

Mike Arce

SD 00:00

All right everybody. Welcome back to the Young Grit podcast. We are really excited to have you guys today. I want to remind you guys about the virtual business fairs that we launched. MyFirstSale is running these virtual business fairs all over the country right now. Schools can sign up. Individuals can sign up to launch their own business at myfirstsale.com, or you can sign up for your whole school and all you and your friends can launch a MyFirstSale Virtual Business Fair right there on the website. Just go to myfirstsale.com/events. Want to thank them for sponsoring it today. Now let's get into this because I have an amazing friend today. His name is Mike Arce on the podcast. Mike, you want to introduce yourself to everyone. Say hello.

MA 00:44

Hello, everyone. How are you doing?

SD 00:46

All right, we are going to have an awesome day today. I got to tell everybody who you are, Mike, before I give you our pepper questions. Okay, so be prepared, everyone listening. Mike is the founder CEO of Loud Rumor, an agency that serves over 2,000 fitness studios and wellness companies throughout the world. He spent seven years in the fitness industry. Now he has an agency that works exclusively with fitness studios and wellness companies. He's also the host of the top fitness podcast, The GSD Show, top entrepreneur podcast, The Goat show, which I was recently a part of, and the top Fitness Studio business conference, the GSD con. So in addition to that he's a father of four, three girls and a boy. He has just over 20 seasons of kids sports, including martial arts, soccer, basketball, the whole gamut, everything you could think of. He is the king of fitness taking action. Mike, welcome to the show. This is gonna be awesome.

MA 01:43

I'm so excited because I heard the kids that listen to this are extremely smart. So I'm a little nervous. Hopefully, I don't sound too dumb around these kids. So we'll see if I can make some good stuff for them.

SD 01:54

You're in good company, you and I have been lifelong entrepreneurs. So this is why entrepreneurial families listen in. So are you ready for your pepper questions to get going? Let's go. Alright, question one, superpower. If you could have any superpower, anywhere, what would it be? Ooh.

MA 02:16

Wow, that's that's a tricky one. Okay, well, I think everyone would like flying. I think everyone picks flying, but I don't know if I'm gonna pick flying. Okay, I would pick learning. If I could have the ability to

learn faster than any human on Earth, I think I could probably learn how to fly without you giving me that power.

SD 02:34

Oh, that's next level thinking right there. Learn on command.

MA 02:40

Yeah, I know. I can learn the piano faster than anyone. I can learn how to read faster than anybody. I can learn how to do any type of math faster, how to start a business, anything. Man, that would be the best superpower to learn how to do anything.

SD 02:53

I love that. That is awesome. Now that's how an entrepreneur thinks. That's right. Mine would be solving problems at the snap of a finger.

MA 03:01

That would be great. Yep.

SD 03:04

Okay, next one, favorite food.

MA 03:07

Favorite food. I could eat blueberries until I am ready to blow up. I could be a huge blueberry by the end of it. Yes. So I can eat blueberries by the handfuls and I love them.

SD 03:19

Blueberries. All right.

MA 03:21

Every day. I do eat blueberries every day, blueberries every day. Yeah, unless I'm out of town and the people I'm staying with don't have any blueberries. Outside of that, yes.

SD 03:30

One of the top 10 brain foods as well, by the way, so well said. So yeah, there you go. Okay, last one. If there's somebody you could ever have lunch with, dead, alive, past, present, future, who would it be and why?

MA 03:50

Elon Musk right now. Absolutely. Elon Musk. I think the way that he thinks about getting people to know what his company is and what it's about and get excited about is amazing. And he doesn't spend any money on advertising. But he is somehow the best at marketing today that I see by just the little things that he does. I actually own two different Teslas and I see it as a user, as an owner of the cars, how much he cares about his company and the little things he does for his customers. So I would love to learn from him, how he thinks about those things. Oh, man.

SD 04:27

I think we're in the same boat there. Yeah, I'm going alive right now. Definitely. My pick would be Elon Musk.

MA 04:33

You have one dead? Jesus hands down. He's a good one.

SD 04:38

I got 100 questions for him. There you go, man. Okay, well, those are good questions to start it out. Now everybody knows a lot more about you. So this is good. So let's go back to the beginning. All right. One of my favorite things that we talk about with our entrepreneurs that come on this show. What was your first business when you were a kid? Let's think back all the way. How old were you? What was it? What did you realize? What comes to mind?

MA 05:11

So I don't remember how old I was. It's got to be somewhere between nine and 12, somewhere in there. But I was born and raised in New Jersey. And in the winter, it snows a lot. And sometimes it snows so bad that you can't even get your car out of the driveway, it's that bad. Sometimes you can't even open your front door. So I started by just wanting to shovel snow, which was easy. That's more of like a freelance job more than a business because it was just yourself. However, it was a lot of work. And I learned that I wasn't the strongest kid. I was really small, I was very skinny, I was probably the smallest and skinniest in my whole class. So I wasn't the best at getting big, heavy snow out of the driveway fast. So I decided to get some of my friends that were bigger and stronger. And I said, Hey, how about we do this? And the plan was I would go door to door. And I would look for people that were willing to have us shovel their snow, and it was anywhere between \$10 to \$30, depending on the size of their driveway and what they wanted us to do. And I would have my friend shovel while I went and found the next job. And if we had two or three jobs lined up already, which would be the most we could do in like a decent morning, then I would go back and help them. But I was you know, constantly looking for another job. So we would do about three to five jobs in the morning, we'd make about \$150 to, you know, \$200. And we'd split that between three of us. And that was that was great money for me at 9 or 10 or however old I was.

SD 06:46

That's amazing. So you learned sales and ops, you literally learn the balance between sales and operations.

MA 06:53

Right off the bat, building a team. Yeah, building a team.

SD 06:57

Good for you Good for you. I think that's such a lesson that kids realize when they start as an entrepreneur, they start by doing everything, right, they have to make it, they have to sell it, they have to think about it, they have to plan it, they have to buy the materials, they have to do all the back end.

You went straight to wait a minute, we can make not just twice as much, we could do way more, if we all pitched in as a team. And you work less.

MA 07:24

Yeah, and work. Love that important part. If you could find a way to work less and make more but still deliver a better product because we were actually shoveling their driveways faster. So they were happier, the customers were happier because the job was getting done faster, they'd have to pay more. And our employees were faster or people right because we were doing it together. So we were having fun while doing it. And we were making more money, which is always exciting, too.

SD 07:52

Easy, lucrative and fun. There you go. That's awesome. Okay, so what about that experience? So after you did that, you know, as a kid, what can you think of about shoveling snow with your buddies being a team? What did that make you start to think about the world? Was there something that's kind of a lightbulb moment for you where you were like, Oh, wait a minute, life's not about a minimum wage job or an allowance or whatever, or worrying about a job when I get through college?

MA 08:25

Immediately building a team first. So instead of building it second, like I did, how do I build a team first, even if I don't make as much money in the very beginning. But we can figure things out faster, and we can do it better. And I can have more fun because I got people helping me and I don't burn out and we're all working together on it. So a great example, what we do for a company as a company is we help gyms throughout the whole world be more successful. A lot of people that own gyms aren't that good at building them into being successful and making good money. And so companies like ours come in, and we'll help them do that a lot better. Well, we've gotten to the point where we're really, really good at it. And have you ever seen those shows on TV like Bar Rescue or The Profit? And basically the shows are you have a person that's really good at helping a certain type of business, like a bar or restaurant, and they go in and they take a business that is struggling and they make them successful. So we say we could do this, we could just do it for gyms. Okay, so now let's start a show. And so we're starting a show just like that, well, we help gyms that are ready to unfortunately go out of business because they're not doing so well. And we take them to the point where they're making more money than they've ever made, and the customers are happier because the business is a better business than it's ever been. And everyone's happy, right? Well, I don't know how to do that though. I know how to build the business, but I don't know how to make a TV show. And so now I go, where's my team? And so I went to certain shows that are like that, like The Profit and Bar Rescue and Undercover Boss. And I waited, you know, at the end of every show, they have like the credits. So you can see like all the people that worked on the show and their names. So I looked up their names, and I said, Okay, that's a producer, that's a producer, that's a producer. And then I went on Google, and I went on LinkedIn. And I just started searching those names. And I reached out to them so that we can connect, and I have them helping me learn how to have a better show. And so now I'm learning what makes a really good show. So now, instead of me figuring it out and failing-- I'm still going to fail on things. But I'm going to fail at less things because I've already gotten a team of people that know how to win in those areas. So to me, everything that I do now, if I'm going to have a conference, a big conference, or if we're going to start a whole new product that I don't have a lot of experience in, then I'm going to say

what people do know how to do this really well? How do I build a team? And yeah, I'll make less money then if I do it myself right now. But over the next few months, or the next few years, I'll make way more money faster, the product's better. And I'm happier, too, because it wasn't so many failures along the way.

SD 11:10

Yeah, this is such a good lesson for young entrepreneurs of all ages. Thinking about our good friend, Dan Sullivan, his new book *Who Not How* is all about thinking, who is the expert that can help me get where I want to go? Who knows this conference, this marketing secret, this industry, this idea, really, really well? And how can I partner with them and bring in that expertise that would save me all the nightmares and spending all the money failing or not trying to figure it out myself over many years? And you create a win win, it's good for them, it's good for you, it's good for the customer. Thinking that way, can save you a lot of time and hassle and pain. And it's what a lot of people, they stopped becoming entrepreneurs because they drowned trying to do everything and learn everything and they get overwhelmed. So I think you really hit it on the head ever since you were nine years old, building a team, thinking about who is somebody that can come in and do this better than me, not just for me, but better than me. And that's an incredible tip for kids.

MA 12:20

I'll give you a quick little story. My son, when he was about 9 or 10, he started a lemonade stand. And he did it with his sister and then his buddy came over to help. And what two other people do, even if they're not necessarily great at it, right? Like with me shoveling snow. They weren't really experts in shoveling snow. But it was good to have more people. But what happened in here, which was really good, is they were parked outside. They had their lemonade stand right outside of my house. Well, Scott, I live in a gated community. So there's not a lot of cars that pass by. And so they're like an hour of waiting. And I think they sold zero lemonade, right? And so my son's friend goes, we need to go somewhere busier. Okay, so now there's another person coming up with an idea. And I hear them brainstorming and what they decided on, which I thought was genius, just down the road, about a five minute walk, there was a piece of sidewalk that everyone goes to because that's where you go to start hiking up a mountain. There's a trail that goes up to this really big mountain that everyone likes to hike. He goes if we go there, not only will there be a lot of traffic, but all the people that are coming down are thirsty, all the people that are about to go up that didn't think about water will be thirsty. So we should have waters too. And we should have some bars. So they got waters and they got some energy bars. And they just had a whole bunch of stuff. And they were selling two, three things at a time. But that all happened because it wasn't one person failing. It was three people failing and three people problem solving which, Scott, you said you wanted to be your superpower. Well, just having two more people is more power. Right? So that I think is another great part of having a team. You have more people to work on problems together.

SD 14:10

Yeah. And then going somewhere where there's demand, right? Finding the traffic, finding it together as a team saying, Okay, how can we problem solve this? Go where people want what we have, or make something that they want even better? Right? Adding the bars, not just lemonade but bars? And they

probably did you know, I mean, infinitely better than \$0. Right, you know, made maybe like \$90. That's awesome.

MA 14:36

I mean, if they would have come home with \$20, they would have been excited, right? But 90, it's amazing, though. Yeah, they were loving it.

SD 14:44

The whole point of this show, by the way, is to show kids how all of the most successful entrepreneurs in the world and world leaders really, athletes and you know, politicians and entrepreneurs, all the most successful people did it. And they all started as kids, all of us. Haven't found one person who doesn't have a story that you just told. And it goes from \$90 to then \$900 to 9000 to 99 million. This is how it goes, you start simple. You don't have to have a PhD, you don't have to become a doctor, you don't have to go to school for 20 years to do this. You don't even have to be an adult, you just have to learn the lessons and apply it to your life and try.

MA 15:28

You know what, there's a good thing that I tell my son all the time here. And it's you get good at whatever you practice, whatever you practice you're going to get good at. But that's a good thing. And it's a bad thing. So I'll give you an example. So if you practice reading, if you're not really a big reader, and you're like, Oh, I don't really like reading books about business or mindset, well, you're probably going to keep noticing that you read for like a minute or two and then get bored. But that's just because you haven't practiced it. And once you keep reading, stick with it, you'll notice that you actually start liking it because you're better at it. We like what we're good at. If somebody is good at singing, they don't go, I don't want to sing. If somebody is good at playing baseball, it's not like I don't want to swing the bat. We like to do what we're good at. So now here's the thing, though. You get good at whatever you practice. You also get good at learning, you can be better at learning. Scott, I bet you would say you're faster at learning new things now than you were 10 years ago. Right? But I'm guessing over the last 10 years, you probably spent a lot of time learning things, right? So your brain learned how to learn faster, which is incredible. But here's the thing, here's why it could be bad. Because you get good at whatever you practice, if you practice watching TV for two to three hours, man, you get real good at that. In fact, sometimes you might be so good at it that two hours went by and you didn't realize it was two hours. Now, if you're good at reading, two hours can go by and you realize it was two hours. But if you're bad at it, two minutes, you're like I'm still reading, right? So if you have lazy habits, if you wake up late in the morning, and you don't do your stuff in the morning, these are all things every time you do something, you're practicing that thing and every time you practice it, you get better at it. So if you practice fear, I don't know what if it doesn't work, you just got better at letting fear stop you from doing things. If you practice taking a chance, you know what, let's give it a shot anyway. It fails, you're going to get better at doing that, too. So everything you do just know you're practicing something. There's never a day that you don't practice ever. But you're either practicing being great, or you're practicing not being great. And tomorrow, you'll be better at whatever you practice today on that.

SD 17:39

Oh, that's so good. I think that, you know, one of the things that we always think through, how can kids become mature adults, right? Because kids listening right now, here's a little spoiler alert, becoming 18 years old is not what makes you a mature adult, and makes you a legal adult. Right? You can be now an adult, and you know, I don't know, buy certain things or whatever, okay, you're an adult, you can go to jail, I guess, officially I don't know. But becoming a mature, productive adult can happen at any age, once you've learned certain lessons, and you've applied them to your life. Right. And that's why, you know, I think what Mike's trying to teach all of us is start young, right? Because as you get older, and as you build and work on certain habits, those things just grow, they get better. They make you who you are, like I know the last episode we talked about, you become like the closest five people who you spend your time with, right? You just sort of mold into that. So who are you going to be around? What kind of people do you want to be like someday? Do you want to try to be the cool kid or the kids who bully others or the kids who are smoking and drinking? Those kids are going nowhere. You probably don't want to be like that. What do you want to emulate? Who do you want to be like and mimic and find yourself around those people. That's why I'm always trying to surround myself with the best, the smartest, the most integrity, the most hardworking, the most generous and kind people I can find. Because that really creates who you are. And you're saying, act now as a kid, the way that you want to become like one of your heroes later. Because that stuff's just little baby steps to become who you are, then there's no difference. And it starts now, you can't just assume that you'll go to college and everything is going to be fixed. You'll be different, you'll get married, and everything will be different, that you'll get a job, you'll turn 18, that's not what changes you. It's like the little tiny habits every single day that build who you become over your whole life.

MA 19:48

Right? We're just a collection of our habits. And you know, in seventh grade, I still remember where I was. I was sitting in science class, and they had a guest speaker come in and I was in the back of the class because I thought I was cool. And that's where the cool kids sat. And at the time I was, I was more concerned with being cool than being smart and successful. If for some reason those two didn't mean the same in my high school, this guest speaker came as a very successful person. And he was teaching us some things. And he said the law of your five people, like you just said, you are the average of the five people you surround yourself with. So whoever you hang out with is who you're going to become. And I remember thinking that's not true. There's no way because I know who I hang out with. They're totally different. And I'm not going to be like them. And I'll do me and you can't control me. I remember thinking that. And I was so wrong. Because as I got older, I realized that I was absolutely the average, this took a little while for me to learn it, to see it, even though it was there in front of me. And you know, when you think about it, we're all born a blank slate. Scott, if you happened to be born in Germany, what language would you speak?

SD 21:01

Probably German.

MA 21:03

Right? The only reason you don't speak German is because you weren't born in Germany. If you were born in France, you'd speak that. If you were born in a really, really rough neighborhood where there's a lot of crime versus if you grew up in a place that was really nice and everything was safe, you'd

probably be tougher if you grew up in the crime place, right? And if all your friends say, dude, all the time, dude, what are you doing, dude? What do you think you'll probably start saying, dude? That's why certain parts of the country have accents, like New York accents and Alabama accents, California. Because you can't, you can't even control it. Even if you want to, you will absolutely become who you hang out with. So if you want to be really smart and successful, you want to find great people to hang out with. Now here's the trick, though. Well, what if I don't know anybody like that? Look, here's what I'll tell you. What you're doing right now, you're hanging out with me and Scott right now. When you read a book, you're hanging out with that author. Yep. When you're listening to another podcast, YouTube video, you're listening to that person and you're hanging out with them. Only this is even better. See, when I listen to a podcast, Scott, when I listen to your podcast, it's actually better almost sometimes and hanging out with you in one way. Because when I'm listening to you talk, I could only listen, I can't speak. And you can't learn and talk at the same time, you can only listen and learn, right. And so the great thing about a podcast is that you get to hang out with some incredible people, but in the best way, because all you can do is learn. And now you're going to program yourself faster to become more successful. And naturally, people that are successful attract other successful people. So now all those people, where do I find them? They'll find you. So you start with what you're doing, podcasts like this are incredible. I'm so glad you built stuff like this, Scott.

SD 22:50

Yeah, same with you, my friend. We met because we're both working hard, learning fast, helping 1000s and millions of people. And then all of a sudden one day, we're at a Genius Network event with all bunch of other geniuses who are changing the world in massive ways. And we sit next to each other and boom, right? This is how it works, right? And now you get emails from unbelievable people and leaders all around the world. Same with me every single day. And me 15 years ago, would not be prepared for that, wouldn't have the reputation and the knowledge and the experience to be able to be on par with these people. This is how you learn and grow. And it really is based on your little daily decisions every single day. So let's talk about that for a second. So what little daily decisions could a kid listening, a high school kid, a junior high kid, elementary, even college people, parents listening, what are some little easy things that you do each day, starting young or now that help you, whether it's a morning routine, a habit that you formed throughout your day? What are some great tips that you have?

MA 24:01

Yes, so my son's been doing this since he was 10. So any kid can do this. Okay, he's just turned 14. He's been doing it for four years. So here's what he does every morning and it's also what I do every morning. So first thing he does is he wakes up, goes to the bathroom, he brushes his teeth. Okay, gets those two things out of the way. Once he does that, he drinks a very tall glass of water. It's actually really healthy to drink water as soon as you wake up. It wakes you up. So it's really good for the brain. It's really good for your energy. It's really good for alertness if you really want to wake up and drink a nice cold glass of water fast, right? Right after that, he sits down. By the way, he doesn't check his phone. Neither do I for like a half hour. So I think a big problem that a lot of people have is they're so addicted to their phones. They don't think they are. Oh yeah. But what happens is they check their phone as soon as they wake up. There's somebody who told me this and it's So true. Most people either check their phone before they pee in the morning or while they pee in the morning. And I'm not

kidding, it's probably happening. So, we don't check our phone right away. So what he does is after you brush his teeth and drinks that cold glass of water, he sits down, he opens up this book. And he writes down three different things. One is his goals for the year. So he has typically around four to six goals each year that he wants to accomplish, right, and so do I. And so it might be to make a certain amount of money could be one of them. Another one is save up to do this, do a certain amount of push ups in a row without stopping, right? Whatever it is, he's got these goals that are important and that he wants to get these done, get an A in science I think it was one of those. And then the next one, the next section, after you write down your goals, he writes them every day, by the way, even if he hits them. So even if he hit the pushup goal, he still writes it, but he gets to check it off every day as a reminder that you accomplished it. So he writes his goals, then after that, he writes at least three things that he's grateful for, from the day before. So there's gratitude journaling. But I think what happens is sometimes you will put like, I'm grateful for my health, and I'm grateful for my family. And that's really good. And we are, but it's kind of like that picture you hang up on your wall, you notice it the first week, every time you pass it. But then after that you forget that picture is even there. You don't have to think, right. So it doesn't mean as much to write, I'm grateful for my family every month, you start forgetting you just write it right. So what I do instead, what my son does, we write down three things that we're grateful for that happened the day before. So for example, this morning, I wrote down that I went on a coffee date with my daughter, which for her, she didn't drink coffee, she drank apple juice, right? I coach soccer, which was really fun as well. And I got to spend time with my wife. And we joked, we literally just laughed and joked around for about an hour about random stuff. So those are three things I'm grateful for. And I wrote those three things down. The reason that's good is because it allows you to think back about yesterday and what you did and what was really good about it. And all those still, family, love, health, all that plays a role. And then the third section, you just write one thing down. And that's what's one thing I will absolutely get done today because it's that important.=? So for me today, it was have a really good actual conversation with this girl that's coming in on my team about this idea that she's got. So how can I have a really good conversation with her about it to where she leaves feeling more excited about the idea? I don't know what my son wrote today. But for him, it might be something like, I want to go to the gym and make 100 basketball shots from the three point line. He might say that right? So what's one thing I will get out today, and that's routine he does every single morning. And then I also go to the gym before I work out before I start my day as well. So those are the morning routines.

SD 27:55

I love that. Getting your head in the right space, figuring out your intention, what are your goals? What's your intention? Figuring out what you're thankful for, what you appreciate, specifically, don't just be like, life, you know, health. Actually, I went on a date with my daughter, this was amazing, hang out with my wife, like very specific things. And then the one thing you're going to make sure it gets done today, Mike, that that is one of the most brilliant things I've ever heard for a morning routine.

MA 28:24

I can't say, you know, it's really not bad. Sometimes I'm grateful for hanging out, like about a week ago, I was grateful for playing basketball with my son, we played for like an hour and a half. And then we went to his journal, I went to go check it out. And he wrote playing basketball with my dad. So it's great, because you're getting alignment with what you're really grateful for,

SD 28:46

And I think this is so valuable. I mean, it's valuable for adults listening to this. But for kids, you got to hear it from both of us. There is a war going on for your attention. And that war is raging, and it's getting stronger and stronger. There are apps out there, specifically social media, or you know, content consumption apps like Netflix or Hulu or HBO or whatever it would be YouTube. They are in a war for your attention. And the longer they can keep it, the more advertising they can sell you just by watching or clicking or viewing, the more money they make, okay, and it's on there. It's what's called a race track, kids, you're you're running on their race track, not yours. Every time you're on social, every time you're watching something, every time you're glued to a phone, they're making money just by you watching. You're not running your own race, just like Mike is talking about with his kids. That's running his own race track. He's leading his own life. He's making his own way rather than being stuck on somebody else's track.

MA 30:02

Well, like, four months ago, I watched the documentary with my son The Social Dilemma. Because of what I do for a living, I know that these apps are actually designed to steal your attention for hours. And you don't even know it, because it might be five minutes here, 20 minutes there, three minutes there. And so I actually showed it to my son, he understood, and he has no interest in social media, unless it helps us companies like in a certain way, but as a user, he's identified it. So these are my apps. Scott, I don't know if you could see. But here's the way to look at it. That's it, I have one page. There's no other apps. If it doesn't make it on one page, it doesn't make the phone. So I don't have Facebook on here. I don't have Instagram on here. I don't have YouTube on here. I don't have WhatsApp or Snapchat or TikTok or anything like that. Not that they aren't good apps. They're really good apps. I mean, very genius apps as far as what they developed, however, the question I always ask myself is, am I going to be more successful and closer to hitting my goals by spending time on there as a user? Or am I going to be more successful by using that same time and listening to a podcast like this, or meeting with smart people, or working on something that I already know I need to do. And so I still have Facebook and Instagram, but I'll go on my computer and log into them. And I'll do it there, right. But I taking the apps off of my phone, the work it takes a check is too much. I would have to go to the App Store, I'd have to download it, I'd have to log in again. It's not worth it, I don't. But if it's right there, all you got to do is click on it, you can get stuck there. And so I personally took all apps that don't help me with my goal off my phone. And then that's it. This is a tool to help me. But a lot of people make it a tool that hurts them. And they don't realize they think it's a tool that helps them. But it hurts because it takes them away from being successful. Yeah.

SD 32:07

Yeah, I think man, this is so good. Kids need to know where to focus their attention, right? Because it can so easily go and like you said earlier these habits form, right? Just because you know, maybe one day you will look at something for a few minutes, then it's 30 minutes, that's an hour and then all of a sudden, you're up till super late at night, just zombie looking at something until all hours of the night and then you're exhausted the next day. You're unproductive, you don't get anything done, your schoolwork suffers, whatever you're working on suffers. And it's this war for attention. I think that's a brilliant strategy is removing everything off your phone that doesn't help you reach your goal. And that is really what intention is about, every coach I've ever spoken to who coaches people and I know you coach

1000s of fitness leaders. And it's all about that action and intention and focus, the moment you lose the focus on something else. You're on someone else's race track.

MA 33:06

Focus is very important. And you got people like Warren Buffett, who's one of the most successful guys ever, probably most successful investor, and what he does, he doesn't have a TikTok, he doesn't have an Instagram, he doesn't have a Facebook. And so that just shows that you can be successful now. Now anybody that goes, Well, you know, this guy has one and he's successful. Yes. I'm not saying that having those apps will prevent you from being successful. My point is, if Warren Buffett, Elon Musk doesn't have a Facebook, right? If they don't have it and they're still successful, what I'm telling you is you don't need them to be successful. You don't need them to be successful, you can still be successful with them if you could control and manage your time, but it's not a necessity.

SD 33:57

Yeah, okay, well, let's talk about one more thing here before we go. We've been talking about action. We're talking about habits, building the right rhythms into your life. I want to talk for a minute about apprenticeships, what came to mind earlier, when you talked about earlier in the episode, you talked about how kids can learn anything really fast. You talked about when you watch the show, at the end of the show, the producers came up and you wrote their name down and you Google them and LinkedIn search them and found them. And now you have these people, like you're able to find access so much more than you think you can. And if it's anything I've experienced with kids, adults will do whatever kids need if it's going to help the kid thrive and succeed. I have yet to meet a successful entrepreneur, a world leader who will not give time to a kid who's trying to learn what it means to live a successful life. So I want to know, you know, and part of this is delayed gratification, but I really want to know what are some tips that you would give kids to learn? Right? Something that they'd love to do or something. Maybe they'd want to try a job? How can they start to find somebody to learn from in their life?

MA 35:14

Well, that's a really good question. Um, I would say, you know, man, if any kid were to reach out to me because they read like one of my book, or they listen to my show, I feel like an adult would have a harder time getting through than a kid. I feel like if a kid was like, Hi, Mr. Arce, I just want to let you know, I've read your book back to front, I'm a big fan. Is there any way I can have you on my podcast? Or is there any way I can do a 10 minute video call to learn from you or something? I reply back and say like, as long as your mom or dad are there, we can do a video call. And yes, I'd be open to helping you out. I think the advantage to being a kid is that it's actually really impressive to an adult entrepreneur. When not even an entrepreneur, an adult athlete, an adult musician, when a child takes that much initiative and has that much courage to go ahead and take action. And so now, you're not gonna hit 100%. You know, you might reach out to 30 people and only get one person that actually says, Yeah, I'd love to do it, I'd love to help you out. But if you reached out to zero people, you're going to get zero, for sure, right? You that we know. If you reach out to zero, you will get zero we know that for sure. What we don't know is how many will say yes, if you reach out to 10, or 20, or 30. We don't know that we could be zero. But it could be 10. And so I think first is just being very honest, knowing who you are, knowing what you're gonna say when you reach out. So don't just reach out, say, Hey, I heard you're skeptical, can we get a call? That's not impressive. But saying, Hey, I read your book, or,

hey, I listened to five of your podcast episodes, especially this one where you said this, this, this. When you do that, it's like, Wow, that's so unusual for a kid to do it, that we want to almost meet that unusual person. Because it's just exciting to do it for us. You're a celebrity.

SD 37:12

Yeah, that's the superpower. Yeah, kids, that's your superpower. People like us, we love the idea of helping you because we know that people who have helped us when we were younger, get a leg up or learn or open the door or teach us something. And all we had to do was just reach out and ask them and that's the superpower. You guys have more time than Mike and I, and time is the greatest asset of all. You know, you have so much more time to learn, you have an ability to get through where people like us might not be able to necessarily get through. Kids have this incredible superpower of being listened to by people that they want to be like. If you can show that you care about somebody and you want their advice or their wisdom or their help, you've read their book, you've watched her podcast, you know all about their business, you have an idea for their business, and you want to learn from them.

MA 38:06

I've never met anybody who said no to a kid in that space. And here's why. Not only because, yes, as a kid, you want to be like that person. But secretly and even if that person doesn't know what that person wants to be like you, there's not one entrepreneur that I've ever met that hasn't said something like, Man, I wish I'd got started earlier. Or Man, I wish I would have learned this fast sooner. Or man, I wish when I was younger, I would have done some more stuff like this. So all of us if we could, would have loved to have been the kid that started sooner in learning certain things. And so we want to be like you because you're doing it. So we actually want to be probably more like you than you even want to be like us. So we're just as excited to jump on the call as you might be to get on the call with us too. Yeah.

SD 38:52

Think about this, kids. take a day off of school and go apprentice with somebody that you want to be like. If you want to learn all about electrical work, go be an electrician for a day. If you want to know what it's like to be an entrepreneur in food or fitness or hotels, go shadow somebody who owns that business for a day, just follow them. They will teach you. They want to teach you. Every entrepreneur I've ever met wants to pass it on. Because this is the most beautiful type of lifestyle you can have, serving people, adding value, being in charge of your own future, having freedom to do what you want every day when you wake up. It's a beautiful life. And if you can learn that younger, like you just said, Mike, that is a superpower. And I remember this story. There's a guy named Bob Goff, have you ever heard of this? He's an author. He's a famous lawyer out of San Diego I believe. He wrote this book called Love Does, a New York Times bestseller. And in that book, he said that his like 12 year old kids wrote letters to all of these world leaders. I'm talking about like presidents of countries. And they wrote 100 letters, and they mailed them all over the world. And I think it was 30 or 40 of these people literally responded, I'm talking about like the president of like Zambia, and all these people saying, I would love to meet with you. And the idea was, I want to learn about what it's like to lead a country and help people. And they were like, I'm writing this, this book, and I'm this many years old. And they mailed them out. And they got like, 30 or 40% of them back and saying, Yeah, let's do it. And they end up doing a world tour. And they went around and met all these people over a month or two, and just like,

met all these world leaders at the age of 12. It's an incredible story, you can Google it and look it up. And I've always thought about that, like kids have a superpower to access people.

MA 40:50

We wouldn't get that ratio, maybe get a couple? And even then we'd be like, well, we actually got a couple. Yeah, yeah, that is really interesting. I actually feel like now I got to get my daughter and, you know, daughters to do more stuff like that. And here's what I'll say now that we're talking about this kind of stuff, what I was thinking, how do we get in front of all these people? So kids, just so you know, there's a lot of really good conferences throughout the country, throughout the world, for where you live in the country, and a lot of industry specific. So like what Scott said, if you want to be a plumber, there's really good conferences for plumbers and people that do home services like that. If you want to be into sales and advertising or marketing, there's conferences for that for fitness conferences for that. But cool thing is you can go to these conferences, and you'll literally be in the room. Remember, you are the average of people hanging out with, you'll be in a room with hundreds, possibly 1000s of business owners, entrepreneurs, or people that do the thing that you're there to learn about, which is exciting. But now thinking what would I do to talk to them, I would get another one of my friends. It's about my age, right? If I'm like 10 or 12 years old, or whatever. And I would say, hey, you hold the phone like this. And I'll have a microphone. And I want to interview as many people as I can. And I'll ask three questions. There's not one scenario, I can think of Scott, where if I'm there at a conference, and a kid comes up to me with another kid and says, Excuse me, sir, we came to this conference just to interview business owners on what made them start being a business owner and a couple of their secrets to being successful, is it okay if we interview you? I can't even imagine a scenario I'd be like, No, thanks. I would be like, of course, that's an awesome idea. Let's do it. And some of these are two three day events. You could possibly interview 100 people and make some really good contacts for the future.

SD 42:44

I'm just excited for my kids too thinking about this, that kids have a superpower. That's what we just landed on, you guys have more time and more access than you ever imagined. You just need to know what you want and what you want to learn. And go after it. Take action today. That's a great way to end this thing, Mike. Take action. Learn from people, be around the people that you want to be like. And people like us at the top, we absolutely want to help you guys get there. We're even talking about having a kid CEO of MyFirstSale. So like literally just rotate, make a kid CEO for the week of MyFirstSale and let them like just run the ship and make go probably get some interesting ideas. Yeah, yeah, yeah. So anyway, just the idea there is just so fun. Because kids, you don't need to be an adult, you don't need to be super old to be able to do things. You'd be amazed at the age of people who have changed the world. The average person I think, who signed the Declaration of Independence to start our country was like in their mid 20s, or late 20s, or something like that. Thomas Jefferson wrote it when he was in his 20s. I mean, I think he was a lawyer by the age of 18, or 17, or something crazy like that, like you can change the world. And you don't have to be a certain age to do it. Absolutely. All right. Well, that's a great show. Mike Arce, thank you so much. If people want to follow you, I see this one of your amazing books in the background here, Fitness Marketing Secrets. Anybody listening, where can people find you?

MA 44:26

Um, LinkedIn is probably where I'm most accessible, where I communicate the most. So LinkedIn. It's just Mike Arce, and I think this is [linkedin.com/MikeArce](https://www.linkedin.com/company/mikearce). But if not just search Mike Arce, you'll see me actually in this room. That's the picture. I'm in this room.

SD 44:41

There you go, Arce for anybody who's looking right now. But man, thank you so much for this as a fellow dad and entrepreneur, these conversations are my favorite to have. I really, really appreciate you and I hope you have an awesome day. Have a good time with the kids and playing basketball or whatever you want to do today with him.

MA 45:06

Sounds good. Thanks, Scott. I appreciate you guys.

SD 45:08

Thanks, everybody. Take care.