year, if I'm the seventh best insurance agent in Canada on the seventh best insurance agent in Canada. If I sold 1100 copies of my book, I sold 1100 copies of my book No more, no less. And ourselves always said the scoreboard is never ever ever wrong. And it says who's best so I've always tried to hammer that into my own head in business is don't fall in love with things and accurate thinking. When I was 23 pounds overweight. I used to tell myself well, you know, I feel pretty good. And it's all you know, all this other nonsense. And then how did I lose the weight? I applied accurate thinking, like I understand that I have to drink a gallon of water a day. I understand I have to copyright for an hour a day. I understand that I gotta date my wife go out every single week. I gotta take Christo for a day. I know that I have to spend the evenings with my daughter. But accurate thinking frees you because you're not be essing yourself anymore. The guys that come to me the entrepreneurs with the most challenges now is they're simply not being honest with the man or woman in the glass. They're not honest with the person staring back at them. And then once we get into that accurate thinking discipline, what do they say all progress starts with the truth. The great Brene Brown, my wife all is a big fan of Brene Brown and she said it best Brene says clear is kind unclear is unkind. That's how I coach hockey. That's how I coach my kid. That's how I am as a husband. That's how I am on a webinar like this. Clear is kind unclear is unkind. There's so much bullshitting going on in today's world and people buy into it you and I talk about it these eights place trophies clear is kind unclear is unkind. And the more honest I am with the people that I work with, the more they appreciate the authenticity and like accurate thinking to me is clear is kind unclear is unkind. How can we win or lose if we don't know if we're winning or losing

Doberman Dan 40:02

You know about the scoreboard? What you were saying earlier is the scoreboard is the scoreboard in spite of what excuses somebody wants to make, right? Like so. So, so I made, I made \$110,000 This year, but or, you know, we're like you were talking like so. So we're, we're 15 and one, but like, accurate thinking doesn't make excuses. The scoreboard is the scoreboard, right?

Michael McLean 40:40

It's amazing. I got fired in pro hockey after two and a half years, and the team fell into financial problems. If you're going to coach if you're going to coach professional sports, you're hired to be fired.

That's, that's what Joe says from the stands, right? You're hired to be fired. But when I got fired, I mean, I bled for that team for two and a half years. And I got fired because the team was in financial problems. But I my dad said to me, I was so telling my dad after I got fired, you know, it's difficult in sport to get fired, because it's on the television, it's in the radio, it's all this kind of stuff. So I was telling my dad about, you know, I'll never work for another owner, that's, you know, not not worth millions or billions and all this stuff. And my dad stopped me dead in my tracks. And he said, son, he goes, you know, the thing that would have helped is if you won more fucking games. And I was like, that's clear is kind right there. He said, you can tell yourself that story. As long as you live, how the team you know, wants to get rid of your salary and all this stuff. He goes, You're the lowest paid guy in the pub, he goes, those players make more than you do. He those players make millions of dollars. He said, you needed to win more games, you didn't win enough number of games. And he said, you can continue to tell yourself that story. Or you can work at getting even better next time because another opportunity is going to come up. But I'll never forget that like, it's just we waste so much time Chasing Shadows and things that aren't true. Like, I have an exercise with my guys, Dan, where I my world building guys where I say rank your marriage right now. Zero to 10. Zero is dismal. 10 is outstanding. Boom, they do it. I go your relationship with your son and daughter rank it right now. Zero to 10, boom, your physical health zero to 10, boom, your mental health zero to 10. Boom, your community service how much you sell, how much are you helping people zero to 10, boo. And then they have that down on paper. I said, now we're in business. Now we're in business, you got into a marriage, that's nine and a half out of 10. But over here, you don't help anybody. So once we have the truth, once we're dealing with the truth, then all progress can happen. And most of my guys are super successful guys, but they're on their third marriage, or they've got \$8 million. They've got eight figures in the bank, and they're 100 pounds overweight. But all progress starts with the truth. And I love grading those things. When I coach my own team, I had a team, a junior team and championship team for seven years in my community. Those kids were 17 to 21. These are young men that are trying to get Division One scholarships. They want to get to the states they want to play at Harvard, they want to play at Michigan, they want to play at Ohio State. And I had a big dry wait like you would have loved it. It was the biggest big ass whiteboard I could get. And I bought two of them. And I put it outside the shower and that we would practice every day we'd be in the weight room the whole thing. So none of this texting none of this emailing none of this snap facing all this other crap. Every practice, I would videotape and every game I would videotape Think about that for a second. This is amateur sport, every practice and every game I would videotape and I would have my assistant coaches and myself watch the video, the practice watched the video of the game, and every single name on that dry erase board it was like 32 feet wide. And we would grade them old school a plus b minus f minus M a comment. Every time these young man aged 16 to 21 would walk in the shower the weight room, they would see themselves every single day ranked one to 2323 players one to 23 in seven years of coaching I never once had the same player ever, ever, ever finished 23rd Same thing in my insurance agency. I had the big whiteboards out for sales. Do you know in in 17 years are running that agency I never had one of my 23 employees finished last two months in a row ever, ever ever. public recognition drives performance like nothing else. If I put up your number of words that you wrote this month and compare it to the next month, nothing gets a person's assay near like that public recognition and measurement improves. And I remember the story of the great Andrew Carnegie one of the greatest richest men in America industrious, and he used to run the the coal mines, right, Andrew Carnegie, one of the richest billionaires in history. And there were two shifts, Dan, there was the 12 hour day shift and the 12 hour night shift. And Carnegie had Charles swab his right hand

man, at the end of every single 12 hour shift, he would take a big piece of chalk as big as he could, and he would write down in the middle of the factory floor where the next shift was walking in, he would write this big number, whether it was one to 10, productivity number of the shift before so maybe a seven and a half, maybe an eight and a half. Those guys walking in for the next 12 hour shift. It was their job to make sure that number was better. And if it wasn't better, if it wasn't better for three shifts in a row, everybody on the shift was gone. And that's the days when you know what you needed a job, right? Jobs weren't falling off trees. That's how Andrew Carnegie run his Randy's factories, here's what the shift did before you better be as good or better. And if you keep losing, we're going to replace everybody. I thought that was a real badass story when I read that one.

Doberman Dan 46:11

Man for sure. You know, I just want to I want to reinforce it. This is the this is the real money making stuff here. This is like you know, I talk a lot about marketing. If you really want to you could learn basic direct response marketing in a weekend. This is the stuff that really moves the needle in it not to be a doom and gloom er, but we as entrepreneurs and marketers, we've had a pretty easy the past several years, 1010 years, maybe 5050 Just is accurate. The thinning of the herd has begun. It ain't gonna get any easier. It's gonna get tougher and tougher. Those who don't understand these principles. Ain't gonna make it. So, you know, Michael is one of the best people I know to talk about this. So I know I said something similar to the effect when we started I just really I just want to reinforce that. So principle number four, become a big fish in as many small ponds as possible.

Michael McLean 47:20

Well, you're not Apple, you're not Amazon, you're not Microsoft. So stop behaving and thinking like you are. I call it piss through a straw. Every business I go into I started a barber shop from scratch six years ago. Number one barber shop in the country in one year. What did I do? I pierced through a straw. It was a father and sons barber shop it was in a fluid barber shop for for one type of person a father and a son. That's it period. Expensive haircuts, you could have a beer a shot of Scotch you can bring your kid in. It's the whole fluent top 5% thing. So piss through a straw, a big fish in a small pond number one boom just like that. I annoyed at myself, the top barber shop in the country. I'd never had a pair of scissors in my hand. I never cut any hair. But that was a positioning big fish in a small implant. I go into the insurance business. My dad had a generalist business, right he general story. He'd write a home, he'd write a car, he'd write an umbrella policy nananananana no hits through a straw. I started with one micro niche, then two micro niches, then three micro niches and I got up to five micro niches where I wrote a book for each niche. I was on television, I would do public speaking. And in those five niches, I sold over 100 100 million dollars of insurance over the 17 years. But I said no to 99% of the business I didn't want and yes to the 1%. And we would send out I remember Dan in the insurance business. I started by sending 500 postcards a month. And when I sold the business five years ago, we were at 140,000 postcards per month I started 500 got to 140,000 per month and it was all pissing through a straw. Same thing in the in the market or in the consulting business. I'm not for everybody. I'm I'm not for 99%. So I work with men over the age of 45. Most of my guys are 4555 65. Most of my guys are married children and grandchildren and alpha males. They're super successful guys. And like I said, they're struggling with one or two areas. Maybe it's their marriage, maybe it's time management, whatever it is. But that is my pitch through a straw type group. Where do I find my guys and this is where you come in. You're helping me put full page ads in what Men's Health in Forbes in cigar

magazines and Scotch magazines, Sports Illustrated all the places I can find the ROB report elite man, so I'm not trying to be Amazon. I'm not trying to be Microsoft. I'm not trying to be General Store. I grew up in the back of a general store. I watched my dad worked 14 hours a day, seven days a week every day but Christmas until he got into the insurance business, so I have no interest in being jack of all trades. So whatever business I go into, whether it's coaching, whether even the hockey business, I bought a bankrupt hockey team. When he second place in attendance, the thing is on the operating table, I turn it in the first year we're number one in attendance seven straight years number one in attendance. How the hell do you do that? Here's through a straw. I became a big fish in a small pond. I went in the family entertainment business. I didn't care about corporations. I didn't care about competing with the NBA or the NHL. It was affordable family entertainment, for tickets for Hotdogs for drinks. \$44 for Hotdogs for drinks for popcorn. \$44 I filled the arena every night piercing through a straw. And to give you some real live examples of that, look at all the greats. Okay, you do one thing today and you do one thing at the end of the day you might but at the end of the day, you're you're the franchise player copywriter i Your I hire you I know what you're good at. I don't hire you to get me in great shape. I hire you to put words on paper. So you're this franchise player when it comes to copywriting. I'm the franchise player in my business. I'm the Rainmaker. So it's really important like when I think of a guy like Michael Phelps, there's nobody will ever touch those gold metal swimming records. You know, Michael Phelps, they said to him, they said what's your secret Michael to breaking and smashing every Olympic record there is he goes one thing. I wake up, I get in the pool. People are stunned. They're like expecting this and mental training and visualization. He drinks a shake and he doesn't none of it. I wake up I get in the pool. The interview Stephen King are Horeb are badass for writer. You know Stephen King. They're like Stephen King. How the hell do you write a book every year? You're a wizard of Israel. I get up. I write. I get up I write Leon Spinks knocks out Muhammad Ali to win the heavyweight championship of the world. Well, when Leon Leon and Leon Spinks are talking, they say, How in the world did you defeat the greatest, the greatest heavyweight champion in history, Muhammad Ali, he says, because they focus on one thing, they said, Leon, what's that? One thing? He goes, I knocked motherfuckers out. I talked motherfuckers out one thing, Steve Jobs did one thing. The Bayes Oh does one thing. Trump does one thing Reagan did one thing Churchill did one thing. Margaret Thatcher did one thing you do one thing, and the more you can get that simplicity, the big fish in the small pond, the better. And it's like you're doing for me now with these magazines is I want to be the most famous person that nobody knows. Like Kennedy says, I don't want to be airport famous. I want to be seminar famous. When I walk into a seminar of other elite businessman, that's the only place I want to be known. So pissing through a straw and becoming a celebrity I name brand in a tiny, tiny, tiny area. And this is something I've hired you recently to help us do.

Doberman Dan 53:21

That's so important. Like, so my nights? No, because I've talked about this several times, when I started this Doberman, Dan business, you know, even for my newsletter, when I was just publishing online, you know, I still have my supplement, because that was my full time business. But I started this Doberman, Dan thing. And, and then I started publishing a newsletter. And so my biggest mistake was people would ask, well, who's it for? And I'd say, well, it's for store entrepreneurs, and marketers and marketers who use direct response marketing. Well, here's the problem with that, that is just so broad, you know, so now, to to you can't be a big fish in that pond. It's way too broad. And then that causes all kinds of problems for customer acquisition, in addition to that, as opposed to the guy who just planted

his flag. Like who said, Okay, so I'm the marketing guy for and then fill in the blanks, whatever that is. Dentists, okay. Even better, if he'd say, I am the whatever he is, I'm just using marketing. I'm the marketing guy for dentists who have two or more offices. We're now we're even better now because we're even in a smaller pod, you know, or I am the the Google AdWords specialist only for orthodontists who have to fewer more offices. Now we're even in a smaller pot. You know, that's so important that one tip alone could have saved me so much suffering. You know, I did it in my previous businesses when I was in the bodybuilding and fitness space, I wasn't just bodybuilding and fitness. I only targeted natural bodybuilders. So that even made it more of a narrow niche. And then I narrowed it down to more hard gainer natural bodybuilders. So I knew the concept. But sometimes the cobblers children don't have shoes in this business. I didn't do it. And I sure wish I would have. Let's move on to another one. This is a favorite of mine. Principle number five, Operation money suck.

Michael McLean 55:55

Well, I mean, it's a favorite of yours, because you live with Gary in in Puerto Rico. So Operation money suck has always been a focus of mine, where when I made \$30,000, in the insurance business, Dan 10% of my time was in marketing, I get up and write for an hour, I made \$30,000 That year, then I gradually started getting to 20%, I started writing, you know, 90 minutes every morning, I made 4040 grand \$45,000. And then I got up to 30% marketing. In other words, the first two hours of my day, usually the first hour, and then at lunch hour, because I was working for my dad, I getting another hour of writing all of a sudden \$120,000. So I went from 30 to 40, which is broke to 120,000. So and I also went from 10% to 30 to 20% to 30%, my life changed at 30%. So the person on this call if you can get up and you can work on your business and marketing for one hour, your life will transform two hours, it will implode. And as I sit here, 1718 years later, I spend 95% of my time, no less than 90. Okay, making it rain for my company. So I'm on here today because this is rainmaking. I wrote this morning for three hours because that's operation money suck. I don't do anything that doesn't bring money because I'm not very good at it. I have an executive assistant who does all of that. I have a technology business partner that does all this stuff behind the scenes. What do I do? I write and I talk, that's all I do. I write and I talk I get up and shoot a video. What's that that's talking, I sit down and I write a telegram or a newsletter or a mass that's talking and writing. Those are the only things I do. So I transitioned from 10% up to about 90% today. And it's just amazing. Because anything else that I do, I used to be the most expensive receptionist, I used to be the most expensive bookkeeper, I used to be the most expensive office manager because I was doing all those jobs when I was broke. And since then, I've decided that I'm operation money suck, I don't do anything that doesn't bring money. I'm in the money business. It was a mindset shift, getting into money business. But now I stopped myself every day, Dan, especially in the afternoons. And I say to myself, Where is the profit in this? That's why I'm not an anti social media anymore. When I was on Facebook or Twitter, I stopped myself and I said, Where is the profit in this? Well, there's no ROI. There's no ROI. So I got rid of it. And then I used to watch the news. I loved watching Trump. I love watching it all. Where is the profit in this? I realized there was no profit in it. So I stopped watching mainstream news. Same thing with all the things alcohol. I'm like, where's the ROI? On me drinking so much on a Sunday afternoon that I can't focus for two days. Well, there's no ROI so I quit drinking alcohol. And I just went through my world toxic people unprofitable employees, people that didn't serve me anymore, you know, eating eating carbohydrate diet, where's the ROI? And I just went through my entire world over the last couple years and said where's the profit in this where's the ROI? Where's the ROI? And as I did that, and I use the concept of accurate thinking I was able to

Swift soared about 70% of the toxic people toxic habits and toxic behaviors out of my life like carrying a cell phone every day. Where is that? Where's the profit in that? Well there wasn't any profit it was bad positioning it's bad for my mental health it's it makes me look like an amateur its behavior the poor so now I locked my phone away. Where's the ROI on that there's big Ireland that I'm hard to get to I'm I've got good positioning I you know all All that kind of stuff. So Operation money suck never leaves my mind. I have a big thing on the wall here that says, Where's the profit in this? You know, when you invite me to on a webinar, I'm like, I'd love to talk to Dan. That's something I love to do. There's great profit in helping other people. So that's the kind of thing. So that's a question to write down and ask yourself when it comes to every activity from the time your eyes open to your eyes closed? Where's the profit in this? When I asked myself that question, I got rid of all the stuff in my world that didn't have a positive ROI.

Doberman Dan 1:00:33

Where's the profit in this? That simple question, you know? So in addition to that, helping with Operation money suck, it sure helps cut and stuff out of your life that affects your health negatively. physical health and mental health. And it's a great way to get stuff off your plate you don't want to do anyway. Just shouldn't be doing, you know? Well, the \$10

Michael McLean 1:01:02

You know, Warren Buffett and Jim Kent, the late great Jim camp, the world's most feared negotiator, Jim camp. He said the the most powerful complete sentence in the English language is no, no, the most powerful word in the English language is no, what is Warren Buffett say about him and Charlie, you know, he says everybody wants to spend a day with Buffett and Munger Oh my God, these guys must be amazing. You know, a Buffett said and Munger said, they said if you came and spent a day with them, he says you'd see a couple of old men walking around all day talking each other out of making deals. No, no, no, no, no. They show buffets day time, or they're in a video though. 50 About 15 years ago, there was nothing in his day timer but a dentist appointment for the month. He reads for five hours a day studies for five hours a day in his office after he goes to McDonald's. All he does is study study study. Buffett says no to everything. Munger says no to everything. Dan Kennedy says no to everything. And I mean, like like the great Jim camp said the world's most feared negotiator know, most complete sentence in the English language. And now like when I talk about owning my mornings from 6am to 11, there's no way you can do like if you said, Michael, let's do this webinar at 11 o'clock, which you could have no, but I can do it at two because I'm conquering the chaos. Same thing with a dentist or doctor. My wife knows that she never books anything till 11am 11am I'm happy to do it right. I'm happy to do it. So I'm using that principle of Warren Buffett and Jim camp were no to everything.

Doberman Dan 1:02:39

Well said something that I wish they would have taught back in school. Let's move on principle six, practice immunity to criticism at every turn. Well,

Michael McLean 1:02:53

the great Fred Shiro, the coach, the coach of the Philadelphia Flyers back in the day, back to back Stanley Cups, the Broad Street bullies, my favorite hockey team when I was a little kid. And Fred, Shiro was a bit of a philosopher and I love Shiro isms. And he said, you know, he said fame and success is

like cologne, fame and success is like cologne. It's great to be around. And it's even great to smell. Just make sure you don't swallow it. And I've always remembered that quote, where you know, it's not as good as you think. And it's not as bad as you think. But my dad, I walked into my dad's office one time when I was doing all this marketing for the insurance company was the first time I did flyers. It was the first time I did a newsletter. It was the first time I did what you call personality marketing. And I was getting criticism from a few people, right? I got 9000 clients, I'm sending out all this Outrageous Marketing. And I had like three or four people send emails in complaining, you know, well, what do you do? And this is unprofessional, three people, four people. So I walk into my dad's office like, like a cupcake. And my dad's working, and he looks up from his desk, and he says, What's on your mind? And I said, Well, you know, Sally's upset with this and this person. So my dad puts down his pen and he says, do any of these people Michael, do any of these people help us pay the bills? And I come back five minutes later, and I check. Well, one of them's a client and three of them cancel. They've he goes, Okay, so what the fuck are we talking about here? Do they bring you money? Do they do business with you? And then my dad and a great saying he goes, he goes unqualified criticism. Like if you criticize my copywriting I'm gonna I'm gonna take it personally and improve because you know what the hell you're talking about. If John Carlton criticizes my copywriting, I'm going to take that as qualified criticism, right? If a guy who's in tremendous physical shapes as Michael, you got to work on this, I'll take that as as qualified criticism. What I'm talking about is the cheap seats. So it's interesting. My dad had a great sense anywhere he said unqualified criticism, whether it's from your sister, whether it's from your brother, whether it's from somebody who doesn't give you money, he said, It's like dog shit on your shoe, or secondhand cigarette smoke. There's an unlimited amount of it. And as long as you're willing to smell it and inhale it, they'll always be lots of it here. And then my dad said to me, he goes, Are we done with the high school stuff? I walked in the office one time and I said, you know, this person canceled their policy. And he goes, Are you still in high school? He goes, this is high school bullshit. He said, we're writing a multimillion dollar business here with 9000 clients. And he says, You're worried about Joe Average, who who cancelled his three, his \$300 policy, he said, you know, you have to decide once in a while, if you're out of the high school stuff, oh, they don't like me, or she doesn't like me, or he doesn't like me. And that's where he talked about the dog shit on your shoe. And just stopping yourself and saying, Does this person give me money? Like I have 1000s of clients now that pay me money. So they have a voice. But the people who are just on my email list who don't give me any money, they don't really have a voice. And it's really important because I think Dan thin skinned is the greatest handicap an entrepreneur can have. If you're a cupcake when it comes to thin skinned if you're worried about people that don't have skin in the game, and you're worried about the video or the email, or you're afraid to write the sales page like you want to, then I think that's the greatest handicap you can have in business, because you're competing with a guy like me, who doesn't give a fuck, I don't care. I'm talking to elite men, 4555 and 65. If I want to talk about Trump, I'll talk about Trump. If I want to talk about Reagan, I'll talk about Reagan. If I want to talk about Doberman, Dan. I'll talk about Doberman, Dan. And that's that's the kind of competition that you have. So I just think that it's a non optional behavior that you have to stop yourself and say every single time is this person helping me pay the bills? And if not,

Doberman Dan 1:07:11

pay it? No mind. That's, that's so well said. The, the interesting thing that I found is the people who criticize you. Those are the people that you probably most likely want to repel, because they're not your

ideal. They're not your ideal clients, like the people who truly resonate with you are not the ones that are critics. And so yeah, great. The criticism is just confirmation that you're doing something right.

Michael McLean 1:07:43

My grandfather said it best he ran a general store for 45 years worked 14 hours a day like my dad, he said to me when I was 10 years old, he goes Remember sonny says hate and critics come from below, hate and critics come from below. That's 40 years before social media. He said your critics and all hate and all criticism will come from beneath you always remember that?

Doberman Dan 1:08:06

Hmm. I've never heard it said that way. But that's so true. Let's move on to principle number seven. Take losing personally and 2023.

Michael McLean 1:08:19

Well, this is a big one because I coach kids in skating that are five years old to 14, I coach hockey now with teenagers. I've coached pro amateur and I also work with businessman that are 45. And above. So I've been through the whole scale, age five, all the way to 75. So I see a lot in a day. And the one thing that troubles me the most and is the fact that people are no longer sick to their stomach when they lose, and we're a long way from sick to our stomach. So I was raised in a home where not only were you expected to do your best, but if you were you know, you were expected to be very disappointed sick to your stomach when you came up short. In other words, if I didn't put in the work, you know, I was I was raised that you know, good enough is not good enough when you don't put in the work. And that's what I'm teaching my daughter. That's the attitude My wife has where when I lose I'm sick to my stomach, especially when I could have worked harder when a salesletter doesn't work. I'm sick to my stomach when a magazine ad doesn't work. I'm sick to my stomach. I don't I don't be live believer it for years or anything like that. But the one thing I remember Jimmie Johnson, the great coach of the Dallas Cowboys won two Super Bowls, won two national championships at Miami and I just read his book. And Dan Kennedy was talking to Jimmy Johnson in the green room at one of those speeches. They get on the success tour, you know, 40,000 people, 18,000 people and Jimmie Johnson was one of the keynote speakers in those in those Peter Lowell events. And one time Dan was talking to him and he said he asked Jimmy he said, you know, how did you take Dallas from one and 15 Four years? Later you win a Super Bowl five years later you win a Super Bowl. He said to Dan off the cuff. He said, I got rid of all the losers. I got rid of all the losers. I read that book. He got rid of the athletic trainers. He got rid of the secretaries. He got rid of the sales team. He got rid of the offensive coordinators, the defensive coordinators, he got rid of everybody. Absolutely everybody that wasn't sick to their stomach with losing. And who did he bring in and draft he brought in guys like Troy Aikman Hall of Famers like Emmitt Smith. Guys like Michael Irvin, what do they all have in common? They cannot live with losing. I've drafted players my whole life into amateur sport, you draft players you protect, protect. I'm Nick Saban, when I make when I'm in hockey, I've got I've got to attract blue chip players. Whoever has the best guys coming off the bus, by the way wins most games. So I want the best guys coming off the bus. You know, Bill Belichick win six Super Bowls. He's a tremendous coach. But at the time, he also has the best players, it really helps. So I always told my scouts and my general manager whenever we'd make a trade, or we'd recruit a player, the one thing Dan, I would insist on when he was telling me Should we draft his kid? Should we trade for this kid? Is he sick to his stomach when he loses? In other

words, everybody wants to win, right? The homeless guy on the street wants to win. Everybody wants to win. But that's not what we're looking for on my teams, whether they're in business or in athletics. I'm looking for the guy or gal that cannot live with losing who cannot live with losing. That's what Lou Holtz said in 1988, when Notre Dame won their national title, they asked Lou they said How the hell did you win a national title at a school or academics or a priority, right? You're you're battling Miami, you're battling in these other places with lower academic standards. He goes, I filled the roster with guys that could not live with losing. So that's my biggest thing when it comes to that is sick to stomach, like, when I put up that grade board in my locker room and the kids would come out of the shower, I want those guys sick to their stomach, if they got a d minus. With my sales team at the insurance office, I hired guys that if they were in third place, they were sick to their stomach. Same thing with a barber shop. And I would say three days during the week, I'd be saying you know what you can live with losing and they're like, Wow, you want to have as many people in your life that are sick to their stomach when it comes. And this is the exact opposite of the eighth place trophy stuff. Right? I'll just finish with one quick story. My daughter's a rides horses in the equestrian stuff, right? We were into the business like Dan says they eat when we sleep these horses. So it's interesting because my daughter wants she she's a good horse. And she usually finishes first, right? And then a couple months ago, she finished third. Right? She finished third. And you know, as a new age Dad, I'm supposed to go over and I'm supposed to say it's okay. You finish third, and all this other stuff, right? The Cupcake parents. I'm like, fuck that. I said, I watched her practice for two weeks. She wasn't focused. She wasn't disciplined. She didn't do the job. And she knew it. She knew it. And I said why we got down to the nitty gritty, right? The clear is kind. I said, Why did you finish third? Well, the horse didn't. And this I said, That's all a bunch of nonsense. I said you didn't do the work. And after about five minutes, she said, You know what? She goes, I didn't do the work and she was literally sick to her stomach. Now a lot of dads now be like, Oh, Michael, that's too much. Are you kidding me? I'm raising a female alpha here. Like I'm raising a person who I want to be an entrepreneur to run a company someday. And you should have seen it. She won the grand champion two weeks later, and she put in the work. And we have a saying in our family. Private victories precede public victories. You are who you are in the darkness. You are who you are. when nobody's watching. You leave things better than you got them. She put in the work for 14 straight days when nobody was there. Nobody's cheering her on. There's no grandma, there's no grandpa, and then she gets to celebrate. There's no celebration, if you don't do like Stephen Covey said private victories precede public victories.

Doberman Dan 1:14:13

So true. You know, I'm writing my, the April issue and my newsletter is on this topic. And I had to recently finally confront a very unpalatable fact for me, like, I've known this for decades, but I finally just had to confront it, you know, like, I've always skated around it. And see, like you. I've had the desire for years, even before I got into direct response. I mean, back when I was still on the police department, somebody got me into Amway have had this desire to build this army of entrepreneurs because I think this is going to be how we save the world. Right, this is how we stop the Marxist takeover. And so I've had that desire and, and the unpalatable fact, I finally had to admit to myself, even though I've known it for decades is losers aren't winners. And if if someone doesn't have that, that, that just they're sick to their stomach when they lose as much as I've tried, and I sure have tried to beat my head against the wall. Nothing I say or do can change that. And, you know, I finally I finally had to admit that to myself, it's like you said, the coach who just stacked the team with nothing but players who were sick to their

stomach, if they lose, because I've, there's nothing you can do that's going to change a loser into a winner. It sure is so much more profitable, and so much more rewarding to help a winner win bigger

Michael McLean 1:16:10

than when I took over my hockey team that I bought. They were in 22nd place out of 22 teams on and off the ice dead last I took over that culture. You know how many players out of training camp we're back from that year 00 I took a broom to the place when I took over my dad's agency was 3.4 million I grew it to 17.1 when I was done my first year as owner my very first year all four employees broomed gone. I'm not I'm not running a soup kitchen. I'm not running a halfway house. I did this I did the thing like you did try to work with this principle. Winners aren't winners. Losers aren't losers. And like Jimmie Johnson said, I got rid of all the losers. And that's a very common story, like Bill Parcells. When he took over all those outhouse teams, what did he do? He just took a broom to the place but not just the players. The coordinators have a losing mentality. The physiotherapist the person who's making the food in the cafeteria has got a losing attitude. And the players have a losing attitude and it's a cancer. It's a cancer that you can't cut out. You got to get rid of all of the losers and you have to decide are Am I running a halfway house? Am I running it? Is this a soup kitchen I'm writing because if it is just put your shingle out as a charity, but I'm in the money business. So winners aren't losers and losers, like you said aren't winners.

Doberman Dan 1:17:29

I would love to hold hands and sing Kumbaya and tell you that I've been able to change a loser into a winner. I've really really tried. It ain't it ain't happening. Principle number eight think and behave like a marketing Gunslinger and 2023

Michael McLean 1:17:47

Well, I don't think there's anything more important than this. I hired you for 1000s of dollars 1000s of dollars to do what for us to go on the old fence. We're on the old fence. Now we're playing to win. So winters here, economic winters here. I think it's going to be three years you think it's going to be longer doesn't matter. Ever since I've seen winter coming? And this is just the start of it. Are you kidding me? I'm loving every second of it because I make my own economy. So what's the very first thing I've done this year now that winters here now that things are tougher, there's a thinning of the herd? Have I have I went home and hid Am I on my heels and like cutting this and cutting that none of it. I'm on the old fence last year. So I hire a guy like you so that I can write more copy. So I can write more ads. I can do more sales page so I can buy \$10,000 magazines because when everybody's at home with a mask on hiring i are hiding in the fetal position, which is now every 99% of business owners right now we're in the fetal position, right? They're scared. They're watching the news. They're listening to creepy Joe Biden. I'm not having any part of it. I'm not participating in that swamp at all. I'm like, go go go balls to the wall. So now I'm spam, investing more money in marketing more money and consultants like you. I'm writing more ads offline. I'm just go go go. I'm on my toes. Like my dad says when winter is here, swing for the fences. What's the 99% doing right now, Dan? They're they're on their toes. They're scared. They're frozen by fear. So that tells me they're dead wrong, right, dead wrong and lead them up mediocre majorities dead wrong. So now I'm out there buying magazine ads. I'm mailing letters. I'm hiring guys like you people think I'm crazy. Like, are you kidding me? You should be shrinking. And I'm like Attack, attack, attack attack. And actually when things are good, that's when I settle down a little bit.

And I'm like, okay, everybody's doing well. This isn't normal. But right now with a winter coming. Its attack attack attack. You need to be on your toes. Now. You'd be you'd be waking up swinging for the fences. And what about everything we've talked about up to this age point has been about offense. It's been about getting up and playing old fence. Get in the best physical shape. That's all fence best mental shape. That's old fence drink a gallon of water. That's old fence. Don't listen to the new was old fence stay away from anti social media old fence operation money suck old fence. Everything we've shared today is about playing old fence and what's the 99% doing? Playing scared and like Jimmie Johnson says never play with scared money. Like I'm paying you 1000s of dollars to write copy for me. It's not scared money. i What's my been my instruction to you balls to the wall as aggressive as you and I want the bullets to be the most aggressive. I want I want your stuff so bad are so aggressive that magazine ads are like, I don't know if I can run that or The Wall Street Journal. I don't know if then I know that we're on the right track. But right now we're just playing to win playing to win playing to win when everybody is scared.

Doberman Dan 1:20:43

The most encouraging thing to me was when we when we when we started talking about this project, when I saw that you were just ready to go balls to the wall and expand into the offline. The offline advertising and specifically the magazines and stuff. When everybody's doing the opposite. And playing defensively, I knew that we really got something here because what what happens and this is what always happens. So you'll be the dominant player in all these publications in your space. And you're going to grab it while everybody else is scared to death and in a fetal position and pull them back and playing defense defensively, that when other people see what you're doing and see the market share, you're grabbing. And at that point when they try to get into those publications, it's too late. You already own it. And they they don't even have a chance.

Michael McLean 1:21:48

I've had the exact opposite direction. I'm going 95% offline on paper newsletters, paper books, telegrams, magazine ads, where do you think I find an affluent? 55 year old? I'm 53 years old. I don't do anything online. And I've got an eight figure net worth. Are you kidding me? I read Forbes magazine. I read the Robb report. I read Men's Health I read cigar magazine's physical magazines. Are you going to find me on Facebook? No, you're not. Are you going to find me on YouTube? No, you're not. Are you going to find me on Instagram? No, you're not you're going to find me reading publications like The Wall Street Journal. So I'm I meet getting into the sandbox where the top one percenters are my my clients are Top Five Percenters top four percenters? Top one percenters? Those guys aren't spending time and anti social media. Those guys are are reading real magazines and real publications. So that's where we are. And just as a note, we're averaging with you by magazine ads, and newspaper ads. We're averaging about 70% off a rate card. Dan, I hope you realize that. So for a \$30,000 ad, we're getting these ads for eight grand 10 grand why? Because everybody's under the misunderstanding that paper is dead. Are you kidding me? If the if 99% Say that emails dead, that the newsletters are dead, real books are dead, then I want to have the opposite way. So it's great being in a category of one.

Doberman Dan 1:23:16

That's for sure. And by the way, you're one of your videos, that has the most views is about doing the exact opposite of the majority.

Michael McLean 1:23:27

Oh, if, if I if I if I pass on one piece of advice to my 10 year old daughter, when in doubt, head the opposite direction.

Doberman Dan 1:23:38

Amen. And by the way, I want to add So Michael, we'll take some questions. If you want to enter those in the chat or whatever. When we get done with these points, we're on principle number nine, upgrade your team and 2023. Well, everybody

Michael McLean 1:23:57

asked me they say Michael, you had 23 employees. You have two employees. Now you have 23 hockey players. What do you what's the number one thing you want with an employee? Well, they say do you hire for attitude or intelligence? I'm like, the only thing I want an employee to be as profitable, profitable, ROI. That's a word again. Where's the fraud? I need Sally and Bertha answering the phones. Are they profitable? Are they not? I need Jerry and Dan in the sales team to be profitable or not. All of my companies, my barber shop, my consulting company, my insurance company with 23 employees always ran a three strikes rule. An old school three strikes rule ran it, it was there's never another way I would manage employees especially in 2023. I had every employee Dan sign a simple form. That was basically they're not allowed to bring their cell phones into the building period. I took the cell phones away from 23 people they had to take them in they had to lock them in the box and get them back at lunch. They would get them back in the day. I'm not paying people \$40 an hour to play and shop on Amazon. They couldn't access it. do that stuff on their computers. And I took away two cell phones took the cell phones away from my hockey players took the cell phones away from my barber shop profitability went right through the roof. So Nevertheless, when I 23 People, people are like, what do you hire for it hire for profit. If I have an unprofitable employee, they're gone. It's that simple. My executive assistant has to have an ROI. My business partner has to have an ROI. When I hire you, as a consultant, you have to have an ROI. I mean, there's there's no sense to it any other way. What kind of a, you know, the rest of it is just window dressing. So I remember I've always used the three strikes rule where the employee and I had a CEO who ran the whole thing. So let's use an example. Dan, you're late for work. You're three minutes late, you might as well be three days late. If you can't be on time, I can't trust you. So we have we have a person at nine o'clock who shows up at 9:03. Bo, first right up, they come into my CEOs office, you are late for work doesn't matter. It was three minutes. I don't give a shit about your kids and a dentist ran that stuff. I'm running a team here. person signs the form that was strike one, okay, next time person is on their cell phone that we there, they're shopping on Amazon, we check their computer, we find out that they're stealing time, boom, Strike Two, they come in the CEOs office, they it's laid out, they tell them it's all documented, right? All documented. They sign strike number two, same thing. The person's late again, 11 minutes a couple of weeks later, strike three gone. I ran that for 19 consecutive years. Do you know that that rids you of the bottom 5% That's it. That's all it's the same people over and over again. My dad has not missed a single day of work since 1972. Not one single day to retire three years ago. My receptionist my sales deep those type of people they never miss. They're never late. What you're dealing with with the three strikes rule is you're constantly churning the bottom five, okay, the people can't show up. They're tired. They're hungover, whatever. So I found that to be better than running a halfway house. It was just everybody has three

strikes. If you if I have to give if I have to give an employee three strikes, it's time for us to go write the same thing. I remember Jimmy Patterson, the billionaire pat the owner of patents and signs up on the freeway, whenever you see an electronic sign you look down in the bottom right corner. It says Patterson, Jimmy Patterson, billionaire Canadian entrepreneur, Jimmy Patterson started from scratch to billions and billions of dollars. Jimmy had one rule one rule old school, he said to his sales team, they weren't they were selling these electronic signs all over North America, Canada in the United States, Patterson had one rule for 44 years do not ever finish dead last in sales twice in a row if you do gone. And that goes back to that accountability. He hired men and women that were sick to their stomach with losing. And they literally built his company from \$100 into \$12 billion, with that simple rule of don't finish last few months in a row. And the thing that people the cupcakes don't like about this is they don't understand. When you do things like this, what kind of a person do you think you attract, you attract other champions, you attract other winners, you attract people that want to make a difference and build a legacy. So those are just some of the things like you can't afford to have unprofitable employees. Now that winter is here. I want to go balls to the wall when it comes to marketing. But I'm not going to tolerate an employee who's costing me money. So I hold them accountable in terms of profit, we make things public, and we demand we demand demand. And that three strikes rule man, that is the best thing that I was introduced to 17 years ago.

Doberman Dan 1:28:44

You know, it works so well. That the criminal justice system used to have a three strikes rule. Now unfortunately, because of woke ism, it's thrown out the window, but three strikes after three strikes in their eyes, you're beyond rehabilitation, we're just going to remove you from society is what we're going to do. And it worked. Well,

Michael McLean 1:29:06

I'm not running a halfway house. I'm not running a soup kitchen is funny. Most people are never going to get a strike. Are you kidding me? They're gonna work that I had people work for me for 20 years, I'm not going to get a strike. They were never five minutes late in their life. And then you have this bottom 5% And it's just one thing after another, you know, when they get the third strike, they're relieved and everybody's relieved that it's gone. But this way, it doesn't become an eternal problem where the person last two years No way. 123 gone very simple. And the person is usually relieved because they don't belong in a culture of winning.

Doberman Dan 1:29:40

No, they need to get a civil service job where you could actually shoot your boss and still not give. And I know because I used to work with those people. That's the only place for him. Principle number 10. Sell personal integrity and 2023

Michael McLean 1:30:00

Well, I have a personal code of conduct as a husband and father and entrepreneur and community leader, I've always had a personal conduct. And I got it from Brian Burke, the, the manager of the US Olympic hockey team in the Vancouver Games in Vancouver. It was Canada, Russia and the United States with the powerhouse teams at the Vancouver games. And for the first second time in history, they're allowing NHL players to play in the Olympics, right. So you got, you know, you've got Sydney

Crosby's, you've got all these players that are making 10 \$12 million dollars a year, but for the first time, they're being part of the amateur tournament. And they asked Brian Burke and Brian Burke is the president of the Pittsburgh Penguins. Now he's won and actually won a Stanley Cup in Anaheim, one of the most impressive leaders in sport and they said to Brian, half it during the Olympics in Vancouver, the US actually lost in the final and overtime to Canada. So gold and silver teams. And they asked Brian Burke, they said, you know, how did you get all these multimillionaires to come together in two weeks and play for the flag? And he talked about a lot of things. But he said, you know, he said we had a personal code of conduct that we came together as a group, everybody had input. And they said, What is that personal code of conduct for the US Olympic men's team? He said, very simple, no whining, no complaining, no excuses. And then he went on from there. And it showed a big thing in the dressing room. It said no whining, no complaining, no excuses up on the wall. And underneath there was written, whining leads to complaining. Complaining leads to excuses. Excuses lead to losing. And I saw that code of conduct. And for the last 15 years since the Vancouver games, I've made that my personal conduct with my athletic teams with my business teams and with myself, no whining, no complaining, no excuses. Whining leads to complaining, complaining leads to excuses. Excuses lead to losing. And my wife will catch me you know, saying like the way we talk to ourselves important. My wife will be standing in the kitchen and she'll say, a little bit of whining there, Michael, or making an excuse or any of my daughter who's 10 years old. She'll say, Daddy, you sound like a cupcake today. I guess I deputize them to you know, we all have weaknesses, right? All of a sudden, I'm talking like bad language. I'm going to try and do this. Or I'm going to try and do this. And my daughter's like, try that swearing daddy. And I'm like, I've deputized you, it just keeps us on a straight. We all need teachers and coaches. But that all goes back to integrity. So that code of conduct for me keeps me very clear. It's not complicated. No whining, no complaining, no excuses. If your ad doesn't work, that's not your fault. That's Michael Macleans fault. If I don't make seven figures this year, that's not your fault. That's my fault. If my daughter's struggling with their fitness, that's not just her fault. That's my fault as a leader. So I guess it comes back to being 100% accountable for every win and loss in your life. And that's where freedom is found. Right? And accountability. You want autonomy, you need to take accountability. You want independence, you need to take accountability. You want to be free. You need to take 100% accountability, Jimmie Johnson said it best when he was rebuilding the Cowboys. He said I want all the blame. And I want all the credit. And he was a bombastic guy, right. His his memoir is called Swagger. But people forget the one in 15 season. And he said I want all the blame. And I want all the credit. And that's a guy who takes 100% responsibility for every win and loss. So I think every person on this call needs to have a code of conduct a way of standard of living as a top one percenter. You know, for me, it's so funny. We go to five guys every Sunday with my daughter, it's a daddy daughter thing. And we sit out on the patio and we eat our burger and fries. And we always go out on the patio and the chairs are everywhere go over man and that its mass and am I and we clean the table and we put the chairs together my daughter and I sit there and eat a burger for half an hour. And then we always shove in the chairs and we clean it and we put the trash away and I always say to my dad and my daughter I said how you do everything is how you do why she goes how you do everything is how you do one thing is how you do everything. And I said the McLean's always leave things what and she goes better than we found them. That's the way I ran my hockey teams. That's the rant way I ran my insurance agency. That's the way I run my consulting company. The way you do one thing is the way you do everything and work to leave things better than you found them. So that's all part of that code of conduct. But I think everybody needs a North Star that says no, no, that's not how I operate. I

don't sleep in I don't drink alcohol, just a North Star for high standards. What do you see all around you now you see lowering of standards. So let's do the exact opposite and take our personal and professional standards to the highest level

Doberman Dan 1:34:55

that truly puts you in the 1% because personal responsibility He seems to be going away the dinosaur. In fact, I just read in the in the February issue of Dan Kennedy's newsletter called a letter from Dan Kennedy, the one he publishes with Pete Lillo. And I can't remember what university it was a university professor was hired for using the words personal responsibility either in some social media somewhere. So we are we're separating ourselves from the majority, with these principles, right? This is, you're not going to see this stuff done. By the 99%. We might be approaching the 99.5%. At this point. These these principles, you know, we're just a rare beat were rare breed these days by doing these things. Well, I

Michael McLean 1:35:52

have the message I say every day, like I say my prayers every morning when I open my eyes, and I never asked my creator for anything, because I've been given more than I could ever imagine. I live in the two greatest countries in the world, the United States of America and in Canada. So I am, I am a wash, we are all a washing opportunity. We are awash in abundance, and we are awash in wealthier trillions of dollars, abundance and opportunity. I am so bullish on 2023. It's insane. Like I this is I tell my daughter every day, this is the greatest time in history to be alive. It's the greatest time in history to be alive if you had the other way. So there's trillions of dollars. There's opportunities like never before, it's and that's the mindset that I have like, I mean, I'm so bullish on 2023. People asked me, Dan all the time, they like, oh, you know, what's it like to have kids in today's world? And I'm like, What the fuck do you think I said, I'm training my kid to run your own company. I'm trading my kid to VC over life. I'm trying to say there's never been a better time. And who does my daughter go to school or she goes to kids that are, you know, addicted to digital, this digital that the whole nine yards, they don't know how to work, they have thin skin, I tell my daughter every day, man, there's never been a better time to be alive. And if you don't do well, in today's world, you know, there's no, there's no shame in being down, we've all been down. But in 2023, there's great shame and staying down. But there has never been a better time in history to be alive than right now.

Doberman Dan 1:37:20

Amen to that, you know, I was really, really encouraged by something that you said. So when we started working on this project with with the offline funnel, it's been a while. So it's been a while since I've bought an offline ad, I think it's been five years, maybe even seven years. But my frame, my frame of reference, was like, when I was doing this in the 90s. People were willing to make deals, the ad reps were paid on commission. So they didn't even care if you were a little player, they wanted to do deals they wanted they they would negotiate because they wanted the deal. You know, like they got paid on commission, they're motivated to now lots changed. And so when I was but my head up against a concrete wall, well, I'm just going to be really transparent with you, I started feel discouraged because this, this wasn't, this isn't how it used to be. And so it's a lot more difficult. And plus, I'd be lying if I didn't say like all the talk of the recession, you know, that kind of stuff gets in your head and saw that stuff was rolling around in my head. I was feeling a bit of discouragement. And your reaction to was the

complete opposite. In fact, what you said is now Do you see what we have no competition. Now do you see why we do not have to worry about recession or the thinning of the herd? Because nobody will go through what we're going through to get this to get the job done to get these ads in there. And it immediately like I immediately had a paradigm shift at that point. Like, you know what, he's absolutely right. We don't have to worry about any of that. The table

Michael McLean 1:39:08

is sad. It's interesting. Dan, we've lived in Naples in this new house for 45 days. My daughter had her dog locking company. She's 10 years old. She walked out to me at the pool and she said I'd like to start a dog walking company. We were here for two days after Christmas first two days in Naples in our new home. Within four days. She was making cash at 10 years old walking dogs. She printed off 100 flyers physical flyers, she she passed them out to 100 homes 15 A day after school she's 10 years old. We got four clients and and she sells packages she sells people say how much is it's \$5 to walk the dog but you can get six for 25 So she's selling packages with the upsell. So here she's got a tissue box in her in her new bedroom here and it's loaded with American money and she has had that dog walking company on her own, I didn't have anything to do with it. I said, I would photocopy them back here. And she did 15 a day and I walked around with her for phone calls for clients, and she walks the dogs after school. And she's made herself close to \$100 in our first month here in Naples. On top of that, then she now shoots a video for art teaching kids on YouTube, how to draw. And she said to me the other day, I'm going to build my list over the first year, then I'm going to learn how to monetize it. 10 years old, are you kidding me? There's never ever ever been a better time to be alive. And I tell everybody, we live in the two greatest countries in the world.

Doberman Dan 1:40:43

Go true.

Michael McLean 1:40:44

You got a couple of minutes to do questions, or do you got to answer I've delegated my life.

Doberman Dan 1:40:50

Okay. All right. Cool. Perfect. So any questions entered in the chat or the q&a? I'll keep I'll keep an eye on both. Carlos Rodriguez was asking, Will there be a transcript of the webinar that I will have this transcribed I will also be providing a replay to my knights, civilians, you ain't getting a replay. You got to become a night if you want access to the transcript and the replay. I might I don't think I missed any questions in the chat, but enter them in now. I got stuff coming in on the q&a thing, which is separate from the chat. So I don't really know why that is, but it's a zoom thing. Don Stewart, you're not a question. But you might want to speak to this. He said you sold your mom's pots and pans. I do not know that part of the backstory. What's that about?

Michael McLean 1:41:45

Well, it's called the dreamers disease. You have it the people on this call habits. So we're we've got the dreamers disease, there's no vaccination for it. And it's a good thing. My daughter has the dreamers disease. My brother has it. When I was 12 years old, on a Saturday morning, my mom and dad woke up. And my friend and I had a garage sale at the bottom of the driveway. And what were we selling, we

didn't have a lot of stuff to sell, we want to make money. We're 12 years older in grade six, or seven. So I took all my mom's cookware, and I put it on a table at the end of the driveway. And my friend did the same thing. And here we are, again at the end of the driveway on a Saturday morning at the signs out. And we're selling all of my mom's pots and pans and cookware. And my dad comes down and he's like, this is the greatest thing because he's an entrepreneur, right? And he goes, You're in so much shit. My mom comes down half an hour later, and she's like my good cookware, my pots and pans, and my dad standing behind her and he's like, and then after that we'd like I did tennis camps and lemonade stands and all this other stuff. And my dad said to me one time we're over my grandparents and he said to me, he goes, son, he goes, I hate to tell it to you. And I was 12 years old, he says but you have the dreamers disease. I'm over my grandparents on a Sunday afternoon and one of my dad and I talking about sitting outside in the chair. We're talking about how we're going to start a video store long before Blockbuster and we're going to offer home delivery of videos like pizzas, this is this is 35 years ago, and my dad's just sitting there and he goes Hold on, hold on, he goes, it's time to eat. He says Son you have the dreamers disease. There's no cure for it whatsoever. My brother who has his own law firm has the dreamers disease as well. But my dad's like, you just it was one thing after another lemonade stands and then window washing companies and, and my dad just had but that's my that's my first selling pots and pans at the end of the driveway. My mom's bought. And my mom giving us giving a shit and my dad standing behind my mom go and told you so

Doberman Dan 1:43:51

that's a great story. Who's the Oh, Steven McIntosh says thanks for everything. Michael, where can I subscribe to your email slash newsletter, which that brings up a really important thing. I wanted to talk about your book. So it's it has a spot on my shelf amongst the classics, business books, slash inspirational books, a combination of the two. And I immediately loved the title How to not get your butt kicked in business and in life. Everybody, everybody needs that book. Okay. Anybody who's serious about business and entrepreneurs success needs that book is what is the best URL for that book.

Michael McLean 1:44:42

Actually, the title is How to not get your ass kicked in business and in life.

Doberman Dan 1:44:48

Oh, it was it was. That's right. It had to be.

Michael McLean 1:44:52

No, you went a little snowflake on me there Dan. My book is \$30 It's not \$30 is \$27. And then you get a daily video for me and look at the badass t shirt I send those to. No bow book.com So an O bol is b u ll book.com. No bull book.com The book is 27 or \$28 I ship it. You get this free T shirt. It's my be relentless t shirt. These are the T shirts I throw this in for free. be relentless is one of my coaching slogans from hockey. I have the bracelet here somewhere. This is what I wear when I walk in the morning. But you get the book which is a physical book, it's about 267 pages. I don't do any Go fetch PDFs or any ebooks I do the physical book and the audio book you can buy that as well. I throw in the free T shirt noble golf.com that'll put you on my daily email list and I literally shoot a video at walking in the dark every morning. I last year I never missed a single day walking with was shooting a video I did 366 straight days last year in the Canadian cold in the Naples heat. I had the China virus. I had a

sprained ankle. I was happy. I was sad. I was motivated. I was D motivated. 365 days, 66 days straight. And now I'm back at I don't know, I think I'm 51 straight days this year. So once you buy the book, you also get that daily video and you've watched some of that it's this crazy man walking in the community ranting and, and roaring about things and you know

Doberman Dan 1:46:34

you're wearing a bulletproof vest, or at least that's what the neighbors they're rocking

Michael McLean 1:46:38

vast, right? I wear a 25 pound rocking vest, which you'll appreciate. So these people they don't know, around this community. They're like, Is this guy a cop? Or is he a soldier? Or is he just what is he so nobody, when I'm walking the dog at six in the morning people like change sides of the street. So I'm like I'm all for it. I'm like Good morning. If they're on their smartphone at five in the morning, and I'm like I just pattern interrupt them right away. Like I'm walking up and they got their phone buried in their their face. You can see I'm like Good morning and they're like, oh, that's me love it in here for 50 days. Infamous. You should tell about me moving my entire family to Naples last year, the entire family in three weeks.

Doberman Dan 1:47:21

Oh yeah. In three weeks. Your wife set that up and she had everything set up and what like 10 days or something.

Michael McLean 1:47:28

We went through the China virus lock downs for two years. My hockey was shut down the swimming pools. This is in Canada. Our schools were shut down. My barber shop was shut down masking the whole nine yards, right? My daughter is eight years old at the time. So I come home I go to pick up my kid last year at Christmas like like in 2022. So like a year ago, and it's amazing. I the teacher hands me Emrys books. This is December 23rd, two years ago, and I'm like we've done this for two years. I go What's this? And she goes in case we don't come back to school. And I'm like, like, fuck, we're coming back to school. I said, I've seen this movie twice now, where they shut down the school as a Christmas and the rings everything right? You gotta be what am I going to do with my child? So I come home that day and my wife sitting there standing there and she said, We need Plan B and we talked about it. I said Plan A was the schools in Canada stay open in the new year. Plan B was we moved to Naples. We've never been to Naples. I've never stepped foot in this place in my life. And Plan C was we do private tutoring at home. So my wife needs me to door she goes I've got Plan B she says I've rented us a house in Naples for four months. I've gotten an Emory and a private school. She goes and we've got a private jet. And I'm like, Are you kidding me? She's like, Yeah, that's my badass queen. And she says we're out here. So I'm not kidding. 21 days later, we jet out of Ottawa. We don't have to do the maths around like that, because it's a private jet. I got the dog on the jet 81 pound dog. And we literally have been all over Florida but we never were in Naples before. How did they come to Naples? Guys like you and other guys told me it's a fantastic place. So we rent this home in a gated community. We touched down three hours later with the dog the whole thing my kids in school the next day. Last year for four months. She went to birthday parties to sleepovers. She played tennis I ran my company from here my wife loved it. We loved it so much here last year that we bought a house before we left last year and

came back to Canada for the spring and summer. We bought a home in Naples and we come here now every time after Christmas and we spend four or five months here. My daughter's in the same school we're doing the same thing. We have friends, but literally we just left it all behind. And when we got back last year, all that stuff in Canada was over with the masking the schools were open so my kid was able to zoom in there but you'd like Dan Kennedy says you're not a tree, Michael, you know, instead of me bitching and moaning about the government and masking and VAT he said, You know what, you're not a tree you can move and my wife put that together. We were living in Naples 21 days later with the dog, the kid the whole nine yards, land of the free brother.

Doberman Dan 1:50:20

And man, that's a great story. Steven, sir Steven, a Macintosh. He's a knight, as are most people on this call, which it just backs up exactly what I was telling you. Prior to the oh, what when we spoke earlier today about losers aren't winners. Like the people on the big list the civilians list. The majority of them couldn't bring themselves to attend this webinar. It's mostly nights. So that tells it I've already called out the winners from the civilians list. And it just backs up what we're saying he's so sir Steven asks, How do you make public recognition for yourself so you can improve or keep accountable when you are just one?

Michael McLean 1:51:12

Well, I use the I use the Jerry Seinfeld calendar, and this is a secret weapon. It'll change your life. So I always I ship a calendar to all my guys, but nonetheless, I have a year calendar right beside my bed. And it's the Jerry Seinfeld red X never break the red chain. So Jerry Seinfeld was interviewed when Seinfeld was at its peak. And they said, you know, Jerry Seinfeld? How the hell are you the highest paid comic in the world? Plus, you have this incredible show. And Jerry Seinfeld answered the question. He goes, I never break the red chain. I never break the red chain. And the reporter is like, what do you mean, you never break the red Ching. He goes, What's the one thing I have to do every day to be the top paid comic in the world? What's the one thing I have to do? And he goes, I have to write I have to write comedy. I have to sit my ass down. I have to write for one hour. So Jerry Seinfeld is a writer. Okay. Steve Jobs was jobs as a writer, like Stephen King is a writer doberman. Dan is a writer. That's a one thing. So he says every day that I sit down and I write comedy for an hour, I put a red X up on the calendar all through the year. He says My job is to never break the red chain. And I heard this story four years ago, when I tried a few times. For the last two years, I have never broken the red chain not one single time. So I call it the Jerry Seinfeld red chain. So I talked about shooting a video for 366 straight days last year. Well guess what? Every day I shot a video at six in the morning, I put a red X red X at the end of the year, Dan, I took down that calendar, I showed it to my kid, I showed it to my wife. I'm like 366 There you go, baby, I filled the fucking thing. And now this New Year, I put up a brand new calendar. And for me to get a red X, I've upped my ante. So I have to walk 15,000 steps I have to copyright for an hour and I have to read for an hour. So it's not one thing. It's three things but one thing is fine. And I get a red X. So as of today, I'm 52 and all I'm 52 No, there's not a single day since January 1 Where I haven't earned the x. And if you don't get the x, it's not a big deal. You get the x the next day you get the x the next day. And this is what I do with my brothers is these guys are like I'm like see how far you can go without breaking it. So that's how you manage yourself. So that's my scoreboard and you kick your own ass that way. You don't need inspiration. You don't need motivation. You don't need Tony Robbins just never break the red X never. So what's the one thing I have a guy in

my program who alcohol is His cross to bear? I said simple. Stop drinking alcohol. Don't worry about copyrighting Stop Drinking Alcohol stop buying alcohol. He is 41 No 41 No alcohol has not touched his lips in 41 days. He's got 41 Straight axes. I said forget about everything else. One thing, do not drink, do not drink, do not drink his life has transformed in 41 days. Let's say you want to lose 50 pounds. Well if that could be one thing. I got to drink a gallon of water a day that gets you reps. Maybe it's I'm not going to eat any bread for 60 days that gets you wrecks whatever it is in your business. Dan is right for an hour, an hour. If you write for an hour, you're a machine. So I call that the Jerry Seinfeld never break the axe. It's a calendar right beside my bed when Chris and I go to bed at night just before we say our gratitude. The very last thing I do before I close my eyes is I give myself that x I've earned that x and if I don't I'll learn it the next day. 1552 and Oh brother 52 Oh,

Doberman Dan 1:54:53

that's excellent. You know that's so simple but so powerful. Charles Staley I don't think he's doing. I don't think he's doing a lot of private coaching for Olympic athletes these days, he might I don't know, I haven't spoken with him for a couple years. But he was the top strength coach for like, so many of the clients were gold medal winning Olympic athletes. And his big secret was punch the clock. His he called him punch the clock workouts, like, you just go into the gym, and you look at it is, I'm just punching the clock, I'm just going to the factory job punching the clock, I'm just going to the gym, I'm just getting in there. And going down a list of the workout I need to do. Because Because going in there thinking you're going to set records every workout, it ain't going to happen. It's going to be nothing but a disappointment. But you just go in and do punch the clock workouts or you do just show up and do it. That was his secret for being him becoming the top strength coach in the world and so many of his clients winning gold medals.

Michael McLean 1:56:04

The other thing I have something else to say about that Dan, too, is is every small business owner on this on this call. You're the heroes in the story. I hope you realize that you don't hear that from creepy Joe. And you don't hear that from the bureaucrats. But if you take a nap for six weeks, if everybody on this training takes a nap for six weeks, the whole thing grinds to an end. There's no hospitals, there's no schools, there's no bridges, there's no roads, and nobody's going to sponsor the PT ball team. So as an entrepreneur, you're the hero in the story. The man or woman in the in the in the mirror is the hero. I don't have heroes. My mom and dad are heroes there might have entrepreneur heroes. Those are my heroes. But without the small business owner, there's nothing it's not Amazon, we can live without Amazon. We can live without big tech. We can live without the Dallas Cowboys. But we cannot live without the small business owner. It's that simple. You pay the taxes for the bridges, the hospitals, the schools, the T balls, everything like that. If you take a nap for six months, we're done. We're or six weeks, you're done. So what the red X does for me, Dan, is that the mini victory I need every day. I pat myself on the back. I pat myself on the back. Nobody encourages you. Everybody thinks you're a when you're a small business owner, everybody thinks you're rich. Everybody thinks you're greedy. The government wants a piece of you, your friends think you're insane. So who's going to pat you on the back for what you do? You're driving this economy? Pat yourself on the back. How do you do it? Every day? You get that red X? It's like this before I go to bed? I'm like, right? I got it. And that's what you have to do. There's no nobody's gonna pat you on the back because they think you're greedy. They think you're rich and most business owners that I know they're not greedy. They're not rich. They're just

extremely hardworking people. So the red X is more mental than physical. It's like, Hey, I didn't drink alcohol today. pat on the back. I did my copywriting. pat on the back. I went for a walk pat on the back. You got to cheer yourself on the chick. You think Joe Biden and the guys are going to cheer you on? You think the state legislature? Do you think any of that stuff? No, you're a man or a woman on a mission you gotta cheer yourself on. And that's what that calendar does is every day it's a tiny victory for me a tiny victory and a tiny victory. And when I took the screws out of that on New Year's Day, and I showed that to my daughter, and I showed that to my wife, I'm like, look at that. I did what I said I failed the fucking thing. That's how you build your self image. That's how you motivate yourself. And more is more is caught than taught right? The greatest thing I can do as a father is show that calendar to my kid not taught not give his speech. Look what daddy did. And that's how we become heroes in our own homes.

Doberman Dan 1:58:45

Exactly heroes in our own homes. I am going to ask this question and then go grab my power cord is my my Mac is saying I got low battery. So Sir Don of Sturgis asks, Does Michael track any personal parameters, weight calories in miles walked any of that.

Michael McLean 1:59:10

What I do is I have this aura ring on my finger is the only technology I use because I don't carry a cell phone. But I only this hasn't been powered in mine. So I'm just wearing it like as I don't know why I'm wearing it. I found out how long 10,000 steps was I found how long I had to walk for 15,000 steps. And then I walked that for a month or two months or whatever it was. And then that's it. I don't track anything. I know that if I walk for 71 minutes, I'm going to have 15,000 steps that day. I track my water because I have a gallon jug. But I keep it super, super simple. I don't buy foods like potato chips or any of that stuff. My wife doesn't buy that. So that's how I track it. And I weigh myself every day. Anybody who says don't weigh yourself they're out of their minds what's measured gets done. So the kind of stuff that I tried like, anybody who says Dan, don't measure like I don't understand like that's fantasy sold his reality. So I know how far I have to walk. I set the timer. You know what I have an egg timer. I run a seven figure company with an egg timer, I set it and I write for an hour, I set it and Bing I read for an hour. Like there's no like, if you followed me around for a day, you would be like underwhelmed you'd say where all the apps and where's all the fancy stuff. I have an egg timer on my desk, I walk for an hour, I write for an hour, I read for an hour, I got my X, egg timer, egg timer, I don't wanna be carrying some phone around. So that's how I measure stuff. But I know how far I have to walk to get in 15,000 steps. I know how much water I have to drink. And I weigh myself every day. So if I put on a pound or two or whatever, I'm like, okay, wake up time.

Doberman Dan 2:00:55

You know, I wanted to speak to I just remembered this, I wanted to speak to your, your, the principle on distractions and and what you were saying about the smartphone. So inspired by you, I recently have added 10,000 steps a day to my routine. Like since since the beginning of December, I've been really good and getting in the gym five days a week. But the walking is a different part of the fitness program. Right. So I need that. So, so well. First of all, I was actually surprised at how far 10,000 steps that's not a short distance. But so I started when I walk with the dog who's sleeping over here next to me. I don't take the phone. In fact, I rarely take the phone with me because I just don't need the distraction. I don't

want nobody nobody how strong they are. Nobody can use heroin recreationally. So I don't take the heroin with me, you know? But I've been taking the phone with me now so I can track the steps. But you know what? That's it's a temptation. I don't want that damn phone with me. Now I'm thinking now I realize you know, I just need to buy one of those old fashioned analog pedometers.

Michael McLean 2:02:15

Well, if you want walking is my thing right? So I don't need like willpower sir chumps. Environments are champions. So I don't take any technology with me and less than shooting a video on a broken iPhone. I'll never buy an iPhone again. After this. I'm buying a flip phone. I am out with extreme prejudice of all big tech. So to answer your question, I don't need that. I 7075 minutes I know is 10,000 to 15,000 steps. Here's the thing. Where do your great ideas I mean, your aha ideas. Dan, where do they come to you? I can tell you right now I have a crystal ball. They come when you're in the shower, when you're reading when you're doing what Thomas Edison said sitting in solitude, thinking for ideas, listening for ideas. Addison used to go sit on the end of the dock like I do in Canada, and listen for ideas. The problem with men and women today is there's no solitude, we are supposed to spend no less than 30 minutes per day with ourselves. Most men and women could never spend two minutes. So here's the thing. I don't try to use willpower ever. I just don't take my phone on my walk. So that's 70 minutes where I'm outside in nature. I'm listening to the birds and watching the sun come up. And after about 10 to 15 minutes of walking and all the great writers were walkers. All of the great writers were walkers. After 10 minutes, guess what comes to me? All my big ideas. People are like Michael, where did you get that idea? Where did you come up with that topic for the newsletter? Where did you think walking and read all my ideas come when I'm walking and I'm with a reading. But here's the thing about walking, I don't want to run. I don't want to do that shit. I used to do that stuff all the time. And admittedly, I don't want to go to the gym either. Like I do push ups and squats and all this but I'm not going to the gym. So here's the thing about walking and Gary Halbert called it your roadwork, when you walk for half an hour a day or an hour a day, whatever it is. It is an emotional, it's emotional training. It's spiritual training. It's mental training. And it's physical training. When you walk your 10,000 steps right off the bat. That's physical training. Secondly, it's emotional training. You start off walking, you don't feel very good. By halfway through, you're in second gear. spiritual training, it gives me a chance to listen to my golden gut my intuition and my Creator. The only time I hear from my Creator or my intuition is when I'm walking motion creates positive emotion. And then the other thing is mental health. So walking is more than just putting your feet on the ground. It's emotional, It's spiritual. It's mental, but only if you don't have earbuds in your ears and you have your phone and you have earbuds Well, I'm sorry, but you're golden gut can't get through that. So I stopped taking techniques. He with me about 10 years ago, and I would not trade that hour to 70 minutes I have. And a lot of my guys, Dan have stopped taking their phone with them. And they're like Michael, the ideas that are coming to me. My golden gut told me to do this. My intuition told me to do this. My Creator told me to do that. Well, if they had their ears plugged in, can we not? Can we not take one hour a day or half an hour a day to not text to not be on social media? Can we not take an hour to just be with ourselves? And like Thomas Edison said, and listen for ideas?

Doberman Dan 2:05:36

You reminded me of a question I've been wanting to ask you. But I'm going to I'm going to share another question for Sir Don of Sergio before ask mine. He says How does one go about determining that sharp point of focus for business? Which niche to enter and claim? Well, I go where

Michael McLean 2:05:59

the money is, I mean, it's so funny. I was never in the insurance business. I was never in the hockey business. I was never in the barber shop business. And admittedly, I'm not in the consulting business. I am I have an insatiable appetite, passionate obsession for marketing. I'm a Marketing dreamers disease guy like you. So it didn't really matter that I was in the insurance business. I never wrote insurance policies, I was the marketer of insurance. I never cut any hair, I was the marketer of the of the barber shop, I was the marketer of this consulting business. So if I found a product that I believed in, and there was high margins of profit, then I was the marketer. I'm gonna see I'm the I'm the Chief Operating marketer. So people said, oh, is the insurance business boring, Michael, I'm like, I have no idea. It's like the CEO of Rolex, when he was having lunch one day with a guy and they he sat down, he said, How's the watch business? And the CEO of Rolex said, I have no clue. I'm in the luxury business. So I'm not into soup kitchens, and nonprofits and halfway houses. So the insurance business as an example, I got into that business, because it's a continuity business. If I sold a policy, I'd have it for 10 years ever, because there's continuity built in. I'm in the consulting business because I can serve men. Plus, it's a continuity business. I have a master of our newsletter like you do, Dan. So I get paid every month. So I stay out of these things that become you know, if I want to donate my time to a charity, I donate my time to a charity. But how do I pick a niche? I pick a niche where the money is I pick the niche where there's players with money and I can make a significant difference. There's, there's no there's no coincidence that I'm working with guys that are top one percenters. You mean they don't care what my newsletter costs, they don't care that my my mastermind is 50 grand, they don't care about anything. They want to get 1% of 1% better. When I first got in this game, I used to be at the bottom I don't want to be Walmart, I don't want to be target. I want to be with players with money. So goal, Don, where the money is where's the money. There's a top performer in every niche and that's the person that you want to become there's a top copywriters there's a top author, there's a top swimmer, there's a top hockey player, that's where I want to be, but because my obsession is Pat and not marketing, I didn't really care what the product was long as there was continuity built into it. If you don't have continuity, you don't have a business you need to have monthly cash flow. That's Grant Cardone 101

Doberman Dan 2:08:30

Great advice and one serendipity about that when you go where the money is and you work with players with money, you get more from less you know, you don't need 10s of 1000s of customers to make really good money because you get more from less. Okay, you talking about walking and in the in the you know, you see people that get their face buried and they're out walking but they got their face buried in the phone and they got the ear buds in and all that stuff. This is something that I've been wanting to get your thoughts on because this has been this has been rolling through my head I feel some Philip possible newsletter fodder coming out just a few days ago this song that I don't even like was stuck in my head you know, I get that song stuck in your head. I don't even like the song. I don't even remember what song it was. It's not relevant nor do I want to remember because I don't like the song but the reason it was stuck in my head is because I went somewhere. I went to some store and

you know, they have the music playing right. And so I heard that now it's stuck in my head and I sat there thinking you know what, I am assaulted. Everywhere I go, I'm assaulted. With audio everywhere go and or video. I mean, getting away from the phone is a major victory and getting off of social Media is a major victory. But everywhere I go, I'm assaulted by this stuff. And it's all going in here. Something as stupid as the radio playing in a business. I'm hearing songs I don't want to hear that have messages that I don't want to hear. I'm constantly assaulted by that stuff. And everything gets recorded up here. It really made me cognizant of the fact that, yeah, I'm not a social media guy. I know how destructive that is to your to you physically, mentally, to your mental health, how it even changes the structure of your brain. I avoid that stuff, the phone. I avoid that as much as I can. Like I said, I'm not taking it with me when I go for walks. It's a tool that I use. But, you know, I think we should need to maybe start being more cognizant of what's assaulting us in other places. Like, what you know, what we're being exposed to even stuff we don't want to when we're out about, because it's all going in here. And I've been dying to kind of get your thoughts on that since I started rolling that around in my crusty cranium. Well, I'll give you

Michael McLean 2:11:18

my thoughts about it. First of all, it's on principle alone. So I am not Tim Cook's bitch. I am not Steve Jobs, bitch. I am not Bill Gates, bitch. I am not Mark Zuckerberg. spittoon. Okay, so on principle alone, I will not give those guys time or money. This is the last iPhone I own. My wife got me an iPhone seven. When it's gone, it's gone. I'll have a flip phone. That's it. So I am out with extreme prejudice. I do not buy products that are built by children and young adults in slavery. So I met, I don't talk a good game, I play a good game. So I don't want to participate in any of that poison, and I will vote with my feet in my wallet, I will not participate and I will not buy those products. Okay, Tim Cook does not regulate my life. Mark Zuckerberg will not be in my life, YouTube in the name. So I'm out. I'm out. I'm going to do the opposite of everybody else, for you to financially support that stuff and participate in it. I mean, that's a principle for me, right? I will not support support where that stuff is purchased. I will not support evil, evil business regimes period. Okay, those guys know what they're selling. They've got a starving audience. Secondly, is I want to head the other way, right? I want to had the exact opposite direction. But here's the thing, what you're talking about is willpower versus environment. Everybody says to me, Michael, you're so discipline, you must have great willpower. Dan, I have no willpower because I don't use willpower, okay, there's no alcohol in my home. There's no pot in my home. There's no chips in my home. There's no news in my home. There's no politics in my home. There's no anti social media on my phone. So for me to go out and buy to drink for me to check Facebook, I would have to learn how to get on Facebook, I would have to drive in my car to get a bottle of whiskey. Do you see where I'm going? Like I don't use willpower on any of this stuff. All I have in my in my world are the select things that serve me. I don't have any toxic friends. I don't have any heavy drinkers around me. I don't have any bad influences. I have your newsletter kept coming in. I have Dan's newsletter of John Carlton's newsletter. Like it's all to me about environment. And when I do go out into the general public, it has no effect on me because I mean, I have all these inputs. It's all about inputs, right? Like the inputs, you don't have a chance if you're on social media, you don't have a chance. If you're on the news, you don't have a chance. If you're in any of those inputs, you'll wonder I call it manufactured mental illness, right? Like why do I feel so bad? Why am I anxious? Why am I depressed? Why are kids medicated at age five? Because that's was the plan. So I just don't participate. But environment is for champions. And willpower is for chumps. When somebody says to me, Dan, at the first of the new year, I said New

Year's resolutions are for pretenders. Everyday is New Year's, I'm 52. And oh, New Year's is every day I gotta get the red X. So when somebody says to me, I'm going to stay off of social media. The first thing I say to them is Tell me about your environment. Do you still have those apps in your phone? Yes, you're not serious. Do you still have access to I want I'm gonna stop drinking Michael like you. I'm like, is there a drop of alcohol in your home? Well, yeah, you're not serious. You're a pretender. See, the thing about willpower is for pretenders and men that aren't serious. Environment is for champions. Environment is for champions, show me your environment and I'll show you your life. Show me your friends and I'll show you your life. So if you want to stop drinking, there's no secret to it. You just stopped buying alcohol. It's not in your environment anymore. You want to stop Smoking, you don't have cigarettes in your home in your vehicle. You want to lose weight, you stop buying bags of chips. You make it impossible for you to misbehave. See, it's impossible for me to misbehave, I don't trust myself, I do not trust myself. So I don't buy booze. And I don't buy this. And I don't predict if I was on social media, I'd be right back into it. So I don't participate. So environment over willpower, but I'll leave you with this one thought they always they sent out to Einstein one time they said to Einstein, they said, Why do you not know anybody's phone numbers or addresses Albert Einstein didn't know anybody's phone numbers or addresses. And he says I never put anything in my mind. That doesn't serve me. And I'll never forget that we're talking 4050 years ago, I'm not going to remember a new I'm not going to put anything in my mind. That doesn't serve me and just compare that to the inputs of today. So I've kind of taken that advice where I'm like, I'm going to guard my mind. Like I'm a Navy SEAL where nothing is going in here. But the best of the best, good inputs, great outputs.

Doberman Dan 2:16:06

That's so powerful and so important. Hey, thanks a bunch for doing this was great. And everybody listen, everybody on this call. Everybody needs Michael's book. If you're serious about business, if you're serious about marketing, or you're just serious about being a high performer in whatever it is you do, doesn't have to be business. You need that book. It's at no bull book.com You need to be getting his daily emails, you'll get your buy the book, you'll get the daily emails he follows my just sell the damn thing model and the video and the video you get the videos. He only wants to deal he deals with the highest level people. And so your first qualifiers you gotta buy the damn book, right? He's not he's not going to throw pearls to swine. You got to be a buyer and how you qualify yourself to get his information is you got to buy the book so noble book.com. Thank you so much for doing this knights of the market in Camelot, you will have access to this replay and the transcription for the few smart intelligent civilians, you should become a knight in the market in Camelot. So you get the replay and the transcription but Thanks a bunch, Michael. This was the stuff that we needed to hear for for success this year and the next for success in general. But definitely starting this year in the next several years. This is crucial stuff so thanks for sharing your your life with us these several hours.

Michael McLean 2:17:40

You're You're welcome. Remember, life is a gift every day is a new gift. And as a great math theory, my friend says four words. Kick Ass take names.

Doberman Dan 2:17:54

What a great way to end. Thank you so much, Sir Michael, I appreciate it. You're welcome. Bye bye.