

146 TRG Transcript

Mike Stohler

What if you could be doing something smarter with your money that creates income. Now, if you're wanting to get ahead financially, and enjoy greater freedom of choice, if you want a comfortable retirement, and you know you'll have more choices, if you can do more with your money. Now, if you've wondered who else is creating ways to make their money work for them, and you want actionable ideas, with honest pros and cons, and no fluff.

Welcome to the Richard geek podcast where you here helping people find creative ways to build wealth and financial freedom. I'm Mike stohler. And in this podcast, you'll hear from others who are already doing these things, and learn how you can too.

Hello everybody welcome back to another episode of the Richard geek podcast today we have Preston Brown. He is a speaker entrepreneur, multiple eight figure business owner specializing in disrupting innovation and profitability scaling companies. He's an expert in finance, business, real estate. These directly advise hundreds of CEOs and entrepreneurs on how to grow and scale their companies. How's it going, Preston? Man, I'm having an amazing day on purpose Michael, how you doing? Well, the same you know, I can't except it's getting close to 100 degrees out here. So

Preston Brown

spending more time up north but it's all good cannot complain if I could no one to pay attention to me.

They don't listen when we do that.

Mike Stohler

Absolutely. So you know, give us little bit. You're extremely successful. Take us back a few years. Story View.

Preston Brown

I'm gonna give you the three minute version. Yeah, normally tell this one from stage and it's an hour too long, but I'm gonna give you the basics. I was young. My dad wanted to be an entrepreneur. I grew up in a little trailer park outside of El Paso called tended to Texas.

And my dad watched all these guys on TV and wanted that lifestyle. And he was a metal ninja. Excuse me, I will always say rock metallurgical engineer by education. But Hard Knocks education, not college right? Is the guy that always had a job. And he knew that the only way that he was going to cut through and get the high paying situation was as an entrepreneur. He went out started working in a little shed next to our house. He was making things for all the rich people he didn't want a bill collector charge. One day mom loses the job. The fight happens. And you know the rest I'm gonna go collect what you're owed. I got to be the charity case I went with him we drove up to a house not far from where I live now. And I watched my dad all six foot four of him broad shoulders. I mean, you can tell he's my stepdad if you look at me with a giant and the tiny shoulders. Like let's just say this man was a lovebug he adopted my so he was my hero, my stepdad but my dad by law if that makes sense. And here's the six foot four guy broad shoulders big ass dude. Probably looks like you. And five foot nine guy standing in front of him. My dad could have killed him with a napkin and I knew exactly what was gonna happen with the demand zone. We're going to go home and everything's gonna be good. It didn't go that way. shoulders forward, demanding with the asking, asking went to begging my dad took money from this guy want to cash out of his pocket. My mom, she was the gal that no BS gal she told him she said, Hey, you don't collect drove. You're not a man, real man paid this family. We took that wad of cash, I got to write back with ramen noodles on my lap. And we didn't get to talk about it. Like my dad was a pretty quiet guy already. But on that day, he was given up on one of his dreams. He shut his little shed. He closed his business that next day he went out and got a job never made more than 35 grand a year in his life. He was a beautiful man helped anybody could always there. I was seven years old. Maybe eight. I learned hatred that day like I would have killed that man by the gun. I also learned that I didn't care if I had to be feared or loved or whatever. I was never going to compromise around money and it seven turned money into the meaning of life. Well, 2019 rolls around and my dad sat down in his favorite chair went to sleep. And he left. He went home. Well, for a guy like me from seven years old all the way through 2019. I had been that corporate guy and like Donald Trump, who would have hated me like you thought that your fighter jet was bad who? I was corporate as hell. And I never lost anyone. I never lost love. And I get that call from my brother and he says Hey, you gotta gotta come over here, man. Your dad's gone. I said, where do you go? He said, Well, I didn't have to answer I already knew I sometimes you just feel it right. And I drove over there and never cried more than that day in my life. I went from money's the meaning of life to in seconds. Love is the meaning of life. And I think on that day, I realized I was gonna die. One day, I looked at all the people I loved in the room and was like, Fuck, how do I get more time with these people? And I've always been a nerd. I've always been a geek, right? And I started looking at these formulas that I've been building within my businesses that was all about scaling businesses that way, because that's what I cared about the young guy. And I said, Okay, can I use these to automate things? I want more time with kids, I want more time with family money is the meaning of life ended and it turned into loves the meaning of life. And

I started shifting formulas into how do i Yeah, it's not bad to scale, but I don't need to have 100% growth in a year, I can have like 10% growth in the larger company or 5% growth in a large company. I'm very happy with that. Right. And I have time, like, I get to take my kid fishing, I get to drop my kid off at school every single day. Like I you know, I get to be the guy that not only can I sit around and hang out on a podcast with you, not having some asshole boss be like, Hey, what are you doing fucker, but I can I can like go and go to a soccer game or watch my kid martial arts or do whatever they're like wanting the juice in the squeezer. Or it's not about becoming an entrepreneur. It's not about like, the grind or the hustle or all that bullshit that nobody sells from stage. It's about how do you use this tool, this vehicle to get you free, so that you can really do the important shit in life. And then so that's the story in a nutshell. And that's why I do it and why I love it so much.

Mike Stohler

Yeah, it's, you know, everyone knows this that is listening to and I think it really ties in, over my office. I have this quote that I came up with when my mentor said, Tell me the why. And I was like, Well, I want to make money. He goes, No, that's an after effect, right? What's your why? And I always said, just to build a life that you don't need a vacation from. Right? We can, we can work we can do. I can be on an RV in the middle of wherever I can be on the on the plane, I can be anywhere. So how do you in what are some of the formulas that you've taught someone just like, there's someone working somewhere right now, I'm just like, you know, that resonates? I want to build a life, I don't have a life right now. Because I'm attached to the man right? And making someone else money. What are some of the things that you would tell that person?

Preston Brown

So one, there's a very simple premise that I would give every entrepreneur and if you can buy into this, then you're going to solve everything. In fact, I'm gonna give you one, the most important skill set you're ever gonna have is learning. So right there, learning is number one skill set. And the meaning of life is problems. Okay, and this is leading up something. So problems are gift, their gifts, period, xscape, your greatest strength and your greatest weakness, or normally they come from the exact same place. Thank you. And if you look at like childbirth over the last 40,000 years, you know, we all love kids, right? You know, that's the leading cause of death for women over 40,000 years. Well, that's a fucking problem. And you know, if you look at the greatest moments of life is overcoming adversity. So that's another word for problems. And if you look at, hey, you know, I'm a Christian, I don't push my religion on anybody. But it says in a good book, I knew you before you were born. So I think that when we leave here we go home. And so but the process is called death. And I don't think anybody enjoys that process. So let's call

that a problem, too. So what if the meaning of life was was figuring out how to accelerate life and even have joy through problems and so for business, what I did was I came up with this, you can see it on your screen, but I'll go over it with the books for the call, it's a problem solving formula. And it's take your problem, and you dump it into the top. And it filters through like one of those little balls, the RK that has all the sticks it bumps into, and it comes out at the bottom and tells you what to do. Okay. And so the biggest problem we have in the world is we think we shouldn't have any problems. And this problem solving formula says, Okay, well, let's bring problems and let's get closer to him. And let's study him like you'd study your Bible. Study your wife, your lover, what have you studied your problem? What have you studied, not only the problem, but maybe the problem that caused the problem. And then you start figuring out all these details and you said, Okay, well, what are some some constants? Well, every business has three goals is a constant, right? So three goals, one's alignment, to his simplicity, and three is foresight, and alignment and simplicity. These two are what I call the twin sisters of optimization. So it's optimization energy. Foresight is being exceptional. If you're a startup business, you have to be exceptional. And then you start becoming more successful, more successful, then you hit this glass ceiling, this brick wall, and until you figure out how to become more optimized, you're stuck. Why? Same reason that if you engine in your car, which is a very optimized machine, cranking over turning, turning, turning if it made one fucking exception, which is the root of the word exceptional, your car would not go anywhere. So okay, well, those are the three goals. But you have like you have two ears one mouth, you have two optimization energies one exceptional energy exceptional. It gets you started helped to innovate, innovate optimizations. Are you on me? Okay. And I won't go into long explanations of alignment simplicity. But we can dive into that if you want. There's four things you measure in a business once you filter down through, okay, what are the goals? So in other words, which area of pain Do I have the most issues in my business with this problem that I'm now studying? Then we pass then we go to the next level. And there's four goals, culture, clarity, capacity, and cash guy. And if you all have like four fingers on your hand, okay? These four fingers on your hand may not be the same as one another, but they're tethered to one another. Right? So let's just play a game. If progress equals happiness going up, let's put an anchor here. And then pretend it's 1000 pounds, it's gonna pull everything down. Like you said that you syndicate hotels, right. So how was COVID for capacity for hoteliers? It probably changed the way you syndicated completely right. So even if you had the best fucking culture in the world, you had massive clarity and transparency, incredible communication, you had throughput that was awesome previous to that, you know, viral event, your cash was great, you were making money at all this all of a sudden cap capacity disappears, and they all go down with it. So you got to figure out okay, well, where is the problem the most impacted and which other ones does it affect? Okay. And I do, basically a week two week course on culture, on clarity on capacity on cash, because there's five foundations of culture, there's six returns in cash, there's a triggers that can cause a crime, and there's all this different shit that you need to

understand so that you can build and design it into your structure. Most people, they don't realize that a business is not called a limp. It's called a firm. Okay, it's not called a lack of structure. It's called a structure right? Like organization, not disorganization. But if you don't know what to organize, because nobody's ever taught you what to put in it. Every fucking college teaches you how to get a job. Nobody's teaching how to run a business. What if there were simple foundational steps you could put in and then because they were movable, they were measurable. And because they were measurable, you didn't have to manage them. You could just measure them and say, Hey, I don't like the way this one's working. And problem goes and you figure out okay, well, here's the three goals. Here's the four things you measure, then we dropped down, there's only six things you can change. Okay, well, to fix this, do I need to adjust price product people place promotion or process, right? And so these are the only six dials that you would adjust in this vehicle. You're the driver of the vehicle, you're the exceptional person. And if you have a Corvette, you go put on a supercharger, well, hey, you know what, we're changing the product. We're upgrading this shit. It's gonna go faster, right? So you're exceptional, it's optimized. Okay. And so when you're adjusting these six things, like like, and that's one thing I love about business, my wife's makeup drawer, Michael probably has 150 Fucking dials. That woman is sexy as hell. But here's, here's here's an issue with business, okay? Like, complexity is seductive. And my wife is complex, and she is seductive. But set activity gets you fucked. I don't want that in my business. I want simplicity, not complexity, okay. And so by another six dials, I can adjust this, I can build this, I can create whatever I want. Now, that formula, let me let me drop a bomb here because I want to make sure that I don't just give a formula that can make anyone rich, that formula works 100% of the time.

I want to frame it for your entrepreneurs, your independent contractors, all the folks that listen to this podcast so that they can use it effectively. Okay. There's seven different stages of entrepreneurship. Almost every entrepreneur is doing the right thing. They're just doing it the wrong stage of development, which makes it the wrong thing for the time. Okay, like, if you see a guy like me, and I'm going out and buying, you know, multifamily to get tax write offs. And by the way, if there's tax write offs and hotel syndications, I want to hear about that I may want to invest in some of that shit. That sounds good. I'm buying aeroplanes for tax write offs. Well, that's a stage seven investor, philanthropist scale. Investor, right? Like you're at seven stage. Okay? If there's seven stages of development, you got a guy that's in like, let's say, I don't know stage three. So you got like non start startup and entrepreneur, operational entrepreneurs to this operational entrepreneur. You got the non star, he solved the mindset issue. He got his ass in the business. You got the startup, he figured out okay, well, there's three P's right? This is the litmus test. Is this a real business? I gotta pass through these three P filters, right? Is it productive? Okay, it's productive. Check. Okay, is it my purpose? Oh, okay. You know what it is check because if you get into a business, it's not your purpose. All those gurus on station like, you gotta

hustle your way to success. That's bullshit. If you are hustling something anything that you don't care about, you'll get exhausted. If you are in love, and that's Passion, Passion creates hustle hustles effect not cause so Okay, so we got purpose, all right, and we got productivity, and we got profitability in or at least when you're a startup, on a plan for profitability. If you haven't quite started yet, you don't have those three P's in any business. In fact, let's remove them just to just to give your people a little clue here, as I go through these stages and give you my example, let's remove profitability. It's a hobby. Okay, cool. Let's remove purpose. It's an investment, you know, and I don't give a shit about any of the apartments that I've invested money in. It's an investment if I lose it, I lose it. That's an investment. Do I want to lose it? Fuck no, I'm gonna vet the deal? Well, but if I do lose it, am I gonna jump in and do all the work to save it? Probably not. Let's be real. Okay, well, let's, let's remove that last one productivity, what happens we remove that when you are a con artist. And by the way, if you're measuring somebody else's business, you can just go and wait for the guys to message you on Instagram, I'm getting a lot of those these days, they have no ability to prove productivity. But they are all pretty profitable. And it's all they're passionate about it. So like those are con artists run away from him, right? So let's say you pass those two steps, you figured out the startup process, you've learned how to be exceptional, you've gotten in, you've realized I have to customize everything to find out what my customer needs customized to them, find out what they want, go get it, give it to him, we've started we're making money. And now you're an operational entrepreneur, as I like to call it slave labor, you are managing by crisis, you are working 24 fucking hours a day. And you hear me talking on this podcast saying you should buy airplanes, please don't do that. It is the wrong stage. In all probability at this stage of development, the last thing you're worried about is tax write offs. If you're smart, the expenses you're going to get growing your business are all the tax write offs you're going to need, you're not going to have to worry about those tax write offs till you get several stages further up. Okay, so that kind of gives you the first three stages and we can go through all seven if you want, but use the formula in the stage or in fact, use the formula to solve the bottom stage that you're in, like say, most people, if they're walking up a staircase, imagine seven steps. They're not gonna be like standing only on one step and hopping. They've got one foot here, and they're moving one foot there and they're moving one foot there. So you're kind of oscillating, if that makes sense between one to three steps, you know, normally like like you might be still non start where you have some mindset issues. You have some fear all the way to operational entrepreneur because you're running in, you're jumping in. You're almost doing three stages at once. Well, if then all of a sudden, you're like, Okay, well, I'm gonna it's not a spectator sport. It's a team sport. I need to hire some staff, I need to build some some people up I'm going to become an entrepreneur, I actually have a business you know what, I've hired a manager, guess what your entrepreneur yeh for the first time it's an asset, it doesn't all depend on you. You know, problem an entrepreneur, compared to an operational entrepreneur. Well, they got an office, they got a staff, they got a software, they got expenses. So you're making the

same revenue, especially if you got there quickly, you just got to make fucking pain cuts. So you have to go and master to get to the next stage. The art of scaling. Well, if you're going to scale, well, then you know how many people no objection about scaling, bro. Like, how many? In fact, let's let's pause here. How many people come out and brag that they can teach scaling?

Mike Stohler

I haven't heard any. Really? No.

Preston Brown

Oh my gosh, I get Instagram, daily or Instagram. We're gonna scale this we're gonna build your client list all?

Mike Stohler

Yes. When you think about it that way about? Yes, I get those, especially on the podcast, things like that, you know, you want 50,000 views? And yeah, it's it's crazy.

Preston Brown

And none of them know what it is. None of them know what scaling is scaling. It's, it's, it's a huge trap. Okay, when you get to that entrepreneur stage, where you're like, Hey, man, I've made it. I got a certain amount of revenue. I'm basically I'm my own boss. But I've added all these expenses. What have you already scaled by grabbing a staff grabbing all these folks, you've scaled your capacity, right? Like you shouldn't theory be able to do more than you did, because there's more than you. Right? Hopefully you learn, hey, let's stop being exceptional and stop customizing new things. Let's get one to two, maybe three product offerings. Let's have two or three Mitch customer targets that we're grabbing. And let's let's not scale this way, let's scale this way. Right. And so hopefully you've figured that out and that optimization is the key if you have then you know you've scaled capacity. So then after you scale capacity, you have to move to the next dial like the clock cannot be at midnight and three at the same time. It can only be at one time at the same time, right? So this is how scaling works. If you've scaled capacity, move to the next step, there's a new chapter. And then you scale to Alright, let's increase sales. And why are you increasing sales? Where you're increasing sales to increase throughput, to pay for capacity to generate more margins, etc, etc, etc, right? Well, once you've scaled sales, then you move to scaling. And you have to leave scaling sales to scaling your brand. Okay? Okay, so you've

gone capacity sales brand. So you might have say, and you can't set you can't stay in each one. And I'm not saying you're stopping selling. But you as the owner, are automating teams to do this first, then you're going here, then you're going here, then you're going here, and you can't be married to two wives at once. One of them will kill you. Okay, but you can divorce one and go to the next. And so you have to kind of be in that focus, because it's this giant balancing act. So it always goes sales brand margin, capacity, sales, brand margin, capacity, sales brand margin capacity, just like noon to three to six to nine, to midnight to noon, and so on just like a clock, right? When you're scaling capacity, and this is one of the traps, and I started asking these questions to everyone who's like, oh, I can scale this because I have fun with it. Right? Like, you know, okay, well tell me about how you're going to do this. Oh, well, I'm going to do and they'll start talking about maybe the marketing piece, but they won't understand that they'll have to go to the sales piece. And they won't understand that in the sales piece. There's certain deliverables, you got to meet for the product promises in the sale. And then they won't understand that there's, there's billing pieces over here, they might have one piece of a longer formula for throughput. And they don't understand scaling Well, as you go through these four stages of scale. You increase top line, bottom line increases marginally, but not the same, the top line did, right. Like you're tense indication, you probably weren't paying some of the soft costs that you were paying for your first right like so. Like you already had trained in the team. You don't have to repay for that shit. Like you might have certain costs that you're doing. But like the as you scale, cost increases go up slower than top line. Okay, so you're gonna say, boom, boom, boom, boom, boom, and it keeps going up on top line slightly up, bottom line up on top line, slightly up, bottom line, and you're gonna see yourself increasing. I CEOs phones, make a noise, turn that off. I didn't realize you left it in the room. Sorry about that. And so eventually, what you're going to find is you're going to find that as you're going through this process of scaling, going from entrepreneur to operational mag printer, okay, which is normally where you go from, say, a home flipper to a home builder, or home flipper to hard money lender, there's generally a pivot and you've mastered scaling. Okay? Eventually you start saying, Okay, well, yeah, we raise top line. But bottom line goes up a lot more, which means expenses went up far more than what they should have based on previous revolutions of the scaling cycle. And this is an indicator This is where a lot of people die when they're scaling in the mega printer face because they don't understand that just means that the plate overfilled, you now have leaky buckets, no different than you replaced yourself an entrepreneur with a I'm going to say a manager, but we should probably call it a measure. Now you've you've gotten to a higher level. And you need to start building in C suite executives and your CEO level if you've gotten here, so you need normally like a CFO probably taking the finances off of you probably as the Oh, taking some of the operations, the hiring, the firing the the measuring the job descriptions, the write ups, whatever, okay, you might want to get a technology officer like right now. I mean, holy shit, I am working on things with my new tech officer that we've got some software's that we're putting together because of the synergies between our

businesses that we think might revolutionize some industries. And you might go from playing the the millionaire game to the center millionaire billionaire game real quick because if you've ever played cashflow, the Robert Kiyosaki game like I never understood you get out of the rat race and the money gets so much bigger. And then I got into production homebuilding and I was like, oh, okay, like, wow. Okay, so if I value a neighborhood, it's probably like a hotel compared to a home flip, right? My value of a neighborhood instead of a house. Oh, well, that's 15 million that was 50. The holy Okay. Can I do 10 neighborhoods, right. And so kind of the same thing. Well, as you get the C suite executives congratulated known to make a printer buyer Ferrari, congratulations, you have a line you have a new business partner though. his initials are IRS, it may stand for Internal Revenue Service, but most people just think it's I really suck. Okay? He likes to regulate you. He likes to take half your shit. Okay? And so then you start saying, oh well how do I solve problems in this stage? And that's where people should go and find books like you. I mean, I don't know the tax benefits hotels. In fact, once you've said that, I was like, Man, I'm gonna pick on this guy's brain a little bit too. So you can share some of that with me maybe. But on multifamily is that 100% bonus depreciation last year? 80%. This year is pretty frickin good, man. I don't hate it. I mean, it hasn't done a bad thing for my tax bills. So, you know, you start looking at okay, well, what are the legal and ethical ways to reinvest because broke people spend their money middle class people save your money, rich people invest their money, and they invest their money? In what how do we call those what what is that? What is that? It's a root word. Multiple ticks. It's a politics politicians. Okay, multiple blood sucking arachnids. So we all know. They will come out with all sorts of bullshit pork that they put into bills that because the government doesn't have any money, what they really need is for rich people to invest their money into shit that the politicians promise so that they can extort votes out of unsuspecting, unfortunately, and and when they do that, what they do is they write tax breaks into the tax code. I mean, I kind of wonder why Paul Pelosi outperforms Warren Buffett every year, you kind of wonder why somebody those politicians don't pay taxes, probably because they read the tax code they write, well, your billionaire buddies do too. And so you can do the same shit if you are a big nerd like me, or have friends and and know how to get those nerds to tell you what they're doing. And then you find the legal ethical ways to reinvest. That's the seven stages, that's investor philanthropist. So if you take the simple formula with the three goals, the four measurements and the six things you change, and you figure out okay, well, I'm oscillating in these stages. Let me solve my problems at the bottom stage, you're going to naturally advance very quick. Anyone can become a DECA sent to millionaire in a five year process anyway, they're like making money. It's fucking easy. Now, if you tried to do it the wrong way. Like like look, say, say you're like somebody tells you, anyone can find the right girl, anyone can find the right woman. And then they tell you, but what you should do is take your bowling, grab beer, and, you know, tell her to wear laundry on the first day, probably bad advice. Maybe not maybe not going to be a keeper. You know what I mean? If she even shows up, so like, like, you should probably know the steps. Most people are

trying to do the wrong shit to get to the right place. And that's the only reason they're not getting there.

Mike Stohler

Yeah. So it's it's very interesting what you're saying. So before we wrap up, it's been absolutely fantastic. Who's your? Perfect, yeah, who do you help? is more of the CEO type is more of the entrepreneur is both? Do you have different programs for both? Or the people that are already into it? versus the people that are starting out? What is your niche? Or is it is it's everyone?

Preston Brown

Well, no. So my niche has been good question. I appreciate that question. My niche has been higher net worth individuals. I like I told you earlier before the call, I got launched into coaching, it was not my plan. I had a big business, I had a big name out there sue me when I opened a business. And that kind of made me famous in a certain circle. And then I was coaching a lot of those folks. And you know, and so I got launched into coaching High Net Worth people like coaching is not my business. It's my passion. So So who do I help like, mostly in the last since COVID, when I launched a travel agency for high net worth folks and a coaching agency for high net worth, folks, I've coached millionaires and billionaires. We asked a question, probably about this time last year, we're like, how do we extend this, okay? And anyone can go check that out. If they're in that category, and they want to see it. It's live vl now.com, and go to the website. I mean, for epic trips every year crazy peer group, it's absolutely amazing. I mean, give you an idea. Like it's not just coaching, it's travel, it's events like they will take you and you're gonna go scuba diving and snorkeling and look at all the beautiful fish and all these folks go get in and they're like wow, it's a little deep, we can't really see and then every once every is in the water, the travel guides say that they Chum the water and all of a sudden you've got hundreds of nerve sharks rising to certain they're not dangerous. But let's just say you're gonna have an experience you're gonna introduce courage you're gonna know who you really are and every person you may not have known before that trip is not family. So that's why the island I mean, there's coaching but they will not let you become comfortable. That's where like when same opportunity goes to die. But no, we started a new program. And you can check it out on my website though Preston brown.com. It's, it's for low level entrepreneurs, people that want to just get out of a job and, and we give them the fundamentals, it's two grand a year, 299 a month, I don't do it to make money. I mean, the other one, you're gonna spend six figures, okay, like, between the trips and everything else. I mean, the average trip I'm going on, I'm probably spending 50 grand, and it could cost the trips, probably 10. But then there's donation opportunities. I'm like, you're like,

I'm gonna do this. Like that's not for everyone. Okay. But the low level program, it's two grand per person program. It is group coaching. But it's, you get an hour call every Thursday with some influencer and faith, family fitness or finance. And then you get a business call. It's two hours every Friday. And it's I mean, we're watching lives get changed. We've we've just launched it. It's brand new, we've been doing it for a few months, kind of testing it, figuring it out, we've been doing part of that, that cycle of the scaling where we're getting feedback. So kind of, we're after you've done sales, we're in brand and March. And we're like, kind of brand side first, right? Where we're like, Okay, what do you need? What's working because coaching somebody one on one that sort of done with you, almost done with you for you. When you got a group of 50? Folks, it's a little different. So we're testing it and metric it it's still early, like so you know, you jump in now you can be part of the test process.

Mike Stohler

Or there you go. So everybody, it's the Preston brown.com. And where else can people find you Instagram, Facebook,

Preston Brown

all of them. And it's all Preston Brown. And I give away all this content for free. I would love for people to go use it. It's like the gym, man. I mean, you can go run outside for free. If you want the personal trainer, go to the gym. That's That's it. It's all there if you just want to filter through Instagram.

Mike Stohler

And you know, I can tell you, I tried it on my own and a customer probably more money than it would have cost me to have a good mentor and coach. So ladies and gentlemen, utilize this great technology we have and get a mentor. Get some coaches get do it the right way so that you don't spend tons and tons of money doing it the wrong way. Well Preston, I appreciate you being on to the Richard geek podcast has been extremely insightful. Thanks for tuning in to the richer geek podcast, where we're helping others find creative ways to build wealth, and financial freedom. For today's show notes, including all the links and resources from our show, and more information about our guests, visit us at www.VRichardkake.com/podcast. And don't forget to jump over to Apple podcasts, Google Play Stitcher, or wherever you get your podcasts and hit the subscribe button. Share it with others who could benefit from listening and leave a rating and review to get the podcast in front of your eyes. I appreciate you and thanks for listening

