



JAMESSCHRAMKO

Behind the Scenes: The Chris Haddad Podcast AKA Mr. Moneyfingers

What kind of thinking and work has gone into Chris Haddad's new show? He and James talk podcasting, business, copywriting and a host of other topics.



Chris Haddad

James: James Schramko here. Welcome back to my podcast. This is episode 963. We're chatting with Chris, Mr. Moneyfingers, Haddad. Welcome.

Chris: That's me. Wow, 963, holy crap. How many of these a week do you do, my friend? How long have you been going for now?

James: So I started - get this - my first podcast episode was with John Carlton. And I think I published that in 2009.

Chris: Wow, holy crap. Damn, man. Well, good for you. My show has only been around for six months now. So I got some catching up to do.

James: Well, you don't have to catch up. It's okay. I'll try and stay in front of you. But the thing is, that's why you're here. You're here because you have a podcast.

Chris: I do.

James: I observed your podcast from the beginning. I've had a listen to some of your episodes. I asked you if you'd be able to come along and talk about your podcast because as it turns out, aside from the fact that we have so many friends in common...

Chris: We do. Yes.

James: ...a lot of people listening to this podcast might be sort of contemplating whether they want to have a podcast or not. So I want to sort of balance this episode between discovering more about Chris Haddad, and also introducing this concept of, you know, your journey through that podcasting, where it's at.

And I noticed some changes just from observing the way you've been doing it, the way you've also built a community around it, which is a big clue here, I think. And I'm also curious to know where it's going.

Getting to know John Carlton

But before we do that, I want to tell you about that episode with John Carlton because back in the day, I was making info products, and I had bought a little portable audio recorder, like those press journalists use.

Chris: Oh, wow. Yeah.

James: And I'd met John Carlton at a Frank Kern event in San Diego, and he kind of blew me off a little bit like...

Chris: John? Never. No.

James: Yeah, he just - he was a bit sort of frosty, right?

Chris: He's a bit of a curmudgeon, John, so yeah, it can take a bit to get underneath that kind of crusty outer layer to get him to open up a bit. Yeah.

James: Well, it took a Brad Fallon to fix that because the next time I met him, it was in Australia. Brad Fallon was speaking on a seminar circuit. He managed to get me on board. And John Carlton was also in that. So we ended up traveling around Sydney, Melbourne, Brisbane together, and built a relationship.

But I remember I recorded that in Melbourne, I think, at a hotel. We went to dinner and I said, Do you mind if I record a little interview with you? And he's like, Okay. I said, I'll come back to your room with a recorder. He's like, Alright. So I just, I sat it on the table there, and I sort of nervously asked him probably very rookie questions about copywriting.

Chris: Yeah, totally. Totally.

James: And that was [episode one](#). And then I kept doing series. I wanted to do an action seminar review, but I remember him being a little bit cool about that. Like, he didn't really want me talking about it, but I did anyway, so that was fun.

Why are copywriters so weird?

But I met so many people at that event, like [Bond Halbert](#), David Deutsch, like, that expanded my copywriting network. It turns out I know so many copywriters.

Chris: There's a lot of us. Yeah.

James: And you're all a bit weird, too.

Chris: We are all - well, you cannot be a top level copywriter without being kind of a freak, as far as I can tell. Yeah, all the ones I know, like Paris, and David Deutsch and John, they're all f*cking weirdos, at the end of the day.

James: And why is that?

Chris: I think it's a job that takes a certain level of weirdness to do well. Most writers in general tend to be kind of antisocial. Most copywriters are pretty antisocial and introverted. I'm a little weird in that world. But I'm not really all that antisocial or introverted anymore. But I think it's because as a copywriter, your job is to try to see the world a little differently, to try to come up with some angle that's not been heard before.

I don't know if you know Jim Rutz at all. He died a few years ago, but that guy was really weird. I got to meet him a few times, but his copy was freaking amazing. But he was just a weird guy with a unique perspective. I think it's just the kind of career that drags that kind of person in. And there's also a lot of musicians in copy, weirdly enough.

James: Yeah, a lot of them play guitar, I noticed.

On Kevin Rogers

Chris: Yeah. And a lot of funny people. [Kevin Rogers](#), who I'm sure you know, a great copywriter, friend of mine. Kevin was a standup comedian for years and years before he became a copywriter, and he says that like, having dinner with copywriters and having dinner with comedians is the exact same thing except for with copywriters, the restaurants are better, basically.

James: That's true. Yeah. I mean, I go deep with Kevin. I actually met him for the first time at Action Seminar, face to face, but we were already buddies on the Warrior Forum.

Chris: Yeah, totally.

James: And it turns out later, he was getting a little bit sick and tired of the feast-and-famine nature of copywriting. And we hopped on Skype. And he said, Can you help me? And I said, I can. Now take notes, because you're going to be doing this, right? And we actually set up copychief.com.

Chris: Oh, wow, that's awesome! That's great.

James: We birthed that thing. That was a collaboration of my idea and his genius, and he's taken it all the way.

Chris: He really has.

James: Absolutely boss level.

Chris: Yeah, he really has. Yeah, I've known Kevin for many years, we first worked together at an Action Seminar actually, we both spoke together. Because I think Kevin had been invited by John to speak, and Kevin didn't have a lot of speaking experience at that point. So they called me up and said, Hey, Chris, will you co-present with Kevin for something on launches, I think it was.

And Kevin got annoyed with me, and I was much more of an egotistical prick back then as well, as everyone can agree. But Kevin got annoyed with me, because I literally threw out the entire speech five minutes before he went on stage, and I was like, Eh, this sucks, let's do this instead, and came up with something totally different. And we did well anyway. But I don't think he was used to flying by the seat of his pants quite as much as that.

James: I imagine that would frighten a comedian. I mean, they do improv, but what people don't realize with comedians is they're practicing and testing their lines. All the different venues, getting real reaction from the audience.

Chris: And every single tweak or the way you say every word, the construction of each sentence, when you pause, when you don't pause. Like, I know a lot of stand ups and comedians, and it is, generally speaking, a very, very precise art form to do right.

James: It is. And often they seem down or upset in between gigs.

Chris: Copywriters and marketers and comedians too tend to be depressive. I do know a lot of very miser - I mean, most copywriters I know who are any good are on some kind of medication. So, we'll see.

Australia and things that kill

James: Isn't that interesting? I recall us having great conversations at the bar at certain events. I mean, I built my network by traveling overseas, and attending events and meeting interesting characters like yourself. And sometime after that, you came and visited my place in Manly when I lived down there. That was nice.

Chris: Yeah, you had a great view. You were right on the beach there. It was me and my now ex-wife. We were in Australia for a, we were traveling around for a month, enjoying your beautiful country. I found a lump in my testicle while I was there. We didn't have internet. That was an entirely exciting thing. Turns out it was fine. But Australia is lovely. And pretty much every animal in Australia is trying to kill you, as far as I can tell, but that's okay.

James: It sure is. You know, my daughter who's now three and a half, if she sees a spider or something, you know, she goes in there, she has a good look. I'm like, Don't pat the spider, right? She's different to other kids who would be like, screaming and wanting to try and smash it.

Chris: Oh my god. She's just used to it.

James: Yeah, it's just the way things are. I saw one actually this morning on the way out. I saw it running down the wall and disappeared into the garage somewhere. Somewhere down there is a spider with potential to kill a human.

Chris: We were at a restaurant when we were out there. My ex and I were driving around, we went to some restaurant, I don't even know where it was. There was nobody else around. We're sitting there. And about 15, 20 feet from us on a, like suspended on a web basically, between two posts or anything is this spider that's bigger than my hand, right? Like just f*cking huge spider.

And we're looking at it like, Wow! That thing is really big. And the waiter comes over and we're like, Hey mate, like, is that thing deadly? He's like, Oh, yeah, that thing will kill you. Like, just like, really matter of fact. And then he's like, Yeah, don't worry though. It's ripe enough now. A bird's going to come down and eat it soon. And so it's just like, it was just like grown big enough that the birds were starting to eye it with lust or something. It's a very different way of living than here in Seattle, where like, my wife is terrified of spiders.

James: Yeah. I found a pair of Blue Tongue Lizards in the garden, which are about, let's call them a foot long. And they're great. They go and eat all the little spiders and snake eggs. You know, they eat the eggs before the snakes hatched, before it can kill you.

Chris: Oh, great, so it's a pre-snake. Yeah.

James: So you have pet lizards?

Chris: [laughs] Totally.

Where the Mr. Moneyfingers comes from

James: Tell me about Mr. Moneyfingers. It's an unusual moniker. Where did that come from?

Chris: I got - do you know Joe Barton by any chance? Have you met Joe?

James: I do. He's a health dude.

Chris: He's a health dude. So Joe is my - I always refer to him as my favorite conservative religious person, because I am neither conservative nor religious. But Joe and I have been friends for...

James: He's very religious. I've seen his social media.

Chris: He's very, very religious. Absolutely. We've had some good conversations. We disagree on most things. Actually, we agree on almost everything. But we don't talk about the things we agree on. We only talk about things that we disagree on. It's a whole thing. But Joe was a client of mine back in like 2008, or something like that. He was my first ever client.

I wrote five or six sales letters for him for things, from diabetes to back pain to - oh, we did one that was called, we call it the math class boner letter, because it's for erectile dysfunction. And I wrote about like when you're a kid, a teenager in math class, and like you see the hot girl across the room, and you get a hard on while you're in math class, and then the bell rings, and you have to stand up but your dick has gone down one leg of your pants, and it's really embarrassing. So we did the math class boner thing.

Anyway, Joe and I were just - he called me for something, for some work thing. And I pick up the phone, he's like, Mister Moneyfingers! and I was like, That's an awesome name. And so that became my name ever since. I asked him if I could take it. He gave me his blessing. It's been the name of my company and my nom de guerre, whatever it is, ever since. It's a good name. You know, as far as branding goes, it's pretty damn good, I've got to say.

Over in the States...

James: Love it. We spent some time together on a Yanik Silver event. I did a few of these events back in the day. It was crazy. We were doing things like the Vomit Comet with Eben Pagan and Tony Hawk and Peter Diamandis. Like, the first year that I went across to America since I was a kid, I ended up at Yanik Silver's event. It was 2008. And I still had a job.

Chris: Wow! Holy crap.

James: Yeah. And I competed in some prize. And what I was trying to win was Eben Pagan's box set of his \$10,000 program back then. But much to my surprise, I'd won a different prize. It was access to Maverick, which was for the million-dollar a year ballers, you know? It's like the last thing I really needed. I'd had to come back six weeks later, and I'd already used my annual leave.

I bought a ticket on my credit card. I had no time. I was maxed out. I'm like, how am I going to pull this off? But I did. So I went. I hung with these people. I implemented some of these traffic techniques I learned from legends like Mike Hill.

Chris: Oh, good old Mike.

James: Yeah, Mike, and ended up quitting my job shortly after I got back from that trip. So that was the start of it all, like mid-2008, I was on my own from then on and never looked back.

Chris: That's awesome, dude. Good for you. Jobs suck. Though, of course, you live in Australia, so at least they give you like, some vacation time.

James: Yeah, you get some vacation. I was shocked actually, to learn how little vacations the US gets.

Chris: Oh, yeah, the States are brutal.

James: They take a little bit of your money for medical and means you can basically get all your medical covered, and you can get help. If you rock up to a medical facility, you could get help straight away for free.

Chris: Yeah, they'll kick you out here. Yeah.

James: I know.

Chris: It's brutal. People that haven't left America, like I know a lot of people who just never go anywhere, and they really do not understand how little we help each other in America, how little we allow the government to help us, all that kind of stuff. Even this like, you get two weeks a year off is like, are you freaking crazy? That's it?

James: Is it weird, like when you go somewhere like Australia, where there's not really a tip culture and minimum wages enough to actually live and stuff?

Chris: Yeah, the tip culture thing is interesting. I was in England, speaking maybe about a month ago now. And I do - the not tipping thing, I get that people get paid. But I will say the service sucks, like the service in England f*cking sucks. And I'm sure - I hope it's okay I'm swearing - I'm sure it does in Australia as well. But I was shocked. I went to a restaurant, I got like, a drink and something to eat. They never came back to check on me. They never asked if I wanted another drink.

James: It would be the same in Australia. Partly because there's no workforce, and partly because they're satiated with their base level pay.

Chris: Totally, yeah, which I agree with. I think people should get paid a living wage, personally. But I do wish they would also do their jobs well.

James: It's not too much to ask, is it?

Chris: I don't think so. I don't think so.

What is this P.I.G. Method?

James: So tell me about the P.I.G. Method. We can't have you on the show and not talk about the P.I.G. Method. I saw you sort of crowdsource the naming and the production of this great festival of product launch that you did. I know what it stands for, but I want you to share it.

Chris: It's a festival of product knowledge. I love it. That's great. So the P.I.G. Method, yeah. I did a launch back in December of last year, 2021, for the P.I.G. Method, which stands for the Punched in the Gut Method. It's basically what people have been asking me to create for years and years. So people that know me know that I'm well known for being probably the best, like, emotional copywriter and storytelling copywriter, like emotional storytelling copywriter, using stories and emotions to make sales off pretty much anybody out there.

And I finally decided to do the damn thing. So I ran a launch back in December. We did \$750,000 from a Facebook group with no affiliates, no paid traffic, no nothing at a \$6,000 price point. I was quite happy with it. It worked out pretty well. And now I'm enrolling people, we're kind of doing a rolling kind of high-ticket call funnel thing now and getting more and more people in and getting out there and teaching people how to write copy.

I actually just finished creating a product called the FOMO formula that I will be launching at some point, which is my course about how I did that launch and how I got people to give me that much money with no affiliates, no paid traffic, no email lists, etc. So that'll be out at some point. It's fun.

James: That's the world I've been living in as well. I appreciate what you're doing there. Like, people listen to this should know I'm not an affiliate of your program. I'm just happy to talk to you about it and share it. And I made a decision. I think it was maybe eight years ago now, roughly, I'm guessing, where I just switched my affiliate program off.

Chris: Oh, wow. Completely? Crazy.

James: And I thought, you know what? I'm sick of this sort of overinflated people paying, like when you buy a product and you know half of it's just going to the affiliate, it's like, it just seemed, like, I didn't want to play that game anymore. I just wanted to bring products to the market at the cost price. And I wanted people to recommend it because they were enjoying it.

I've just had like, five members in a row join one of the levels of my coaching program because they've word of mouth through their other members. It's just like this domino cascading effect through this private little network, and they've all come on board. And it feels good because you know it's got integrity, right?

Chris: Well, it's like marketing in general, right? Like I talked to a friend of mine about this recently, because I've done so much stuff in the low-ticket, relationship advice space, \$47 front end into a \$97 upsell, and all that kind of stuff. And you're running high volume, you know, hundreds of sales every day, hopefully, if you're doing it right.

And you're kind of churning through people, and it becomes a video game in a way, right? Because you're just like, focused on, Okay, how do I improve my conversions here. With the P.I.G. Method and the higher ticket stuff and the stuff that has my name on it as opposed to my Michael Fiore alter ego's name on it, it's interesting - it's good, like, you know, it's for an information marketing.

Oftentimes, on info marketing, people put together a book on ABS or whatever it is, it won't be very good. They'll do really well on the marketing, they'll sell a bunch of it, their refunds suck, but whatever. It's cool with like, the P.I.G. Method stuff and things I'm doing as myself where it's like, oh, the quality of the material is just really, really good.

And I don't have to hype it, I don't have to, like, pretend. I can just say, Here's my stuff. Here's the people that have been through it. Here's the money they're making. And here's what they say.

When you can feel good about what you do

It's very gratifying to just be able to just like, be honest, I guess, or just like, straightforward in what you're doing, and be able to feel good about it. Because I have friends who are very successful, who I've had conversations with lately, where they're feeling ethically compromised by what they do for a living.

James: When I first came online, say 2006, 2007, I was shocked at the lack of ethics. Like, why don't these people even - like, if they don't even know that this is terrible, why not? So for me, like, I've not done the high-volume, low-ticket, high-refund crappy product thing. I've just done the medium to high level, deal with the same people forever type program.

I have got clients in my highest level program, who have been with me for 11 years.

Chris: Holy crap. That's crazy.

James: And with my revenue share partners, that's clocked up to six years now with the same partners. I like working with the same people for a long time at a deep level of integrity. That's my favorite thing.

Chris: Well, you get to know them, you get to know the students too. Like, I got some students not that long ago, we're on a call, because I love my students, I call them my kids, but I love them. They're great. And one of them was just like, Well, Chris, you really seem to care. And I'm like, I do care.

James: [laughs] Yeah, like that shouldn't be shocking.

Chris: Why wouldn't - I mean, yes, I like getting paid for what I do. But I also really, really care about the people that I'm teaching and what they're getting. I'm not just here to take their money and run like some people are, unfortunately.

James: I got told by one of my bosses once that I care too much.

Chris: Ooh, wow!

James: That's when I was a salesperson. Incidentally, I was like, the number one salesperson in the whole of Australia for Mercedes-Benz.

Chris: [laughs] And he was telling you you were doing it wrong by caring too much? Great.

James: Correct. Yeah. I was going against the grain in that industry, for sure. I'm just a little bit older than you. I think you're 45.

Chris: I'm 45. Yeah.

It's a Massachusetts thing

James: I noticed in your podcasts, you speak fast. You're from Massachusetts. Do they all speak that fast?

Chris: They do. You know what's funny? I actually listened to one of my own shows the other day, because I generally don't, because I don't really want to hear myself over and over again. But it's funny because when I listen to podcasts, I typically listen to them at either two and a half to three times speed, generally speaking, 3x is kind of my normal like, audiobook and whatever kind of speed.

When I listen to myself, it's like 1.5. I have to slow it back down to something reasonable, because otherwise it goes crazy. Massachusetts is known - people do talk really fast. And we don't enunciate very much. We just kind of talk like this the entire time. People don't understand what you're saying. But I also speak really quickly even for somebody from Massachusetts. So it's something I have to be aware of.

When I go on stage and speak, I always start off by going, Okay, when I start talking too fast, wave your hands over your head like this. And it's a good way to get like, the audience engaged and whatnot. And then they usually do within about three minutes start waving at me.

James: I've actually had to slow down my pronunciation, taking into account an international audience. Like you, I found the average US podcasts just way too slow. It's just like, oh my god.

Chris: It's arduous. It's freaking arduous.

James: Could get out and walk faster. So this sort of cadence that we're speaking at, this is very normal for my part of the world. And I appreciate it. But it's something I noticed different about your podcast.

Topic, name, or number first?

I also noticed you started off with episode numbers. And then you went to the guest's name. And now you're going to topic name first. You've changed the codec. Tell me about that.

Chris: Yeah, we keep swapping it around. And we started off with the numbers because we thought that it'd be a nice way to do it, Then I was like, I think we just need to get the names further up front in the episodes and such, and now it's, I think it might be the title and then the name now.

But I really, I think it should be the name and then the title is how we probably will end up doing it ultimately, because the name of the person... It's an interesting thing to figure out, because with my show, I don't want every guest to be a big-deal person, right? Like, the goal is not to be like, let's get the biggest names I can possibly get on, and you know, do whatever with them.

My goal is to like, bring people I find interesting on, who I'm going to have an interesting conversation with. And if they're not somebody who's "famous", cool, like, who cares? I feel like if I do this consistently and do a good job for a long time, it'll work. That seems to be how podcasting works to me, it's about consistency more than anything else.

So I wonder about like, whether it makes more sense to put the title forward or the name forward, depending on kind of how "famous" the guest actually is. It's a fun job to figure out how to do this whole podcasting thing, like learning how to ask the right questions, when and such is really interesting.

James: I have some experience in this.

Chris: Yeah, you got like hundreds of episodes of experience.

James: Well, we didn't number the episodes till way down the track, like probably in the five or six hundreds. Then we like, yeah, pruned off some sh*t episodes. So I put a big spreadsheet, like, delete these ones, fix this one. And then we numbered them, we retro numbered them back.

Chris: Wow, why was that? What's the thought behind that? And should I do that with mine, because you're more of an expert than I am?

James: The reason I did it is it's so much easier to reference a number and for someone to go and find it. If I say, This is episode 963, we're chatting to Chris Haddad, I might say that halfway through the episode. And we'll put this episode up on JamesSchramko.com. We'll also summarize the episode into some shownotes you can go and grab if you want extra value.

Right. So the number helps people, and I search for it. Actually, you know how we solve our own problems a lot of the time? So I might speak to someone and say, Oh my god, you should listen to this episode I did with Chris Haddad, he was talking about not needing affiliates, right? And then I'll say, Now where was that thing? And then I start looking for it, I search my own site. Sometimes it wouldn't come up easily.

So I actually ask my team to do a list-all page on my site. I think it's JamesSchramko.com/podcast, and that lists every episode I've ever done. It's a long list, but they're in order. And we also used to individually transcribe every episode and then put a separate lead magnet per episode.

It's a little bit of work. So in the end, I said to the team, You know what, once people opt-in once, give them a download page with every episode. So again, if someone goes and listens to [episode, like 327](#), and they opt in for this, they could scan down the list to find their download. So it's just a bit easier when you get volume.

Chris: That's a good idea. I'm going to make a note of that, because it's the thing that - again, all these things you just kind of figure out as you go, like when you're kind of...

Why you don't need famous guests

James: And you're spot on about fame, right? I never decided I want the most famous people. I don't need my Seth Godins or my trophy guests, right? Often they're crap. I'm not saying they all are, right?

Chris: No, I believe that, I believe that.

James: But sometimes, some of the most famous names are miserable guests, right? I'm happy to champion unheard ofs. And I'll tell you, you actually nailed this straight out of the gate. I don't know if it was on purpose or by accident, but your very first episode...

Chris: Yeah, Pauline, yeah.

James: Right. That is the kind of episode that sells whatever it is that you sell, because case study episodes have time and time again proven to me that that's what will convince people to buy from you. When you take this person they've never heard of, that has got a result that they would like to have, that's more powerful than some super famous guy. Like, Steve Jobs, Zuckerberg, all these famous names, we hear about them, but we just disassociate. Like, we're not going to be multibillionaires. What works for them isn't going to work for us.

But you take a Pauline, just a normal, regular-sounding person. She's been through your program and becomes super successful. Hey, that's the result I'd like. This guy might be onto something. I might check out his P.I.G. Method or whatever. So I think a podcast is for conversions.

I don't know why you decided to do a podcast. But for me, and I think [Dean Jackson](#) is on the same page, if someone listens to for a while, they get a vibe on you. It's like the perfect test drive. And if I keep bringing along guests who I've helped get a result, and they say it, and I've had people like [Pat Flynn](#) come along, and he is famous. But when he says it, that's extra good, right?

But if regular people, like, I've got numerous [case studies](#), people who came along, found me, got a result and they come and share it, and I'll tell you how to put that into your follow-up program, by the way. So for the P.I.G. Method, you would send a follow-up email at some point. It could be an NPS, a Net Promoter Score, it could just be an organic thing. It might be, Hey, how did you like the P.I.G. Method? Right?

If it's an NPS and they give you a 10, that's an automatic, Would you like to come on the podcast and talk about it?

Chris: Oh, that makes total sense. Yeah.

James: Right, it's so simple. It's an automatic system for generating positive case studies.

Chris: I have a student who just used my stuff, he went from making - because he has like a \$150 program, and he went from making one sale every three or four days to making three or four sales a day just because he did this thing.

James: That's a podcast episode.

Chris: I'm like, Dude, you're coming on my show. He's very emotional about it, too because he said he was actually in some trouble. And now all of a sudden, he's making 400 or 500 bucks every day and it's giving him what he needs to actually get his business going again, which feels awesome.

James: The other thing to do is catch them early. So I get them early. Like, I had Clay Collins on there when he was still doing LeadPlayer. Right? I charted his progress all the way through to basically selling out of LeadPages. Ezra Firestone, I got this guy when he was making 100 grand a year, right, all the way through to \$65 million. And we even did a podcast together.

At one point, I had five podcasts, but I can tell you, I got to the point where, you know what, it's better if I just have a masthead podcast, and I bring my guests on. So what I do is I have the same guest over and over again. Some of my guests have been on 12, 20 times. Right. So these are things that you don't see on every other podcast.

Most people are like, I'm going to get the most famous person possible, they're going to share me to their list, and I'm doing it for leads, right? It's not. It's like, go deep, get the same people back and go deeper and deeper and deeper and build that relationship. Get case studies on. Completely. I call this a non-famous person case study. It's like an underwhelming case study.

Like, even what you think is a small thing, like for someone to go from one sale a week to two sales a day, it doesn't sound much. But the amount of people who would be thrilled with that result is huge.

Chris: It's life-changing.

James: There's no better test drive than having them on your show and talking about it.

Is it about conversions, or leads?

Chris: I like what you're saying about podcasting being about conversions as opposed to lead generation, though, because I've certainly gotten, like my Facebook group, I asked people how they found my Facebook group when they join it. And we've started getting a fair number of people saying they found it through the podcast.

But I always think of the podcast as like, once I get somebody into my ecosystem, I know - I'm pretty good on camera, I'm pretty good on the show, whatever - I know that if people are exposed enough to my personality and weirdness and knowing what I'm talking about that a percentage of them will be like, Hey, this is the guy for me, and will want to buy stuff. There's also people who fall into my world and are like, This is not the guy for me. And I'm like, good for you. You should go somewhere else then. It's totally cool.

James: It's like, isn't selling a process of disqualification in a way?

Chris: Totally. It shouldn't be anyway. But it's like, if you're not going to be the - so much of like, marketing as a personality-based business now, right? So you've got to find somebody you actually want to hang out with. I'm sure you and I, in some ways, teach very similar things.

James: Everything we've talked about so far, it's like, apart from the earrings and the mustache and the glasses, right, we are on the same page. It's rare that I'll find someone who's actually figured this out for themselves, right? I'm often telling people this. But I've done everything in a counterintuitive way, really. I've never really done it for the ads.

I'm not getting Chris Haddad on the show so that he can go and share it with his Facebook list and say, Hey, this is a great show on or whatever. You know what? I'm doing it because whoever's listening to this can learn from you and pull out some great insights, especially if they're thinking about a podcast.

The things some people ask guests to do

Chris: Here's a question I have for you about the podcasting thing. I've guested on a fair number of shows over the years, I enjoy doing it, it's a good time. Sometimes people will come to you and they're like, Okay, you're on the show, we need you to promote five times, like day one, day... like there's a huge kind of like, and they don't even ask you first, right?

It's like you're on the show. And then after you're on the show, they're like, Okay, well, now that you've been on the show, we need you to do all these different things to promote, and I'm like, I'll post about it on Facebook, man, but I'm not going to like give you five days of mailings to my list and all this other stuff.

I always just go to people and say, Hey, your show is going to be this Friday. I would love it if you would give us some promotion love, but if not, that's okay. What's your kind of like, theory on that as far as using it for traffic generation?

James: I mean, that's an outrageous request. They've invited you on their show as a guest. Obviously they're doing it because it's going to serve them or their audience's needs, right? It's not acceptable to ask you to mail five times. Like, I'm not mailing for anybody, even once, unless it's incredible.

I've got a golden rule with emails. It's really straightforward. Someone has to be better off for opening the email.

Chris: That's a great way of putting it. I like that.

James: So you know, when you get these launch bandits who send 16 emails on the last day of a deadline, like, that just creates an F-U if you type reaction for me. I'm like, they don't respect me. They couldn't possibly, hand on heart, say that I'm going to be better off for getting these 16 emails. That's just selfish behavior. Right? That's outrageous.

Chris: Well, that's like seeing marketing as a video game instead of seeing them as people, which is easy to do, right? It's easy to fall into that trap.

Some ethical ways to promote a show

James: And pretty much, I've cut a good living off just being a good person and caring about people, right? So the way that we approach it, and this is what will happen to you, actually, I'm going to promote this episode. We will publish it on [Apple](#), of course, it'll go on [Spotify](#) and on [SoundCloud](#). It will go on [YouTube](#) and [Facebook](#), organically. We organically upload the whole episode, because I couldn't care less about trying to get the Apple ranking right?

Chris: Oh, so many different clips and all that. Yeah.

James: We'll pull little snippets, generally, and share them on socials, [Twitter](#), [Instagram](#), and [LinkedIn](#). LinkedIn should not be ignored, by the way.

Chris: You know, I've never really spent time on LinkedIn. And if I'm online, I like the LinkedIn lunatics subreddit, which shows people doing crazy sh*t on LinkedIn. But I haven't really used it.

James: I don't spend any time on these platforms either. But my team do this for me. So I've got a tiny little team of six. That's what runs our business. My only costs in business is my team, and they are fantastic. And for that team of six, we can get everything we need done in our business. Like, I'm not going to edit my own podcast, I'm not going to publish it.

So they'll put together an email, they'll send out an email to our database that will alert people. In the first day or so, we're going to get about 2000 downloads of this podcast, and you're going to see people jumping across to [thechrishaddadshow.com](#). Is that right?

Chris: That's it with an H-A-D-D-A-D. So two Ds in the middle. Yeah.

James: [Thechrishaddadshow.com](#). We'll also link to it in our site. But over time, now, we probably will put your name in our title, because titles drive SEO. And you do have a worthwhile name, right?

Chris: I'm relatively known in the right circles.

James: Nah, you're everywhere. Like, Mindvalley videos and all sorts. You're super famous. Don't be so humble.

Chris: Super duper famous.

James: If someone's famous, I'll probably put their name in the title. If they're an unknown, probably not. It depends, right? Because I want to drive the best title that's going to get the clicks, and your name will actually get more clicks than if I didn't put it in.

Chris: I've been told by some people, and again, I don't know how many, but I know like, a couple of friends of mine said I got close to the highest number of listens for their show they've had, which always feels kind of nice.

James: That's good. You're going to get people coming into your group. And they'll say, I heard you on Schramko's podcast.

Chris: Yeah. Cool.

What the right name can do

James: My podcast used to be a different name, but I changed it because everyone kept calling it Schramko's podcast.

Chris: What do they call it? Do they just call it Schramko's podcast now?

James: It's just JamesSchramko.com. I don't even have a name for my membership, which I've run since 2009.

Chris: I was thinking about names quite a bit for this. I was going back and forth on it.

James: I know. I saw that.

Chris: At one point I thought about calling it Balls Deep with Chris Haddad. I thought that'd be funny.

James: It's funny to you, but I think it would exclude people who could get value from you who could be offended by it.

Chris: Yeah, that was my thought. So eventually, I just decided to - there's a bunch of podcasts I really like from this company called Parrcast. And their shows are all true crime related things, right. So they have one on serial killers, and the name of the one on serial killers, guess what it is? It's Serial Killers. And they have one on cults. And the name of that show is Cults. And they have one on unsolved murders, that's called Unsolved Murders.

And I was like, sometimes you just got to call it what it is, like, because this is like a search standpoint. It's not about being clever, it's about making it easy to find. And I'm like, well, people are going to come to the show for me, so I'm just going to call it my name. It makes it easy.

James: Again, you nailed so many things out of the gate. It's shocking, in a way, like, you shouldn't be this good at it.

Chris: I listen to a lot of podcasts.

James: Well, see, I don't listen to podcasts. I should. I think it would improve it. But when I started, my podcast was Internet Marketing Speed. It's like, a cheesy name, in hindsight. And then I ended up sort of growing up the brand to SuperFastBusiness. But I retired that, and I've switched to a personal brand.

It's the era of the personal name. And people listening to this podcast, I'm the common denominator here. And over time, if my audience keep calling it that, I might as well call it that too.

Chris: People call my show the Chris Haddad's podcast, or Chris Haddad show, right? They're not going to call it whatever title you come up with.

James: They're not going to call Balls Deep with Chris Haddad.

Chris: No, they're just not going to, and it was like, it was a little too clever and a little too arch and whatever else, and would push some people away. But it's also like, I want to get my, you know, I used to have another show for my Michael Fiore brand, I have an alter ego named Michael Fiore, he's a relationship advice expert. I went on the Rachael Ray show when we built an eight-figure business out of it, all that kind of stuff.

And we had a podcast, we did 150 episodes of, and it was 30 minutes every episode, we did three of them at a time. And it was all just Q&A, right? So we get questions in from the audience. And I would just bullsh*t and make jokes and answer stuff for half an hour each time. And we called the show Digital Romance Radio. And that was a huge mistake, right?

The biggest mistake I made in that entire thing was just not calling it the Michael Fiore Show, or the Michael Fiore Relationship Show, or the Michael Fiore Relationship Advice. I should've just called it the Michael Fiore Relationship Advice Show, right? And that would have been the best name for that. That would have helped us get a lot more traction with it.

James: This is a great topic, because now I understand why you got so much right. You do have experience under the belt. I just watched a YouTube video of a climber who pretended to be a novice and went to a climbing school in America to practice and worked his way up the things, and the guys in the end are like, Hang on a minute...

Chris: You already know what you're doing.

James: And he had millions of views on this video. It's like, I've been studying YouTube videos lately because I've worked closely with [Pat Flynn](#), for example. And he's another example where [he started out as Smart Passive Income](#), and he's outgrown it. He should be Pat Flynn. This guy is famous in his own right, right?

Chris: Just go out and put the name out there, man.

James: So there you go. If you're listening to this and thinking of a podcast, one big takeaway so far is that using your personal name, if you're up for it, is probably a winning move. We'll continue on. Why did you start this podcast?

The evolution of James

Chris: If it's a personality-based show, right, like that's the big key. It's a personality-based show.

James: That's what's always held me back, right, I used to be a robot, a machine.

Chris: You were, actually. I've got to say, you do seem looser than the last time I talked to you, which is nice. Yeah.

James: I'm definitely evolved. Right? I surf now, I've worked 15 hours a week. You know, back when I met you, right, this was a long time ago, I was probably working seven days a week, I was very machine-like. I had a big business. We had 65 people. I was in the zone. I think I was really just continuing from my work career in my personal business.

Chris: Because you were already a workaholic in your previous career. And then you were like, Oh, if I work for myself, I still need to be a workaholic, basically, right?

James: No, what happened was, I went from a seven-day-a-week industry, which I was in from 1995 through to 2008. So you feel like when you're in it, you feel like that's everything. It's kind of like if you're at war right now, you would feel like that's your world. It's your bubble.

Chris: Everything all the time.

James: It took me years to cast it off, to change. Right? So I've changed almost every aspect of my life in the last 10 years, really, and I'm living the best version of my life now in my 50s than I was 30s or 40s or 20s even. So, it's amazing and great and inspiring. But, yeah, I'm a totally different person. People who haven't seen me for a while would think, Okay, this guy's changed. What's changed? I can even look at my old content and see, like, Oh, who's that fat, bald, you know, like whatever.

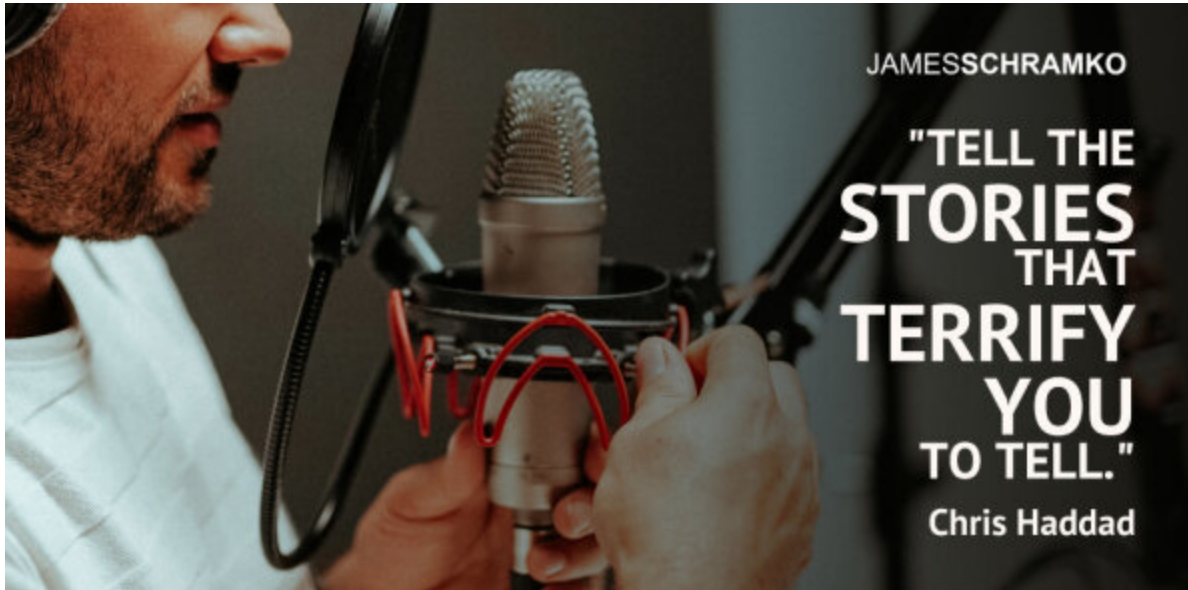
Chris: Who's that fat, bald, tired-looking guy, yeah.

What stories should you tell?

James: You know, in your case, right, you did a whole episode around divorce with Scott Rewick.

Chris: I did, yeah. That was a good one.

James: You have talked openly about mental health and other health matters. I imagine you've been using this as a sort of a journal in a way of self-therapy.



Chris: For me, the podcast has been - so a lot of what I teach is about being vulnerable and open and honest in your marketing and whatnot. Right? So like, people ask me, what story should you tell in your marketing? I say, tell the stories that terrify you to tell, right? Those are the ones that are going to have the most impact. Those are the ones that are going to have the most bonding aspect to it, etc.

And so I feel like it's kind of my responsibility, if I'm preaching that, to go out and be the one doing it. So I'm very, very open about myself. I have bipolar disorder, I got diagnosed bipolar two, six years ago now. James knew me back in the day when I was a bit more of a maniac and would scream at people occasionally and was a bit meaner.

James: I think you used to get into social media fights, occasionally.

Chris: I did. I don't do that nearly as often now. But I used to get into some social media fights.

James: [Mark Joyner's](#) got a good product on this. It's Verbal Jiu Jitsu.

Chris: I think Mark and I got into a social media fight once, and I don't remember who won, but I thought it was interesting at the time.

James: Well, maybe that was the catalyst for him creating the course. But it helped me deal better with trolls or negative comments, which I don't get many of, thankfully.

Chris: I love trolls. I love them. I love trolls. I'm into it.

James: I know you did a whole episode on that too.

Chris: I tell people to troll. I'm like, I tell people to troll me, please go for it. The reason I do the show, so you know me pretty well, people that know me pretty well, I got really sick with Lyme disease about eight or nine years ago. And so I was making millions of dollars in the relationship advice niche, doing great with that, I was going on television, doing all this other kind of stuff. Michael Fiore was becoming a thing.

If I hadn't gotten sick, Michael Fiore probably would have become like, famous, and I would have gone on to more television shows and things like that. But I got hit by Lyme disease. That took me out for several years, I kind of came back from that. Then I got hit by the bipolar thing really hard, lost my mind for about three and a half years, got on meds. That was six years ago, took me five of those six years to get to the point of stability where I could even work.

How Chris's podcast came about

And then I was starting to do this P.I.G. Method thing. And I was like, Okay, well, what else am I going to do to kind of make this work? And I was like, Okay, well, I have some experience with podcasting. I enjoy it. I've got a big personality. Let's kind of put it out there. It's also the podcast, honestly, beyond - I find the benefits of podcasting really interesting, right? Because if you just say, I'm going to do a podcast, people would say, Okay, it's for leads, right? It's a traffic generation thing.

For you, you say, Okay, it's not really for leads. It's for conversion, which I also - I think it can work for both of those things. For me, beyond that, the two biggest things beyond leads and conversions that I've seen from podcasting are one, networking, it is an amazing networking tool.

I have Rory Sutherland coming on my show next week from Ogilvy. And it's just because I went up to him at a thing we both spoke at and said, Hey, you want to come on my podcast? I might have said, Hey, do you want to get on Zoom and chat for an hour? Who knows what would have actually happened there. But if it goes on there, and then also - I do speak fast, don't I?

James: It's good. I'm with you.

Chris: Okay. Also, I needed something I had to do on a regular basis, right? So I've lived a life, especially for the last eight or nine years, like I didn't, I barely worked at all for six years. I made good money, you know, not what I used to make, but I was making mid six figures to high six figures without really working for like, six or seven years there. And that was great.

But I was mostly just getting stoned in my basement and crying all the time, because I was mentally ill. And my wife, my wife is dealing with a pretty significant illness that really took the wind out of my sails for a few years and things like that. So getting the podcast on the calendar also was something I had to do, right? Every week, I have to do this, I have to show up, I have to kind of prepare for it.

I can't show up stoned to a f*cking podcast show, I need to like, be there. And that was incredibly valuable for me, just getting back into a rhythm of actually working and going to my desk every day and being involved with that. But for me, it's, I would say the mental health aspects of podcasting are at least as important to me as everything else that comes along with it.

James: I love that.

Chris: And I get to share with people. I get to take people like you or Scott Rewick, and we get to, instead of the show being like, Scott Rewick comes on and talks about how to scale your business, which is cool. Like we need those kinds of shows. That's great.

But I'm like, Scott Rewick comes on and talks about how even though he's made tens of millions of dollars and goes incredibly well respected in his field, blah, blah, blah, he used to go home and his wife hated his guts and tried to treat him like sh*t. Let's talk about that. Right? That's kind of - I just feel like I could bring something different.

James: You said before, you're looking for things to ask and ways to take the podcasts. For me, I figure if someone really wants to go deep into copywriting and stuff, they can go and buy the P.I.G. Method.

Chris: Totally. Totally.

James: You know, my audience are buyers, they buy books, they buy courses, and that's great.

Chris: Well, come buy my sh*t people, you'll like it. I swear.

James: [laughs] They will. Yeah. They're an intermediate to advanced bunch. And I love them for that. They're intelligent. And they give good feedback.

Chris: Very good-looking, too. All of them are very, very good-looking.

James: [laughs] Yeah, super good-looking.

Podcast benefits and stoicism

I'm always thinking, what is the real story here? But for me, the real story is, okay, this guy's done it all. And now he's started a podcast, and I'm watching it, and it's going well. But I want to know from the source, you know, how well is it going? And what's it doing for you? You've just answered about six of my questions in one hit.

You know like, why the podcast, what's changed for you? The guests, the networking aspect. For me, one of the big outcomes of a podcast is, what an amazing education. I've had 963 opportunities to learn something and it's been amazing. Every time I pull something out of it, it's changed my life. Some of the guests I've had have given one little snippet, or a saying, or a mantra that's helped me.

For example, I like surfing. And I sometimes take myself out in really challenging conditions, which I will today by the way, so this could be the last episode, who knows? I brought along a performance coach, a mindset performance coach who coached the multiple world champion, Mick Fanning. And he gave me this **NEAT** acronym, N-E-A-T. He said, like, setbacks and challenges or whatever, which, as entrepreneurs, we get, they're normal. That's the N, they're normal. It's a part of life.

Chris: Yeah, it makes sense. Yeah.

James: E, we should expect it. We shouldn't be shocked or surprised or knocked off course, because we're expecting it. And A is accepting it. You know, that's the part where we, You know what, okay, these things are normal. They are part of life, they happen, and I'm going to accept it. And T is tidy up, do your mental tidy up, fix it, learn from it, change your course and then move forward.

Chris: Feels a bit like stoicism to me, right?

James: It does a little bit.

Chris: I feel like I'm a little bit stoic in my own life. And then I'm like, sh*t happens, sh*t's going to happen, more sh*t is going to happen. And that's okay. Just like, you have to find your time, because I've been through a fair number of tough things, like a car wreck and Lyme disease and bipolar, and my wife getting sick, and all that kind of sh*t.



But I also have a lot of great things in my life. You know, I've got enough money that I don't worry about having to go to a job every day. I have my wife who loves the sh*t out of me and all the other kinds of things. I think it's important to celebrate the good even when there's a ton of bad. I think it's really, really important.

James: One of the sayings that helped me out a lot is that things happen for you, not to you.

Chris: Ooh, yeah.

James: When you think of it through that frame, everything that happens happens for you. Even if that's a divorce or a sickness or whatever, there's always - I mean, basically, if you go back to yin yang, right? You can't have light without shade. They coexist.

I mean, yesterday, I placed myself in a stoic situation. I do this sort of resilience exercise.

I drive up to my local national park here. It's nine minutes away. I park, it's raining, it's a little bit cool. I put on board shorts and a little two mil wetsuit top, I put a board under my arm and then I start walking. It's like wet bitumen, bare feet. I walk down the National Park, and then I walked through the National Park on this lovely pass through the nature, like pretty much everything on either side can kill you.

Chris: Of course, because it's in Australia.

James: And you keep going a little further, it gets a little more remote and a little more remote, and then the pavement turns into dirt and gravel. And then now it's starting to get a little hard on the feet, and a little bit cold. And you also need to do a wee because you drank a lot of water before you go. And now, so you're starting to notice all these little pains and less comfort, basically, discomforts.

And then you walk along and then the bushes open up and you see out and there's this landscape of corduroy lines of waves rolling through the bay. And you get like, this excitement. It's like a little kid at Christmas, the night before Christmas. And then so you walk a little bit faster, and the path gets more and more windy. And then there's a gate, it's blocked off. Warning: Danger! Do not enter.

So of course you go through that gate on to the next bit of part. Now, you know, like, there's no one here.

Chris: But you're making a choice.

James: It could be a landslide. If a snake slithers out and bites me, I'm done. Keep going, keep going, it gets harder and then more steep and more windy. And then you go down this final track, and you're almost there, just a short distance between you and the water. But now there's these big football-sized wet rocks that are slippery as hell.

So you put the board under one arm, and you hold the rocks with the other arm, and you slowly in bare feet, and your feet are getting wedged and contorted and pushed into little crevices, like you're inching across, I'd say it's about 20 feet of wet rocks down to the water. And then when you get in the water, there's still rocks in the water. So you have to turn the board upside down so it doesn't hit.

And then there's this huge roaring waves of whitewash pouring in. And you have to time it to sort of get out without getting smashed back on the rocks. And then you get out. And now you're there. It's like the anticipation of that first thing. And then out of the ocean, these huge waves arc up, they're the size of a school bus or bigger, and you paddle for it, and you get the adrenaline going, and then whoosh.

And then you get like eight or nine turns, and then I check my watch when I get home, right? Oh, by the way, I catch that wave to the next point, and paddle around the corner and then catch it to the next point and around the corner and then the next point, so I did four points. To put it in perspective, it's about five miles, in the water, and I caught 10 waves.

And when I checked my watch when I got back, I clocked up a 39 point something kilometers an hour, which is like 26 miles an hour, I'm guessing, and the longest wave was 375 meters. So it's like probably 350, 400 yards. It's insane. And then I just walk back to the car, hop in the car, go home, have a shower, make myself a coffee.

And then I go and pick my kid up from preschool. And I'm like, holy crap, like, I dropped her off. I pick her up. But in the meantime, I just went on this like, wilderness adventure that you can't even - I'm not doing it justice in the way I'm describing it.

Chris: But there's that freedom, right? You're experiencing that freedom of just like...

James: My whole body is like, switched on. I survived. It was exhilarating. But being in a position where I can - this was on a Monday, right? This was a Monday.

Chris: I forget what day of the week it is all the time, because it doesn't really matter in my life that much, generally speaking.

James: Same. Well, for me, there's only two types of days. This is the day where it's a normal day where everyone's doing stuff. And then there's other day when everyone is crowding my space. [laughs]

Chris: It's really, it's about how much traffic there's going to be that day.

James: Exactly.

Chris: You know, it's a weekend or it's a weekday, it's going to be harder to get somewhere.

James: And now I live in a seasonal holiday place. So it gets extra, extra crowded when there's school holidays, or seasonal events, and then it gets empty. So there's a big variance between peak and off-peak. But I've found my little spots.

Getting guests, and episode frequency

I want to ask you about your guests. Have you found it very, very easy to recruit guests?

Chris: So far, so good. I just kind of ask people I like and no, like, I'm going to ask you to come on my show at some point. It hasn't been hard yet. I'm usually about three weeks ahead kind of with whatever the show is. And oftentimes, I just run into somebody I think is interesting. And I'm like, Hey, you should come on my show, and we should talk, or like, my buddy Brad Weimer is going to be on there and a bunch of others.

You know, it is 52 shows a year. So we'll see when I start inviting the same people back, because I'm sure I will in the non-distant future. But I kind of feel like once a year for people is a good place to start. And then I'll see if it makes more sense to have them back more. But so far, so good. And so far, it's easy, and I feel confident that I can make a good show with almost any guest. So I'm not too worried about like, how good they are because I have confidence in myself and my ability to get good things out of them.

James: Yeah, I think that's a few good points there. I'm the same, I'm organically recruiting guests. I have had periods, because I've been doing this a long time, where I've run out of content. So my team have a trigger. They're like, I'll get a message, Boss, we need an episode, we're ready to publish something.

Other times, I build a bank. So right now, I'm trying to build a bank so that I can have two months off, because I'll be overseas for two months. And I don't want to record anything while I'm overseas because I won't have the good mic, the good lights, so I'll build a bank. We publish two episodes a week.

I've tried one a day, I've tried one a week, I've tried one every two weeks, I've tried three a week. What I've found is two episodes a week kind of doubles the activity of one episode. But three episodes didn't make much difference at all beyond two. So there was a very big diminishing return.

So it seems two a week is a great cadence. It takes me, in real terms, less than two hours a week to record those two episodes. So I don't touch it after that.

How does the production work?

I'm interested in your case - do you have someone handling production?

Chris: Yeah, so what I did, my entire contribution for the show is I record it and then I forward the Zoom link to my assistant, and I tell her the name of the show or whatever we're going to call that episode. And then I walk away. And I don't have anything else to do until the day it comes out when I read the email that goes out to our broadcast list for it. And I post on my Facebook and such like that.

So we have a company, this guy who's in England, he has a team that does the actual production and the editing, and just makes sure everything gets put together and put up on the various places. And then yeah, but my job is to do this, my job is to be the face and to be the voice and talk the thing.

And the thing we'd never want to do is have bottlenecks in my way. We don't want to make me a bottleneck as far as like, hey, you need me to export something, or you need me to do that. So it's really built around making it as easy for me as possible, because that's going to get as many shows done as we want to.

James: You've nailed it. Like, it's shocking to me how many people are still editing their own podcasts.

Chris: I can't. It's amazing to me. Yeah, totally, man. You don't have time. I would never get the show done.

James: I have the time. I just, I'm actually not good at it. Don't want to do it.

Chris: I'm not good at it and I don't want to do it.

When incompetence is a good thing

Oh, here's a fun thing that you'll appreciate, I have this thing called the theory of learned incompetence. And here's what it is. Years and years ago, I lived in Los Angeles. And I worked for this guy named Mark, who was an executive for this digital rights management company I was working for in LA.

And I discovered that at that point, I was his assistant. And I was the guy that could fix the photocopier. Right? So and I figured out at a certain point, I'm like, sh*t, if you're the guy who can fix the photocopier, you're always going to be the one fixing the photocopier. But if you're the guy who, when you go near the photocopier, it bursts into flames, you'll get promoted.

James: Yeah, that works in the kitchen as well and for cooking.

Chris: Yeah, absolutely.

James: For house cleaning. I learned that in the car dealership.

Chris: You just be really bad at things you don't want to do. Yeah.

James: As a kid, you know, like I grew up in a playpen in my dad's garage, working on cars on the weekend. Very handy with tools. I used to pull my engine apart and rebuild it.

Chris: Wow! I would not have guessed that about you. That's crazy.

James: When I was selling cars, they used to make us cut the rubber mats and install the number plates. And I was like, This is bullsh*t, like, I'm supposed to be selling, right?

Chris: Yeah. That's your job.

James: So I just decided I'm not going to be handy anymore [laughs], like I went up to this guy, Barry. I said, Barry, you know how to cut these mats, right? And like I'm dropping the tool or holding the knife the wrong way. And he's like, Let me do that for you. Turns out Barry liked beer. And we came to a great arrangement. So it's important not to be good at the small stuff.



Chris: I think it's very, very important to suck at things you don't want to do.

James: But it's super common for entrepreneurs who are really good at something to stay in on the tools too long. Like, I've had customers who will have a service that they go and sell a service to people, they hire people to do the service, but they're still doing that same service for their original clients that they can't let go of. Like, years later, I've had that happen twice because they can't get off the tools. So it's a really important thing. Well done for not publishing your own podcast.

Chris: No way. I mean, I know myself. I've had team members too for a while, like I've been reasonably successful for a while, and I learned, a year, it took me a long time to learn how to delegate and to learn how to let other people do things for me. Because my personality, just the way I was raised and my particular psychology, I really fell into this trap of being like, you have to do everything yourself.

You are the only one you can trust, you are the only one that can do these things. And it took me quite a few years of having employees to eventually be like, Okay, that's their deal. That's their responsibility. My responsibility is this.

James: It's an interesting one, because it is true of an entrepreneur, like, who is it, someone was saying, I think it's Gary Vee, he talks about that, he will take responsibility for everything. So he has no expectations of anyone else. As entrepreneurs, like, it is kind of true if it's meant to be, it's up to me. No one's going to come in and just gift us, or we're not going to win the lottery.

At the same time though, yeah, being too hands on the things that are holding you back, that's why I use this tool, [effective hourly rate](#), in [my book](#), I talk about it. But it's a nice way to measure if something should be done by you or someone else. It's like, only doing very high-value activities and not doing low-value activities.

I often have to say this, like when I was in cadets at school, and when I was in the car dealership, I could polish my shoes, like, so well, that you could see your reflection in, like I was very good at it. Does not mean I should set up a shoe shine store. Right?

Chris: Somebody once told me I'd be a really good accountant. And I'd be like, that's actually, you know, an even funnier one, I've had people tell me several times, I'd be a really good father. And I'm like, Yeah, you're probably right. But I'm not going to have kids. So it's great.

James: Well, you've got your copy cubs, right?

Chris: I do have my copy cubs.

James: Do you have furbabies?

Chris: No, we have one, we have one tiny little furbaby named Dobby, who is a 13-year-old Chihuahua wiener dog mix, who was raised in a hoarder's house, an animal hoarder's house. So he has like, scars all the way down his back. And he's an ugly little thing, but we love him. Yeah.

Determining what people really want

James: I love that. By the way, when you've got enough episodes under your belt, what we do each year is like a top 10. Because we're publishing about 100 episodes, we look back, and we're data-driven, like what were the [top 10 episodes](#), and we publish them. Every year we do that, we get a lot of listens to that episode, but also, the people in the top 10...

Chris: Yeah. They get excited, right?

James: They seem pretty enthusiastic to share their win. So like, [Trevor Toecracker Crook](#), he's had two in the top 10. He's all over promoting this podcast. He's a big fan.

Chris: I've got to have him on. Yeah, I haven't talked to him in a long time.

James: Oh, he's a great guest. Like, I've had him back heaps, like three or four times now. And I'll continue to have him back because he just brings fantastic value for my audience, which is my main driver. It has to be valuable for the audience. And so that's when we can do it, again, to pay attention to what the audience actually - aside from what they tell you, what do they actually do?

Chris: What is the data saying, as opposed to what they...

James: Preference versus performance.

Chris: It's similar to when you ask somebody, when you're doing copywriting, right, and you like, ask people what they want or what they'll respond to. And you're like, well, they'll lie to you. They don't even know. They don't even know what they want. So look at the data, not at what they say.

James: The preference versus performance phenomenon.

Chris: Yeah. Exactly.

Where will Chris go with his podcast?

James: Where do you see your podcast going? Where from here?

Chris: It's a good question. My plan currently is to keep it going every single week for the foreseeable future. This is a long-term play for me, I will not be pod fading or anything like that. This will be around for at least four or five years, I would guess, unless something happens to me. I see it as a vehicle to just try to get myself out there more and see what happens. And I'm hoping that it'll lead to me doing more speaking gigs and other stuff like that. But I don't have like, a - I'm not really a goal-oriented person, really.

James: Me neither. Isn't that amazing?

Chris: Yeah. Yeah. I'm not somebody - I never woke up one day and said, Hey, I want to be a millionaire. I never like, decided I wanted to be a relationship expert.

James: I definitely wanted to be a millionaire. I'm not going to lie. But it's like, when you tick some boxes, it's like, that moves away. And then it's like, for me, I recognized that I feel like a lot of people are doing things for significance. And I imagine, being - since you're an emotional storytelling copywriter, you would probably already know that in spades - but people seem to do a lot of things so that others can say, Oh, awesome, you're awesome. You're amazing. I want to have kids with you. Let's breed, like, you're the best.

Chris: Yeah, it's interesting, because I don't need that at this point in my life, right? So like, I live a life where - it's a really weird thing - I live a weird life in general. But I live a life where people treat me like a famous person sometimes, or they like, give me lots of compliments and blow smoke up my ass and things like that.

And when I was younger, I needed that, right? I fed on that like it was candy, because I had no self-esteem, and I was angry all the time. And I had the bipolar thing going on really hard, etc. So I needed that. Now I don't. I really don't care. Like I don't really care if anybody knows who I am or not at this point in my life, except for it's a useful way to build my business, and maybe help some people, right?



So it's good to be at that point in my life where I'm not - I personally think anybody who is seeking out fame for the sake of fame really needs to take a step back and think about what they're doing to themselves. Because real world fame, I think, is a toxic, toxic thing for humans in general. Like you are like, Brad Pitt famous, that cannot be good for you in any way.

James: Yeah, and look, as a parent, it's on my mind with kids because if you ask a kid these days what they want to be when they grow up, it's not a policeman or fireman. It's a YouTuber.

Chris: Yup.

James: Every kid wants to be a YouTuber, but I don't think they'd want to be a YouTuber if they knew what's involved.

Chris: Well, the work, you know, especially my ex used to talk about wanting to be a doctor or something, right? And I was like, Well, do you want to go to school for the next seven years? She's like, No. I'm like, Then you don't want to be a doctor. That's what it takes to be a doctor. You just want to have the letters after your name and get to wear a white coat, but you don't want to be a doctor, because a doctor has to go to school for eight years, and then work 60 hours a week or 100 hours a week and all that other kind of thing.

James: And you know, a doctor could be quite limiting in terms of the leverage available to you in life.

Chris: You're trading money for hours at that point when you're a doctor. You're a very high-paid kind of thing.

James: Plus potentially, you could get sick a lot, you probably have to go to an office, who you and I are probably similar in our dislike for that.

The appeal of long shows

By the way, we hit the jackpot earlier. You said to me something that I look for in every single episode. I'm only sharing this because you're a podcaster. You said to me, That's a great question.

Chris: Yeah.

James: If I can't elicit that response in a podcast, it probably isn't good enough to be published.

Chris: Absolutely. I find that interesting, too. I'm always trying to find the - there's like, you're right, though - there's those moments in the show when you get it, right? Like, it feels like that first - because my shows usually go an hour to an hour and a half, or so.

James: You do have longish shows. I noticed that, because obviously, I researched. Again, if I'm going to have someone on the show, I pay them at least the respect to do a little bit of research, to find out more about them; if they've got a book, I read the book, if they've got a podcast, listen to the podcast, even though I don't listen to podcasts, I listened to Chris Haddad.

The other night, my wife and I were listening while we're there, and just to get a vibe for what's going on. And you know, you know if it's going to be a good one or not, you get a sense for it.

Chris: Yep. Well yeah, it's about the vibe, right? And for me, like, the reason I do them as long as I do is because I listen to a fair number of podcasts. And I have never, like, it's very rare, I think a podcast is too long, right? But it's pretty common that I think a podcast is too short. Because, you know, I go for these long walks, right, and I have my iPhone, I have my headphones on, and I pick out the podcast I want to listen to, and I hit play. And I go on my walk.

And usually, I'll wait a few weeks to listen to one show because I want to have multiples, I'm kind of back and forth. But like, there's times I'm like, Man, that show was only half an hour. At triple speed, that's 10 freaking minutes, and then it's over. But the shows that I get the most involved in and the most interested in are the ones that have, or at least, an hour, sometimes two hours, sometimes three hours.

And I also feel like when you're having conversation-based podcast, like what we're doing right now, it kind of takes a while to get to the meat sometimes, right? You have to kind of feel each other out a little bit. Of course, I also have shows where, with like, Pauline, where we're talking about her almost wanting to kill herself by driving into a tree within five minutes of starting the show. But we kind of know each other already.

But I feel like what people want from my show anyway, and maybe from shows in general, is to feel like they are a fly on the wall of like, me talking to other people that really know what they're doing, basically, is kind of my theory on it. So it seems to be working so far. I have had people tell me they thought the show was too short a couple of times.

It goes like, That one was only an hour long. I'm like, Yeah, the guest was - by the way, you'll know if a guest is easy for me to get stuff out of or not if it's only an hour. If it's only an hour, that means I'm like, f*ck we got you an hour. Okay, cool. Otherwise, there's other ones where it's like an hour and a half, two hours long, we could keep going forever.

James: Oh, you should be pleased to know that like, my episodes are usually quite short. We've gone, well and truly, much longer this time, for two reasons. One is because I know you do long podcasts and I felt like this might be quite comfortable for you.

Chris: It is, yeah.

James: And two is, it's great content, I'm really enjoying this. It's like we're - we are, we are catching up for the gap that we've missed. It's been a good opportunity for us to do that. In a way, that's leveraged for you too.

That feeling when your students are crushing it

And I'd say with Pauline, she's just a great student of the P.I.G. Method.

Chris: She is, yeah. I love that girl.

James: Like, she's just gone straight for the punch in the gut right on early in that episode.

Chris: Yeah, she has, I'm very, very proud of her. It's fun to - because you're 50 something, I'm 45 now, we've both been in this business for a while. And it is fun to see the people who you teach climb the f*cking mountain, right? It is fun watching people who you had any kind of impact on suddenly be, like, I've gotten to like, copy conferences where people are lining up to talk to Pauline, right?

And I'm like that feels better than when people come line up to talk to me and get pictures and sh*t. I'm like, that is amazing, watching somebody that you taught, who you care about kind of reach that level and the look in her eyes and the money she's making and everything. It's incredibly satisfying.

James: I love that the most. I mean, I really do see myself as a guide and my client is the hero. You know, I don't want to collect trophies for myself about being a big head hunter, right? And that's one reason, a lot of the people who I'm coaching have resisted having a coach because they didn't want their coach to go and put them up on the mantelpiece and then crow about how awesome a coach they are.

So I've coached a lot of people who many people would never know. But almost all the famous people that would be in the top 100, there's some way that I've done something in the background for them, and that's actually okay with me because I'm not seeking the fame from it. But I do get a tremendous amount of satisfaction when they go.

I've had lots of students go from a million to 10 million, or from 100,000 to a million. But even before that, before I was online, when I was in the car dealership, when I was a sales manager, I used to hire apprentices, like they'd start from scratch, they'd sit opposite the desk with me, do their phone calls, write their notes, I'd train them from scratch.

And then they'd go out in the field, and then they'd start selling, and then they'd get married, they'd have kids, they'd get a mortgage, like they were building their lives. And I was watching that and feeling this immense...

Chris: It's like being a parent, man. It really is.

Let's talk about parenting

James: Well, I am a parent. And it's exactly the same.

Chris: But you've only been a parent for three or four years, right?

James: Oh, no, that's not true.

Chris: Oh isn't it true, yeah? You have older kids? I didn't know.

James: I've got a lot of older kids.

Chris: You have a lot of older kids. You're like Elon Musk.

James: I have a 27-year-old, a 25-year-old, a 23-year-old and a 20-year-old.

Chris: Oh my god, James, holy crap!

James: So I'm like a kid factory. So I've got a lot of life experience, right? Like, my oldest kid, when he was a baby, and it's when I was really in my top sales mode, and I taught him everything, the problem with being in the dealership was like, I'm going to leave this dealership one day, and I'm not getting any leverage from all of this. It's great for them, but it's a shame to end it.

And if you think about the group dynamics, right, you know, like the forming, storming, norming, performing. And then there's the end. I didn't want the end. So with the kids, at least I thought, Well, I'm going to have the kids for the rest of my life, hopefully.

Chris: Hopefully, yeah.

James: Now that my son is in a sales role, he's developed sales training programs, and he's getting great results. And he comes back to me, when we chat he says, This stuff's feeling very natural for me. I'm like, Gee, I wonder why. [laughs] You learned this before you could even walk .

Chris: Well, it's like you being in the crib next to your dad building a car, right, or putting your car back together? The osmosis is real, yeah.

James: Oh, he'd say, Dad, I'm hungry. I'm like, Great. And he goes, Can you get me breakfast? I'm like, I could, but maybe you can get it yourself. How do I get that? I'm like, Well, get the things you need. What will you need for breakfast? And then we talk about the milk and the cereal, or whatever.

And he's like, But I can't reach the cereal. I guess you can't reach it now. But if there was a chair there, you might be able to reach it. So push the chair. And we built him up to the point where I'd come out in the morning, he's just sitting there eating his own breakfast. Like, he's so independent and got all these skills.

Chris: And then you get scared when all of a sudden he is like, building nuclear bombs in the basement or something because you've made him just way too self-reliant for any child's being. It's like when a dog becomes able to open a door.

James: Not the nuclear bomb. But the fourth one, he got too far into the computer. He's out of it now, which is great. But as a parent, that's the most difficult life scenario I've had. You talk about telling the stories that frighten you. Now the first one's got exposed to a lot of technology. And then the last one, it was just so normal. That was the whole world.

And it's like holy sh*t, like, by day, I'm a business coach, I'm helping all these ballers perform, like I know all the answers. But then this kid was the most challenging thing I've ever had in my life. To solve that puzzle, it's not an easy one. And all the usual answers, you know, I turn the computer off or smash it with a - like, they don't solve anything.

You've got to go way deeper. And I'd say parenting has been a great teacher for me in life. But also, there's no way in the world I would have got off my butt and taken a high-performance sales job if I didn't have a kid coming and impending doom financially.

Chris: I can see that.

Is it harmful to have a safety net?

Hey, here's a question for you about business and general stuff. When I got into copywriting, it was out of desperation, right? I had been fired from every job I ever had, my last job I was making 24 grand a year as a greeting card writer, got fired from that, for reasons, I deserved to get fired from every job I ever got fired from because I was a sh*tty, sh*tty employee.

And then I was forced, I had no choice. Like, I was a very socially anxious person at that point in my life. But I had to learn to get out and be social and talk to people because I had to make some money, and otherwise, I wouldn't be able to do it. I know people who have, what I think is the worst possible thing when they're starting their business. And that is a safety net, right?

So there's people that you meet who have a spouse who makes good money or something like that, and they don't need to make it work. And I find they often don't because of that. So do you think that having financial security from a partner is a positive or a negative when people are kind of starting out and building a business?

James: I think is, if you're talking about external motivators, I feel in my case, having no safety net. And for context, you know, my family when I grew up, we were quite wealthy, but then there was a financial setback in this recession in the 90s. And I found myself having to leave studies - which ironically was accounting, and I wasn't very good at the accounting topics - to go and get a full-time job.

And where did I end up? I ended up in debt collection. So I ended up with these mad skills of doing reverse sales, like I had to make the sale after they already had the product or service. It was really difficult. And then I ended up going into sales. But as a - I think I was 23 - found out we're going to have a baby. And at like 24, I just like basically, oh my god, like two of us turning 35,000, no parent balloon to fall back on, they're not going to be able to be in a position to lend me any money.

Sydney is literally one of the most expensive places in the world to live, property-wise and so forth. And people, they don't really get this when I say that, but the average house is a million dollars, right? So it's not cheap. And so basically, I was forced to. So I would say yes, it's most likely that if they have a safety net, or whatever, that that could most definitely impair their motivation to move forward.

Chris: I think it almost always does for people, because it's just too easy to - it's like you and I probably both know - there's this cliché, almost, right? Of the like, very successful person with a - and it's usually a guy who's very successful in this particular case, because there was plenty of very, very successful women.

But the thing that I've seen is like, the very, very successful guy, and he has the wife or the girlfriend who like, decides she wants to start a business too, right? But doesn't have the background, doesn't have the experience, doesn't have the drive or whatever, and it ends up just kind of being this thing she's kind of doing on the side that never really gets anywhere.

And I think it's largely just because it's like, well, they don't need to make the money, they just don't need to, because there's this other person here who can cover all the bills no matter what. I think it can be a real negative thing for people.

James: It could also be a positive. And I'll tell you why I think this. I had a situation where I was very, very busy in the business. And I was saying to my wife at the time, it'd be great if you could help me out a bit. And she said, No, get someone else to do it. So, you know, we had four kids, so it's totally fine. So I ended up, built my team.

But there was a lot of dependency on me. And that made things a little bit awkward when there was a change in that situation. In my new life, the thing that I do encourage, I actually do have a business with my wife. And it's her business, and she's got her own entity, her own team, her own software, and she runs it.

Financial independence in a relationship

And whilst it might not match my business for profitability to her, I think it's absolutely critically important that she's got her own thing that's hers, and she's not dependent on me. She can draw her own income from her own business. And I feel like that interdependency, but not being fully dependent thing has been a really important thing in our relationship.

Chris: Yeah, I agree. My wife, unfortunately, got really sick a few years ago. So my wife, you probably met Angie actually, she used to work for our friend Mark Ling, a hell of a copywriter on her own. And she got a couple of things happened in her career. One is, she married me. And I am, although seriously, this isn't, we've talked about, she married me.

And she is a very, very good copywriter. But I'm better established. And I'm very, very well known in that space among copywriters. And that became very, very difficult for her because she wouldn't - and this makes total sense, she was worried that people would think she only got where she got because she's married to me, right, which totally makes sense.

And that caused more emotional turmoil for her than anything. It's a difficult thing to figure out how to navigate, because what do you do? And then she got superduper sick for like, four years and was not really able to do much of anything, and so wasn't able to make any money on her own either. And that caused - it really didn't cause problems to me, because I'm like, I don't mind paying for my wife, especially when she's sick. But not being able to have that independence and make her own money was very, very difficult for her.

Now that she's actually kind of, you know, starting to get better, she's hopefully going to start being able to make her own again. And that's, again, it's not about being able to pay the bill. It's about her feeling like she can do things for me that isn't just taking money out of my pocket to buy me something, right? Or whatever.

James: Well, that's basically what I'm saying. I can totally relate to her situation. She'd be feeling in the shadow. That's the way I think, like, I think a lot of guys cast a big shadow over their spouse or partner. And just, it makes it very hard for them to know where their own independent life actually is. And if they do become dependent, I think sometimes they could just be hostage to a relationship or feel like they never have a choice. That could be very toxic.

Chris: It can also be a problem where like, you know, if you're well known, like you're well known, I'm well known, there are people who have tried to get to me through her, right? They've been like, Oh, if I make friends with Chris's wife, then I can get close to him and do whatever. And it's like, go f*ck yourself, man. [laughs] That's not what we're here for.

James: She occasionally gets a friend request, but like, my wife is quite introverted and completely not public, not known. I'd never post pictures of my kid or her. All I talk about is [our business that we have together](#). And she's a gun at that. She provides incredible service, and we find Filipinos for our customers, basically, she's just really good at it. And I'm super proud of what she's done and support her in any way that she wants.

How much advice should you give?

But I also, you've probably found this, sometimes people don't want your inputs, or it's better not to volunteer it unless asked. Do you find that?

Chris: I do. I feel like there's a couple of things. One is like, and you've probably seen this in business in general, when you have employees who want to try something, and you're like, that's an interesting idea. But see, I've been doing this for like, 17 years now, you've been doing it for a really long time now. And there's times when it's like, you want to try that thing, and I'm pretty sure it's going to fail, because I've done this before, and I've seen it all.

But then sometimes you're just like, I need to let them fail. It's going to cost me a few \$1,000, whatever. But this employee or this person I'm working with needs to find out this doesn't work for themselves, right, as opposed to actually me kind of doing it. And then I lost track of, what was the actual original question before I started going off in this weird direction here? Because it was about my wife.

James: Well, it's about whether people want to take your advice.

Chris: Oh, yeah. Yeah, yeah, the advice thing. And I think also, just, people need to feel independent, sometimes. They need to feel like it's their success and not your success. They need to feel like they're not just getting something because of your aura or your whatever.

So I do think it's important. It's that weird balance of like, wanting to open doors for people, because why wouldn't you, if they're somebody related to you or you love? But also understand that they're the one that has to walk through the damn door at the end of the day, and there's nothing you can do about it.

James: This comes up with kids, right? If you have kids, and you're successful, they could have entitlement, right? This is why I love these billionaires, multimillionaires talk about, they're not going to give anything to their kids. Right? They set that straight early. I like that saying, give people a hand up but not a handout.

Chris: Yeah, well, I think the Bill Gates term for that is like, give them enough to do something, but not enough to do nothing. Right? So like enough money to be like, Okay, you can kind of get started and go somewhere, but not enough that you're just like, retired. I'm 22, and I'm retired. What am I doing?

James: And I think part of the solution to this, and it might seem a little odd, is to actually not be too public about stuff. I've seen a lot of the people probably too sharey on their socials or whatever, and perhaps create their own problems for themselves.

Chris: I think about money. I was on the phone or on Zoom with some younger guys today, who were asking me for advice about working in the relationship advice niche and sh*t like that. And I was just giving them the general advice I give everybody who is either just now starting to make some money or about to, right? Which is, nobody is actually happy for you. So if you go out there and brag about your things, nobody's happy for you. In fact, they're talking sh*t about you behind your back. So save your money and shut the f*ck up, is like the advice that I basically give. Save your money and shut the f*ck up. Don't brag, don't go out there thinking people are going to be happy for you for getting a Ferrari or whatever else, because they're not.

I also just don't think you should put a target on your head out there in the world. It's a f*cking crazy world these days. And folks that are going out there and like bragging a lot about having a lot of money are really, I don't know, man, I think some sh*t's coming, especially in the US, so be a little more careful.

James: Everyone's talking about it. Germany, Australia, UK. It's a global thing. Chris, I think the big surprise to me with this episode is how much you and I are actually on the same page for so many different topics. It's refreshing. It's uncommon that I would find someone who's hit so many point similarities around the approach to business, the long-term view. You've got so much right with your podcast. I'm a new listener to your podcast, and I don't even listen to podcasts.

Chris: Aw, thanks, man.

James: I've enjoyed catching up with you. Some great points. Remember, your website's over there, thechrishaddadshow.com. Chris is famous for his P.I.G. Method. I'm sure he'll tell you about when that's available.

Chris: If you go to thepigmeth.com, you can check out that as well.

If you're thinking of doing a podcast...

James: There you go. What advice would you have for someone listening to this thinking that they might consider doing a podcast? Biggest takeaway?

Chris: I would say just do it. And don't worry about the numbers for the first year, basically, is what I would say. You know, I was actually feeling a little down because I was looking at my show. And we're only you know, for only being six months, we're getting a good number of listeners. It's getting some shares. But I looked at it, I'm like, Oh, that last episode only got X hundreds of listens or something like that. I was like, What am I doing? Is it even going anywhere and whatever.

And then I went to San Diego for TNC. And I had like, five or six people come up to me and say, Hey, man, I listen to your show, and I love your show. Right? And they were people I had never met before, didn't even know. The main thing I think is it's about, from my point of view, it's about consistency.

It's if you're going to do it once a week, do it every f*cking week. If you're going to do it twice a week, do it every f*cking week twice a week. That to me is more important than having every episode be amazing. It just needs to be there every single time, and you want it to be really, really good. But it's more important that it gets done.

And I think also just like, focus on the ancillary benefits that your podcast gets you, because you can call, you can go to almost anybody, and just be like, Hey, will you come on my show? And like, there's people I've never heard of who say, Hey, Chris, will you come on my podcast? There's one guy actually, this kid from Israel. He asked me if I'd be on his podcast.

I'm like, Yeah, sure. And then I get on there. He doesn't really even speak English. He has no questions prepared, basically. It's really, really awkward. I look him up afterwards. Nobody listens to his show, all this other stuff. But I was like, Yeah, I'll go on a podcast. So it's an amazing door-opening thing. But I would say, just freaking do it, and commit to yourself that you're doing it every single week for a year, and then I think you'll see the real benefits.

James: That is top advice. I appreciate it. And I feel all the more special that you came onto my podcast now.

Chris: Absolutely, man. Happy to be here.

James: There's strict qualifying criteria. [laughs]

Chris: [laughs] Well, I'll have you on mine in the near future.

James: I tell you right now, you're going to get approached by people listening to this show. If they've gone the distance, they're going to be like, Chris, I heard you on Schramko's podcast, I'd love to have you on mine. And some of them actually are super legit.

Chris: Hey, man, I'll do it. Call me up.

James: I appreciate you so much.

Chris: Yeah, I'm easy to find on Facebook. So it'd be a good time. Yeah.

James: Thank you. And this is episode 963. So we'll put this up at JamesSchramko.com. We'll put an abridged version of the key points, which my team will meticulously strain out. And they'll also link off to all of Chris's socials and property and Apple links, etc. So thank you so much.

Chris: Thank you, man. It's been super fun. I also just love it. It's like a great way, podcasts are a great way to just like, catch up with friends you haven't seen in a long time. Where it's like, Hey, man, it's been almost a decade. How are you? Because we're the old men now. Right? We're the veterans now in this whole crazy thing.

James: That is true. I've actually coached a lot of people who reference things as if it's the first time it's ever happened. I tell them the history of the last three iterations of that since, you know, years back, and they're like, Oh, wow, like I actually remember who did it the first time and how it went and stuff. It's great. We're in a very privileged position to have this time. I'm glad the Internet didn't turn out to be just a fad. And here's to many more podcasts.

Chris: Yeah. Thanks, man. It's been great. Thank you so much.



JAMESSCHRAMKO

Optimize your
marketing with
James's help

[CLICK HERE](#)