

Brian Lee: A Roadmap to Success – Passion, Innovation, and the Power of Influencers | E45

I believe in God I'm I'm Christian and I I really do believe that everything that we do here is for a greater purpose If I could I would give even more right to to everything because there's so many causes that I believe in Um there's so many hurt people in this world that need help um and assistance um from homeless to cancer patients to whoever that might be It's like so many people who are less fortunate than than you and I right And and and how great would it be if everyone gave back that way I think your first sale at Legalzoom was \$59 will if I'm not mistaken And last year the company had \$575 million in revenue Public company worth \$2 billion You repeated the model of working with celebrities You've done it a number of times we're gonna get into your latest company Arena Club in a few minutes which is amazing But you went from Robert Shapiro to the Kardashians to Jessica Alba Tell us about working with celebrities What what are the pluses What are the minuses And do they really add value the celebrities you know are much bigger names than I know I mean I I know two or three when we have been trying to get celebrities at companies we go through agents at the three Now there's three big firms now or their managers and they always want an oversized piece of a pie for not adding very much value And usually you want the A Listers and you're not getting the A Listers you're getting the B Listers the B Listers wanna get paid like the A Listers the C Listers want to get paid Like the B Listers you've used this model to amazing success more than I think most people have So what's it like worth working with celebrities Do they really add the value that people think they add Yeah it's a it's a great question Um I didn't set out to work with celebrities as as like my my career goal Um It just kind of it just kind of happened and the reason it happened is because remember I said we wanted Robert Shapiro to work with us to bring credibility to what we were doing because the internet was still pretty new But what we realized super early was that every time he went on to CNN or any time he went on to some news channel or did an interview for a magazine he would mention Legalzoom and every time he mentioned Legal Zoom we would get orders right We're like gosh you know we we've got this double whammy right We've got the credibility angle that he brings but then he's also generating a lot of revenue for us by by talking to us to the public And so I really I I was probably one of the earlier folks to realize the

power of influence and influencer in the early days of the dot com Um And so when I came up with this idea for shoe dazzle with my wife Mira where we dreamed up the idea in our room one night and we're like gosh it'd be kind of cool to have a shoe of the month club for women And that's so we started kind of you know honing down on the idea um modeling it out and then he said well maybe we should get you know someone to to be the face of it like we did with legalzoom and we thought Kim Kardashian and and it's really because my wife Mira um she's much more into pop culture than I am I I honestly can't I don't know that many celebrities I don't follow them or anything My wife is definitely Mira is more into pop culture And I remember it was um episode two season one where Ramier says we should talk to Kim and that we had met Kim at one of a couple of Bob's dinners because uh Bob used to work with Kim's dad And so we met her a couple of times at at his house and I thought she was lovely Um And she was just starting her career before before uh keeping up she was a stylist or she was still a stylist actually at the time Um but Mira my wife said she's gonna be huge and I'm like Kim Kim is gonna be huge And Mira was like yeah she's gonna be huge Like she's just she's got it And so we sat down with Kim and we explained the idea to her and she loved it She loved she was so passionate about fashion and she'd be perfect for this And so she said yes And so that was she dazzle Uh we started it she brought a lot of attention to it and and this is before Kim even became the Kim that we know today right Um She is the most lovely person to work with She is one of the hardest working the most loyal people I've ever worked with right And not a lot of people get that from you know to seeing her on TV or this or that But man if I worked as much as she did or as hard as she did and as focused as she did I'd be a lot more successful today than I am Um You're very successful She's you're you're ridiculously successful She's she's amazing and and and and Chris Jenner was amazing Um They were really a joy to work with And 2000 went from zero to tens of millions of dollars in revenue very very quickly and \$100 million in the second year in in revenue And I remember I was sitting in your office right before that was happening He said Randy sit down I said I'm sitting so I'll sit sit down more and you tell me what the numbers are gonna be It's unbelievable He sold that to just fab That's right to textile and also good there And um let's talk about Kobe Bryant and the art of sport in your relationship with him What what was it like working with Kobe And then um let's talk about his very untimely and very unfortunate death right As you were launching a company for which he was a partner Yeah Um I

love Kobe I I really do and I miss him and he uh yeah it was it was it it was ii I don't even have words really but we we decided to to incubate a company called Art of Sport uh which is a men's kind of deodorant and potions and lotion in this company I call it right So body washes and lotions and shampoos and so forth Um And so he was going to you know be the the lead person for it And a week before we launched to retail uh he passed away and it's something that we we just obviously we it was almost impossible to recover from Um but I mean artist sport is still around and and it's still sold at Target in some other places and it's a great product and great brand But I think it would have been so different with Kobe Bryant you know at the helm of it It was just a it was very very un unfortunate Of course one of my partners died in 9 11 as you know from my partners And it it really I was no longer there but it really hurt the company big time Uh was the genius told genius The company CTO had invented the algorithms that you know it were serving in our content We reinvented the way to serve content over the internet and the company recovers they rallied around him How important is it on our search of excellence to overcome our challenges and keep plodding through even though when things are dismal even as terrible as someone dying Yeah you just have to and there's no other way to explain it but you just have to keep fighting and and and seeing it through Remember earlier in the conversation I talked about follow through about completion about being determined to to see something to the finish line And that's the case with any business really no matter what comes your way you want to see it through Um And so even with artist sport you know we scrambled um started partnering with a bunch of other great athletes uh some amazing athletes Um James Harden James Harden and Ju Ju Smith Shoer Brian I met this amazing amazing Um He's gonna be a guest on my podcast Perfect Um Yeah so I mean we had a great group but it's you know no there's nothing against any of these these fantastic partners but you know Kobe was Kobe right And um brought a lot of excitement to what we're doing And so again unfortunate extremely extremely like can't even describe it but it was just a it was painful You have an amazing ability to partner with icons that most people would die to work with Derek Jeter is your latest partner an amazing company I'm lucky to be an investor in that company Let's talk about the new company Arena Club and how important is it in search of actions have passion to be successful at what we're doing It's it's a great question Um I think you definitely need to be passionate about what you're doing um to get the the full effort because it's it's it's always a grind right It's always a grind So if

you're not passionate about something you're never going to put in your your entire body and soul into it unless unless you are And so even with with legal Zoom with shootouts or with the honest company um I was very passionate about the missions of those businesses right So the mission of bringing affordable legal services to the world The mission of having women feel beautiful about themselves you know basically for three or \$9 a month and getting a new pair of shoes every month it made it made everyone happy um with the honest company helping to to build a or to create a nontoxic world I mean what's more important than that Right So it's like they're so I was extremely passionate about all the missions of those businesses but this is the first time with arena club that I'm passionate about Not only the mission but the actual offering and the service Um and it's only because I I've been collecting trading cards baseball cards mainly since I was a kid right So I I remember um I was seven years old at the time and my dad uh took me to my first Dodger game right And I just fell in love with the game and being at the stadium and Steve Garvey was our our first baseman at the time and I I went and bought his card at the card shop I rode my bike to the local card shop and I I bought a Steve Garvey card and I held on to it all these years I still have it Um And III I started collecting cards then and I never stopped Most of my friends stopped you know most of my friends just like yeah so most most do they stop in junior high school or high school or whatever I collect it in high school college law school young adult old adult And I I just I just love it all right I just love collecting my heroes Um and it's a it's a category in the industry that I thought was was pretty ripe for Uh there's some innovation right because there hasn't really been that much innovation in the space for a while And so the idea that we had was to digitize the physical I mean how many how many guys do you know that collected cards and those cars are sitting in a shoebox in their closet or their parents closets or basements or whatever it is everybody a lot right And so I always felt like gosh it'd be so great to bring all those out and to digitize them all and then put them on Blockchain and you could display all your cards at Arena Club online and those are your cards verified and authenticated that you can buy sell and trade with each other And that's the genesis of Arena Club It's really kind of um we call it bringing the card show to life And so my happiest days are spent at the card shows and card shops going with Davis my son who who you know and um I just love it I just love it I I love the the the wheeling and dealing and the the action of the card shows and for anyone who's ever been to a car show you know it's like you walk around with your little Zion

case and it's like I'll I'll trade these two cards and 50 bucks for that card and there's just a lot of excitement Um and no one's ever brought that online II I think we're one of the first platforms that allow for trading even Right And and we're trying to build this community where people could really follow each other and like each other's cards and so forth and and trade with each other and and and have a lot of fun doing it So that's the idea of reading a club Some of the inspiration was because you send in a card to another grading company We don't have to mention which one who um the way the grading cards work is if you have a 10 they're manually graded by people sitting in a room they measure the center of the car the borders the picture the quality of the collars everything Uh 10 card Michael Jordan I think you told me this and correct me if I'm wrong rookie card If it's a 10 it could be 250,000 If it's a nine it could be 50,000 or 25,008 is way less That's right You get a great card You know your cards Well you send it in it gets graded it takes 3 to 6 months You pay a fee and it came back I think at an eight And you said this is easily a nine maybe a 10 you can appeal the grade It comes back in a plastic sleeve that's sealed with a grade on it so you can't change it And so you said ok well this is not an eight this is a nine You send it in It's an appeal You pay another fee a more expensive fee It takes 3 to 6 months and maybe even a year because they're way backed up This is a huge business There was a company in the space last year that sold for \$800 million.01 of your competitors but you know you're gonna kick their ass once once you get going Um And then you started saying ok well that's not fair I'm gonna do some more research I'm gonna see how they grade these cards and you are very resourceful by going to linkedin and finding employees who used to work at these companies and say how does this process happen And you realize and you heard that the former employees told you well we sit in a room we use microscopes we grade the carpets We don't have a manager who tells us what to do but some days they come in and they say no more nights and you you took something that was a problem and you fixed it How important is it not to accept the status quo on something like this and how much of a motivation is it to be an entrepreneur by looking at things Not only you have the passion but you're trying to fix something that's broken I think that's most of the time I think for for most entrepreneurs it's usually about experiencing something or consuming something and thinking I could do it better Right Or it'd be great if it was done this way or that way right as opposed to the current way Um And I think that's that's that's mostly everyone right That that has started something

or built something at least innovative right It's one thing to say I'm gonna be an entrepreneur I'm just gonna completely copy that company That's that's a little bit different I'm saying anyone who's innovating and creating something new um are are are looking to you know create something better than the status quo and so very similar to what you described with the arena club Yeah I was kind of fed up with what what was out there right From the the the marketplaces that exist or or the grading companies that exist and so forth And I just thought I could do it better with more transparency with with more ease with seamless transactions all on Blockchain And so I just thought I I'm I'm gonna go do this right And I I hope people like it Um Yeah so that's that that was the idea even for Legal Zoom And so the idea for Legal Zoom really came about because some of these law firms charge a lot of money for some very simple legal procedures Right Yeah they're forms that you file Why why should it cost \$2000 to form a corporation Right Or \$3000 even right in today's inflationary world Um and so a lot of ideas come about like that and and even with Jessica Alba the owns company I remember what she told me She said why do all eco diapers have to be brown Why can't we make them cute Is what she said and and and and with with really fun patterns and it struck a chord with her I'm like you're right They should be like and we could do that right So it's like a lot of times entrepreneurs come up with these ideas because they're not happy with the status quo and they want to innovate and make something better Let's talk about one of my favorite topics preparation and not only preparation extreme preparation I'm talking about the kind of preparation where you're not spending 15 minutes for a meeting or two hours preparing or five hours 20 hours 40 hours How important has preparation been to your success How important is it to success in general And can you give us examples of things that you did where you prepared 20 hours or 30 or 40 for a single meeting Oh yeah absolutely I mean I remember when we were starting Legal Zoom one of our earlier meetings for a potential partnership with was was with H and R Block the accounting firm And we thought it would be such a great idea if Legal Zoom partnered with H and R Block and we could be in all their physical locations to offer our services And so I I must have prepped gosh an easy 2030 hours for this meeting We flew out to Kansas City where they're based and we had a great meeting with them and I remember what the guy told me He says you're more prepared than anyone I've ever met Right And and and because we knew everything about about their business like stuff that he didn't even know Right And we're just kind of telling him this is

how it should work and this is the idea and so forth Now we never got a partnership with H and R Block We never got it done Um They said no but I do remember leaving that meeting being like we were prepared and so sometimes being prepared well being prepared is always important but sometimes it doesn't work but it's ok You put in the work you put in the effort and we left with a very strong they I'm I'm sure we left and they had a very strong positive opinion of us because it's all it's all perspective too Right It it it's how are you perceived right And and I think we're we kind of put a flag in the ground and said listen this is who we are right And and we are prepared and we will outwork you 11 of the things we have in common is we've had multiple careers We've been lawyers Yeah unhappy lawyers Um we've been entrepreneurs still are entrepreneurs and we're venture capitalists as well So you've had an incredible transition to having your very successful venture firm band ventures Brian Amira with um I know so many students who are in my internship program You've been a speaker there every summer you ask people what they want to do I'd be a venture capitalist There's a couple of ways that I know graduate Princeton or Harvard with triple degrees and computational science and degrees I don't even know what they mean Get lucky and be the eighth employee of linkedin or Google or somewhere like that or to have enough money where you say I'm a venture capitalist Now what's your advice to all the students who want to become venture capitalists who don't want to be an employee and man have never managed anything before Never met payroll never balanced the budget but they wanna become a venture capitalists and they don't realize it's not all that sexy that seven or eight out of 10 companies will go to zero What's your advice to everyone who wants to do It Yeah it's so interesting because there are a lot of students and young young folks who who want to be venture capitalists And you know it's it's it's interesting because I would say historically it's been a very closed you know kind of society very close very closed And it was like the old days of you know the early Silicon Valley venture firms and so forth and it it was all kind of who you knew where you went to college and what the hookups were right Like you know the network Um but I think it's grown since then It's matured a lot since then And you're seeing all sorts of venture capital firms today right I mean there's so much capital out there and there's so many firms that are focused on different niches and these niches are large right I mean I've met all female founder firms to you know companies that only invest invest in diverse founders um to you know consumer specific to platform Pacific to to whatever it is I mean there's so many different

segments of venture capital now that you could kind of find you know your niche like whatever interests you right But at the same time I'm I'm a big believer in experience and work real work experience because I think that makes you a better investor right Because I mean I've worked with investors truth be told I've worked with investors who I've never had a had a job outside of investing and everything's theory Right Right It's like well in theory this is what the numbers should be and this is what your margin profile should be and this is what you should be doing but they've never done it Right I I tend to like working with with investors who have been there and done that and could actually provide real world experience to the you know to what I'm doing And so I tend to kind of lean towards that Um as opposed to you know I call them lifers Lifer V CS Let's talk about access to capital We we know tons of people I I get emails I get D MS from I mean I wake up every day there's 30 emails I don't know I'm on some list Hey I got this fund I got this funding but so many people want to know not only kids in college but young professionals I have people I'm sure you do too They're 40 years old They want to raise money Um One entrepreneur we have uh Julie Roth uh Novak now she's a friend from college She started her first company She was 46 years old party slate But people want to know how do they meet venture capitalists Right How how do they break through I've had I've had people just come and knock on the door and sit until I walk out of the door Yeah What what do they do to actually get a meeting And if someone flew an airplane over Bam headquarters it says Bam ventures Will you please me with me Would you take that meeting or do you think they're absolute lunatics I would probably take that meeting So would I I would take that meeting It shows a lot you're investing in yourself you're creative And one of the things I like uh telling people do what no one else has done before So you don't have to call the you know hey is Brian Lee there Yeah good luck Brian is gonna sit down with you But how how did they get the meeting You know most of the meetings truthly are are are people we know uh who recommend or refer someone right It's it's very rare that we will return just completely cold email right Because we get so many of them But at some point like you Robert Shapiro took that meeting Yeah So you're a first time like people people will take our calls today because of our resumes and some of the success we have But hey I mean at some point you know you gotta break through Yeah No it's true It's true But but II I would say that there were a lot less cold calls when I made that call than whether they are today Um I mean it's a great question How do you break through I don't know you just

you just have to figure out a unique approach if you don't know anyone but here's the thing you could be resourceful and you could you could go to events and you could go to angel events and you could go to you know tech events or whatever it is and meet people And if you meet people you could always ask does anyone here know someone from band ventures It's not that hard you know a lot of people right Especially in this city Right And so do you Right And so so if if if if I was an entrepreneur and I and I was determined to meet someone from band ventures you would figure it out but you would go on linkedin see who's connected to me ask for a warm intro you know go go meet some other people within your network or even outside your network and ask for a warm intro It's the cold in the cold emails are are are tough because there's so many right It's like it's almost impossible that there's no way I'm going through 1000 emails a day looking for gold nuggets that's not gonna happen right And that's how many you get right And so it's just you you can't do it But in terms of raising capital that's the I guess the the the real um the backbone of your question It it's really um it's hard there's no getting around it It's hard right Especially if it's your first gig Ok It's like if you're if if you start a legal zoom and and grow a nice business it's a lot easier to raise capital for for shoe dazzle right Um And for the honest company or or whatever it is But it it's that initial start like where do you get that capital And at legalzoom it was really um it was just begging That's what it was It was literally begging And we asked friends we asked family It got to the point where my uncles and aunts wouldn't invite me over anymore because I was asking for more money Right II I it's I remember when we started Legal Zoom uh uh a friend of ours he said what's the minimum investment And at that time we were like it's \$10,000 right He's like oh ok I can't I I don't have 10,000 right So then it's like a month passes We still haven't raised enough and he he we called him back and like hey do you still want to invest He's like well I don't have the 10,000 and we're like well how's five He's like well I only have \$500 and we're like we'll take it I promise if you took a \$500 investment I mean it gets to that point right So but you'll do whatever it takes you do whatever it takes to hustle and and and and and grind it out and and and just raise whatever capital you can from anyone you can Right That believes you and be persistent Be that annoying person Seriously be that annoying person because you only have one shot at it Right A a at this idea or whatever you're starting and and you want to raise capital and you want to go try it So yeah you just gotta figure out a way to to to raise the capital I think work ethic is one of the most important ingredients of our

success You and I have had a lot of very personal discussions about work family balance emails I remember a conversation we had at at uh lunch year year and a half ago we're sitting there and we're both bitching about how many meetings we had a day Yeah I think I had six and I was aggravated I was anxious and you showed me your calendar you had 10 You're a great dad You go to all your kids games I recently learned at dinner The last time we had uh dinner uh a few months ago that you don't work nights and I was just blown out of my chair and it changed my life by the way because after that day and and I you know I've got Sandy I've got Trump investors I have a real estate company I'm working on my podcast I have my my book I'm working on called Extreme Preparation and I told you this I was working at midnight every night for you know six days a week working Saturday and Sunday mornings And it it got to a point where it's it's too much and I'm a good dad I'm home for dinner every night And when Madison and my kids go to bed you know I go you know down to my office but at some point it's too much You've done a great job on work life balance So how do you do it What's the secret And how on earth are you not working on weekends I don't get it Yeah Um well we'll put it this way It wasn't always like that Right When when when I started my first two companies actually it was not work life balance It was basically work Yeah Right And again no one's gonna just hand you success No one's gonna ring your doorbell and you know here's a bucket of success It gonna happen that way You you gotta work right And and it is about work ethic and I don't I don't know anyone who worked harder than us Like literally I don't know anyone I mean we were working 90 100 hour weeks easy on legals and we never took vacations We we lost all our friends right Because we had no social lives We were eating ramen because we couldn't afford anything else And peanut butter jelly sandwiches Literally that was our story Um I remember like going to a movie was like uh can we afford that This is this is the movie ticket for like five months We're like I don't know if we can afford that Um and that that was Legalzoom and and and it it's only because I I put in that type of work effort that I can enjoy the life I have today or I actually don't work weekends and I don't work at night and I I don't want to I'd rather spend time with my kids and I'd rather spend time with my family and my friends Right And and I'm not saying that you know anything I work on now is going to be less successful I don't I don't think that's the case I I think it's is as you get more experienced or older Right I think you just learn how to how to deal with things better too and you learn how to manage your time better And on top

of that you know how to raise capital to hire the right team as well Right Because when I was younger we didn't have capital and so it was us like it was everything was us right But now I've got you know superior teams right that I could bring on and I could rely on and and and say ok this has to get done it'll get done Right And and so it's it's a little different now but you know we're talking you know I get 50 emails at night I try to clear them out I'm lucky if I go below 30 in my inbox and I leave the ones that require work and some are long term uh emails That's my to do list somewhat But I I get anxious when I wake up with 70 new emails and I stopped looking at emails after our call after uh dinner from eight o'clock at night But but it doesn't make you anxious to to wake up to 100 and 50 emails It it doesn't I I'm used to it Um one thing I'm really good at now is putting things in a spam I've gotten really good at it So here's a couple of tricks I do Number one I'm really fast at putting in the spam and spam fours because the junk mail just gets too much Right Number two I don't have business cards and I don't give out my email address right to anyone random Right Right Or else you're never gonna get out of that hole Right Because then you're just gonna get emails from a bunch of people that you met for two seconds five minutes or whatever Right And then and then number three I'm really good at kind of putting things into I call the folder like the two do folder and anything that I can't respond to within like a few seconds I put in the two do folder So anything I can respond to quickly I'll respond to and then put everything in the two do folder and then give myself like an hour or two during the day to do the two do folder That helps at all That that's how I do it Tell tell us what what are the 3 to 5 most important elements of success Wow So I would say it's it's it's definitely work and and and and work ethic right That's definitely number one I would say um number two is III I actually think it's being empathetic and understanding people So not just your team but especially your consumer and your investors and just and just understanding where everyone is coming from right I think that's really important Um Number three I would say AAA have a good support network right Whether it be people who are mentors or people who just kind of support and help you I think that's really important too So I think those three combine will lead to a lot of success I've asked this question to hundreds of people Empathy has never been on any list And I wanted to ask you I I love the answer but I also wanna ask you about your own personality and I'm gonna embarrass you but you're generally known as one of the nicest guys ever and you're one of the unique people who no one will ever say anything bad about and only say

nice things about Brian is a great guy and that's a real skill by the way I mean I don't we've all rubbed people Well not you but the rest of us have rubbed people the wrong way You say something it comes out wrong Sometimes you're angry you say something I've never heard you ever act that way and every time your name comes up I love Brian He's the greatest How much do you think I know you're gonna have to get out of your humble zone for a minute But how much of that likability has contributed to your opportunities and some of the success you have and what's your advice to others who need to work on that And how should they work on that Gosh II I never really thought about it that way but I guess I guess it's better to be liked than disliked Yeah Right That's number one But II I think um I think I do get a lot of opportunities because you know people like me or or I like them and II I tend to just get along with with almost everyone Like there it's really hard for me not to to like someone Right Or or or not be able to work with someone I I it's a lot right because I I tend to like everyone I work with and like everyone who works with me my friends and so forth is it It's just oh I'm I'm I I like to get along with people I I'm not a very confrontational person Right That that's that's one thing is II I don't like to sit and argue about things Right I'll I'll I'll I'll just kind of acquiesce most of the time and just like like oh ok I smile shake hands and go my merry way Um and then when I'm at home I'm like I can't believe that person thinks that way Yeah The all sorry like that But but you know it's it's just you know II I don't like to I don't like to um you know have I don't like I'm I'm not I'm not really a fighter I I don't think like in that sense Right Um but in terms of you know others it's like look there's there's all to all all types of ways to to gain success and oftentimes it is that person that is disliked or doesn't like or people don't like working with right You know or whatever it is And and uh it's like everyone everyone has a different path and no path is the correct path And so I would say if you're that person who is more the a hole and like is like you know builds companies with an iron fist and everyone hates working for but it works hey more power to you honestly more power to you You're you're you're building an amazing business I'm sure Right Or whatever it is but it's the same with company cultures too Right Every company culture is different and unique and some cultures are are are places where like gosh do I really want to work there Right But it works Right So I mean look no one has ever said I probably shouldn't say this on your podcast but like Disney right Disney is a tough place to work It's a grind Right It it's definitely the happiest place on earth at the park but not in their office Right It's like it's

it's it's pretty cut throat and it but it works Right I mean one of the greatest media companies in the history of the world right And it's a tough culture in in that sense it in at least in my view Right And then you got Zappos which is like a party all the time Yeah Right And people are just like happiness All I want to do is deliver happiness and and and and let's smoke let's let let's smoke together and like drink together and party together and build a big big business It works Right So don't if something's working I would say don't change it Right So if it's working for you that being an asshole or whatever it is and you're successful we're part to it Don't change You don't have to you don't have to become Mr empathy You really don't But if something's not working maybe you should think about ok what can I do better But if it's working don't change it because Apple is one of the most unique and greatest corporate cultures in the history of the of the company I I had the pleasure of meeting and then getting to know Tony she who as you know passed away very unfortunately a couple of years ago um and he invited me out with my team and my interns So we all went in one of our portfolio companies and it was a life changing experience to see a company run this way delivering happiness I believe his name was book And I recommend every single person read that book because it really is the culture There is amazing Everybody's happy They have no turnover there The customer service reps who are on the phone you're not on quota system and you have the ability to send a customer flowers and you have a budget you could just make people happy just walking through the the company and the way he built it and hearing the story was life changing for everybody So I agree corporate culture is key Let's we're gonna end it on philanthropy and giving back So you're incredibly generous You you've done extremely well financially Um You're known for helping people you're empathetic to a lot of causes gave to the um imagine Ball this year You always do every year I'm grateful Uh fighting homelessness in Los Angeles I've sat at had the pleasure of sitting at one of your tables I felt like a big important person because you had me sitting right next to you with all the important people And they gave I think \$50,000 that night to brain cancer research for UCL A How important is giving back to our community in search of excellence I think it's incredibly important It's incredibly important for for for to to give back Because look II I believe in God I'm I'm Christian and I I really do believe that everything that we do here is for a greater purpose Um And you definitely want to leave making that impact as opposed to you know going to the grave with you know not making a difference right I I wanna make an impact right And and

it's like if I could I would give even more right to to everything because there's so many causes that I believe in Um there's so many hurt people in this world that need help um and assistance um from homeless to cancer patients to whoever that might be It's like so many people who are less fortunate than than you and I right And and how great would it be if everyone gave back that way Right I mean I look at people like um like Bezos and and and and Gates and like some of these you know icons and I just really admire how philanthropic they really are Of course they could afford to be too But it's amazing It truly is It's amazing how much impact they've had on society and how much good they're doing for the world as well You know it took it took a lot to get there Right And I'm not saying they were like you know you know the perfect you know people getting to where they are but at the same time they're doing some great good for all of us And I I it's like I look at that and it it it's a road map for you know myself like III I definitely wanna help as much as I can in a lot of different areas So I think it's incredibly important I like sharing with my guests how I know some of my guests and I don't know if you remember how we met or not but we actually met through a nonprofit III I remember this I had started an event called the Justice Ball for Bed Legal Services It grew into a huge event nonprofit legal firm in Los Angeles Um ran it for 10 years It was my idea I had a great team They were responsible for its success Not me Uh Part of success is hiring the right team And then I took some years off I want to create another one I was focusing on kids with cancer or homeless or foster care because my grandmother who recently passed away was raised in foster care and had this incredible life And as a as a way to get back to her I chose homelessness and I interviewed executive directors of these nonprofits I just called I was in the phone book and said who's what charities are doing this And there was one homeless charity I don't even remember the name Laynlayn And um I invited the executive director to my office and um if you're an executive executive director at a charity and someone's calling you with a very strong interest in donating money who's raised \$10 million for another charity they probably should be running to your office sprinting to your office and don't don't stop it Go And this guy had had such a hard time coming He can't he he wouldn't come and I had to push him I'm like what the what's going on here I went to a meeting and and he canceled um at the last minute you remember Why Do you remember why Yeah because his his cat Muffy had died No no the the cat mafia had not died The cat Muffy wasn't feeling well Yeah The the the the the Muffy wasn't feeling well Um which is

just AAA crazy story So I looked and see who who's on the board and there's there's your name I said you know what I've heard of Brian I heard what you had done I was entrepreneur Uh I think it's important to meet like-minded people I read about you and I said you know what I'm gonna call him I'm not a bitch that I'm trying to give some fucking money to this charity and the guy won't come by my office and meet with me and that's how we became friends That's true So it's like thank you for giving to the charity That's that And thank you for giving I remember going to the charity and I remember buying a quite a few items Yeah I did uh Indianapolis 500 race where you get to do the race track and go and the police square to the stadium Yeah Are there any questions before we end that You wish I had asked you that I didn't ask you Um no I don't think so I mean you went pretty deep uh category league So Brian I'm grateful for you being here I'm grateful for your friendship You've been a role model to me a mentor to me and to so many other people Thank you very much for your time today and thanks for being here Thanks for having me Randy It was fun It was awesome