## **In this video**

Timeline

Chapters

Transcript

## **Intro**

0:00

when I give away a bunch of free startup ideas the exact playbooks of how to do it and then I get a DM saying "I just

0:06

hit 1 million ARR and it I was able to retire my mom." If anyone has good ideas for AI startups it's people who work at

0:13

jobs they don't like if you're listening to this you're early and you can actually go and participate and create

0:18

businesses around that that's why it excites me you have like this fivestep

0:23

framework of how someone can build an AI business in 2025 let's do like a quick 5

0:29

10 minute crash course on two AI products I think would be really valuable to people so okay before we get

0:35

into the episode I want to give some context to this conversation in the last few months I've gone deep down the AI

0:42

rabbit hole on YouTube and one of the things that has become clear to me is that there is so much opportunity right

0:49

now to use AI to build a great business for your life and so I got inspired in the leadup to this conversation with

0:55

Greg because I believe that so many people maybe you watching at home get

1:00

excluded from these new wealth opportunities because of the belief that you're not a tech person and so my

1:06

intention with this episode was to make it so easy and simple for you to start

1:12

an AI business and so we brought on Greg Eisenberg he's a successful entrepreneur

1:18

he's also a tech outsider that built and sold three companies before he turned 30

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and is now building a multi-million dollar AI company called Boring Marketing and a little behind the scenes

1:32

before we even hit record on this episode Greg told me that in the last year he has shared this framework with a

1:40

few people in his network and they've gone on to build AI businesses that make over $50,000 a month and so my hope with

1:48

this episode is simple that some of you watch this video it inspires you to take

1:53

massive action and by this time next year you're DMing me saying that I just

1:59

built my first milliondoll AI business that's it i'm speaking that into

2:04

existence for you guys let's get into the video greg if someone's listening to this maybe they stumbled upon this video

## **AI would change your life!**

2:10

on YouTube they clicked on it on their feed what is going to be the value to

2:16

them they're non-technical but they want to start a business what is going to be the value to them of listening to this

2:24

conversation of what we're about to talk about in the next 60 minutes so my thesis is that you know if you

2:31

landed here and you're on this YouTube video and

2:37

you are seeing what's happening in the world of AI and technology and you feel like an

2:43

outsider my thesis is that that's a limiting belief and by the end of this episode what I hope to do is to remove

2:51

that veil because that's what it is and give you the confidence to actually go

2:58

and put something out in the world that will change your life

3:04

i think that's awesome let's do Let's do that let's try to do it let's do it right now um you know actually you know

## **What is an AI agent?**

3:11

what let's start let's start right in the beginning cuz I see these videos on YouTube talking about people that are

3:17

making millions of dollars with AI agents i want to start right from the

3:22

top what is an AI agent yeah

3:28

so good question um an AI agent is well do you know what an LL LLM is

3:37

le let's start with that okay so here's the way I I'm going to

3:43

just dumb it down because I think uh what insiders like to do is put complicated words associated to simple

3:51

things to keep people out so in this conversation we're going to try to use simple simple language um because I

4:00

actually don't think that the terms really matter large language model

4:05

doesn't really matter what matters is this before

4:10

uh AI came to be all software was dumb meaning if you were if you signed up to

4:17

salesforce.com which is uh a CRM custom you know customer relationship management software basically a way to

4:24

track all your sales leads if you signed up to it uh

4:31

preai that software was dumb because it relied on the salesperson to go in and

4:40

add uh a sales lead manually so it would say Greg Eisenberg is a good sales lead

4:46

and it says Greg Eisenberg my email address company I work for and it's basically this manual

4:53

process and a multi- trillion dollar industry was created on dumb software

5:00

um now we're entering an era uh of smart software I call it smart software what

5:06

happens to software when you can inject human and humanlike intelligence

5:13

into that software and what do I mean by that instead of relying on uh a human being

5:21

to go and say "Okay Greg Eisenberg is a four out of five star lead for these

5:26

reasons what if there was intelligence humanlike intelligence aka an LLM aka

5:35

AI that could go and you know maybe scrape the internet and based on a bunch

5:41

of criteria score the the sales lead." Now that's what a LLM really is and that

5:49

when you know when people you know they hear about or they've used Chat GBT and products like that you're

5:55

basically you utilizing humanlike intelligence to accomplish a

6:01

task and what an agent is takes it a a little step further it says okay we've

6:09

got humanike intelligence over here what if we can create a human-like person to

6:14

go and actually complete the task meaning what if we can create an AI

6:20

saleserson so what if you can go and say um I would like to close 10 sales leads

6:29

this month and the ideal customer profile is a CEO who is making between

6:35

one and $10 million a year in their business and they need to be in you know England let's say um go and

6:44

complete that task in the past you would actually ask a human being to do that

6:49

but in this new you know smart software uh world you can actually give a task to

6:58

a human-like individual to go and complete it now I want to end I want to

7:05

just say one last thing before before I hear your reaction to this when you when I go on X or

7:13

Instagram or whatever I'm seeing everyone talking about AI i still think despite that it's underrated i still

7:20

think that we don't understand how society will change and

7:27

by the way they'll there'll be some negative effects to this we can talk about it but there will be some negative effects to this but how society will

7:34

change when you can completely unlock uh humanlike intelligence and human like

7:43

people at scale what happens to the world now I like to look at it glass

7:48

half full as in if you're listening to this you're early and you can actually go and participate and create businesses

7:55

around that um and that's what that's why it excites me H you know I I I just

8:01

find the AI conversation it's just so fascinating um and you know what you

## **2 business models to create with smart software**

8:07

even mentioned right at the end there you mentioned that it's underrated and so I was thinking about what you were saying about like up until this point

8:13

we've been using dumb software like we've had to it's had to be paired with our own intelligence to actually be like

8:20

useful and that's created trillions of dollars of value with dumb software and

8:26

now we're kind of getting into this like AI era where we now have as you called it smart software and so if we're

8:35

actually underrating it right now what in your mind what is the the opportunity

8:41

like it's hard to do but like how would you even quantify the opportunity or

8:47

what's going to happen in the future looking forward the fact that we now have smart software

8:54

yeah i want to talk about two specific examples uh and and there's more than

9:02

these two specific ones but I just want to give a couple just to get people's creative juices flowing one

9:09

is my belief is that SAS the SAS industry software as a service so

9:14

companies like Adobe um companies like monday.com those big

9:21

companies are basically being completely dismantled by people who are going to go

9:28

and you know in our world they call vibe coding vibe coding basically just means you're going to go into a software like

9:36

Replet Bolt lovable cursor and just like just like how you uh do a

9:44

Google search you type something in uh you can do or a chat GBT search you can basically prompt some of these platforms

9:51

to create software for you so I believe that uh there's a ton of opportunities

9:58

to go and create cheaper or free versions of some of these software

10:03

products um and create businesses around that and so go and create like the uh

10:10

docuign for you know Germany go and create the monday.com for uh Canada and

10:19

charge a tenth of the price and try to just suck as many

10:25

clients as you can and when you look at how big these companies are these big SAS companies they do billions a year so

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even if you could get 1% 2% it's absolutely insane so that's one trend uh

10:37

that I think that people listening could go today and go and create a SAS business uh to go and compete with some

10:44

of those the second one is uh agencies so the consulting business the

10:50

freelance business the agency business um that is I mean such a huge business

10:59

like McKenzie and all these companies you know gener have thousands of

11:04

employees like center thousands and thousands of employees what happens when completing

11:11

what happens if I can spin up a junior Mckenzian analyst in a second so I think

11:18

that there's an opportunity to undercut consulting agency and to fulfill it by

11:23

AI now I know there's someone in the comment section that's saying "Well you'll never be able to do that because

11:30

I've got really good taste or this person at McKenzie does you know they hire McKenzie because they don't want to

11:37

get you know fired at their job." like no one gets fired you know there's a quote no one gets fired uh when when you

11:43

hire IBM and or no one gets fired when you hire Mckenzie why is that the case

11:48

it's the case because you know people trust those brands i'm not saying

11:54

McKenzie is going to go to zero i'm not saying Adobee is going to go to zero either i'm just saying that there's going to be billions of dollars for you

12:00

to go and pick up and create cheaper services that probably

12:06

have similar type of results and I don't think enough people are doing it yeah

12:13

you know that's awesome okay you know I'm getting excited and and and we're going to get into um I was actually

## **How you can build a $1M AI startup in 6 months.**

12:19

reading it last night you have like this fivestep framework of how someone can build uh an AI business in 2025 and

12:26

we're going to get into it before we do though and you spoke about the the

12:31

opportunity and you even mentioned it before of like there are people that are

12:37

that have watched your videos or read your content and actually reached out like implemented some of the things that

12:44

you mention and reached out to you to be like I've built a $50,000 a month

12:50

business or I'm building like a a business that's tracking to a million in revenue from implementing the steps that

12:56

you mentioned and so I wanted to just do like a little thought exercise for you with you before we get into the

13:03

frameworks which is let's say I had two groups of people right I have the group

13:10

that watches this video and it's a complete waste of time to them like

13:16

nothing happens after watching this video and then I have another group of people that they listen to this

13:23

conversation and 6 months or 12 months from this point in time they have built

13:29

something that is having a meaningful impact in their lives and let's just say I I zoom out I don't know 100 ft and I

13:38

just observe their behavior I observe the actions that they took in that 6 to 12 month period what did group two do

13:47

that group one wasn't doing like the people that are successful in actually

13:52

doing the thing in building the AI startup what what are they doing versus the people that aren't

13:59

i would say two things there's two things that they they are doing differently one is uh the second group

14:06

is way more curious just intellectually curious about using some of these new

14:12

products and pushing out stuff into the world and seeing what's going to happen

14:18

and I I I will say I'm one of those people like I hear about a tool I hear about something that's happening and I

14:24

want to get in I want to get involved i want to get my hands dirty the second

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thing is a lot of people are afraid to get their hands dirty and some people think

14:35

that they're too good to get to to get their hands dirty um I once met uh a guy

14:43

who uh owned many factories and and he

14:49

was in the clothing business uh so he manufactured clothing he's a very famous

14:54

uh individual and uh he would tell me that every year

14:59

and I don't know if this was truthful but I it felt truthful every year he

15:04

would go and sweep the floors of his factories for one day for one day only and I was like "Well why do you do

15:11

that?" And he was like "I need to remember how to sweep the floors i need to remember what it feels like to sew so

15:17

that I understand you know the the machines and I understand like my

15:22

business right?" He's like I don't feel like I'm better than others because like I've succeeded etc and I think that

15:29

there's a lot of people who are listening to this and they're like well I don't need this i don't need to use

15:34

Replet or Lovable or Manis or Bolt or try these things or push this idea out there because I've got a stable job i'm

15:42

I'm you know I'm okay i'll do it in I'll do it in six months when the tools get easier you know people say I hear this

15:49

narrative a lot oh it's not it's not that good it wasn't able to actually do

15:54

what I wanted to do but it was it was 96% there when it's 96% there that's exactly when you should be training so

16:01

that when it gets to 100% you're a ma a master you're you know how to just like

16:07

prompt this thing and get the most out of it so my hope is that 100% of people listen

16:15

to this and they even if they don't believe that we're at the 100% mark in

16:22

in in AI uh in terms of the output quality and by the way I actually don't

16:27

think we're at 100% but even if we're not there they still say okay I'm going

16:32

to go implement these things as a part of my workflow i might not ship products that do 10k a month 20k a month 50k a

16:40

month and build companies around it but having it as part of my workflow is

16:45

going to make me smarter and being smarter is going to yield good results

16:51

than not being smart about these tools yeah you know I I I think that second point is so good and it's something that

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I I constantly uh remind myself which is uh you have to embrace the beginner's

17:04

mindset is what I tell myself i think a lot of the times it's like we we get to

17:10

a point where we feel like ashamed to be beginners like we feel ashamed to be noviceses and I think it's interesting

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for me cuz we've done over a 100 episodes of the show um all with like entrepreneurs that have achieved these

17:24

like great feats and built huge businesses and they always have that

17:29

ability to go all the way back to step zero and be like the beginner again and

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the humility of that um and that's how you learn that's how like when people talk about gold rush eras or a new wave

17:42

or whatever that's how you take advantage of opportunities is like you are willing to be the complete novice

17:50

the beginner and build from the base up um I think it's so good you actually

## **How to use social media to build an AI business**

17:55

said this when we when we spoke before this conversation and I think it's just a nice a nice intro into your framework

18:02

and how you think about building an AI business you said anyone can sign up for

18:07

an Instagram account a Tik Tok account an X account for free you have access to

18:13

global distribution instantly and if you can pair that with AI that can automate

18:19

work the possibilities are endless can can you can you explain what

18:26

do you mean by that the possibilities are endless not only is that statement true but

18:34

there's one thing I missed from that statement which is not only could anyone sign up uh with a Tik Tok account an

18:42

Instagram account X account be connected to the 7 billion

18:47

people and and unlock opportunities with AI those seven billion people or or 6.5

18:54

billion people have a credit card attached to the whole network never in

19:01

the history of the planet have you had access to 6 billion people six plus

19:08

billion people where you have their credit cards and anyone who creates great

19:15

content uh especially with the 4U pages now and the 4U pageification of all the

19:22

different social platforms where it doesn't matter if you have a million followers on X you know I I see

19:28

sometimes accounts with 500,000 1500 followers get a million 2 million 3

19:33

million views because the content strikes a chord so the limiting factor

19:39

to creating a a business that um that could change your life re is can

19:50

you create content that's going to resonate with people in a niche that is

19:57

underserved and can you do you have the skill set to actually put out or vibe

20:04

code a product into the world so that when they see that product they feel

20:10

something they connect with it and can you get them to pay something for that

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product now I'm dumbing it down it's these three things i'm dumbing it down because I actually think that that's all

20:24

it really is like that's what business school should be in 2025 like modern

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business should be those three things it should be classes dedicated to how do you go viral on social and what does

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that mean picking a niche picking different formats uh when do you post

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how to think about those things it should be about how do you use AI to assist you in

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implementing product ideas that connect with that audience and it should be

20:56

about pricing strategy and business models around how you can get and create

21:01

a sustainable business that's all it is i don't know what people learn in business school today i was speaking to

21:08

a friend of mine she just did her MBA at Colombia she spent I don't know 200 some odd thousand i don't know if you went to

21:14

an Ivy League school so I apologize no I didn't okay you're in a safe space Greg

21:19

you can talk about it safe space okay it's not real it's not a

21:26

real It's fake it's a bubble it's a bubble it's like you're you know you're not in the real world it's like you're a

21:33

bubble boy you know that's not that's not how you learn business like don't tell me that you're learning business if

21:39

you've never played with Replet it's it's interesting as well because um

21:46

I even I heard it even as I was preparing for this episode even in your story cuz you're a college dropout even

21:52

in your story that that like urge to actually learn and implement what is

22:00

happening i think at the time it was in engineering like in coding what's actually at the cutting

22:05

edge in that's the that's the motivation for why you left school can you just

22:11

briefly tell people about that can you briefly give people that context okay quick break in this internet technology

22:17

era it's more important than ever to make sure your business is secure luckily the sponsor of today's episode

22:22

Vanta is going to help you and your business stay compliant irrespective of

22:27

whether you're a firsttime founder or a seasoned entrepreneur and so Vanter is a

22:32

trust management platform that automates up to 90% of the work getting you audit

22:39

ready in weeks and they do this through continuous monitoring automated access reviews and AI powered workflows that

22:47

make things like security questionnaires five times faster and so the good news is that over 10,000 of the fastest

22:54

growing companies all use VAT and the reason why is simple a recent IDC white

23:01

paper found that Vanter customers on average achieve

23:06

$535,000 per year in benefits and the platform pays for itself in just 3

23:11

months and so whether you're a first-time founder facing your first audit or a seasoned entrepreneur trying

23:17

to navigate this tricky security landscape Vanta is the place for you so

23:22

go to vant.com/calum to get $1,000 off that's vanta.com/calum for $1,000 off someone

23:29

told me recently that we've done over 130 episodes of this podcast and it shocked me because I remember sitting in

23:36

my younger sister's bedroom filming the very first episode well 130 episodes

23:41

later one of the things that I've learned from our guests is the value of investing your money for the long term

23:47

and so for me when it comes to investing in the market I go to today's sponsor which is public.com and Public is the

23:54

app where you can invest in everything stocks options bonds crypto and so what

23:59

really sets Public apart is they give you all of the tools you need to make informed investment decisions their

24:06

built-in AI tool Alpha doesn't just tell you if an asset is moving up or down it

24:11

tells you why the asset is moving so you can actually understand what's driving your portfolio's performance and Public

24:18

is a FINRA registered SIPCIssured US-based company with a

24:23

great customer support team and when you fund your account you can do it in 5 minutes or less at

24:30

public.com/calum and you'll get up to $10,000 when you transfer your old portfolio so that's

24:37

publicub.com/calum this was paid for by public investing the full disclosures are in the podcast description let's get

## **Why he dropped out of college**

24:43

back to the episode it was 2009 and I was it was the you know the

24:50

app store had just come out um we all knew at that point 2009 2010

24:56

that the app store was going to change everything just like how we all know right now that AI is going to change everything just like we knew that cloud

25:03

was going to change everything the web was going to change everything it it was very obvious in 2009 2010 that mobile

25:11

and the app store what was going to unleash things like Instagram things

25:17

like Uber etc so I'm sitting in these classes you know curious beginner's mind

25:25

learning pushing apps to the app store just trying to get something out just to

25:30

you know again it wasn't at 100% people were creating like beer beer drinking apps and fart apps and stuff like that

25:37

but it was just like I need to create something so that when a billion people are using apps I'm

25:44

ready to ship for the prime time so I went to my professor and I said we are

25:50

learning about how to create desktop apps right now like this is this is by the way that class was supposed to be

25:56

this is in Miguel University it's it was a top 20 university in the world like here I am thinking I'm at the be best

26:02

univers one of the best universities and we're learning about how to create desktop apps in a world where mobile is

26:09

what matters and to me that just didn't make any sense so I was like "Hey can we

26:15

learn how to create apps i think that this app thing is going to be really big." And he was like "That's not how

26:22

this works there's no apps in the textbook." And he hands me a textbook and the textbook was like introduction

26:28

to like Java or something like that and I was just like how do I hand my

26:33

resignation letter in right now like if you're telling me that at the end of this degree I'm going to be a

26:41

computer scientist but I don't know how to create and scale mobile apps to me

26:47

that means you haven't done your job you might you you might have a narrative in your head saying like yeah I did I

26:53

taught them computer science that I you know I need to teach them the fundamentals and then they can learn

26:58

mobile apps on their own but I had an insight which

27:03

was I'm not going to be able to depend on anyone in my life and I'm sure a lot of people think like this

27:09

too when my bank account was empty it wasn't like I can call the professor and

27:15

be like fill my bank account i learned computer science it wasn't the degree is

27:20

wasn't something I can actually fall back on the only thing the only thing

27:25

that you can fall back on is assets uh now that asset could be in the

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form of financial assets it could also be in the form of you've got a million

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followers it could also be in the form of you have a skill set that is really

27:42

in demand for example you understand how to you know do AI coding so when I had

27:48

that insight I was just like I need to get the hell out of here because I'm not building assets right now so I quit

27:57

you know I love it i love it and I and I want to I want to go straight into the framework and I want to give people the

## **How to pick AI business ideas to work on.**

28:03

playbook and so step one and I and I'll read it out and I want to get your reaction is identify a painful workflow

28:13

find a problem worth solving the foundation of any AI startup is

28:18

identifying an inefficiency that AI can automate or enhance instead of chasing

28:25

broad AI ideas focus on specific tedious workflows that people are willing to pay

28:32

to fix can what did you mean by that identify a painful workflow i have this

28:39

thesis that when you're in SAS software and you see a export button that every

28:47

time you see an export button there's a1 to hund00 million a year AI business

28:54

that could replace that export button now the reason I mean that I I'll

28:59

explain what I why and the reason why is when you're exporting data traditionally

29:05

you have some sort of analysis like the reason you're exporting it is you're doing some analysis around

29:12

um the data itself so for example I'm filing my I'm doing my taxes this week and I exported data from my bank because

29:20

I wanted to do categorize some of the expenses now the categorization today is

29:26

being done by human beings but going back to our earlier conversation what happens when you can have human

29:33

intelligence on tap when you can essentially humanlike intelligence on tap when you can essentially turn on

29:40

intelligence um and analyze data so what I mean by

29:46

find a painful workflow is it painful for me to go and categorize

29:52

um my financial data like yeah kind of like to be honest like I'd much rather

29:58

be like hanging with my baby or you know pushing code or designing or being a bit

30:04

more creative and I think um what people need to do is in their

30:11

day-to-day lives when they see things like export buttons and when they are a part of a workflow that they feel

30:18

tedious prompt yourself and say if this could be done via AI what would that

30:25

look like you know what can you actually cuz I want to make it so real for people can

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you give some examples of companies either that you've built or you've seen

30:36

other people build these AI companies where basically they identified almost

30:41

like a pretty niche painoint and they've managed to build a tool around it or a

30:46

service that is now generating millions of dollars for them in their business

30:53

yeah i mean how much time do you have like there's I I I'll just tell you one that I was looking at literally right

30:59

before uh this this call there is a

31:05

company called Icon i'll share my screen can I share my

31:11

screen i think so yeah so anyone who's

31:16

created Facebook ads or Instagram ads knows that it's a it's

31:21

tedious it's very tedious um it's you have to find an actor and by

31:28

the way I'm not involved in any way in this company um I just thought I I just thought it was

31:33

cool um I just uh yeah you have to like find a creator

31:41

you have to manage the creator you have to edit the the videos you have to write copy and the best you know people who

31:48

know Facebook ads know that the the best people create hundreds if not thousands of ads and test the best ones and they

31:55

always need to be creating new ads how how tedious does that sound it sounds

32:00

super tedious right so um Oh here even on their website they say coming up with 100 unique 30

32:07

secondond scripts is painful um creating three permutations of each of the 100 ads makes the pain even worse so their

32:15

solution first AI ad maker think chat GBT plus cap cut but for making winning

32:21

ads with AI in minutes add GBT gets your ads to 80 99%

32:26

complete make edits with ad cut for ads and prompt ad GBT until you're

32:31

happyerson creative teams make 30 ads per month with icon they make 300 and

32:37

get more winners that's a big deal and by the way these they look at these like

32:43

these are AI this is AI dude um it doesn't look like AI but these are

32:50

AI so the actual creative itself is AI

33:00

this is see they have AI generated creators that's what they call it

33:06

you know I'm just thinking about the person at home that's that's listening and so I like what you mentioned of like

33:12

anytime you see an export button there's a potential pain point that you could monetize and so the thing that that I

33:21

would not push back but the thing that I would be thinking is like how does someone figure out the difference how

33:29

does someone basically figure out the pain point that they should actually act on and by that I mean it's not just like

33:35

a minor inconvenience that no one would pay for it's actually a pain point big

33:42

enough that you can monetize it like how do I how does someone make that

33:47

decision i think a lot of people watching this video work at jobs which they don't like

33:56

that much or that they think that they can unlock their potential a little bit more and they listen to this

34:03

because it fires them up that's my thesis based on like the comment section that I saw on this pod on this on this

34:10

channel and stuff like that so that means that so you might look at this this business uh icon and

34:18

be like how would I you know it doesn't seem that it doesn't seem that painful

34:24

it doesn't you know I don't really see it but if you're a marketing manager

34:30

working at an e-commerce startup and you're creating 20 ads a month that's

34:35

you probably know it's pretty painful you probably don't like doing it so if anyone has good ideas for AI startups

34:43

it's people who work at jobs they don't like and doing painful stuff so if

34:48

you're watching this and you can take stock of here's the two or three things

34:54

that I do that are repetitive that I don't like doing chances are there's a

35:01

good chance that you can plug an AI startup to go and fix that workflow and

35:08

make it a lot more efficient with a they call it a human in the loop um you know

35:14

maybe it's not fully AI powered but you can still have a human review the ad you know Icon is an example of a human in

35:20

the loop business it's not like it's fully automated where you just say "Hey I need 10 i need 300 ads and it's going

35:27

to go and optimize this uh click-through rates and the cost per click and everything." No you still have a human

35:33

who looks at the ads who posts the ads stuff like that um so that that's what I

35:39

would say to to those people yeah you know I just I just think it's so good and it's almost like the it's almost

35:45

step one is like just do a a an audit of your own work life and like those two to

35:52

three areas and we all know them right those two to three things that you do every single week that is so painful and

36:00

so tedious there your AI business idea is right there it's right there these

36:06

and you know you think that the biggest AI business ideas are somewhere in Stanford but they're right here because

36:14

these people have intimate knowledge around these workflows better than

36:20

anyone else right so you're competing people who are creating AI startups they're

36:26

competing they're going to compete with the people who listen to this and they're going to try to figure out how

36:31

do I get some insider like the people listening to this are the insiders basically Funny enough cuz these people

36:37

know the workflows yeah okay you know what okay so step two hack V1 fast

## **Best time to launch your product**

36:44

launch an imperfect MVP quickly rather than spending months refining a product

36:51

quickly launch a minimum viable product to validate demand can you talk through

36:56

that yeah the mi the mistake that a lot of

37:01

people make is uh they find a tedious workflow and

37:07

they're like I just they're like I know that this is going to be a big business i'm going to go and create a a big brand

37:15

around this i'm going to go create a deck around this i'm going to go and spend the next 6 n 12 months building

37:21

this fully featured product because that's what this audience needs in order

37:27

for it to be very valuable and the goal isn't you know you know the goal is to

37:34

create a minimal lovable product people talk about minimal viable product it's it's actually to create a minimal

37:39

lovable product um and uh thinking about how can you use

37:46

tools like Replet and Bolt and stuff like that to just get something out there that you can

37:54

uh just gain some like have a foundation think of it as like a foundation um you

38:00

don't need to build you know Rome in one day and and that's what I mean by that just get something out there um and

38:07

iterate iterate from there you know I actually Greg I have um I

38:12

have a confession to make which is um the first two businesses that I ever

38:17

tried to start they were t-shirt lines in university spectacular failures like

38:23

complete flops and the thing the biggest thing that I did wrong is I tried to

38:29

develop this perfect product at the time it was like when the kind of athleisure

38:34

athleisure trend uh was starting and I was like I'm going to build the next

38:39

Nike i'm going to build the next Air Jordan and we just never ended up releasing a product cuz I would just

38:45

keep trying to make it perfect before I would show anyone and it speaks exactly

38:51

to what you're saying which is you don't need the perfect product you need the minimum lovable product i think that

38:57

that's so that's just so good well I'll tell you I'll tell you why a lot of people create want to create the perfect

39:04

product because it's actually similar to why people don't post on social media so

39:10

the reason why people don't post consistently on social media and build audiences is

39:17

because they a lot of the time they they

39:22

feel like they're getting judged by their friends and family and it doesn't feel good to put out a tweet and get

39:29

zero likes especially after your 40th tweet and it isn't fun to post on

39:35

Instagram and only and see no likes and just seeing a lot of shares because you're like the reason why people are

39:41

sharing this is they're sharing it my friends might or my friends quote unquote are sharing this and they're making fun of me and they're they're

39:48

like why is Greg posting about AI coding tools that's so lame or something like that

39:53

um products are the same way in the sense that we want to be proud of the

39:59

products that we ship we don't want to put something out in the world that we're not proud of and that's

40:05

why like a lot of us are Steve Jobs like in the sense it sound like you are kind

40:11

of like Steve Jobsesque in the sense that you're like I need to I know what I want and I know what needs to get out

40:16

there and I have a a high barrier for what makes an incredible product and

40:25

that's why I need to perfect it but the way to perfect is actually just

40:31

consistency and iteration so the way you actually get perfection is to put

40:37

something out there get feedback iterate from there um and I wish more people

40:44

would just amp up the quantity of things that they put out there um and realize

40:51

that as you amp out quantity you will increase quality cuz I know that there's someone listening to this and and

40:57

they're saying "Oh my god he his his philosophy is just put crap out there

41:04

and something will stick." And I'm not saying put crap out there i'm just saying that what you think is the

41:11

product is usually you know instead of 10 features it's usually one feature and

41:17

and then the way to get to 10 features is actually uh by iterating your way and

41:23

adding one feature at a time m I think it's like entrepreneurs and like just

41:28

trying to build businesses we also you just have an instinct of like you know

41:33

when you can put something out and it will be valuable even if it's just to one person like a lot of businesses

41:40

started out just being valuable to like a very specific type of person or one

41:45

person in particular and so you know what i want to I want to actually cuz you mentioned um Cursor or Replet these

## **How to set up a business in 24 hours using AI agents (Live crash course)**

41:53

are tools that before speaking to you I'd never heard of can Can you can you

41:58

explain or just cuz I'm sure there's a lot of people like me um can you explain

42:04

or just show people what these tools are what they do yes today okay how about this well

42:11

let's do like a quick 5 10 minute crash course on two two products

42:19

um two AI products I think would be really valuable to people so maybe let's start with using

42:26

Vzero which is a design tool and then we could also use something called Manis

42:31

which no you know is is is the talk of the AI crowd right now how does that sound let's do it

42:40

all right share my

42:47

screen and we can go V let's ship something so Vzero you go to

42:56

vzero.dev I think yep um it's basically like an AI product

43:02

designer um it's free to sign up i don't pay for it you can see my account is free um and we're gonna see how it works

43:10

today do you have a website that you know an idea for a website that you want

43:16

to build it could be anything oh an idea for a website I want to build

43:26

you know what i'm always trying to find this might sound basic but I'm always trying to find like great uh restaurants

43:32

or bars in New York m and so maybe I don't know some sort of page that like

43:38

but it's all like local reviews so it's not like these I don't know big company reviews it's like people that actually

43:44

like foodies that that like going and eating out their

43:54

recommendations so you can literally just type that into Yeah and it will design the site yeah so I'm going to say

44:01

I want to create a restaurant directory of best places to eat in NYC but like you literally talk to it

44:08

like a human being and I'm going to zoom in so people could see here but the problem with most restaurant

44:17

directories is they look kind of lame and their

44:23

uh recommendations are even lamer i want to

44:29

create something like a something I don't know i want to

44:36

create just from a stylistic perspective do you have any ideas oh what is

44:43

that was it called Belly there was an app where it's like all of the reviews

44:48

are like from your friends and your peers so it doesn't feel like it's like some corporate sponsorship or someone

44:56

paid for like their restaurant to get the first placement it feels like

45:01

someone you know i want to say it was maybe B L was

45:07

it B E L I i think I think that's what it was

45:14

yeah Belly app i found it okay golly I ain't thought about that app in like two

45:19

years i'm I'm impressed with myself

45:25

so what you can do is you can literally take a screenshot of that app i want to

45:30

create something similar to Belly but do we you know but let's say we want a web

45:35

version but a web version and I want it to

45:42

look Give me one or two brands that you like the design of any brand any brand

45:50

apple and let me think I was going to say like WBY Parker

45:57

those are two completely different brands but I I like the aesthetic i would I wanted to look like I wanted

46:04

to look from an aesthetic perspective to be

46:11

like Apple or Warby Parker very clean

46:20

minimalistic and with a few pops of color and let's just see what happens

46:27

so what have we done we've just just prompted it like we would a

46:33

human being and what Vzero is doing now is just trying to figure out

46:39

what you know what what what to build first right so it's saying I'll create a modern moistic restaurant directory for

46:45

NYC with clean aesthetics inspired by Apple Mor Parker similar to the belly app you shared but as a web uh

46:53

application so we didn't really give it that much that many constraints and we

46:59

did you know for example we didn't say we want this feature we want that feature but it's still figuring it out

47:04

you can see on the right hand side it's figuring out name image um curated lists um and it's actually

47:12

writing out the code for all of this website look classic New York deli

47:19

serving Jewish fair including pastrami queen you know so it's going to put in some placeholder names and it's going to

47:28

go and uh just try to create something that's clean and then we would be able to just copy the code and and actually

47:35

deploy it meaning deploy basically means just pushing it to the web with one

47:40

prompt how how quickly have you seen someone go through this process so like

47:45

they've given the prompt they've got the code and they've actually deployed a website and started selling something

47:50

like how how quickly have you seen it come around turn around i mean when you go on X people will say

47:57

like I one prompted this and I'm making five grand a month or whatever it is i I

48:03

don't see that you know like to me it's going to take at least 24 hours call it

48:08

24 hours you can do something in 24 hours realistically i'll call it what it is yeah that's still pretty remarkable

48:15

isn't it have a you have a website for your new business in 24 hours oh my god and when I say like 24 hours is like

48:22

you're going to have in something insane that would have cost you hundreds of thousands of dollars a few years ago you

48:29

know I I'm being just very conservative making sure that uh you know I within one business day 24

48:37

hours max you're going to have something pretty dope so here we go they even named our

48:45

our startup NYC eats which I actually think isn't horrible um it it gives you

48:52

know trending new and notable date night group dining um it's it's coded this it's designed

49:01

this and if we wanted we can deploy this to the web um with this you know has a

49:07

search engine um is it the most perfect website of all time not really

49:13

but it's clean and if I wanted to change the design I could say make a logo for NYC make more make it more colorful you

49:22

know add uh images for these for these things and that's what you have to do to

49:27

to take it from like a six on 10 to a 9 on 10 so it's almost like I remember

49:33

someone explained these kind of AI these large language models to me he said like a lot of people and he was talking about

49:39

chat GPT specifically he said a lot of people use chat GPT like Google like you

49:44

know with Google you just type in like I don't know restaurants in New York City like you type in what you want and it

49:50

spits out a reply it's quite transactional in that way he said that with chat GPT specifically and it sounds

49:56

similar here it's more of a conversation so like you you give it something it

50:02

gives you something then you give it feedback and something else then it like it's this two-way street and that's

50:08

really how you get to this this minimum lovable product that you mentioned is that right yes that's that's actually

50:16

that's absolutely right that's why when I started this started this conversation around Vzero I was like this is your AI

50:21

product designer so you literally chat think of it as your employee that you're

50:26

pay you're not paying for yeah it's an employee that you can just say do this

50:32

do that of course you're going to hit limits um and then you can pay for vzero and stuff like that um

50:38

but incredible that you can essentially one prompt a directory website and and

50:44

and start deploying it to me to me like it's unbelievable and it looks so real

50:50

as well it look it looks good yeah it's crazy um I want to show one more example uh a

50:57

lot of people haven't seen um do you see my screen yeah yeah I can see your screen cool this is Manis

51:05

yes so Manis um is a

51:12

uh Chinese startup so some people have probably heard of

51:17

uh DeepSeek which was the Chat GPT competitor out of China this is kind of

51:22

like it's not from Deepseek but it's a Chinese startup uh you know and so you

51:28

know be careful what you do with a Chinese startup obviously so like you know in terms of putting in your data

51:34

and stuff like that but I will say it's one of the most interesting AI agent

51:39

platforms I have ever used um uh I I asked it for example uh have

51:47

you heard of uh Starface it's like a uh no pimple patch company it's a pimple

51:53

patch company I think it does like you know many many millions a year in revenue and I I I prompted it can you

52:00

design a CPG product I'm looking for boxing and the actual product the idea

52:06

is a starface competitor or pimple patch but for older adults the reason why I said uh for older adults is the starface

52:13

branding is very uh like when you go to starface here I'll show it to you like it's like young

52:19

right I think like I know what you're talking about cuz I'll see people in public they have like these stars they almost stickers exactly on their face

52:26

yeah I know what you're talking about yeah you see it you see my screen yeah I can see you

52:32

cool so um I was like there's probably an

52:38

opportunity to build something for older adults and how I got here by the way was uh on my podcast the Startup Ideas

52:44

podcast I someone was using a trend tool to figure out trends and and basically

52:49

helped realize this opportunity so I just plugged it into Madness in the past I would go to my team and be like "Go

52:55

figure this out." But here I just plugged into Manis and it just started re look at this researching I'll I'll

53:02

zoom in yeah uh research you know product and

53:07

competitors in the space um you know it looks at all the com It looks at all the

53:13

competitors it basically does a complete product analysis goes through all the different

53:18

competitors um it does like a whole research

53:24

summary um it does the packaging design like it tells me what my packaging

53:30

should be and if I wanted I can so for example it says it should be a round rectail compact case it should fit in

53:37

purses it shouldn't be slippery and then if I wanted I can actually ask Manis to go and actually actually design what it

53:43

looks like so it's telling me exactly what I should do for this audience

53:50

and the coolest part about Manis is it's it's a computer so

53:58

um let's see if I can show you this okay here we go wait it created

54:05

so this is this is Manis basically scouring the web like it it goes and

54:12

searches like it went to this research website where it looked at what's the market for patches it literally goes

54:20

like an employee going and literally researching

54:25

uh exactly how to you know is this a good business or not it breaks down exactly what it's going to do look it

54:32

says research tasks research starface product details analyze competitors and

54:37

then it shows the product design task that it does um all the marketing strategy tasks it literally uh writes

54:46

out the deliverables like it thinks like an employee and it actually goes and scour the web and shows you you know you

54:53

can actually watch it live go and do this and this took like 12 minutes I think but you know pretty incredible you

55:00

know what comes to mind it's like having um it's even more than employee it's like having a team and so I can kind of

55:07

I can see how if you can find the right pain point um it's going to get you to that point

55:14

of building that minimum viable product and then even past that it's almost like the engine for your business and so

55:20

you're able to build just such a profitable company without having like

55:25

all of these employees and overhead um you know I want to I want move on i want

## **How to turn your product into a movement**

55:31

to go through through the other the other steps in the in the framework before we get out of here and maybe I'll

55:37

combine actually step three and step four so step three is grow distribution

55:43

daily turn your product into a movement ai startups fail not because of bad

55:50

products but because they don't have users daily distribution efforts compound over time and make or break a

55:58

startup can you can you explain that

56:03

yeah I think uh I think a lot of people are going to create are going to vibe code they're going to use Bannis they're

56:08

going to use Vzero they're going to put put their startup live and it's going to be crickets and they're going to be like

56:14

"Wait what i didn't expect that." And in a world where the amount of

56:21

products and software and startups are going to 100,000x because the tools make it so

56:28

that something that you know cost hundreds of thousands or millions of dollars a few years ago now doesn't cost

56:33

anything the distribution is the moat so uh it what I mean by that is if you can

56:43

create a system around posting content every day and growing your audience and

56:49

positioning it like a uh like a movement making it different

56:56

making it even look like from a brand and design perspective that it's different um so when you're in V 0ero I

57:03

recommend that you I actually don't recommend that you design things that look like Apple or

57:09

Warby Parker i actually recommend that you make things look like the anti- Apple and anti-war Parker in a lot of

57:15

ways make it look chunky put a lot of colors um and post content every day

57:21

because that's what's going to get you customers at the end of the day there's only two ways to get customers right you

57:28

either have it organic or you pay for it and um organic customers are

57:37

always you know they're better than not paying for it is better than paying for it basically yeah let's talk about

## **4 step playbook to build an audience in 2025**

57:43

organic just for a quick second which is I think for me personally I am so big on

57:49

step one like whenever it comes to doing something I'm so big on step one because I think if you can if you can

57:56

successfully execute step one you start to build momentum and so for the person that's listening that's like I don't

58:02

have an audience right now like the my following is not zero but it's like close to zero you know i'm not I'm not

58:08

Greg Eisenberg um what would be your

58:13

step one to them of like posting content in a way that if

58:21

they commit to it over time they're going to build an audience that they can then launch their minimum lovable

58:28

product to could I show a PDF about this because I actually just wrote this down

58:35

go for it okay let me just pull it up so I'm going to go through this

58:41

four-step framework on how to build an audience in 2025 in in four minutes or

58:47

less and this is the answer to your question so before I begin I believe

58:54

that the way to build businesses today is using a framework that I coined the ACP framework you start with an audience

59:01

you build a community and then you build a product so your idea for an AI startup

59:07

you might want to just start as a Twitter account or an Instagram page and start testing what people like in that

59:13

audience start building a following so that then once you've got that you can build a product for those people

59:21

basically the old way of building a startup was start with a product then build the audience now the new way is

59:27

start with an audience then build community product there's a four-step playbook uh that I wrote out

59:35

um for for basically how do you systematize and build an audience that's going to work for you so the first thing

59:42

is uh first step is you know a lot of people don't do this but identify who

59:47

you're creating for understand what they're not getting from others um and

59:53

you know I just put this as a note because if you aren't getting engagement start one level broader than your niche

59:58

a lot of people start a little too niche so sometimes you might want to go a little broad broader the secret to

1:00:04

building an audience is formats even this you know YouTube channel has a format you have a specific type of

1:00:11

format that is working for you so what I tell people to do is pick one format for each business day try to systematize

1:00:19

that look for formats outside your niche and copy those n you know that format and

1:00:27

bring it to your niche your niche i'm going to go uh step three systems uh

1:00:33

this is really important so you want to you're going to want to create your creative faucet routine what what I mean by creative faucet is find what's how

1:00:42

you're going to get your creative juices flowing so for example that might be you listen to podcasts to get you know your

1:00:48

creative faucet going and you need a a strong creative faucet because you want

1:00:53

to have interesting ideas and interesting content to share on your audience so it might be podcast blogs

1:00:59

social and then capture those ideas in your and I use a notes app and then just

1:01:05

schedule out those pieces of content and the last thing is create a goal so if

1:01:12

you want to create an audience in 2025 just pick one primary goal for 2025 now

1:01:17

a lot of people pick the goal of I need a certain amount of followers i think that's actually not a great idea think

1:01:23

of something like a 25,000 person email list a million dollars in sales through

1:01:29

social so my point is the primary goal for your audience might not necessarily be followers it might be something a bit

1:01:36

more downstream like revenue or an email list um that's my advice to people

1:01:42

around how to build an audience in 2025 yeah no that's so good i I love the um

1:01:48

pick one format each day because I think what I've realized um with content and

1:01:55

actually just businesses in general the usually the thing you do on day one is not ultimately what is successful for

1:02:01

you and so from speaking with content creators that have got millions of followers the thing that they do really

1:02:08

well is first of all they post because then you get feedback and then they're

1:02:13

doing different things and they're like they're looking for that spike they're looking for that the the type of post or

1:02:19

the format to your point that when they posted it instead of getting I don't know five likes it got 20 likes and as

1:02:28

soon as they get that spike they're like okay that's the one they double down and they continue to to go up i think it's I

1:02:34

think it's so good i'm gonna go to step four which is nail retention and perfect

## **How to keep your users coming back**

1:02:40

the core loop keep your users coming back ai businesses shouldn't just

1:02:46

attract users you must keep them engaged the best startups optimize their core

1:02:53

loop can you explain what that means what is a core loop

1:02:58

the the problem with a lot of AI startups is a lot of people are trying

1:03:03

these products because it's you know I call it curiosity revenue like these startups are saying oh wow I hit 3

1:03:09

million ARR but it's just people trying out you know these products but the core

1:03:15

loop meaning like the the core value creation isn't really there it's just

1:03:20

that they're think of it as like an impulse buy you know it's you're you're there trying it out but like the actual

1:03:28

foundation isn't isn't there and remember when we talked about MVP and MLP we talked about it from like a

1:03:35

foundation standpoint like your MLP is like a very strong foundation of one killer feature aka core loop um that you

1:03:44

know is going to drive retention up and why does retention matter and why is it

1:03:50

so important is because uh you know we talked about fancy words

1:03:56

in the beginning of this uh episode is retention is just a fancy

1:04:01

word that says do people like your product and use it every day if it's very valuable you're going to see high

1:04:08

retention meaning you're going to see people use that product every single day and that should be your goal as a as a

1:04:15

product creator you want to drive value if you can drive value you'll be able to

1:04:20

monetize it for you know so your your first goal is to drive as much value as

1:04:25

possible so that and from a metric standpoint that means your you'll notice your attention is quite high m you know

1:04:33

I think it's um I think it's a really good point and it's a mistake that we make with as entrepreneurs and I've made

1:04:39

this mistake which is so often it's like our business isn't growing or we don't have the revenue that we want and so

1:04:46

instantly we think I need new people I need new users I need new customers you

1:04:52

don't think wait all of the customers that I already have how could I give them more value like we don't think

1:04:59

about retention and So you you spoke about core loop if someone wanted

1:05:06

to understand that and also start to understand some of the steps of like how

1:05:12

they could actually improve the retention in their business where would you advise them to look first like where

1:05:19

what would you advise as step one in that process well when when people let's say you've

1:05:26

created a product and you're noticing that people are churning meaning they're

1:05:33

stopping to use the product uh there's basically two ways to

1:05:38

do analytics one is uh I think it's called behavioral an analytics which is

1:05:46

looking at something like a Google Analytics dashboard which says my retention is 30% i had 25,000 daily

1:05:54

active users basically just looking at the numbers and then there's what's called I think it's called attitudinal

1:06:00

analytics or voice of customer analytics which is basically asking people why you

1:06:06

know what they did what they didn't like about the product and getting their voice of customer let me explain quickly

1:06:13

why it's important to have both sets of data and why most people just look at the pure behavioral stuff

1:06:21

imagine you are you know you go to shop at a Walmart and you know you're at the

1:06:27

Walmart you spend 45 minutes there and you spend $200 there if you just look at behavioral analytics it's going to be

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like wow what a great customer person spend 45 minutes because you know they love the how beautiful the shop is they

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spend $200 and that our average you know cart size is $100 so they spend two

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times so you know what the average person spends marketing team is high-fiving this is amazing but what

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didn't what didn't that capture well it didn't capture the fact that they spent 45 minutes in the store because they

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couldn't find what they were looking for and there they spent $200 but their

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budget was $500 and so they there was a missed opportunity so my recommendation to

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people who you know are going are going to use this workflow which is you know

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building the audience vibe coding putting out these products is look at

1:07:22

the retention numbers but use voice of customer uh open-ended questions asking

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people you know what they liked about it what they didn't like about it to get a full picture and using that full picture

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that'll help you increase retention m you know what it reminded me of as I was listening to you is almost that quote of

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like um like on your on your deathbed or whenever it

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ends the thing that people are going to remember is how did you make them feel yes and so like sometimes as businesses

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it's like you can get so fixated on just like the the quantitative number just

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the number on the screen that you completely forget but how did you make the customer feel

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yes and so you could you could win and I think this is to your point like you could be winning in terms of like the

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the numbers but actually there's a huge missed opportunity if that feeling that the customer has isn't a good one and

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that's when they're going to churn and you're going to lose customers in business yeah there's there's a lot of

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people in the tech world who who pride themselves with with the uh the fact that they're data driven they say I'm

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data driven i'm data driven what does that mean that means that the data drives their decisions i don't believe

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in that my my saying is data informs not

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drives i think that when we let the data run our companies fully that's when you

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end up creating tasteless products that you know are very hard to differentiate

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and that we don't want to get in there right so we want to we want to create startups that have the highest probability of success so uh you want to

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look at the data and you want to like you don't want to drive blind obviously

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but you want to just you just want to have it one piece of the puzzle not the full puzzle you know on the on the point

## **Why you MUST focus on the core loop**

1:09:14

of the core loop I think about the business that maybe they have like it launches and it has like a couple features like you're kind of

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experimenting you have a few aspects to it how does someone identify actually

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this is the core loop like Even if if my business is having success this feature over here actually doesn't really matter

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but this one really does like this is the core reason why people are using it i think it's it's a similar question to

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like how do I know if I have product market fit you'll know because people are telling will be screaming it at you

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the hard part is once you have product market fit how do you stay focused so

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for example you know Callumly a lot of people know that company it's a multi-billion dollar

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company it's a great success story i think he bootstrapped it um for a very long time and it's a pretty core one

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feature right you send someone a link and they can book a time with you now of

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course they can build stuff around that but for the longest time they just focused on the core loop they just focused on how do I make the best

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scheduling product uh out there and you can schedule via Google calendar now but

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I still see more Calendarly links than I do Google calendar i don't know about you and I think it's because they

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focused on the core loop yeah that's actually really cool of like I I think it's actually empowering in a way which

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is you can build a multi-billion dollar business by focusing on like one core

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feature and then building a brand around it cuz I'm sure that's also part of it right is like Kalan Lee like even in the

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name right you like I'm going to send you my Calendarly like you don't think Google you think Calendarly first and

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that's like the brand um but just they focused on just doing one

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thing and it and it's led to that result absolutely on step five partner with

## **The blueprint to partner with influencers.**

1:11:11

creators to scale leverage influencerled growth many AI startups

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struggle to scale because they only focus on the product not on communitydriven growth creator

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partnerships help you break into markets faster and build trust can you talk

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about that the PDF I went through how to build an audience in

1:11:34

2025 that's the blueprint but it's going to take time you know what I mean like

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it's going to take time so the question for for people is does it make sense to

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uh try to get creators give them 25% of revenue 40% of revenue 50% of revenue

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just coming up with creative deals to be like you've got this audience of x amount of thousands of people I think

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that this product they would love how can we make this a win-win and positioning it like

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that and give them the revenue it doesn't mean that you need to do do it

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with them forever you know what you're in the background you're still building your own audience so you might be able

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to reduce your dependency on creators you know in a two years three years four

1:12:24

years but I do think that a mistake a lot of people make is they don't uh they

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don't go to creators and try to figure out how can we make this work for you m

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I think you're right and I think I would assume I don't know this but I would assume one of the biggest reasons is

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let's say that I'm at the point where I've launched my AI startup it has good traction like we're making a good amount

1:12:47

of money I know that like I've have the product market fit I I've figured out the core loop and it works and now I'm

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thinking about scaling I would say the thing that holds people back from like the creator partnerships is they're

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probably like I just don't know any creators like how do I even start like I don't know how to get Ali Abdal or like

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you know whoever it is Colin and Samir to um partner with me on on my product

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what What is your advice to someone that's at that point and that's the thing that's holding them back limiting

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going back to what we talked about in the beginning it's it's a limiting belief they all those people you

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mentioned they're human beings too they might be getting a lot more text messages and DMs than the average human

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being but I've texted with Colin and Samir i've texted with Ali and Abdal

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like you know I the they're real people right and

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when I was when I was when I had less than 2,000 followers I I realized that

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on on Twitter that you know 50% of creators had their or or accounts had

1:14:00

their uh DMs open like you can literally just DM them what is the cost just what

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is the cost to you person listening to going and just DMing Ali Abdal DM my DMs

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are open you know like I look at I look at every one of my DMs 100% of my DMs i

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might not respond to 75% of them but I look at every single one if something is

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interesting to me I respond and I've I've hired people i've partnered with

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people i've invested in people i've acquired companies all through DMs and when I was just starting up in the early

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days I would reach out to people and you know it sucks you have to be

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okay to get rejected but like one in every hundred DMs you get the most interesting conversation of your life

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and it's worth it and just what's the downside people have to ask themselves what is the downside it's free to do why

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are you not doing it you know what here's here's where I want to end and I want to end with giving

## **How to build relationships with successful people**

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people something which I think is is so valuable in life like even just taking

1:15:04

out the the AI business I think it's just so valuable what that is I've

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realized at the end of the day this this game or like business it's all about relationships right like that's what

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you're that's what you're getting at is there's always going to be a ceiling on

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your success and a pretty low ceiling on your success if you don't have the relationships piece figured out and we

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live in like this incredible age where anyone on this planet you can actually

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reach who has an internet connection maybe not anyone but mostly everyone you can reach through social media through

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cold DM cold email and so as someone

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that you've slid into people's DMs and built connections with an Ali Abdal or a

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Colin and Samir or like other people in your network what would be and also as

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someone that gets these DMs and emails what would be your advice to someone if

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you could give them just one piece of advice of like look you might not have

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followers like you might have under a thousand followers under 2,000 followers right now but if you follow this one

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piece of advice and you send the requisite amount of volume you will get a response from

1:16:26

someone that you admire that could be useful to your business could be the person that 10xes 100xes what you have

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going on right now like what would be your your one piece of advice okay I'm going to I'm going to answer that

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question through a quick story someone Okay I had a startup

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2016 or so called Islands it was like a Discord competitor it eventually got

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sold to Weiwork and one of the reasons why it sold and we got you know multiple offers and

1:17:01

stuff like that was because we were in the press all the time and after the transition after the company was sold a

1:17:08

bunch of people asked me how you know I saw you on all like you were you guys were everywhere you know how did you get

1:17:14

so much press you know which agency did you use and I said I just did it myself oh did you know a lot of journalists and

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by the way this is at a time I had like very few followers like no followers basically and I said 'N no I just DM'

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them on Twitter so okay how did you do that well here's what I did i made a

1:17:38

list of 175 journalists that I thought might cover the story

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i would create a 30 second selfie video where I'd be like "Hey uh Caleb my name

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is Greg Eisenberg i'm working on islands i thought that it might be interesting to you for XYZ reason." And I had an ask

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at the end which was not cover my story it was basically like "Can we meet can we chat by the end of that chat I'm

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going to give you value value value value." The success rate of that video

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was you know sta kind of staggering honestly and I don't think enough people

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are empathetic to the Collins and Samir and Ali Abdals in the sense that they don't put themselves in their shoes

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they're getting bombarded with all these DMs so how do you stand out and create

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something that's going to create value for them uh well I think video is one easy way you know even you know using

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something like a Loom or something sharing your screen um sending it to them giving them value um I mean I've

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had people who've DM' me and I've I brought them on my p the Startup Ideas podcast which has like millions of

1:18:57

listeners a month just because they've they're like "Hey I thought you'd be interested in this video." And I was like "You should come on the pod to talk

1:19:03

about it." Random person 600 followers so it happens shoot your shot be

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different use video add value it's not rocket science yeah Greg you've been

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awesome man you've been awesome and and as you were as you were sharing that I was like because I I was um I think I

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actually put this on my Instagram i said this year this show is going to like shock the world like the the level of

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growth that we're going to experience is going to shock the world and I want to get some of the biggest guests obviously that we that we've ever had this year um

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and that strategy and method that you just explained I want to try it and I feel

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like we're going to land some pretty huge guests from doing that so so Greg thank you so much man i appreciate you

1:19:51

my pleasure keep it up this is this is awesome it's been amazing seeing uh what you what you're building thank you mate