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GARY VAYNERCHUK ON MILLENIALS AND PROCASTINATION

I think so many people are keyboard activists right everybody's good at sending a tweet about how the world should be and nobody's doing anything about it and that just that is just very much human nature we've gotten soft as a culture yes you know I mean of course we've gotten soft as a culture in the u.s. because the US has had an incredible two hundred year run right like this is just what happens you know so as a culture you know I can't speak for you know people that live in the Amazon River and I can't speak for you know people that still live in Belarus but the American culture is soft and that's a great thing that means there's been enormous amounts of prosperity but let's not be naive I mean people literally complain when somebody gives them the wrong amount of like extra cream in a Starbucks \$6 coffee you my lack of interest in complaining is so high and when I watch what people complain about it breaks my heart because they completely lack perspective and I genuinely believe my happiness and optimism comes from my perspective even in political unrest times like right now a lot of people very bent out of shape but the reality is is that it just never been better to be a human being it's that's just the truth that's just data that's that's reality and yeah I mean it's just a very fun time to be alive and I think the way people look at the world right now because it's such an incredible time is actually the quickest tell to who they are if you think it sucks but it's bad you have losing pessimistic DNA and if you think it's awesome and phenomenal you have optimistic winning DNA and I believe that to be true and so that's where we're at we're beating ourselves up like everybody sucks that's something right like we all have shortcomings and we all have strengths and for me it's like why don't we just audit that like why don't we just look at it that way and be like alright well I'm good at this but I'm not gonna dad like and then and then and then I only focus what I'm good at right like I don't dwell that I can't fix shit around

the house I call somebody to fix him like I'm not like I'm not a man I don't give a fuck like you know like like you know like I don't I don't get it like we all like I also think it's awesome that I'm so emotionally stable and I'm the emotional backbone of everybody is that what a dude's supposed to do like like these cliches these stereotypes they're so silly I'm fully in love with myself but I'm also fully in love with everybody else too right it's not like like it goes both ways like I tell people to buy in to be that work for me it's cuz I buy into them first like I don't need anybody to gain trust with me I it's they're like I believe that the human race is so grossly underrated we are good of course we have some bad there's fucking 7 billion of us but like when you look at our net score it's bonkers shit like you know what you damage we can be doing to each other on a hourly basis and we don't like we're still here like we won were the Alpha being and we've figured out how to stay together this is insane when you think about it and yet everybody wants to dwell on like somebody said something mean if you want to be an anomaly you have to act like one like people want all these special things to happen but then they're acting like everybody else and that gets into this Saturdays on in your 20s like or or just like taking risks or things of that nature like there's anything they take away it's like look like you're gonna only be so pretty you're only gonna be so smart like you like there's there's things that are gonna be natural and there's things that you can actually control I do believe and I don't know if I'm right or wrong I don't but I do believe that work ethic is a taught behavior it's something you do have more control over and you know what really sealed a deal for me getting healthier I was 38 years old and didn't come natural to me like it didn't come natural to me at all I hate the gym I hate him out I hate it I don't like it I don't want to do it but I but I knew it was important and somewhere around midway through being 38 years old I got serious I figured out my system I made the financial commitment and I've

won right and I'll never lose again because the system was I needed to be accountable to another human being so it was about Mike and now Jordan and whoever else is my trainer I'm doing it almost weirdly more to not let them down I feel like there's a shift that can make people work harder the big one that I push is you're gonna die like like if your complaint like to me life is broken down into complaining and not so if you're not complaining well then I've never I have no advice for you I'm pumped like you did it like like I've friends who make \$42,000 a year work 9:00 to 4:00 with an hour to have lunch and 45 minutes of YouTube and ten minutes of bullshitting and an hour of complete waste of time in a meeting so the kind of working like 6:00 you know hours a week right but they're pumped and-and-and they text me these are highschool friends and they'll text me like how happy they are to be the coach of their kids baseball team and you know like that's amazing like that that seems very obvious to me like that's like that's right you know which is super weird I'm actually nearly any yes you know like I it sounds cool like in theory right grass is always greener right like far less pressure you know like like all that time with my kids booth that would be cool like there's just like all these things that I can justify so to me but I have friends who have a hundred million dollars in the bank because of Facebook's IPO who complain who are still hungry who want to do even more who will complain to me because they know I work a lot about no worklife balance and they don't get to spend enough time with their family and I'm like you have a hundred million dollars like you could stay home like you're in control like you don't complain about it you've made that choice don't bullshit me like you want to spend more time with your family spend more time with your family I'm trying to be very careful about what I'm saying versus what I'm doing because that's how you get exposed and I don't mean like people calling you out and being like you suck I mean to yourself I don't want to be exposed

by myself it's it's it's looking at yourself in the mirror and saying like am I doing this right so to me there's so many people they're talking shit about how big of an entrepreneur they're gonna be and how much they're gonna achieve and they don't work on weekends you know I worked every Saturday of my 20s like and I talk to 20 year old entrepreneurs every single day lately I've been saying to them this Saturday you're gonna have more time off than I've had in my entire 20s on a Saturday so like before you tell me how you're gonna be bigger than me start thinking about what you're actually doing I'm careful to not give advice that I know is uniquely something that I was gifted with like I'd how do I tell you that oh here's how it actually works and it almost started happening it didn't happen like I actually get goosebumps like actually like real heavy goosebumps when I hear something that I know feels right what's the advice there hey Johnny start getting goosebumps like I can't there's certain things that I can't talk about because I know they're not practical they're intuitive to me I plan to instill kindness until Achatz I plan on instilling perspective into my kids I plan in instilling just being a good human being I plan on making sure they don't use their parents wealth and micro fame and leverage to impose them on any other person I was petrified of that if my kids try to Punk their friends on my shit I'm gonna get the fuck out of them like that just loser DNA you didn't do that we right like so like I'm not obsessed with tactics I'm obsessed with religion so I have a lot of wealthy friends at this point who think it's smart for them to sit first class but the kids in coach it's a tactic they send their kids to Africa to build a school for a week it's a tactic it's like my friends that love the environment the number two sector in the world that is hurting the environment is the fashion industry when you run the math of what's doing bad to the earth it's the number two industry behind Gaza i I don't even want to say it cuz I'm not sure if it's gas in oil the number two industry the sign of the fact is the fashion

industry so all my fancy friends who love the environment are they willing to give up their fucking Louie bags let's say right so like I think people talk shit so you let them sit coach and you went first class but you went to you know Hawaii and eat it all the best pluck you can't pick and choose to me it's binary so I don't wanna be a hypocrite so my big thing is like look you need to be kind like mean mean is just non-negotiable in our family right and then you just need to not be full of shit if you want to look at daddy's mountain and you want to say what I did to my dad's and that was a big mountain for an immigrant like wow dad did it right if you want to say I'm gonna climb that and I'm gonna climb bigger awesome like I'm pumped I'm weirdly not cheering for you cuz I'm I'm just a weirdly competitive dude this is actually something I'm not proud of I'm comfortable saying this and I believe this is a flaw but I don't want my kids to beat me I don't like I don't I saying it I know this is where I get in trouble people will take one little clip from one video interview and they're like you're a bad eye it's just my truth I don't want to bullshit you guys like I'm that competitive I just want them to be all in on them right like I don't need them to be an entrepreneur I don't need them to make me proud they don't need to go to Harvard they don't need to give shit they need to be themselves all in and they need to be kind and I'm good like everybody thinks their stuff is so good like everyday Gary my instagrams so on fire soda awesome why is nobody like why am I not gaining followers cuz it's not awesome think we all think our stuff is the best and like I get that but yeah that would be my advice only because that also is liberating me everything's about breathing right like to me everything is about like take full ownership for everything and then everything gets easy cuz then you're in control and then learn how to love to lose I think that's how that's how entrepreneurship that's how life is we all have losses and so I like losses I love adversity I like the climb I like the chip on my shoulder I like when

people like all I knew and he's not that good that is like like I'm even weirdly scared as I continue to ascend and I'm getting popular and wouldn't you say the marketing leaning like if people start putting these words in front of my name I'm like am I gonna sabotage myself to like recorrect this like I like adversity so yeah all on me you know I enjoy losses now all of a sudden like what you become completely invincible I feel invincible I really genuinely outside of the health of myself and 20 people feel 100% invincible as a person I know what my intent is I want to do good at nobody else's expense I'm far from perfect we all are and so just easy it feels very light to live life I'm just in a good mood them home and I think modern-day parents and most parents do not do that I think they focus on dumb shit like grades because they are insecure and they want to put the bumper sticker that their kid went to you know Stanford like it's real fucked up when you really think about what's actually happening so much of it is misery loves company or people reflecting of what's inside of them is the impact that you want to have on the world same thing that attracts so many of millions of people to people that are selling bullshit those same people are attracted to me and what I want to do is suffocate out all those other people and become the Alpha of that entire world of people that are are hoping and are desperate to look at me and what I want to do is inspire two 14 year old girls in Kansas City right now to build a billion dollar company on having a bunch of employees hugging each other in a house I think that Steve Jobs came along became an icon but the sad part of that narrative was he did not treat his employees well he became an icon and the narrative became and he got the most out of people by being a jerk and that became romanticized and a lot of people in Silicon Valley today run companies worth their mean because they think that's the right thing to do because they put Steve Jobs on a pedestal I want my pedestal moment I want to become that big and what I want to come from that is that

kids that aren't even born think that they can build a five billion dollar company and be a great guy or great gal I want to build the biggest building in town ever by just building the biggest building in town while I think most people try to tear down everybody else's building so I think positivity and good is practical advice to building an empire and I want to be the poster child of the person that don't biggest baddest empire and did it by being a good dude along the way and not everybody's gonna be happy about everything I did but if it's 97% of people talking good behind your back that's a real legacy and I want to do it in a pop culture way I'm gonna do it anyway people have done that before just so you know there's plenty of people Warren Buffett's a really good dude like there's plenty of people that have done that there's a difference I want to do it and I want to be a rock star right like and that's where you influence people like you know like I want to do it but I also want to be the most popular and so then that person's like oh I want to be him so I guess I'll be nice like I want to literally take people who have DNA that's kind of nice and make them more nice because they think that's how I became big so I basically want to trick the business world into becoming kinder you

