

Andrew Cordle:	00:00	Hey guys, this is Andrew and I'm shooting a podcast here. This episode was done in Gary Vee's office in New York City and we're talking about the subject "Money is" with Gary Vaynerchuk.
(Music Playing):	00:10	Music Playing. Prologue. (00:22 to 08:05)
Andrew Cordle:	00:22	In 2010, having just released "Crush It," I read the book and went on vacation. I read the book. I go out and do the podcast, follow your advice, launch it.
(Music Playing):	00:22	
Andrew Cordle:	00:35	I talk about in class always, you've got contributors and you got sort of creators. One's always contributing to the process, but one is always creating on the other side.
Gary Vaynerchuk:	00:42	When you're handed \$10 million from your trust, you're not doing smart things with it. You're either a maker of money, someone who's not a maker of money or an inheritor of money.
Andrew Cordle:	00:53	Right? So, you're saying there's three basic topics there.
Gary Vaynerchuk:	00:55	People that are wealthy are not necessarily creators.
(Music Playing):	00:55	
Andrew Cordle:	01:04	Three things we are told to never talk about, right? Religion, politics and money. And knowing about times are 40/50, they've had conversations about religion or politics, whatever.
Gary Vaynerchuk:	01:13	Yep.
Andrew Cordle:	01:13	They've never had that conversation about money.
Gary Vaynerchuk:	01:14	We don't talk about money or sex in America.
(Music Playing):	01:16	(Ambient city noise)
Producer:	01:24	A dozen takes. Stay on that side of town, which is kind of different for this side. We do some photo shoots, videos and so forth over there. So, it's 5:45, so it's like 6:00. So, golden hour is like, what? Seven to eight.
Ambient noise:	01:39	[Ambient noise of passenger jet landing)

Airline Captain:	01:39	Ladies and gentlemen welcome to New York City where your local time is about 7:45.
Ambient noise:	01:42	(Ambient noise of bustling New York City, cars passing, horns honking)
Andrew Cordle:	01:44	I assume when I walk in there, at some point, at the very, very quick beginning, he's going to say, "So tell me about yourself." "What do you do?" "Oh, what are you guys trying to accomplish?" Some type of question like that. I think on that question is when I try to go into the concept. I'm trying to figure out a way to make that stop. Because I think once I get him on that page and he realizes, "Oh." I think it would change the atmosphere of the room. Instead of me coming again, as I'm a dude that does podcasts and I'm trying to launch this podcast idea. If I actually went through my sales numbers, right? Because I have a spreadsheet of all the sales and so when I give that--when I told you the concept of the highest platform salesperson and here's why I'm coming up with that. Number one, we're are the largest company out there that does it and out of the largest company that does it, I'm the number one speaker per data of largest company.
(Music Playing):	01:44	
Andrew Cordle:	02:34	If I started with something like that--the access of success resources, I think there'll be a higher level of mutual respect from the very beginning.
(Music Playing):	02:49	(Music Playing)
Andrew Cordle:	02:49	And somewhere in there, I thought was, I wanted to go back and say, once I got picked up, particularly through your advice, I did not know where I was going to go down, but when this opened up, I jump in here. It blows me up. I become the number one real estate trainer in the world. But in between that time of me growing from never doing it to become number one, I just went dark because put all my focus, all my energy, everything I had into understanding this game from macro to a micro level. I want to know what the person thought when they walked in the door, right?
Andrew Cordle:	03:23	So, I pulled out of everything and then the whole time, all I freaking hear is you screaming at me on Facebook about your personal brand. So, four months ago, six months ago, I go back and say, "Okay, I'm going to go relaunch it again." And now it's totally different. I can launch from a different perspective, different angle. I think it sounds better if I start off and say honesty bros, 2010 is where it

really started for me. I also might--no matter what question he asks, he's got to start back when I start talking then on his book, "Crush it."

(Music Playing): 03:23

Andrew Cordle: 04:03 If he doesn't have a ball now, he for sure does now, right?

Producer: 04:05 No, I would think so, right? You'd have something from him. Something soon but yeah this at least it's like...

Andrew Cordle: 04:07 At least, Namath could not do that today.

Producer: 04:11 Exactly. (Laughs)

(Music Playing): 04:11

Speaker 4: 04:22 This is their one and only championship.

Andrew Cordle: 04:24 The one and only man, living the dream. Whose name is that on it?

Speaker 4: 04:29 Right there.

Andrew Cordle: 04:29 Wow, look at that bro. Alright, how much is this one?

Speaker 4: 04:33 It's more money. Don't worry about it.

Andrew Cordle: 04:35 No, don't.

Speaker 4: 04:36 We'll switch it right out. Don't worry. It's all good.

Andrew Cordle: 04:37 There's more than one of these, right?

Speaker 4: 04:38 Of course. Yeah, they did a signing.

Andrew Cordle: 04:40 So, what I'll do is, I'm just going to tell him, I give him this and just tell him if he needs to exchange it.

Speaker 4: 04:46 Of course, yeah.

Andrew Cordle: 04:46 He can hit you guys up?

Speaker 4: 04:47 Yeah, definitely.

Andrew Cordle: 04:47 And you guys can exchange it for him for cards or whatever it is.

(Music Playing):	04:47	
Andrew Cordle:	04:56	I'll shoot you the guys a video of it because I'll have a video.
Speaker 4:	04:57	That'd be great. We'd love it.
Andrew Cordle:	04:59	You'll have it happening. The girl is going to be Veronica. She left to go to another event that we're doing out in San Antonio. She went ahead and left this morning. So, I was in a meeting going over the podcast we were going to shoot and stuff with my team, and then she texted me, she was like, "Bro, you need to go check your Instagram.
Speaker 5:	05:15	She found it, yeah.
Andrew Cordle:	05:17	"They watched it," and she said, "they just hit you up."
Speaker 5:	05:17	Oh yeah. We got this empathy wine in the back.
Andrew Cordle:	05:19	Did you get the wine.
Speaker 5:	05:19	Yeah, I bought a case of that.
Andrew Cordle:	05:22	Did you buy a case of it?
Speaker 5:	05:23	Yeah.
Andrew Cordle:	05:23	Bro. Take a picture with it. I'll show it to him. You guys have bottles. Let's do this. Let's take a photo. I'm going to make you hold it back up. You okay with holding it back up?
Speaker 5:	05:30	Yeah. You just want me to hold it up?
Andrew Cordle:	05:30	Yeah, yeah, yeah, so, we'll do it this way. That's the jersey right there?
Speaker 5:	05:33	Yeah.
Andrew Cordle:	05:37	Oh sorry.
Speaker 5:	05:38	Come on Brandon.
Speaker 4:	05:38	A little brandy.
(Music Playing):	05:38	

Andrew Cordle:	06:05	This is like the launch of at least a month of hard work. At least a month. Man, oh man. This is the most I've been nervous in a while.
(Music Playing):	06:05	
(Music Playing):	06:05	
[06:50]:	06:27	How are you? Good to see you. You guys will be filming. (Laughs) Yeah, just a little bit. You can show him if you want to? (Crosstalk) You can give him that jersey first.
Producer:	07:05	Not, until the end.
Andrew Cordle:	07:05	No, we'll do it at the beginning.
Producer:	07:28	So timely. Yeah. What's the odds that . . .
Gary Vaynerchuk:	07:35	You're not getting into the sports content?
Andrew Cordle:	07:35	What's that? The sports?
Gary Vaynerchuk:	07:38	This is actually been your worst nightmare.
Producer:	08:01	Two, three, four, five. Two, three four, five. Good.
Gary Vaynerchuk:	08:01	Those were, those are similar ones that really everyone's freaking out about the high tops.
New Speaker:	08:05	START OF INTERVIEW
Andrew Cordle:	08:06	Let me give the recap one more time and then we'll shoot from there and I'll ask you questions. So, Gary, obviously the cool part is my whole life has like kind of been copied and then right behind what you sort of do through the process. And in 2010, I think you just released, "Crush it." I read the book, I'm on vacation. Read the book. I go out and do the podcast. Follow your advice, like you did Wine Library TV there and launch it and build a content. A couple of years later I get picked up. I do it for two, three years with nothing at all. No, money, no feedback. Get picked up by a huge company. Launches my career but I pull back. I stopped doing the brand, but I spend the next two or three years teaching and training. So, every week I trained. And the topic is really about money and wealth and what it does and what it doesn't do the good and bad of it. And, the biggest question is just trying to figure out as we talk to people is; what is the one piece of money--trying to have like an authentic conversation about it in the sense

of; in these rooms, they'll sit there, they are 30, 40, 50 years old and they've never had a conversation about money, or said the three things we're told to never talk about, right? Religion, politics and money. And knowing at times, they are 40, 50, they've had conversations about religion or politics, whatever.

Gary Vaynerchuk: 09:17 Yep.

Andrew Cordle: 09:17 They've never had that conversation about money.

Gary Vaynerchuk: 09:18 We don't talk about money or sex in America.

Andrew Cordle: 09:20 Yeah. Off Limits. Can't do it.

Gary Vaynerchuk: 09:22 I don't.

Andrew Cordle: 09:23 Yeah.

Gary Vaynerchuk: 09:23 So, I'm part of that.

Andrew Cordle: 09:25 Yeah.

Gary Vaynerchuk: 09:25 Yep.

Andrew Cordle: 09:25 And it sort of drips down from generation to generation because once family has it and they learn certain words and certain keywords.

Gary Vaynerchuk: 09:32 Yep.

Andrew Cordle: 09:32 Of why they can't have it and why they can't afford it. And it sort of goes from generation to generation through the process. So, the whole point of this is how do we, how do we sort of breakthrough that barrier and make them money an okay topic to discuss.

Gary Vaynerchuk: 09:44 Sounds great.

Andrew Cordle: 09:44 How do we make it legit where it's not taboo anymore in the policy. What's your thoughts man?

Gary Vaynerchuk: 09:49 I think that's right. I think anything in the shadows is bad.

Andrew Cordle: 09:52 Yeah.

Gary Vaynerchuk: 09:52 You know, I think we, I think money is one of those things that couldn't agree with you more. Money--I always say money and sex is something America is just uncomfortable

with sharing. Me included. But I think the concepts, right. And more importantly, like just the education around money.

Andrew Cordle: 10:10 A whole part of it is most people don't understand the game of money.

Gary Vaynerchuk: 10:12 It's because people buy dumb stuff.

Andrew Cordle: 10:14 Yeah.

Gary Vaynerchuk: 10:15 The biggest problem with money is people buy things.

Andrew Cordle: 10:17 Random shit.

Gary Vaynerchuk: 10:20 Random shit.

Andrew Cordle: 10:21 That they don't need.

Gary Vaynerchuk: 10:22 The amount of people listening right now that have bought stuff in the last six months, that makes no goddamn sense if the world melts tomorrow, is the issue.

Andrew Cordle: 10:30 It's worthless. Do you think a lot of it goes back to the social media side of what we live in?

Gary Vaynerchuk: 10:34 No. I think it was happening before social media. I think it's normal human behavior.

Andrew Cordle: 10:38 Yeah.

Gary Vaynerchuk: 10:38 To be insecure and care what people think and thus you buy clothes and cars and diamonds and houses to try to project something to show people you're successful.

Andrew Cordle: 10:50 Yeah. Almost like a facade that people wear just for the process.

Gary Vaynerchuk: 10:54 Keeping up with the Joneses.

Andrew Cordle: 10:55 Keeping up with the Joneses. That whole mentality. Right. Very, very. I talked about in class always. You've got contributors and you've got sort of creators. Sort of middle-class America, I call contributors, wealthy. We call wealthy, creators to the process. One is always contributing to the process, but one is always creating on the other side. And it seems like wealthy people are constantly creating money and preparing for that.

Gary Vaynerchuk: 11:13 Wealthy people, you know, it's funny, wealthy, I always think I was break that into two buckets. Wealthy people that made their money.

Andrew Cordle: 11:20 Yeah.

Gary Vaynerchuk: 11:21 Continue to create. Wealthy people that inherit their money, I think, are defenders.

Andrew Cordle: 11:26 Yeah, sit on it and protect it. Protect and protect. They are afraid they are going to lose what they have.

Gary Vaynerchuk: 11:30 Or completely just like just, you know when you're handed \$10 million as a 25-year-old from your trust, you're doing all sorts of dumb shit.

Andrew Cordle: 11:40 Right.

Gary Vaynerchuk: 11:40 You're either wasting it. You're either, you're, you're not, you're not doing smart things with it. You're either a maker of money, someone who's not a maker of money or an inheritor of money.

Andrew Cordle: 11:51 Right. So, you are saying there's three basic topics there.

Gary Vaynerchuk: 11:53 People that are wealthy are not necessarily creators because a lot of people that are wealthy, weren't the people that created the wealth.

Andrew Cordle: 11:59 Weren't the ones who actually created it. So, you have those that create wealth, those that inherit wealth, and those that don't create wealth.

Gary Vaynerchuk: 12:04 That's Right.

Andrew Cordle: 12:04 There are three overall buckets.

Gary Vaynerchuk: 12:06 Yeah, I think that that's why I jumped in there. I think it's an interesting one because I think a lot about the ones that inherit.

Andrew Cordle: 12:11 Yeah.

Gary Vaynerchuk: 12:12 Because I think they act more like the ones that don't create it.

Andrew Cordle: 12:14 The contributor side of it.

Gary Vaynerchuk: 12:15 You know.

Andrew Cordle: 12:16 And they go straight defense once they get it, It's all about defense.

Gary Vaynerchuk: 12:18 And I think people that look at people of wealth look at those people versus the ones that created too often, which gets you into games of, like luck. And it eliminates people understanding what it takes to create money.

Andrew Cordle: 12:28 Yeah.

Gary Vaynerchuk: 12:29 Creating money comes in two forms. My Dad, my father probably sits on more liquid money than I do and has never come close to making as much money as I did. He just really doesn't buy anything.

Andrew Cordle: 12:41 Right.

Gary Vaynerchuk: 12:41 Like I don't buy anything. He fricken really doesn't buy anything.

Andrew Cordle: 12:45 Yeah.

Gary Vaynerchuk: 12:46 So, like I was just actually talking to a guy, just talking to him before you got here, randomly. I didn't know the context of this conversation. Somebody has been--people have been jumping up on social and saying, you know what Gary, you keep saying that you didn't make any money until you were 34 but how did you have 50,000 bucks to invest in Facebook and Twitter? And I said, because I lived in a shit hole in Springfield, New Jersey and paid 1,100 bucks in rent. And even though I made 63,000

Andrew Cordle: 13:10 Yeah.

New Speaker: 13:10 I didn't buy anything. So, I was able to save \$11,000 that year. Meanwhile, there's people at my company who make 100,000 a year who are living in way too big of a apartment in Brooklyn, who buy \$4 coffee, who go to Coachella, who are wearing Supremes and they make 100,000 a year and they saved negative 4,000 this year, because they have a credit card. I didn't have a credit card. I did not have a credit card until I was 30 years old. I use my debit card. Anything that I was in my bank, I could spend; anything I couldn't, I couldn't.

Andrew Cordle: 13:39 Yep. In my class there's people that make 30 grand, live paycheck to paycheck and there are people in the same classroom, same city, same area, make 200 grand paycheck to paycheck, doesn't matter. And the person that

makes 30 says if they make 60 it will solve all their problems. And the person that makes 120 says that if they made 180 it would solve all their problems.

- Gary Vaynerchuk: 13:57 Buying dumb shit?
- Andrew Cordle: 13:58 Yeah.
- Gary Vaynerchuk: 13:59 I'm dying to know what percentage of Americans own a home, that they used all their liquid on to put a down payment, that have maximized their expenses on their mortgage and lifestyle to maintain it, and don't use 40% of it. Do you know how cliché the picture I just painted this? You bought the most expensive house you can afford.
- Andrew Cordle: 14:24 Yep. Whatever the mortgage lender said you're approved for. They said 400 you bought 400 right.
- Gary Vaynerchuk: 14:28 Which that means
- Andrew Cordle: 14:29 Relevant to your budget.
- Gary Vaynerchuk: 14:30 Which that means you're pressured on hitting the mortgage because it was predicated on that.
- Andrew Cordle: 14:34 Right.
- Gary Vaynerchuk: 14:34 And it's, you're not using 60% of the home.
- Andrew Cordle: 14:38 Right. It sits vacant. The storage rooms, the bedrooms become storage rooms, right. Dining rooms are never entered into.
- Gary Vaynerchuk: 14:44 Dining rooms. What the fuck is a dining room in 2019?
- Andrew Cordle: 14:44 Right. Yeah, who goes there.
- Gary Vaynerchuk: 14:44 Do you like have a butler too. Like I mean, but I mean this; I get passionate about this because if you bought a home with two less rooms. turn your third bedroom, that you don't use, for the kid you're going to have in nine years, as your dining room. Like, like don't have a dining room. Like, like, you know what I mean?
- Andrew Cordle: 15:03 Oh, yeah.
- Gary Vaynerchuk: 15:03 Or don't--use the dining room as a bedroom and buy a three bedroom instead of a four bedroom or two bedroom instead of a three bedroom. I'm passionate about this.

Andrew Cordle: 15:12 And do you think it all goes back to, stems back from the process of just not understanding the game of money or the education behind it and never thought it?

Gary Vaynerchuk: 15:18 I think money is actually, and it's funny, I was thinking about, I thought your opening question is, "alright Gary, finish the sentence. Money is. . ." And I played it in my head right before we started, and it was funny what happened. Literally my answer was money is fine.

Andrew Cordle: 15:35 Yeah.

Gary Vaynerchuk: 15:36 That's where my head went. It's fine. Like I understand the value. I hate when people watch or listen to me, "easy for you to say you have it." I'm like, you didn't know me in my twenties when I didn't. You didn't know me. You don't know me now. I have a very funny relationship with money. I do not think I'm overly strategic. I have people around me that give me better advice than I take.

Andrew Cordle: 15:58 Sure.

Gary Vaynerchuk: 15:59 It's like--I think money actually is an exposé of what's going on in your head. I think money is a physical exposé.
..

Andrew Cordle: 16:10 Like reveals what's really behind that curtain.

Gary Vaynerchuk: 16:12 I think money and social media are very similar in that they expose who you are.

Andrew Cordle: 16:17 Interesting. Almost like a character revealer.

Gary Vaynerchuk: 16:20 I think money is a character revealer.

Andrew Cordle: 16:21 Yeah.

Gary Vaynerchuk: 16:22 I think if you're insecure and you want your, your older brother was successful and you're insecure about that, that you're going to do everything you can to amass money in the short term and expend--and deploy it to create a perception.

Andrew Cordle: 16:38 Yeah. Do you think that, you know. . .?

Gary Vaynerchuk: 16:42 Do you agree with that Jason? What? You don't react to a lot of stuff. Like you just believe in it. It's just very real. Like I just, you know, like nobody knows how like--I have no idea when I look at everybody here, how much money they

have saved, how much debt they're in or anything about it. And that's what everybody is. But everybody can see, I can see Nate's wearing those Nike's. I can see the Patagonia hat on Jason's head. I see your, like, and that's why people use it, because we don't talk about money. Like you know, I famously talk about this one story. I think you have my admin at the time where somebody is really razzing me on social. Like you're a bad guy, Gary, you talk about buying the Jets, but you never tweet about charity like everybody else. And I was in a weird ass mood and I fucking hit up the guy, met him at a minimum Starbucks on the upper east side and I brought my tax return.

Andrew Cordle: 17:35

Oh, shit.

Gary Vaynerchuk: 17:35

And I showed him that I gave a ton to charity compared to my, and I go, what you're stupid about is my friends that you're putting on a pedestal in Silicon Valley, they talk about it on Twitter and I know some of them don't do it.

Andrew Cordle: 17:47

Right.

Gary Vaynerchuk: 17:48

I'm like, here's my--I'm sorry that I'm not comfortable promoting this. So, like, I think that that's what I think about those things. Like, you know, like God, I mean there's that classic, like there was a really fun meme that was on Instagram a couple of years ago where it showed Jay Z as a kid and the big chains and all the jewelry and then Jay Z today, plain black t-shirt, and it goes, "this guy, had 3 million bucks, this guy has 500 million bucks." And I think there's, there's a very interesting thing about that. Which is first of all, if you like fine things, like I don't want to demonize people that want to buy a nice watch when they like genuinely like it.

Andrew Cordle: 18:24

Right.

Gary Vaynerchuk: 18:25

Like if you choose, you know how many people know--I know nothing about a car. If my car broke down on the side of the road, I have to call 9-1-1. Like not even AAA (triple A). I'm like 9-1-1, really, that's how bad I am. (Laughs) Like, but like if you genuinely know Maserati, you understand it, you wash it every Saturday. Like a sunny day in the summer it's like your dream if you live in the east coast because you can't wait to drive it. If you're like, it's for you. That's amazing. The problem is 99% of-- not 99%, an enormous percentage of things that people that buy is not for them.

Andrew Cordle: 18:56

Yeah.

Gary Vaynerchuk: 18:57 It's for other people. You're trying to use it to get the girl. You're trying to use it to like show your dad that you're better than him. You're trying to do it to like, one up your competitive sister, your, your, your new brother-in-law's a real dick and is all about money and you're going to shit like--insecure, insecure, insecure. And so yeah, I've, I've really gotten into a fascinating place in my mind about money and trying to get people to--I'm asking them why, why do they buy stuff? Because I think the biggest issue with money is not how much you make, it's how much you spend. I really believe that.

Andrew Cordle: 19:27 I think it goes back to, because every, again, it goes back to every person that has 30,000, 40, 50, 80, a hundred grand a year, it doesn't matter how much they make because they spend all of it. We go over the process, if we make 50, we spend 50, if we make 80--if we get approved for a loan for 200, we're going to get a loan for \$200,000 for the house, it's irrelevant what we can afford.

Gary Vaynerchuk: 19:43 I watched my parents becoming well off on not making that much money.

Andrew Cordle: 19:47 Yeah.

Gary Vaynerchuk: 19:48 Just not spending.

Andrew Cordle: 19:49 Right.

Gary Vaynerchuk: 19:49 I went on two family vacations my entire life. Two. I don't know what else to say. Like every t-shirt I wore the first 15 years of my life was a liquor t-shirt that was free. I'm serious. Like, really, really, really. And when we bought clothes, it was like Bradley's. Like I lived it. I live, I watched it, in my face. I lived it.

Andrew Cordle: 20:07 It seems like, just talking out loud, I hear it's almost like we're getting to this process of money is revealing. What's really behind that process right there? Money is a revealer.

Gary Vaynerchuk: 20:15 That's right. Look. Listen, I think my parents took it to the extreme.

Andrew Cordle: 20:19 Sure.

Gary Vaynerchuk: 20:20 Anybody who's listening like you need to enjoy your life. It's a pretty simple question. Do you have any money? Like, how about that question? Do, you have any money like in your bank account is there money?

Andrew Cordle: 20:32 Right now?

Gary Vaynerchuk: 20:33 Right now?

Andrew Cordle: 20:34 Yeah.

Gary Vaynerchuk: 20:34 Do you have credit card bills and debt? Do you have money in your bank account? If you do not have money in your bank account or you do, but your debt is greater than that. . .

Andrew Cordle: 20:45 Which is zero, right.

Gary Vaynerchuk: 20:48 You have to change your lifestyle.

Andrew Cordle: 20:50 Something's off. It goes back to; I think it all goes back to just not understanding how that game of money is freaking play to the process and the lack of understanding. I think it's--part of it goes into even the time that there--I know you hit this topic a lot, but even from the time they're 18, 19, they go to college and this is the one time that they could go borrow with back loans or whatever they can go borrow crazy amounts of money to go to a college to get a degree in philosophy. You know what I mean?

Gary Vaynerchuk: 21:17 I don't want to talk about this. It always gets me in trouble. Like it's just, it's devastating.

Andrew Cordle: 21:20 Yeah.

Gary Vaynerchuk: 21:20 It's devastating because you can't declare bankruptcy.

Andrew Cordle: 21:22 No, it's like the one thing like that and like HOAs, they are weird.

Gary Vaynerchuk: 21:25 It's the biggest racket. It's not weird it's a racket.

Andrew Cordle: 21:29 I didn't want to say it.

Gary Vaynerchuk: 21:29 Why can you declare bankruptcy from everything else but not college loans? Like, let's ask basic questions.

Andrew Cordle: 21:34 And that's why, but that's why they give it to all these 18-year-old kids because they know they can't get rid of it.

Gary Vaynerchuk: 21:37 These are very basic questions. It's not super complicated. I'd like to know; can somebody answer it? It's because college's brand is--I mean it's just a racket.

Andrew Cordle: 21:47 Yeah. There's a new article that just came out that said like kids from like, born in '81 to '96, are the generation that has the biggest amount of debt moving forward, because they were in that hyper phase of going to college with massive amounts of money. If you're born from '81 to like '96 it was some insane amount of debt.

Gary Vaynerchuk: 22:03 Yeah.

Andrew Cordle: 22:03 Those kids are in right now.

Gary Vaynerchuk: 22:04 Makes sense. It makes me mad. It makes me sad. Like it just makes me sad.

Andrew Cordle: 22:10 Yeah.

Gary Vaynerchuk: 22:11 I don't know what else to say.

Andrew Cordle: 22:12 Just not understanding, and again it goes back again, I keep saying because it all goes back to, just not understanding what the processes are and understanding what that game--how to do it or it not, never being taught, never being addressed.

Gary Vaynerchuk: 22:20 But isn't the teaching very basic. Like, I'm sure you, it's probably more complicated than you or I like it to, but I keep things basic' like, don't spend more than you have. Let's start with that. Or make an investment that is practical. The reason I have a problem with colleges--your diploma when you come out now doesn't carry the weight it used to.

Andrew Cordle: 22:42 Right. Yeah. It does not carry the same weight.

Gary Vaynerchuk: 22:46 It's not super complicated like it's--I have no problem with college. Go to college. When you leave your diploma from Florida State, from Arizona State, from, you know, wherever, Michigan, it doesn't, it's not 1992 and it costs three times more.

Andrew Cordle: 23:03 Three times more, four times more.

Gary Vaynerchuk: 23:04 Three times more, four times more, like it flipped. There's nothing wrong with that. It's like sports cards. Now, they are about to be worth something again. They hadn't been for the last 20 years. It's just market. I'm sorry the college's market flip. I'm sorry that I, you know, everybody in the housing world got mad at me a year ago when I was like, listen, if you're an offensive entrepreneur, buying a house is bad. You're taking liquid off the table; nobody knows that

you own a house if you're worried about that. So, use that money of your down payment to keep investing and staying on your offense in your 20s and 30s when it's a good idea to do that.

Andrew Cordle: 23:36

Yeah.

Gary Vaynerchuk: 23:37

I don't know, like, my relationship with money for people and myself is very simple, which is A: what do you need to be happy? Like, one of the things, you know, I transitioned with my wealth creation where I do have certain things, like, I don't need to have a house in the Hamptons. That's inexpensive. I also didn't want to end up being, my parents where, it was such an extreme, like am I enjoying my life? But in lieu to what I still make or what I'm worth, or things of that nature, I don't live anywhere close to like up to that threshold. So, I'm just at a higher plane, but I'm still playing immigrant.

Andrew Cordle: 24:12

Yeah.

Gary Vaynerchuk: 24:12

Whether you're making 50,000 and living 35,000 or you're making 13 million and living 6 million, like it's still the same game. And I just don't understand how people continue to spend more money than they have. I apologize, some kid hits me up the other day, "Gary, you talk talked about working for free or 12 bucks an hour. How the fuck am I supposed to do that living in the Bay Area?" Don't live in the Bay Area, dick.

Andrew Cordle: 24:36

Yeah, move.

Gary Vaynerchuk: 24:37

Move.

Andrew Cordle: 24:37

Rocket science though. Because, they'll never go through that process.

Gary Vaynerchuk: 24:42

It's called entitlement.

Andrew Cordle: 24:44

Yeah. Yeah. Again, you could again, it's just funny because I take this all around the nation and it was in San Jose. Now they're over there making, instead of making 80 grand, they're making 300 grand. But this exact same boat they're sitting in from the guy in Kentucky making \$75,000 a year. It's the exact same process. They get up and they talk about why they make 300 grand and salary for this or that. Right, but you understand you're a hundred percent maxed out on everything.

Gary Vaynerchuk: 25:08 And then I want to go into their house. When somebody stands up and goes, I make 300,000 a year, but I'm broke and I'm sad and like help me. I want to be like, I want to go in your house. And when I walk in, the amount of dumb shit sitting in your basement and garage that you've used twice.

Andrew Cordle: 25:26 Off limit.

Gary Vaynerchuk: 25:26 And then when I get to your house, you have a landscaper. Look at the landscaping. I feel like, I can imagine already, I'm super sad Gary, come and audit. Okay, drive up Tuesday afternoon, there's a landscaper. I'm like, why the fuck is there a landscaper? You're upset.

Andrew Cordle: 25:41 I'm broke.

Gary Vaynerchuk: 25:42 You're broke. What the fuck do you have a landscaper for? Cut your own lawn asshole.

Andrew Cordle: 25:44 Right.

Gary Vaynerchuk: 25:47 Right. You walk into the house like fucking, there's seven fucking plasma TVs in seven different rooms. Like, really?

Andrew Cordle: 25:53 Random art stuff everywhere.

Gary Vaynerchuk: 25:56 Like you open the fridge; like fuck this \$80 fucking gourmet milk or eight, maybe not 80, but you know. But like, why do you have a \$39 bottle of champagne?

Andrew Cordle: 26:07 Yeah.

Gary Vaynerchuk: 26:08 Like people are incapable of living to their means. And what I say means, I mean 20 to 40% below their income.

Andrew Cordle: 26:17 That's the number that you would, your pulling off the top of your head right now.

Gary Vaynerchuk: 26:21 Yeah, completely out of my ass. I have no idea. You probably know better. There's probably some national like, some probably good information. My answer as much as possible. Like, dude, I made 34, 34, 42, 48, 75. That was a big conversation with my Dad when I was 27 like, "Dad, you know like hey, like can I like if I could should pay my stuff now. My business is doing 15 million now, you know.

Andrew Cordle: 26:43 Like come on.

Gary Vaynerchuk: 26:44 But like, I made no money but fuck man, I spent none.

Andrew Cordle: 26:48 But you had, you still had money though. Even though you made none, you still had money.

Gary Vaynerchuk: 26:49 10,000 saved, 30,000 saved, 50,000 saved, 70,000 saved. It went up every year. I didn't spend money.

Andrew Cordle: 26:56 And when the opportunity came that money created fucking more money.

Gary Vaynerchuk: 27:00 All these, "Gary, you. . ." Fuck you. If I was really making money, I'd be a trillionaire. I would've fucking put a million into Facebook made fucking quadrillion.

Andrew Cordle: 27:08 Yep. Yep.

Gary Vaynerchuk: 27:09 Fuck, if I was making money. If I was making money, you think I would have fucking started this company in a fucking conference room, buddy media. People don't save money.

Andrew Cordle: 27:21 And refused to, as simple as it is, like the most basic of I spend less than you make.

Gary Vaynerchuk: 27:25 Isn't that it?

Andrew Cordle: 27:25 I somehow, they just can't understand it. And then of course it grows, right? Money's always sort of a growing thing and you get to the group that has more and more money and were the entrepreneur that did go out and "crush it" using your terminology, right, and followed your advice and--do you ever see this? Maybe this would be last question here. Do you ever see where someone hyper focuses, sometimes he is in class, where they hyper focus on some random business? They own a print shop or whatever it is. They open up some whatever it is and they hyper focus on that. But really to me it seems like the reason they started this ABC company,, Landscape Company, print shop, was really to be able to create some more money to, to go do what they want to go do whatever that passion is--that the, the real driving force behind it. But it seems like they refuse to, again, it's like, well, it's like they refuse to talk about it, acknowledge it, go through it. They'll learn everything about ABC company, print shop, but nothing about the language of money or the game of money. Five, six, seven years later, they're still in that same rat race, small circles.

Gary Vaynerchuk: 28:23 Why do you think people buy things?

Andrew Cordle:	28:26	Oh, I think they buy things to impress people, period. That's it.
Gary Vaynerchuk:	28:30	This is why, listen, I hate the thought of being a motivational speaker. I hate the idea of being theoretical and not practical. The last five years of my life has forced me into some of these theories and these higher-level things because I'm giving people the advice. It's black and white advice. They don't have the mental infrastructure to be able to take it.
Andrew Cordle:	28:55	Do you think they are looking for like a secret magic thing?
Gary Vaynerchuk:	28:58	Yes.
Andrew Cordle:	28:58	If I had this or did this. . .
Gary Vaynerchuk:	28:59	It's the same as how diet pills work?
Andrew Cordle:	29:00	Yeah, yeah, sure. Yep.
Gary Vaynerchuk:	29:00	Hey guys. Eat well. Exercise every day.
Andrew Cordle:	29:05	Eat less calories, burn more calories. Diet Coach Gary Vee.
Gary Vaynerchuk:	29:09	Ready. I'm going to be a financial and diet coach in two seconds. Ready? Burn more calories than you consume. Spend less money than you make.
Andrew Cordle:	29:18	Yeah.
Gary Vaynerchuk:	29:18	I have just solved 88% of every Instagram post in the world.
Andrew Cordle:	29:22	Yeah. And put a lot of companies out of business that sell other stuff. Yeah.
Gary Vaynerchuk:	29:26	People prey on insecurity.
Andrew Cordle:	29:29	Well, played. Well said.
Gary Vaynerchuk:	29:30	And I'm very, very much trying to create the opposite energy.
Andrew Cordle:	29:33	Wow. People prey on insecurity.
Gary Vaynerchuk:	29:38	Yep.

Andrew Cordle: 29:38 Interesting.

Gary Vaynerchuk: 29:39 "Are you a bad mom?"

Andrew Cordle: 29:42 That late night commercial.

Gary Vaynerchuk: 29:42 "You're already in trouble." "Shit, am I." "Fuck, yes."

Andrew Cordle: 29:45 "I guess I am. Now that you mention it." Wow. So, people play on insecurity and that's part of it. Interesting, Bro.

Gary Vaynerchuk: 29:53 That's why the imagery is important, right?

Andrew Cordle: 29:56 Yeah, yeah.

Gary Vaynerchuk: 29:56 Like whatever subject you're talking about. Like you're a guy, they show somebody with abs and the pretty girl and the house. Like it's just all this stuff. So, I'm super proud of what I'm up to. There is no flash. Like, I'm posting pictures of me and my little ponies, not cash, you know.

Andrew Cordle: 30:15 Like a garage sale.

Gary Vaynerchuk: 30:16 Yeah, so, like to me it's important what I'm actually doing. That garage sale stuff there's a purpose there.

Andrew Cordle: 30:20 Yeah, you should, I mean that's the, that's the grass roots of, of anybody can go freaking do it. When I watch that and see that.

Gary Vaynerchuk: 30:27 Yeah.

Andrew Cordle: 30:27 When people say I don't have any money, I literally go back to those episodes and say, then get your fucking ass outside. . .

Andrew Cordle: 30:36 It's how it started and go there.

Gary Vaynerchuk: 30:39 Five dollars.

Andrew Cordle: 30:39 Because don't tell me don't have five bucks.

Gary Vaynerchuk: 30:40 If you have four or five bucks you didn't tell me that. Everybody on earth has an iPhone. Every single homeless person that I have given money to in last. . .

Andrew Cordle: 30:47 Oh, yeah, in New York, man, they're everywhere.

Gary Vaynerchuk: 30:49 Everybody has an iPhone.

Andrew Cordle: 30:51 Yeah. But they're also broke because it's a thousand bucks and then they charge it.

Gary Vaynerchuk: 30:57 And my thing about the market, one thing I love about garage selling and eBay is there's no man in the middle.

Andrew Cordle: 31:03 Yeah.

Gary Vaynerchuk: 31:04 Nobody's not, not hiring you because you're a minority.

Andrew Cordle: 31:07 It's all up to you.

Gary Vaynerchuk: 31:07 I love that. That's why I love the market. You know, nobody's, not. . .

Andrew Cordle: 31:12 It's not biased at all.

Gary Vaynerchuk: 31:13 People talk about there's bias and they are so right, and I hate that about the world. But when you play with the market, there is nobody in the middle to be biased. eBay's not biased. If you're trying to raise capital from a venture capitalist, there's bias.

Andrew Cordle: 31:30 Yep, shouldn't be, it could be, it might be there.

Gary Vaynerchuk: 31:32 By the way, you know who gets destroyed by those people, me. I wasn't a good student. Like 22-year-old me is raising no capital. Forget about being white or whatever. No capital. You went to Mount Ida College, you're a loser.

Andrew Cordle: 31:42 Right.

Gary Vaynerchuk: 31:43 So, like there's, school bias, there's clearly racial and gender bias, but there's all sorts of bias. So, don't be at the mercy of somebody. Go buy fucking t-shirts and flip them on eBay. Build up \$100,000 after four and a half years. Do it immigrant style, not an entitled style.

Andrew Cordle: 32:02 Two totally different games right there. That's a good one man.

Gary Vaynerchuk: 32:03 Right?

Andrew Cordle: 32:03 Immigrant versus entitlement style.

Gary Vaynerchuk: 32:07 Entitlement is, I should--"I can't get capital for my," you want people to give you money on your idea and it's worth \$4 million. That's fine. But like I'm far more excited about teaching people how to make money than how to raise it.

Andrew Cordle: 32:22 Yeah. How to create it or how to make it versus how to hopefully someone gives it to you, so use the word entitlement. I think it's a good one. I think I'm going to use that. Have an immigrant mentality versus--when it comes to money, have an immigrant mentality versus entitlement mentality.

Gary Vaynerchuk: 32:33 There's a reason it's immigrant--when you come from shit and you come here and you live in shit like you're not, you just came from a country of shit.

Andrew Cordle: 32:41 Yeah.

Gary Vaynerchuk: 32:42 Like you're not, you know, like you're like, "Alright, I'll just live in this cockroach fucking shit place for four years, but I'll save all my money and we'll buy a nice house.

Andrew Cordle: 32:49 Yeah.

Gary Vaynerchuk: 32:50 It's the tortoise and the hare. Immigrants are tortoises. Entitled second generation middle-class people are hare.

Andrew Cordle: 32:57 And they got to keep up with the Joneses. They've done it their whole lives.

Gary Vaynerchuk: 33:00 That's right.

Andrew Cordle: 33:00 And they saw their parents do it. They saw their parents live that way and...

Gary Vaynerchuk: 33:02 Yep, that's it.

Andrew Cordle: 33:04 You sort of saw it from your side too. You saw your parents live a certain way.

Gary Vaynerchuk: 33:07 Yeah.

Andrew Cordle: 33:07 Of the immigrant style. That that sort of bred into you naturally without even attempting. It's just, that was what was saw. That's what you did.

Gary Vaynerchuk: 33:14 And then, and then a lot of things happened, right? I was good at making and I am and will continue to be great at making money.

Andrew Cordle: 33:19 Yeah.

Gary Vaynerchuk: 33:19 So, that's a talent, so that makes it easier. I get that. But there was another thing. I don't value it, which is a dangerous or great thing. It depends on how. . .

Andrew Cordle: 33:28 We're on that line, right?

Gary Vaynerchuk: 33:29 Right. It's a very fine line. If you're great at making it like me, it can be an incredible happiness radar. That's what's happened with me.

Andrew Cordle: 33:35 Yeah.

Gary Vaynerchuk: 33:36 If you're not great at making it, then you get careless with it if you don't care about it. But like, it just still comes down to outside affirmation.

Andrew Cordle: 33:45 So it all sums up for it.

Gary Vaynerchuk: 33:46 I don't know if you know about this hood game called "Big Wallet, Little Wallet." So, one of my favorite games in college, but I went with all these hoodsters out of college, was there's a game in the streets called "Big Wallet, Little Wallet. And here's how you play it. You roll up on somebody and you say, "Big Wallet, Little wallet." And if they say, "Bet," that means you both pull out all the money you have and whoever has more money takes the other person's money.

Andrew Cordle: 34:11 (Laughing) You say, "Bet?"

Gary Vaynerchuk: 34:14 They're acknowledging, I'll take--if I rolled up to Nate right now and he said, "Big Wallet, Little Wallet," and he's like, "I'm in." And here's the funny thing, like these days--back then I carried \$1,000 in cash at all times because I didn't have, because ATM, like I didn't even have an ATM card until I was 25. So, I used to be with cash. There's something about that game that I wish was mainstream at the highest levels because then maybe it would help people not have to prove themselves with buying dumb shit. I almost think the world would be in a much better place if on your chest was a rolling count of how much money you had.

Andrew Cordle: 34:51 Yeah.

Gary Vaynerchuk: 34:52 It would just allow--let's just make it basic. Instead of buying dumb shit, let's just all play "Big Wallet, Little Wallet" publicly and all of a sudden, the guy with jeans and t-shirt and his says 7.9 million, what the fuck?

Andrew Cordle: 35:02 Yep. Naturally. Everybody would start to play that game and naturally they would hold onto all their money versus. . .

Gary Vaynerchuk: 35:09 We should really play it. Jason? (Laughing) I carry no cash.

Andrew Cordle: 35:14 I don't carry any cash. I have all cards right now.

Gary Vaynerchuk: 35:17 You want to play Nate? Nate let's do it. (Everybody laughing) I really want you guys to play.

Andrew Cordle: 35:22 Go get it.

Gary Vaynerchuk: 35:22 No, no, but you have it. You both have your wallets? You want to play with me. I really don't think I have any money. Yeah, I mean I might have like ten.

Andrew Cordle: 35:35 You just won 12 bucks.

Jason: 35:37 I'll play.

Gary Vaynerchuk: 35:37 Alright, go get it. I have no idea. I literally, this is not a joke. I either have 60 bucks or zero bucks in my wallet. I just think it would be good for the content. We should play "Big Wallet, Little Wallet."

Andrew Cordle: 35:48 "Big Wallet, Little Wallet." If you had that number of counting on someone's chest rolling, of how much money they had; everyone would be hyper focused on keeping what they actually had.

Gary Vaynerchuk: 35:58 Ah, oh Jason feels good, I think. (Laughing) I think I'm going to lose. I mean he really wanted it. He did want it. This is an easy win for him. You got it. Oh, you had it the whole time. Alright. Are we good?

Andrew Cordle: 36:09 "Big Wallet, Little Wallet." Who's going to call it?

Producer: 36:23 Oh, we got a five. Ooh, another dollar.

Gary Vaynerchuk: 36:39 That's all you've got is a five.

Jason: 36:40 I've got a five. I'm down fifteen, right? No, I'm down fourteen.

Gary Vaynerchuk: 36:40 (Counting) Twenty, Thirty, Forty, Forty-Five, Fifty-Two.

Andrew Cordle: 36:40 That was a good game, bro. Now, you know, carry cash with you often.

Gary Vaynerchuk: 36:40 That's huge win. I just won.

Andrew Cordle: 36:40 That's called making money. you guys know now. Money is Big Wallet.

Gary Vaynerchuk: 37:18 Nate, that's how it's done. That's how you make money America.

Andrew Cordle: 37:31 Big Wallet, Little Wallet.

Gary Vaynerchuk: 37:31 Alright, brother.

Andrew Cordle: 37:31 Thank you man. Appreciate it man. Thanks Gary. I did get something for you. I got some for you bro. So, when I came into town, I bought you a, this is crazy dude--last night I came in and I bought you a Joe Namath football, okay. And I fucking woke up this morning on my Gary diet I saw you had, fucking, Joe Namath in here, so I said, "Oh, shit he's probably already got it." So, I went back. This is cool, man.

Female Speaker: 37:50 That's unbelievable.

Andrew Cordle: 37:50 Check this out. The store that I bought it from locally, I told them that I was going to interview you. They are huge fans bro. They are a baseball card shop and so here's what happened. So, I told them yesterday, I said, Bro, I'm going to go interview Gary. They had a couple pieces of Jets stuff for you. And, I bought the Joe Namath football. The guy chases me down on Instagram. I didn't give him my card. I didn't give him my information. I got my receipt. He saw that you were, that Joe Namath was in town and he said, "Shit, I just sold this guy, this football." He chases me down on Instagram, direct messaging me and says, "Bro, come in, I'll return it for you. Exchange it, you can exchange it for you. And get something else for Gary." Okay. So, I go back, the last piece he had of the Jets is the '69.

Gary Vaynerchuk: 38:34 Oh, is it the '69.

Andrew Cordle: 38:34 The '69, you may have it, you may have it.

Gary Vaynerchuk: 38:43 I have the helmet but not the jersey.

Andrew Cordle: 38:43 So, this is a '69 team, all signed from all 12 of them. And there is his card, right there bro. So, here's what's cool. When I, when I went back, wouldn't you know this, but I told them I was going to record it. Yeah. So, no, no dude. So, when I was there, I want to be totally honest, but that was more than the football, okay.

Gary Vaynerchuk: 39:12 I'm sure of it.

Andrew Cordle: 39:12 And he said, "Hey, if you're going to give it to Gary, he said, I'll switch you straight up. I'll give it to you." But then the dude gives me this, because he knows I'm going to meet you and you said, "Man, take it as is." He said, "hopefully Gary likes it." Man, we're there. You got a video of it. You got a picture of it. I'm there. He's like, "Dude, I'm a huge fan." He said, I bought into the wines. I said, "You didn't do that, you're not that big of a Gary fan." He said, "No, bro. I had some empty wine." He went back there and so I took a photo. So, that's the dude that owns the store full of baseball cards. He said, "Dude, I will shut down my whole store and let Gary shop in there. It's right down here, down the road. What else? I'm going to do this. (Inaudible, as interview ends)

Gary Vaynerchuk: 39:56 Am I thirty behind? (Laughing)

(Music playing): 39:56

(Music playing): 39:56

(Music playing): 39:56

END PODCAST