

Scaling Up Services

Episode 231 - Justin Breen

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Justin Breen, Founder of BrEpic and BrEpic Network

Justin Breen is the founder and CEO of BrEpic and BrEpic Network. The purpose of his life is to be a connecting superhero for every visionary, abundance, investment mindset entrepreneur and share their stories with the world.

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Welcome everyone. This is Scaling Up Services. I'm Bruce Eckfeldt. I'm your host. Our guest today is Justin Breen, founder and CEO of BrEpic and BrEpic Communications, we're going to talk to him about the world of networking about how to build a real community around yourself how to really grow and scale your business what it takes to really be a high performance leader, a lots of different kinds of topics in the next year, Justin's work a lot of different folks has done a lot of work in this space. I'm excited to kind of hear his take here his

experiences, talk to him about some of the things that he's learned in comparison notes. So with that, Justin, welcome to the program.

[1:30]

Yeah, it's great to connect again, I was reading your article in Ink Magazine, why the secret of fast growth is to sell fewer things to fewer people. And I sell zero things. I'm just the buyer and I only partner with the point 1% of the population. So don't sell anything to only one type of person. hyper focus, taking it to the extreme. Yeah, so I'm like the most hyper focused person, you know, and visionary wackadoo is, you know, people changing the world, they love me because they're all over the place. And then my brain simplifies and then activates all their visionary ness to the world. It's very, it just works. Yeah,

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a key role is that before we kind of dig into what you're doing today, and who you're working with, let's go a little background. I mean, professionally, what's your journey? Like, give us the backstory?

[2:17]

Yeah, so I'm 100% simplifier, meaning like, I take all this complexity in the world. And I simplified into patterns. And that's just how my brain works. I don't know why it works like that. It just does. So I'm 44 years old, been an entrepreneur for almost five years now. And with zero business background zero, I still don't know what an S Corp is, because I think it's funny. But now I have two global companies that only partner with the point 1% of the population. So just because, you know, my brain eliminates all this nonsense and noise that most people are complaining about. And then I just focus on spending time with my family and building network on a global level.

[2:56]

Yeah. How did you decide that? Like, what was what was the series of events that got you focused? You know, in this way?

[3:02]

Yeah, that I mean, that's a good question. And most of the folks I talked to, they're in Gallup or Clifton Strength Finders, they're very high in ideation, and very high and futuristic. And I'm, I'm Yeah, right. I'm guessing that's most of the people you talk to as well. And I'm actually very low, I'm almost dead last in ideation. And I'm very low and futuristic. But my top three Strength Finders are activate, maximize achieve. So most of my day, not all, but most of my days talking to the world's top entrepreneurs. And one of two things happens. First thing is they're you know, they're all over the place. But every now and then they'll say, a really good idea. And I'll be like, Oh, that's a good idea. I'll activate, maximize, achieve that. And then I'll talk to some of them. And there'll be complaining about a employee account or my revenue or office space, and I'll be like, that's a bad idea. I'm not going to do that. So literally, that's where, you know, in five years, I've had five good ideas isn't like really good ones. And then on all of those, I've activated, maximized achieved on those, but every other good idea and bad idea comes from other people.

[4:10]

Yeah. And how, I mean, I guess, would the these terms that you're using, I mean, you mentioned Colby, you mentioned that these, you know, activator Maximizer achiever, like, give us a little sense of the framework, you know, sort of generally and then the framework specifically and why this framework over other frameworks like I just How did you come across it? Why do you why do you find it valuable?

[4:30]

So sometimes I answer the questions before they're asked. So that's my point. I just talked to people and then they're like, oh, take the Colby. Take the Gallup, Clifton Strength Finders, the other one that it's like kind of like a hat trick of things. The third one is the print, PRI and T that's your unconscious motivators. So what I've found throughout this journey, it's been really interesting is that actually my greatest strength is like taking these patterns and then just seeing it and talking to geniuses and then like simplifying those you All those ideas into patterns, but then most importantly, actually doing something about it when I have the answer. And what I found is, I mean, I can extrapolate on that because you asked, but most of the people I talked to will start with Colby. Again. It's not the cheese. It's Kol V. It's your brain.

[5:18]

I never thought about that. But yes, I can see the confusion.

[5:20]

Yeah, people. Yeah. So like, what is that the cheat but the. So most of the people I talk to, I'm a seven quick start, the score is one to 1010 being the highest. So I'm a seven, most of the people I talked to are at least a seven if not an eight, nine or 10. And then they have little to no follow through. So they're all over the place. They have to hire a million people to get anything done. But they're the ones that come up with the ideas that change the world, the not there. And so then my brain, I'm the incredibly rare entrepreneur that has high Quick Start and high follow through. So I just say it, do it. And so they say something like, Oh, that's a good idea. Let's do that. Simplify their message, share it with a share it with the world through media, and then new companies. Oh, that's a good idea. You need to meet this person. Here's technology to meet this person. Okay, so that's Colby. The second one is we talked about this a little bit already the Clifton Gallup Strength Finders, yeah, most of the people I talked to are incredibly high in ideation and futuristic. So they're living off in future land, but they have some mix of that with activator Maximizer. achiever. So they'll actually do something about it. Now they'll actually make the investment, they'll actually activate it. And then my brain again, I'm very low in ideation and futuristic. But if I hear a good idea, or on the rare occasion, I have a good one, then my top three are activate, maximize achieve. So I will take all their ideation futuristic with the mix of let's doing something now. And then I'll actually activate, maximize achieve that very quickly. Okay, so that's Gallup, Clifton Strength Finders, and then three is the print again, PRI NT. That's your unconscious motivators, that's the one that almost no one knows about. But I think it's actually like the missing link, it connects every dot, and most of the people I talked to have similar scores to me. And my score is an eight, three, there's various scores like 123. But so the eight is to be strong and self reliant, strong and self reliant, and three is to succeed and achieve. So unconsciously, I am motivated to be strong and self reliant and to succeed and achieve. And what that means is, I don't need to think about it, I don't need to feel anything. I just execute, execute, execute, execute. And these visionaries, the ones that change the world, most of them have scores very similar to mine, because they don't need to feel it. They don't need to think about it for 20 years, they just need to execute, and they'll get it done.

[7:43]

Yeah. And to talk to me about the 1%. I mean, that's, I guess, I generally understand that, like, how do you find sorry, the, the point 1%? Yeah, I guess, how do you define or what is the scale? What is the what is the thing you're using to define the percentage, so again,

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what I found is my greatest skill set is I talk to people and learn and then activate it and really understand it, and then just incorporate it into my life and companies. So the point 1% are entrepreneurs, not business owners, there's a fundamental difference between entrepreneurs and business owners, and these are not human. So the point 1% has these these three attributes in their mindset, okay, so it's only three. So one is visionary, two is abundance, and three is investment. So people with abundance, visionary investment mindset can only be one, one of two types of people, because again, I just simplify in a pattern. So one, the running high six figure to 10 figure businesses, they see their family and friends whenever they want to, and they do what they like to do what they're good at. Okay, so that's one of the one of those and to the second one is, they're not in the first group yet, but they will be they don't have the revenue or profit yet, but they will be. So they don't make an excuse. They don't ask, What do you cost or charge, they just make the investment. And that's it. I've, you know, what I figured is what I've seen, because you know, I'm in two of the top entrepreneurial groups in the world, that it just really comes down to one out of 1000, not one out of 100, because, you know, maybe 5% of the world or business owners are what most people think of as entrepreneurs, but the people I talk to the real ones changing the world, it's a much, much, much smaller number than that. Yeah.

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And so and why why that group? I mean, what is it that that group affords or allows you to do or

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100% Well, again, simplify in patterns. So people that Waste Time and don't make the investment take time away from me and my family, people that don't waste my time and make the investment allow me to spend more time with my family. That's what it

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comes down to. It's a target customer, right, that you are most successful in working with? Well, okay,

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so that's a great, I mean, so there's two things. One, they allow me to spend more time with my family, too. They're the only people that understand what I'm talking about. Most people have no idea what I'm talking about. And it's been interesting again, in this journey of, you know, talking to people, those are the only ones that get it. They're the only ones that get it and it's fun because those people are hard to find it first. I mean, they're one out of 1000 Maybe maybe less than that, and but once you find them, they just introduce you to more of them. They just keep entered. And then you introduce them. I mean, that's all my new companies. It's just LinkedIn without the BS. So it's pretty high price point, invite only connectivity platform.

[10:12]

Yeah. So tell me, tell me about that. Like what I mean, I get the filter criteria, but what what do you do? Like, what does that network do? How does it help these folks? Like, what's the value exchange, you know, growth that you create with the network?

[10:24]

Right? So yeah, so that's so I have 27,000 followers on LinkedIn, I like it. But most of it's BS. I mean, it just is. And people at the highest level, the point 1%, they don't, they don't want to spend four years building relationships. They just want the intro. So what these people want, what they want is they want partners for a moonshot. They want big one your clients, they want partners to help their clients increase their tax savings,

they want to share their networks with other with other networks, they want more potential coaches, they want to find all the who's in their internal team are their external pros. And it's really fascinating because they don't ask, What do you cost? They're charged, they just want to make the investment because they want the shortcut to the right people.

[11:03]

Well, they see Yeah, I guess it sounds like they see the value.

[11:07]

That's what I mean, and they already know the value. They already know the value because, you know, I'm into the top entrepreneurial groups in the world. I'm very confident saying that one is Strategic Coach 10x. I'm very confident. Okay, that's Dan Sullivan. And then the other one is abundance. 360 with Peter Diamandis. Yep. So okay. Right. Yeah, of course. And I'm also an iOS, Chicago, I like to but it's, I mean, it's just not the same as those two based on my Oh, it's just different. Yeah. And I like you. But so I and I'm in a lot of these breakouts and rooms, I hear the same problem. In every single one of these breakouts, they're looking for the right person, doesn't matter what the it's the same problem. So again, I simplify in a pattern so the formula for creating a successful global company is very simple as you see a problem create solution problem solve successful global company. So So first company, I was a journalist for 20 years created my entire business model, based on how PR firms annoyed me for 20 years. So solve problem create a solution problems that and then the new one annoyed by all these platforms that let everyone in because people that highest level, I don't have time for that. So see a problem, create solution problems help successful global company. So that's all the new thing is

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talk to us about how this has played out, like how do you you saw this opportunity, you saw the way of fixing it? Or the solution? How did you get it going? I mean, the challenge I always find with these kind of network things is, you know, I gotta go from zero to whatever number creates critical mass.

[12:25]

So this is a fascinating discussion, and I knew it would be I'm starting to work on my second book. The first one's called Epic business. And then the second one, I signed with ascribe media, talk to him. accesskey. Okay, so I'm starting to write it now. So this book will talk about this, because it's, I strongly feel this is this will be how companies are formed in the post COVID. You know, there'll be certainly exceptions to this, but I feel like there'll be way more companies formed like mine, the second one, okay. So without going into too, of a deep factfinding dive, you know, again, I'm in Strategic Coach 10x. Again, very confidence in top entrepreneurial group in the world. So I was in a Zoom Room, talking to Dan Sullivan during abundance. 360. I was talking to him on a side chat in zoom. And I'm like, Hey, I'm trying to find my Babs because Babs is the co founder, Strategic Coach, and Dan without Babs is not a good situation, because he could have never scale. Okay, so he's like, no, no, no, have your Babs find you? I'm like, Oh, that's a good idea. I'll do that. By the way. Dan is one in ideation and history. Okay, so Oh, that's a good idea. I'll do that. So I did in strategic coaches called an impact filter, I filled out an impact filter of here's what I need for this person for this partner. And then I started selectively sending out to some people I like and trust. And one of those people was, his name is Mark Fujiwara. He's based in San Francisco. I'm in Chicago. He's also in Strategic Coach 10x with me, and he looked at it and he goes, Oh, that's a good idea. Let's do that. So. So Mark is I would describe him as a visionary integrator. He's full backstage, but he's a nine Quickstart, which is very, I mean, that's very rare for an integrator. Most integrators are very low Quickstart. But he's actually very high. And so he's built, I can barely

tie my shoes. I just talk about the company, which I am good at. I'm good at getting company and media doing interviews like this. I'm very good at okay, so then he's built the whole backstage team. And all I told him was make sure the platform that a monkey can use it, and I can use it and a monkey can use it. It's super easy. You just type in I need this. And then it goes out to the network, like Thank you. You made it easy enough for a monkey to use it. So that's how we built it. I mean, that's how we built it. And it's easily scalable. It's another strategic coach Tenex member David Mansilla. His he's a he's an IT website builder. So he had I mean, they built it, I can't do any of that. So that's how it works.

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I mean, give me the sense of the first couple of people that were really kind of on board in terms of actually using the platform and Bruce that

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is such a good question and This is why it's such a great question. So 90% 90 plus percent of the people who have joined or who are like we're writing checks for this, they are partners with my PR firm, or affiliated with Strategic Coach and abundance. 360. Got it. So they're already checked writers, they're already pleased with that they've already seen the results of what PR has done for them. And now this is like, this is more than media interviews, it's connecting to anyone. And inside baseball, you know, entrepreneur life, my greatest fear as an entrepreneur is letting down people that invest in my PR, that's my greatest fear, like I will go through most people have no idea what I'm talking about. But these point 1%, you know, I'll go through a wall for them. And for them to be like we want in on this new thing. That can't tell you what that means to me. I mean, because that's everything. That's everything to me.

[15:51]

Yeah. And so what do I guess? What are some of the learnings and takeaways around this that other folks can kind of leverage? I mean, other than kind of drawing your network? Are there other things that you've learned about how to network who to network to, you know, how to use your network, leveraging network, give us some insights?

[16:06]

I mean, again, these are such great questions. And again, just as background, these literally are the chapters for my book that I'm writing now. I'm in Oh, they are I mean, so I'll give you one, the first chapter of my book after the prologue will be the cream rises to the top. And, again, all of my ideas, almost all of them come from other people. And so that idea came from my father. My father was 61. When I was born, he'd be 100. If this airs in February, he'll he was born February 8, so it'd be he would be 106 106. If he was alive now, I'm 44. Okay, so So he was a soldier in World War Two is World War Two here came from nothing, wound up being the president of insurance company, you know, came from nothing was an attorney in the Nuremberg trials. And right, yeah, so that's my dad. He died when I was 13. And so from age five to 13, he'd say, every day the cream rises to the top, the cream rises to the top. So now that's a good idea. So I only partner with the point 1%, the ones that will do whatever, you know, those those three attributes, they'll just do whatever it takes. And I just read it yesterday that he wrote it. But he wrote a diary of his experiences fighting the the Battle of the HERC and forest that was very deadly battle, toward the end of World War Two German Belgian border, and every now and then I'll go down. And I'll open it, because I'm always looking for clues and always looking to learn. And it's a great connection to him. It's a great connection. And I hadn't read this passage before. But my I'm pretty good writer, he, I mean, this diary, it's one of the greatest things ever written. And I'm gonna include some excerpts in the book on writing. But one of the excerpts that I'd never read before he was describing in

detail about a planes, Nazi planes and American planes fighting overhead. This is very graphic by the way, I'm just warning your warning. Okay, this is incredibly graphic. But this is where I come from, I understand it. Okay. So there were Nazi planes against American planes in the Nazi plane, shot down to the American planes, but the third American plane got the got the Nazi plane, and the Nazi pilot jumped out of the plane to save himself. And my dad described in great detail how his parachute didn't open, it didn't open. And it was this was Christmas Day, 1944 Christmas Day, that's the entry for this. And he described as the body hit the ground and essentially exploded, essentially explode. Okay. So again, this is where I come from, I understand. And so then he, they found the papers, they found the papers of the pilots remains, and one of the one of my dad's friends could read German, and the pilot was 19. He was 19. And that was his first mission ever. It was this first, right? Yeah, so I have this, I have this in my blood at the highest level. And every day in that diary is something that horrific, maybe not that horrific, but pretty close, my dad was shot on eight times in combat many times without a parachute. And I just refute like, as successful as I get, I'm very grateful for that I'll never stop striving because I'm not messing enough for my dad for all that he I mean, I'm just not so and legacy but then all of these people these point 1% They're the same way. They'll never they just don't they never stop ever. So that's one lesson, I think, if you can give you more if you want

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to having a very clear kind of committed, you know, kind of approach to this what other learnings I mean, as as folks are kind of figuring out how to do because I just find like this is this whole idea of building a network and not not having to kind of do it yourself and not kind of grinding but

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100% Well, why would you I can barely tie my shoes. I mean, like exactly. So the purpose of my life is to be a connecting superhero for every visionary abundance, investment mindset entrepreneur, and share their stories with the world. Not there though. So that's my whole I mean, besides hanging out with my family, that's my whole day. Anything else I don't do it or I hire someone or find somebody to do it for me or they find me. I mean, I just can't. And again, so like some of these other lessons again, One of the one of the chapters will be the perfection of patterns utilizing the Kolbe print and Strength Finders and then that one of the chapters is find your Babs or have your Babs find you again like you just talked about having someone I mean Mark Mark is so much better at backstage than I would blow up. I would blow up the company I would electrocute. I mean, another one that's really interesting is naming your yours. That's a great strategy. One of my friends. Tell me more. Yeah, it's a good yeah, you'll love this. Yeah, your your brain. I love this one. And I strongly encourage everyone to do this. I never say the SH o u LD word. But that thing? It's a good one. Yeah, it's like, that's the SH word for me. But the So naming your ears, one of my friends, partners, former PR client, Joe Martin, he names his years. I'm like, oh, okay, that's a good idea. I'll do that. So 2020 was global growth. So every day I said global growth. So PR firm clients around the world, talking to people all over the globe, and joining Strategic Coach 10x and abundance 360, which are both global Okay, so it's 2021 was no limits. So everyday, no limits, no limits, no limits. So launched the new company with a business partner, I'd met one time in person at our giant launch party. Other than that, it's been virtual. Okay, that's creating something that's 1000. Next one I'm already doing so No limits. No.

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How do you? How do you kind of come up with that mantra? Like, is this like a strategic process? Like, what's the OH

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MAN conversations? So I'll give, I'll give you the I love how your brain works. Because it's you want that you want the answer? All you want is the process. And that's all I want. I just want the answer. I don't care how I get it. Just someone give me the answer. And but then again, I when I have the answer, I'll do it. So one of my good friends, again, PR foreign PR client, Bill bloom, he's in Strategic Coach TEDx with me, he was interviewing me on his podcast, and my first book against called Epic business. I'm like, oh, you know, I'm trying to think of title for second book. And he's like, What about epic life? Like, oh, that's a good idea. I'll do that. And then I was talking about, you know, naming my years. And like, oh, I'll just name an epic life. I mean, that's the name of the book anyway. So it, I mean, it just makes sense. So again, being this low and ideation to me, is actually a great strength. Because I know if it's a good idea, I know not only if it's a good idea, I know if it's a great idea. And then I ignore all the nonsensical ones.

[22:21]

Yeah, yeah. I always love the idea of, or the concept of if you want to come up with a really great idea, generate a lot of ideas and throw out the bad ones.

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Right? Well I have ever written. So that's a great point, because I just the way that the ideas are generated for me are from other people. So they generate all the I mean, not all of them, but like 99.9% of them. And then I'm like, a no, no, no. Oh, that's good. And then and that, that's it, that's a really interesting thing you just said, because so like the 30 chapters for my next book, all of those are 30 Great ideas that someone else said, but that's taken, I started writing that list, right after my first book came out, which was May of 2020. So almost, that's almost two foot while not a year and a half, that's a year and a half. And that's 30 Great ideas in a year and a half. So that's like, I don't know, 1.5 a month. So one, one and a half ideas a month, great ones. And then I just do that in my life and companies. Yeah, I

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get the idea of, you know, having a sort of process and discipline to generate those things. And then that you're kind of the the ultimate kind of editor or selector

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100. Why that's great, Bruce, and one of the chapters in the book is the process is the shortcut. So that's again and Nick Peterson. He's a genius. He's I mean, he just is he's an eight Quickstart he's full visionary maniac genius in maniacs a compliment for me. And so it's like, the process is the shortcut. Okay. So every and I'm thinking you're the same way. You just want the process, because that's the shortcut. I mean, new company is just the shortcut to the intro. PR thing is shortcut to the right media opportunity. It's the same thing.

[23:54]

Yeah, what and where do Where do people typically kind of fall down or get things wrong? Or what are the traps or the patterns that that you notice?

[24:01]

Okay, so again, his background, as background, most of my day is talking to the top entrepreneurs in the world, that's most of my day. Okay. So the thing that I hear the most the ultimate simplification is, is that these visionary leaders, they're trying to be business owner managers, that's where they they're trying to be something they're not. Yeah. And again, how my brain works is I hear people complaining about stuff that makes absolutely no sense to me. And I'm like, I'm not going to do that. I'm not going to be like that. And then I

have the follow through, and the activate, maximize achieve, to just not be like that person. I'm just not, I mean, again, we can do all of these lessons, but like one of the chapters in the new book is winning the wrong game. So I hear people caring about revenue and office space and all these awards that are completely meaningless. And I'm like, I'm just not I'm just not that person. I'm just not like,

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I was using the example it's like I would love to fit into skinny European jeans. I asked is just today on it. If I'd like I can want to all I want. It's just never gonna work. Well, the sooner I realize that I need different pants, I'll dovetail

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that and if you could fit into it wouldn't feel good. So who gets it? Exactly? Right. Okay, great. So why would you like I just don't, I just don't care. And, again, I talked to a lot of very wealthy people, as I'm sure you do. And certainly, early on in the process, you know, I always asked like, hey, you know, do you have family? Do you see your family? And not all the time? But many times? Like, oh, I never saw my family, or I never seen my family. I've never had a family. And I just hear that. I mean, I hear it or see it. I'm just not, I'm just not that person.

[25:38]

Yeah, I'm curious. I mean, you mentioned people that are they're very wealthy. But are there other examples of kind of measures of success? Or, you know, other ways of kind of creating impact? Or I guess, how have you seen this play out, I just, I just find that the, the monetary stuff is becoming less and less kind of the ultimate kind of scale or tool that we use to measure kind of quote, unquote, success and impact? Yep.

[25:58]

So talk to you all day. So the so the, you know, there's all these freedoms and Strategic Coach talks about, you know, freedom of time, relationship, purpose, money. So again, here's what I hear a lot of folks struggling with, really, these are very successful, you know, they've already changed their world. Now. They're trying to change the world. But what I the freedom of relationship. And again, this wasn't my idea. This is another one of my partners. His name's Dave Young, he's a 10. Quick Start. He's full, like full visionary wackadoo at the highest level, he's a genius, also. And he's like, no, no, no, the that you're missing the first part of the the freedom of relationship. And that's freedom with yourself. It's freedom with yourself. So it's the person who's still trying to get into the European genes. That's what, and they can't, they can't do it. But they're still trying and like, no, because you don't have freedom with yourself. And that's the struggle. I mean, that's high level struggle, but that's the struggle that I'm that's the struggle, I hear more.

[26:56]

Yeah. And I think that kind of acknowledgement, acceptance, even embracing, leveraging, you know, is ultimately where that power comes from. Because if you're, if you don't, you know, if you don't do that, then you're always going to be kind of at odds with,

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you're never having freedom, you're never having the most important freedom. That's the freedom with yourself. And that's what people that again, that I've seen, they don't talk about that they talk about freedom of relationships, like, you know, okay, so like, literally, I'm dissatisfied with the way platforms are. So I'm creating my own economy with new platform to have freedom or relationship which I already have, by the way, but if

you can have freedom with yourself, then all this other stuff doesn't really matter. Doesn't matter with freedom with family or freedom with you know, all that. So you have to have freedom with yourself first.

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And you said something that someone naturally has or something nothing that

[27:39]

well, no, not naturally, because the whole society is based on not having? I mean, no, I mean, it's not because if you look at education, education, it starts with, you know, education is basically a giant competition. conformity. Yeah, so you're literally learning the wrong game, right from the start in your family, people again, point 1% Usually, people like me, not always, but usually they're aliens within their own family, aliens within their own community and aliens within their vertical so nobody understands us, except other top entrepreneurs on the planet are the ones that will make the investment so you're literally surrounded by people that don't have freedom with themselves or freedom at all. And then so you're like, What the heck is wrong with me? But then you just find people that get it and then you just introduce them to more people who get it and then they introduce you to more people that get it. But that takes that takes, you know, decades if not a lifetime to find that I've just I think because I'm activate maximize achieve. I've done that faster than most people but but it's still it's taken. It's still taking time. A lot of time.

[28:42]

Yeah, just in this minute pleasure. If want to find out more about you about the books about the network. What's the best way to get all that information?

[28:48]

Sure. The PR firm that's probably the best way it's brepicllc.com . B is in boy R E P as in pony I C as in Cobra llc.com brepicllc.com

[28:59]

Great. Make sure that that's in the show notes here. People can click through get that highly encourage everyone to check it out. Justin, thank you so much for taking the time today. It's been a pleasure. Yeah, you're

[29:07]

a great simplifier and I appreciate the way you ask questions.

[29:12]

Thank you for tuning in to today's episode. Be sure to subscribe using your favorite podcast app, so you don't miss our future episodes. See you next time.

[29:21]

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