Group Webinar 62 - Finding product ideas using AI

Andrew Grant 00:00
Okay, welcome everybody. This is the end of month for June. Can you believe it's actually the end of June? Is that, does that just blow you away? I'm, I'm thinking it's lucky it didn't realize we're out of January, but anyway, apparently we are. It's really gone quickly this year, and which is kind of good and scary, I suppose, at the same same time, but we're getting into July, and my birthday, my birth month, so you know all presents, all presents happily accepted. Okay, I'll put an address in later on where you can post them too. But anyway, but middle of the year, and and sometimes middle of the year in Australia, particularly means you're in the middle of winter and it's cold and it's damp and it's a bit dark, and, and you're wondering, oh, wow, you know, is it all worth it? Everything right. So, yes, it is, because after, after this winter comes spring and summer, and all the good things are going to happen. So, what we thought would be good to do today, and a couple of people have been sort of fed, fed back, and we just said, what we might do is just look at how you, what do you do when you just can't get it? You can feel like you can't get a product, you're stuck, you're not sure where to start. And we just gotta go right from basics today, just basic, basic, basic, and cut back. Lot of people sometimes you miss that basic step, and we want to just go down and give you some fundamental things. Now, there's people on the call who are running away with their products and doing great, and that's all well and good, but it's still a good idea to get back to basic, because you might be looking for other products down, down, down the track as well. So, we want to attack this problem, I suppose, from a couple of different perspectives today, and we're going to look at, we'll talk about it as we're going now. By all means, jump in. This is a participation sport today, so if you've got something to say, just say it. Just wait for a natural break in when we're talking, and just come up with a question. You can type it into the chat box, the ever quick typing, Daryl is not with us today, so you're going to have to put up with my two fat thumbs to try and try and reply. I might just reply and vote, but Alice is going to cover there. She's going to look at the look at the questions as well. So, having said all that, everybody good, give us a Muppet wave if you're all good, ready to go, and we'll be, we'll be right to rock and roll, and all good. Okay, let's roll. So, Steve, let's get this idea of what do we do when we just don't have a product, we just kind of blank with ideas, you know? Every product in the world has been done, nobody else is, there's no more products out there, and we got a lot, look for the last solitary product out there, could ever, ever be right. So, what are we doing when we're feeling like there's not, there's no product idea, or we're not quite sure where to start, or can't just get the right product for us. There's probably a better way of thinking about it

Steve Eagle 03:04
The product to end them all, perfect product, yeah, yeah, the final product. Look, there are there are so many reasons why this happens. I started off with planning for this webinar thinking let's cover the reasons why people get stuck, and then dive into the ways to get unstuck. And as I was doing it kind of, it kind of echoed back to me a lot of what Andrew, that you've done in mindset work, and that I've learned from you. And later I'd like to touch on that and talk a bit about mindset and how our subconscious mind can lead us into a false sense of stuckness, where our subconscious mind is telling us stories that are maybe out of date for us or stories that no longer serve us to our best purpose, so that's one of the things that I want to talk about tonight, and and we'll do that later, but I thought what

might be a cool place to start is thinking about this question of when you kind of get to this first consideration, like I want to do something, I just don't know what, and it's a really, it can be a really disempowering place to be in life, and I've certainly been there a bunch of times when you kind of feel that there's no clear next step, and there's no clear direction in what to take, and that can, in its own right, stop you, right? If you're not clear on what you want, you're not clear on what your next idea is, or what your next opportunity might be, you might just kind of end up circling on that for a while, and, and that's one of the, in my experience, anyway, that behavior of getting trapped in that moment and circling is one of the most negative things I think anybody can do, right, and it took me a long time to figure this out, I used to do that quite a lot, and I've done it extensively in my, in my career, where I didn't know what to do, and I got stuck, but I want to look at that tonight through the lens of how we do product development. So, let us know first, before we jump in. I've got some slides I'll lead us through, and then some demonstration, and some practical tools and steps I'll show you in how to unstuck yourself, but let me know if that rings true for you, that you've experienced a moment in life where something's changed, or maybe you've just kind of met closure on a project you're working at, rightly or wrongly, that might be a very positive thing, or could be a negative thing, could be neutral, and then you're kind of thinking of what the next step is, and it's just kind of like blank, like, what do I do here, right? Yeah, and I think the older we get in life, and will definitely, my experience, the more mature I've become over the years as age does its thing, the more readily I can identify that. But unless you've got a strategy for it, it can actually be a real show stopper, and I've definitely met people who have been there for decades, right, where they're like, oh, you know, I've thought since I was in my 20s, I thought I'd do something different with life, and here I am in my 60s, and I'm just making the change now, you know, so can really pause people, right, and it can really eat up a lot of time, and time being our finite resource that we are all bound to, and don't really know how to quantify, you know, your timelines different to my timeline, which is different to every other human's timeline. We can't quantify how many days do we have left, that becomes the measure, right?

Steve Eagle 06:41
How much time you spend in this in this position of uncertainty and unable to make progress in any direction is probably the most detrimental thing you could ever do in my mind, and it's simply because it eats up your time, and you don't know how much time you have, so let me know if that is making sense so far, and and if you got any comments, I'd love to hear it, as Andrew said before, we've got a bit of an open mic format on topics like this, or at least in the chat, drop in if you've got any experience or similar observations, and definitely with your friends and family, maybe not you, but other people that you see, it's sometimes easier to observe these patterns in others, right. Funnily enough, the way that nature does it, they end up being siblings, spouses, and other relatives more often than not. Andrew, I can see you having a chuckle there. So, look, this is the question of tonight, and Andrew, I've been talking a little bit about it. I know this is a topic very dear to your heart, and something that you and I discuss a lot. What's your sort of spin on it from hearing me open that way?

Andrew Grant 07:51
Yeah, look, I really, I think Steve just sort of said, you know, like we were talking about how many days, you don't know how many days you've got left, and for most of you guys on the call, you're probably on the on the downhill run, as opposed to the uphill run, in terms of life, so you're probably closer to the end than the start, if you're on

Steve Eagle 08:14
the borrowed time run,

Andrew Grant 08:17
we don't know, you know, give it tomorrow, but let's imagine you did know, let's imagine you did know, and you say, well, okay, I've got a, I've got 1000 days left, 1000 days, which is roughly three years. Okay, roughly three years, that's it. You're done. You got 1000 days. What would you do differently? What would, what would you, would you change? What's your approach? What do you, how are you going to make an impact? A lot of people are when I, when, when I talk to him, so what? The number one thing that people ask, when what do you want to, what do you want written on your gravestone, sort of thing, you know, in the sense of what do you, what do you want to really do, our life is no, he made a lot of money, or she, she, you know, she really made good cake. What, what is your, what is your thing that you want to be known for? The number one thing most people want to be known for is, they made a difference, they impacted in some way, they made a difference in life, they made a difference in people around them, they did something, and if they left a legacy, is another way of framing that, and so on. So, if that's the case for the most people who are, who are with us today, no, you might be, don't want to make a difference, don't care, I don't want to do whatever I want to do, that's totally fine. No, no judgment made, but what is it that you're doing if you give yourself three years? Most people under overestimate what they can do in 12 months. Most people widely underestimate what they can do in three years. Okay, three years, you can really do a lot, and so what's your what is it that you would really do in your life in three years if you knew that's it, that's all I got. Okay, are you focused? Are you laser focused on getting it done, really moving it ahead now? A lot of you might be financial, getting financially independent, might be to leave a legacy, might be to moving forward, or whatever it is that you're doing, but do you have that focus now in the program that we're doing here? Do you have the same level of focus to getting something done? Are you seeing past the end of the program to building a bigger whatever it is for you? Are you, do you have a big picture in mind, how you're going to impact your life, your world, your family, your friends, whoever it might be. You might not be wanting to create world peace, that might not be your thing, but you might want to create peace within your household, or you might be wanting to create stability, or you might be wanting to set yourself up, or you might be around and get yourself out of debt, or you might be whatever it is. I don't know what it is for you, but are you laser focused on it, and going towards it like you've only got 1000 days left, and everyone kicks off. Dang, gotta get it done. It's urgent, urgent, urgent. So, making sense, guys? Just let me know in the chat box that makes sense to you, or say yes, or if you want to add something to that, feel free.

Steve Eagle 11:31
It's a really cool way to think, and I think it's one of the things I want to talk about as well. It's just, how do you actually define a timeline to do anything right? And this always used to fascinate me when I was in automotive work, where a company would kind of pick a product development timeline, and it felt completely arbitrary. It felt like they were just invented a number, like, oh, we need this car in market in three years' time, and they were just driving at the deadlines like hell for leather, and if a single deadline was missed on week three. It was a massive problem, because they know that by year three that that one week delay would compound into something you know far greater, and it always used to fascinate

me. And I think that overlaps with what you're saying, Andrew. It's this kind of concept of time is abstract to us, you know. We don't know how to necessarily define it, but it is such an important thing to recognize, an important thing to get hold of in your planning, and get hold of in your own development as well.

Andrew Grant 12:39
Well, what we, when we're at our earning peak, so to speak, and we're, we've got the most smarts, we've probably got the most knowledge, and statistically that's between 30 to 60, those 30 years there, that's your, that's where you really, everything sort of comes, should come together in terms of physical resources, knowledge is stable, that kind of stuff, unless you go and screw it up with something, so, but that's the, that's the statistically, that's when it's supposed to sort of come together, you know, in your 20s, you're still sort of running around, bumping into walls, sort of finding things out, and then you said 30 should start getting together, and you start to get rewards for that work, and it should all come together, not everybody's story, I understand, but in that peak there, that's your goal now, but when we're in that, we feel like it's not going to end, and we feel like it's always going to go better and better and better and better, or only go better and better and better if you design a platform to allow it to go better the way that our platforms are the system that we're taught, and the system that everything around you, in particular in Australia, is that when you get to seven 665 70, you're pretty much done as far as the society is concerned, maybe that's you qualify for your pension and and your social security and all that kind of stuff, and you're supposed to have a quiet life and go play golf or something like that. Well, screw that, you know, you guys want to be productive, still kicking ass and doing your stuff. Now, with the advent of technology and so on, this you might find that what you thought was going to be 30 years is now turning into 60 years. Okay, now it might be 60 years of being poor if you don't, or it might be 60 years of being a really great 60 years if you get it depends on the platform you build, so things are changing demographically big time, but also life expectancies are expected to go to go further. Here's my point, with all this, we think a lot of times we used the only really limited resource that we have, which is time. We use it like it's unlimited, we'll blow it and waste it and do crap with it, you know, and stuff like that. And we don't treat it like the gold that it is. You only have so much time, it might, might be another 100 years, it might be another 100 minutes. We don't know, you got a limited time. What are you doing out? You're sucking every bit of it, every bit of juice out of it. So, two things I just want to draw on, Steve, if you're okay, is you'll hear what Steve was saying, in with Ford, I'll say we need to have this car in market in three years. Why do I say that? Because they set a goal,

Steve Eagle 15:35
and it's an existential threat to not achieve the goal. Yeah,

Andrew Grant 15:39
they set a goal, and there's consequences for not meeting your goal. Okay, does it matter in the big scheme of things if it's three years and one month, probably not, but it does to those people who are setting the goal. You'll listen if you go and listen to a lot of Elon Musk's discussions when he's talking about we're going to have this now. In three years, there will be x amount of robots running around the planet, and they'll be, or in 10 years, it's going to be all, you know, we're going to be doing 1000 moon shots a day, you know, that kind of stuff. I'm just making up numbers here, but, but, but he'll, he's got these outrageous goals, and, and then now he's been doing this for 20 years, he's been making these

outrageous kind of stuff, a lot of times they don't meet the goals, he doesn't meet the goals, and then say you get all the people who can, who the naysayers, Elon Musk, you always over, over promises and under delivers, I mean, if you take a second and listen, because he promised I'll have these cars out, and in three years, and it turns out to be five years, but why does he do that? Why does he set a goal and keep doing it? By the way, to think he's just bad at judging time. Let me know, that's a question, guys. Why?

Steve Eagle 17:08
Why did somebody like Elon Musk relentlessly set goals

Andrew Grant 17:12
and relentlessly, and then possibly don't think it,

Steve Eagle 17:19
and yeah, and if you actually measured his statistical performance against, you know, goal set and 100% met, it's probably a lower statistic than then you might attribute to somebody with such a success profile overall. Why is that

Andrew Grant 17:41
so great? They put the pressure on to achieve this, is Rob saying that Alicia's everyone's pushed into action, and so exactly right, it's setting an outrageous goal, an outrageous outcome, but and everybody strives to get an outrageous outcome, and if you only get a fantastic outcome, well, okay, you know, you got a fantastic outcome, you losers, you know, and so you know he does have one of the risk, one of these examples was Tesla cars, and Tesla cars weren't as quick as one of the models, I can't remember which model it was, I didn't notice it, but one of the models didn't get out as quickly, and it got out a couple of years later, but it got out when it wasn't there before, and it's, it's profitable, and it's doing all the stuff, but if you didn't set the goal before, then people wouldn't have pushed as hard to get there, but the, the, they've got a goal in SpaceX to be putting a, a rocket in taking off every hour. Okay, just think of it, one of these big rockets every hour taking off. That's easy. That's an out. That's the goal. Sounds outrageous. And he goes, well, when you think about it's just going to be like an airport. You get a plane taking off more than every hour, don't you? You get a 747 It's just a different way of doing that. And so that's the kind of space travel that they're talking about, and they've got reusable rockets, that's why they needed reusable rockets, and so that allows a whole lot of other stuff to happen, which we won't bother getting into, but it's an outrageous goal, and he's saying, well, we expect to have this, expect to have this going within five years, a space rocket going up every hour, just put that, get your head around that. For those who are old enough to remember, actually, when space space rockets going up in the sky was a big thing, then you know that's pretty amazing. Now, does it really matter if it's he said five years, if it's 10 years that that's happening? Probably not in the big scheme of things, but if he doesn't set the goal, an outrageous guy, he doesn't push himself to everybody else will go, we got 10 years to go, and what happens when you've got 10 years, you don't start thinking about it hard, you don't start pushing hard until year eight, that's what goes on. Okay, so if you set the five year goal, it starts to go. So, what does this mean to you guys? You got to start setting goals, have some outrageous goals, and act like you've only got, yeah, limited time to get this done. You got 1000 days left, and it's, and it's, and it's happening now. As I said before, being a little bit morbid about stuff, but

it's, it's really true. Oh man, I mean we know Steve's had got literally got stabbed to death in, in Canada, and had no warning about that. He was up and running and doing his thing, and and had a big deal on the table at the time. How much was that deal worth, Steve? That, that you had on the table?

Steve Eagle 20:52
Look for me, it would have been somewhere between 15 and 13 million, and I was 28 years old.

Andrew Grant 21:01
Yeah,

Steve Eagle 21:02
so I literally, if that deal had gone, if I hadn't, if I hadn't ran into the incident that I did, then if that deal had gone, you guys would never have heard of me. Oh, to cash that in, and that would have been it. It would have, I would have gone off into the night happy safe. So, anyway, just a different thing. And what that did is not only did up in my life, but it made this question about how do you use your time and what do you do with the time that you have, it made that just burn like a fire inside of me. It really did, and even to this day, like I cannot sit comfortably watching Netflix, I just can't, I can't accept that I'm spending time watching somebody's idea of reality that's a complete fantasy instead of making my reality a little bit better. It just makes no sense to me, and I'm fine with people watching Netflix. Hey, go great. And I had, look, Game of Thrones, I loved it, and there are certain things that I'll find, you know, and enjoy on TV from time to time. At the moment, I'm all over the World Cup soccer, right? So, watching every single game and doing all of that, but even then, like the World Cup soccer, I kind of want to watch every game, but I'm not going to spend two hours watching every single football match. I've just got better things to do with life, so I find ways to watch the highlight reel. It's 30 minutes per game, and I kind of get the experience without the overhead of wasting time, right? Watching an Italian roll around clutching his ankle for seven minutes is not my idea of fun. But anyway, look, I think this is really a great place to maybe jump into the slides, Andrew, and you're absolutely right that this sense of urgency comes out of experience, and that's one of the things I want to address. In, how do we get unstuck? How do we get things moving? Because when we're in that position of being stuck and things aren't moving, it's almost at those points it becomes most evident, almost. We become most sensitive to it, where we go.. shit, I know things are just not working right now, but even if you don't know what to do with them, it normally doesn't feel good. That's normally a bad feeling, not a good feeling for a lot of people. Before you hit that feeling itself can can slow you down. Yeah, Andrew,

Andrew Grant 23:26
before you hit the slides just let me wrap up my point with this is that Steve's going along, and those who don't know, I'm not sure, I'm assuming everybody's aware that Steve, at one a few years back, was was stabbed and died on the table for six minutes or so, and luckily for us, they brought him back. It

Steve Eagle 23:48
was on Monday,

Andrew Grant 23:49

yeah, so, so got him back, and that changed everything, but the deal he had on the table disappeared, because Steve was a part of the deal. Now, if that was the legacy, if that was the thing that he was, that he was, he was, he was trying to do, and leave for the family, whatever it was that you, your goal is that you want to leave, or what did you want to do? Then Steve was trotting along, thinking he had years to go yet, you know, in his mind, but you don't know, it's like this, it can go like this. So are you sucking every minute that you've got towards the goal, the priority in your life, is it is your goal the priority, or do you have other things that are more important? And do you have a clear goal? That's the other thing. I just want to have a product. It's not just, I just want a product's not not good enough. You need to, what,

Steve Eagle 24:41
even, even I want more money. I don't know that that's good enough. You know,

Andrew Grant 24:45
I want to be financial free. I need to have this amount of money. Specific, what that means to you. You need a clear, specific goals that are measurable. If somebody put smart before, that's what it's smart is specific, measurable. What's the A, and basically attainable, realistic, and the attainable, realistic thing, I don't really hold to, because, yeah, 1000 spaceships going up into space, you know, that's maybe not very real for a lot of people, so it's what, but you need to be clear on what it is that you want, is that making sense, and have a push date, which focuses you and makes you put your stuff together and get in, because that can the time that you think you've got, it's not, not necessarily there. You may have more, you may have less. You don't know, so let's assume you have less and go hard. So that's my first challenge for you. Do you have a goal? Are you going hard over to you, Steve?

Steve Eagle 25:39
Yeah, no worries. All right, I guess in terms of actually breaching this topic, and how do we actually start working on this, and thanks for Alicia for putting the definition of a smart goal in the, in the chat. They're definitely relevant. What I want to do is just kind of run through some slides and talk about these same topics. Right, so we started off in the right way. As I'm doing it, I also want to jump across and show you guys some practical ways that I surmount this, like if I get stuck, what do I do, and how do I start looking for inspiration or looking for ideas of what the next steps might be, and there's probably going to be a little bit of a mix of stuff that you've heard before and stuff that you haven't heard before, so, so that's how it's going to roll, but let me get some slides going here, and I'll share my screen as I've done that. You've all disappeared, including my Zoom controls, which I think I can get back here. We go all right. So should be able to say, welcome slide where we are, where we are is end of month june 26 and as Andrew said, isn't it crazy? I mean, you know, financial years right up upon us. There's a lot changing in the world, and you know, mid year is also a bit of a break point as well, where we can kind of reality check and see where we're at with our plans, and how they've gone. So, really, what I like to do in this moment, where I'm stuck, is start brainstorming, and brainstorming is not singular. There are many, many different ways to do it, but I've been trained in some specific ways, which I'll talk about, and for me, it's been a happy accident rather than deliberate, right? The career that I got into, in terms of prototyping, product development, working with the product development teams, and estimating their manufacturing requirements, and all the rest of it, and then purchasing those manufacturing requirements on their behalf led me into that world, right. So it was really through the hand skills that I did it, and even big companies and small companies and individuals and everybody in

between all suffer the same thing, which is at times they get stuck. Right, you're seeing this happen right now in the market a lot with the advent of AI, and a lot of people getting stuck with, they know there's an opportunity, but they don't know how to use that opportunity. Let me know if that resonates with you. That you see AI is this amazing thing. I mean, the same thing happened with the.com bubble, right? You see the internet happening, go, wow, you know, internet's going to be amazing, but what do I do? How do I use it, and this is part of it as well, right? And this is not unique to people. You'll hear me often say businesses are people too, and absolutely businesses go through the same moment. So we're going to have a look at brainstorming, but also other ways and other techniques to unstuck yourself, right? That's really what this comes down to, is when you're faced with something that you're not sure where to go as far as your next steps. Now, obviously, we're going to be looking at this through a bit of a lens around product development, right, because that's why you guys are all here, but I really believe that the product development archetype maps over a general success intent, you don't start a business just for fun. It's normally because you want it to be successful. Likewise, very few people start product development just because it's good or an interesting thing to do. Most people start it thinking, I want an outcome. Success has a measurable factor right now, whether or not you're currently measuring what that factor is for you is worth understanding. Do you know what your success looks like, and even that question alone might lead you into discovering why you may be feeling stuck. Right, so success is definitely measurable, but everybody's measure looks a little bit different for some people, it's family, for some people it's wealth, for some people it's a combination of many different things.

Steve Eagle 29:53
You choose your own adventure, but the important thing is that you can articulate, you can understand it. That is kind of fundamental to this whole topic that we're going to be talking about tonight, but as we do it, we're going to be focused on where to start at the beginning, and then we look at some tools in how to do it, and really this is just me mind mapping the things that I turn to when I'm feeling stuck in, and that could be in product, it could be my business is turning down, definitely this happens in Nutrition Depot often that we see the one line of product start fading out in terms of its profitability, its market uptake, its desirability with the kind of influencing crowd and those who use the product, and then you know equally we see somebody else come up with a new idea, new fad, new trend, new, you know, molecule found, and another thing starts, so you know, even as I said before, relatively big businesses face this, and when we do it, I go through a series of questions, so this is the first one that I like to consider, and I do this with a pen and paper in hand, by the way, I get out of pen. There's there's something that happens to our biology when we're actually engaging in something, and it demands physical activity and mental activity at the same time. We're being physical by writing, we're using our mental and visual faculties by thinking and seeing what we're writing and engaging in it, and the more sensory you can make that, the better, right? The better off you'll be, and try and engage as many senses as you can while you do it. But definitely picking up a pen and using a bit of paper, I think, is essential to this whole thing. One of the first questions I like to ask is, what am I most skilled at, or what is this business most skilled at? What is this entity that I'm dealing with most skilled at? Where is the ultimate strength that we're looking at? And the reason I think this is important is because we're typically told to think the other way in how we learn through school and university, and even at in our careers we're often told that that weakness that you have, you should work on that, and you can improve that thing you're already weak at. And I reject that entirely. I think that's really bad advice. If

somebody's saying to you, oh, look, we've noticed that you know you're not great at customer service, so what we're going to do is, we're going to put you in a customer service role until you get good at it, like, yeah, you could do that, or you could just identify what I absolutely smash and just give me more things to smash, and guess where I'll be more effective. It's probably smashing the things I'm really good at smashing, right? So I kind of, I start there, I start with what are the things that I always get complimented on, or that our business always gets positive feedback on. What are the things we really know we do well? Where are our core strengths? And this is like the same as, like, kind of what are you most skilled at? And it's just write it down, you know. And there's a really good format, which Andrew, maybe you can talk a little bit about later. There's a really good format for this, which is write it out, and then immediately write out the question. So, what you know, I am most skilled at, and then immediately fill in the blank, right? And then write it again, I am most skilled at, and immediately fill in the blank, and then write it again. I am most skilled at, and immediately fill in the blank.

Steve Eagle 33:26
You want to keep that going for sort of five to 15 minutes, that kind of window, and what happens is that your frontal cortex gets fatigued with that, your brain goes, why do you keep asking me the same stupid question, you're asking me again and again and again, and I've given you all the answers I know, and you're still asking me the same stupid question, I give up, right, your conscious mind, your frontal cortex goes, it's all too hard, you're not listening. I don't know how to solve this problem. You're clearly not satisfied with the answers I'm giving you. I give up, it's too hard. At that moment, your subconscious mind has an opening, and your subconscious mind can come in over the top and go well. Hang on, let's actually take this as a real challenge. It's obviously very important to our system here. Let's actually discover it, and you'll find that the types of answers that you get after you fatigue your frontal cortex and run into that moment where you, in this way, you're feeling stuck. There is no suitable answer, then your subconscious mind will kick in, and you'll, you should start to see different style of answers coming out, or maybe they're coming out more rapidly, and or the same answer comes out again and again and again in rapid fire, and that can be an indicator that your subconscious has taken hold of that and is now actually working on it. That's powerful. That's what we want, right? Our subconscious mind, for reasons, needs to be engaged, and one of the easiest ways to engage it is the process I just described. So, I'd rarely recommend that you do this. If you're feeling stuck on anything, consider it as a domain. So, you know, I might be working on building a classic car, and I get to a point and I feel stuck, I'll session this. What am I, my skilled at on the classic car? What's the classic car best at? What is the thing it's good at already? And is there room there for me to explore that? Right, can I open up that idea rather than going a problem-based approach? We'll get to a problem-based approach. Right, we'll come back to that, but at the start I like to identify strengths. Okay, so that's what are my most skilled at. So, first question I ask. The second thing I like to ask is, Who are the most successful people I know, and who do they know that could help me figure this out right, and the reason this is important is because it gets you out of your own world, and it makes you start thinking a little bit more broadly about the horizons that are around you, and may lead you down the path of discovering an opportunity that you never knew that you had, right, consciously you might just be brushing over life and doing it and getting things done, but if you deliberately sit down and think, well, actually, Who are the most successful people that I know? What do they do? What do they know? Who do they know? That is also a way that I've learned is just a really powerful way of kind of leveling and leveling up my own abilities, right, and this was first expressed to me by a mentor I had when I was in my early 20s, and and we're

discussing like career moves and how to make the most of my career, and I was trying to think in a career-minded way, I'm going to stay in companies, I'm going to, you know, work the corporate ladder, I'm going to, you know, end up with a fat check and retire when I'm 60, you know. I was kind of like thinking in that mode, right. And the advice I got from my mentor at that time, when I was thinking like that, was Steve, you need to find a shooting star, and the words were, find a shooting star and hang on to the coat to coat tails for your dear life, right. And when I received the advice, I was like, oh, that's interesting. That's like kind of like, find somebody who's already got success momentum happening and become of service to them, right.

Steve Eagle 37:21
Start hanging around them, start finding ways to propel them, and if I can build myself into their inner circle, and I learn who they know, what they know, how they work. Then that's probably going to accelerate me too, right? And this is a similar consideration here. What are the most successful people you know? Who do they know? And how could you fit into that world? What is it that you bring? What is it that you could learn? What are the things that you're most skilled at that you could apply to that that sphere, understanding that there's nobody else on the planet just like you, right? There really isn't, and your unique makeup, your attributes, your strengths, weaknesses, experiences, all of it lend an edge to you that you can exploit, you can find ways to use that edge, you can find ways to combine your skill sets, your attributes, your experience, and that will be a unique offering that you bring. Right, so find out where that works and how to do it, and these are just very high level questions where I start asking myself about that to discover new opportunity. What I'm looking at here is like, where is the door opening for me? Right, how am I going to look at something I've maybe missed or something that's right in front of me I haven't really considered before in this way? Where is the door opening for me that I can start approaching and start defining actually what it is that I'm going to start on? Right, we're at the very early stages of where do I even start making change, making a new step forward, whatever that is. Then I like to do a bit of a reality check on it. You, if you kind of hang around me a bit, you hear me call this pumping the brakes, you know, just pump the brakes on that, and you know, let's, let's sort of see where it's at. That doesn't mean stop. It just means reality check what the moment is, and I decide identifying what we are able to deliver or not, or what we can contribute or not. And this often comes down to a resource question, right? And I like to think of resources in terms of the world around me, you know, what do I have right now that I could invest into this, and when I say invest into it, I don't just mean monetarily, or might be money, it might not be money, but it may be time, it may be some knowledge or experience that I can invest into it, it might be my eagerness to be to participate, I can. I can rock up at an event where I know there's some successful people around there, and I can be eager, willing, and open to helping, and I don't know what that's going to be, but I'm going to rock up there and do it anyway, right? It's this kind of thing. What resources can I lend into the, the two earlier questions, and what does that look like for me? You know, and this is really defining how far can I go in, in my personal contribution, my personal commitment, and you know, where do I start rubbing into the realities of life? You know, I've got to go and pick up somebody, I've made a commitment to meet somebody on Monday. I can't get out of that. I've got to do it, so you know it's about you also being sensitive to what resources you have. I also think in resources in terms of network as well, so you know maybe I'm not the one contributing, maybe I'm introducing another person into an environment who can contribute, right? Or maybe I'm not the one thinking of new product ideas. Maybe I'm going into an environment where I know people are talking about product ideas, and I'm going to help somebody with

an idea make their next steps, right? So this is also about the resources you've got, all you have access to, right? So in that way, think of, you know, the friendly faces that you know, the friendly environments you know, the community that you know, what you have available to you. How you can start helping other people achieve something, or helping other people include you in their achievement, right?

Steve Eagle 41:24
So that you kind of build this a little bit of a network, and I really believe that the end game of this is not for us to solo it. Right, I don't think we're at our strongest if we're just doing this as a solo mission and sitting there trying to figure it out for ourselves. I believe we're far stronger when we've got a group of like minds, or at least a sounding board, somebody else who's kind of understanding a little bit about you, where you're at, who can lend some ideas to you, and one of the most helpful things for me, actually, in this, in this way of, you know, resources and access to things, actually came out of completely left field when I was recovering from that moment in Canada that Andrew spoke about, I found a an online forum where people were talking about stuff, right, and I was in my hospital bed in the hospital in Canada, you know, lights off two in the morning, couldn't sleep because of the painkillers I was on, they kept me awake and sitting there, sort of wondering what to do with life, and I went on to this message board, and just started asking questions that were relevant for me, like they're really selfish questions out to a complete group of strangers, and these are the types of things you can do on the internet, and anonymously, of course, and and it was really profound. Some of the feedback that I got in that environment was really profound, and so it doesn't even need to necessarily be somebody that you know, right? Sometimes, if you are unsure of what to do, it helps to have somebody just take a completely, you know, unattached view of who you are and what you're trying to do, and and blend their experience or their lens onto it. Right, what I would say, if you're putting yourself in that position and doing it in that way, is be open-minded enough to really listen to it, but don't listen too hard, because you ultimately don't know who the other people are. Right, you could be taking advice from a complete loser, you just don't know, but it is interesting to sometimes get that blind feedback, so that way I think the prior question of who are the most successful people you know resonates, because if you're asking people who you already understand have a level of success that you aspire to, or that you at least appreciate, there may be better answers there, and that's why I started with that question first, but in terms of your resources and access, the internet and AI now as well can be that sounding board where you can do this in private, and you know, and get some really profound feedback on your stuff, and that might be helpful. So, do it. I would say, as well, that if you're doing this with no process, you're just kind of gunning at it and trying to make sense of it as you go. You're probably doing it wrong as well, but you guys have a process, and that's our process, so you know, take that for what it is. But if you have no process around this, you're just asking questions, you know, it's hard to have good direction if you don't know where you're going, and if there is no process, you've got no guide rails, you've got no guidelines, you could be heading off into the wilderness, and you wouldn't know. Okay, so that's the other question. Then one of the things I always like to reality check is where and how am I spending my money, right? So this is a classic in terms of identifying where, where your attention actually is in life, right, is pull out the credit card bill, pull out the bank balance, look at them, try and identify patterns, trying to do this in like a budgetary way. I spent so much on entertainment, and it was these three types of entertainment. I spent this much on food, and it was these types of foods. I spent so much money doing, you know, work-related stuff, and the work-related stuff always in this direction.

Steve Eagle 45:21
And having a look at where we're already spending our resources and spending our money, and the money is just a way to highlight the resource spent, can equally identify and articulate stuff that we might be already doing, but might not be consciously doing, it might just be the way that our life works right now, right, but if we pick that up and actually analyze it, that can sometimes, as well, be incredibly insightful, as to, oh, I didn't realize I was spending 30% of all of my money doing the same kind of thing. Maybe that's an area I'm actually pulled towards and should figure that out more, right? If not for the personal benefit of saving some cash or being better at spending it, maybe for the benefit of actually finding opportunity there, right? If you're already invested in it, literally by spending your money on it. It's likely you're deeply interested in it, or have a deep need. And if you've got a deep need or a deep interest, that can also be an indicator of where you're, where you're likely to find opportunity, where you're likely to unstuck yourself, right? When that's the last point here. What are you deeply interested in? If you could rub a magic lamp and the worries of your life went away, how would tomorrow look? What would you go and do with yourself? Right, and I'm a firm believer, and you'll hear this throughout every step in our process, I'm a firm believer that we should be building things that drive directly towards our financial and lifestyle vision, whatever that is for you, right? So that also then demands that we have a little bit of clarity around what that is, right? But these types of questions are the ones that I like to start with if I don't have that clarity yet, and I'm trying to build the fundamentals and put together some, you know, raw information for me to work from that I can get clarity out of those outcomes. These are the types of questions I like to ask myself. So, so let us know in the in the chat box if, if anything resonates there with you. Have you done any of this before? Have you thought about, you know, who are the most successful people? You know, you'll hear us talk about things like the Dream 100 list, right? Are you maintaining that? What was the last time you took stock take of your resources? Just went right, you know? If I really wanted to combine everything that I have access to to my best advantage, what would it look like? You know, what is all of it? And actually be specific, you know. I think this is this is not a mental game of I have some feelings and I'm asking questions and they're making more emotion. It's not that this should be specific and deliberate, and that's why I say, get out your pen and paper, and actually write the thing down. There is a logical process that you have to go through mentally to articulate the idea, and forcing your brain to do that process helps you organize life in general. Anyway, so there's a very good reason for actually writing this stuff down, and, and actually being specific and articulating it, and when we can't articulate it, that often highlights that we have an emotional response there, but we haven't yet processed that properly, right? We haven't yet processed it to a point where we can actually talk about it, understand it, and bring it to the fore in our conscious life, and you know, analyze it and dissect it and figure out the ways that we're going to work on it, or you know, dismiss it, or whatever the action is. So I really do believe this should be a pen and paper exercise for all of this, right? Or a spreadsheet, as I like to sometimes do.

Andrew Grant 49:06
So Alicia's made a really good point here as well. Who you spend your time with is circle of influence is incredibly important, and can't echo that enough. There is the saying that you know if you get your top seven friends, your income will be the within 10% of your the top, the seven people you spend the most time with, sort of thing, in terms of friends in your circle, you become like your, your, your friends, and the people who you hang around is probably more, more the point, there's actually a, there's actually a sociological reasoning for that, is because, and it's all about wanting to fit in, and if you, if you're around

a bunch of people who are performing at a certain level, and you're in that friend group, and you're not at their level, you will start to, after a while, work to get into that, to be at that level, and perform the way they do, or you will get rejected from the group, generally speaking. Okay, or you're not, if you're not physically rejected, you're not accepted at the same level, and so on, and you know that schools are great for me. Go sit in a high school for five minutes and see how kids will segregate themselves into their groups, their clicks, and if one got one click wants to go to the other clique, and once they get accepted properly into that click, they have to kind of start to do what the other kids do. So, if you let me know, in the depending on how old you, if you had the sporty group, and you had the, the, the, the heavy metal group I used to have in our school, and then there was the druggies, like the dope heads, and then there was the, and then there was the, you know, the all the nice looking girls, and they, you know, and they all had their, they had their little group to get to, but you had to kind of have the same value set to be in that group. Is that making sense when I say value set, and you had to, yeah, sometimes it could be you had to wear the same kind of clothes, or you had to do whatever it was, that's had what you had to do to fit into that group. It's no different when you become an adult, we just sort of, we say we're more inclusive, we don't, you will hang around people who you are more comfortable with, and if, when it comes to money and success, it's the same principle. If you start, if you're hanging around broke people all the time who see the world, see, see themselves as victims, and the world owes them, and all that kind of stuff, it'll either make you uncomfortable or you'll have to accept that that worldview and then you'll start to become like that if you hanging around people who are successful entrepreneurs all the time and you start talking if you start talking broke victim, talk to them, they will quickly pull you up and shut you up, or and if you keep it up, then you'll get rejected from the group, you won't get invited back to certain things, you're all that kind of stuff. Let me know if that's making sense to you, because if it does, this is a way that you can mechanically improve your position, you can start to get yourself into groups that you're not the smartest guy. You don't want to be the smartest guy in the room, as Talas just said. Well done. You don't want to be the richest guy in the room. You always want somebody there who can, who is somebody to learn from you're striving to be around them, you would, and you start to adopt attitudes, you start to drop, adopt behaviors, solutions, they, you start to get into networks, and so on, and people will say, "Oh, you know, it's not about you know what you do, it's about who you know. Well, it's actually both, it's actually both. It's what

Steve Eagle 53:28
you do with who you know. Yeah,

Andrew Grant 53:30
that's right. It's what you do with who you know, and you need to make the effort to get around that. Very critically important, your friends group, and that's one of the reasons that we do this group as well, is to get you into around a bunch of people, where you can start accessing people who are on the same journey, and who kind of, you know, idea of having Steve as a mentor, Steve's kind of done it before, before you, and you, you can start to get his point of view on particular things, Darryl and myself, we know we've had our levels of success in our area as well, so you can start to get that from from us, but if there's other areas in your life that you want to be successful, start finding people who are in that area, get into those groups, might not be easy and comfortable at first, and this is the the other thing is it gets down to how badly you want to do it, and sometimes it means letting go of where you are now. There's something about your life that keeps you where you are. You are exactly where you want to be,

because you've designed your life. Nobody else has all your choices, the clothes you're wearing today, the life you're in, there's you've made yes or no decisions that have that a bunch of yes or no decisions that's put you to where you are, and it's generally because they're the decisions that make you the most comfortable. You might not be 100% happy with where you are now, not saying you're happy with it, and you might want something better, but that's what you've settled on, because the pain of going any further isn't worth, isn't worth what you've got to give up, that might be pissing off somebody, it might be paying some money to do something, it might be having to get instability in your life because you don't have certainty about income, or, or, or you've got other people that you need to do, whatever it might be, you've made a decision to do that. Make, let me know if that makes sense. At that point, there makes sense to you, that you are responsible for. Yeah, okay, right. So everybody's coming up. Yes, so if you're responsible for all that, it's generally, and we do it consciously and subconsciously a lot of the time you make decisions consciously and constantly, and it's all about what makes you the most comfortable at the end of the day, emotionally and mentally, emotionally and physically. All those go together to put you to where you are now, and they're the things that stop you from doing the things that you might need to do to get to where you go next level. So, you need to make conscious decisions. decision, am I prepared to give up something Change into something else, and to do that, you know you have to let go first. You have to let go first before you can put something into your hand. If I'm holding tight on something, I can't accept the other thing before I let go of that. It might be you might need to let go some time that you've allocated something as might be a resource, it might be an attitude, it might be something that says, "Hey, you know that thing I've been working on all my life, thinking that this is what life's about, it actually is not serving me anymore. It's actually holding me back. I need to let go of that. That can be a lot deeper

Steve Eagle 56:53
understanding of what success is. I mean, I used to think a corporate career was a successful thing for me, and it took me a little bit of pain in corporate life to figure out, actually, no, that's that's a horrible thing for me, and I had to rewrite what success looked like, so you know, it might even be that that realization for you, that you're, you know, maturing as a thing, or discovering that the world you thought worked a certain way doesn't actually work the way that you'd like it to, and therefore it's driving change and driving uncertainty, you know. So it might even be something that you feel should be familiar, but isn't.

Andrew Grant 57:29
Yeah, that's a, that's a, that's a really good point too. I mean, Daryl and I, I I kind of like the idea when I was younger, probably in my 20s, the 30s, of having a having big companies and building kind of lots of big company empires and stuff like that, and and sort of set my goals and wrote them all out, and what we're going to be doing, and had this world domination plan, kind of sort of sorted out, and then anyway, we started on our journey, and we started to bring level of success in what we're doing, and then we started hiring people, and having responsible, and one point we had a whole group of people that were responsible for, in terms of employees, and so on, and it got to the point where I realized I don't like hiring people, I don't like employees, I'm dead serious.

Steve Eagle 58:30

Yeah, no, I'm laughing because I've experienced the same thing in certain businesses, where it's like becomes the most tedious thing you could ever imagine to manage people,

Andrew Grant 58:40
and so for me to, to me, to have the idea in my head, what success was meant I had hundreds of people employed and relying on me, and all that kind of stuff. That was my vision of how it had to be done, that was success in my mind, and I'm thinking, yeah, I'm hiring, and I think we had about just say 30 people or something, one form or another under our thing, and then I'm thinking that times couple of hundreds

Steve Eagle 59:14
team now to 3000 how am I going to do it? Do I really want to do that?

Andrew Grant 59:18
And that was like, I'd rather shoot myself, so it had to re-address. Okay, how do I get what I want? What did I really want? And what I really wanted was freedom, financial freedom, and stuff like that. And it turns out, who would have thought hiring lots of people doesn't add to the freedom bucket. This is where

Steve Eagle 59:39
I got to with just,

Andrew Grant 59:43
but I thought I had to do that to make more money, and my belief system had to change. The belief system had to change that I could actually make more money, get to keep more money, because that's what it comes down to at the end of day. You hire a bunch of people, they actually want to be paid, and all that kind of stuff, and you get, so you get more, you got bigger bills, and that kind of stuff. So at the end of the day, having less people and a better, smarter system, that's what we're at, a smarter system, and I don't want to hire people, and particularly in certain environments, so because it's just not worth the juice, isn't worth the squeeze. Sorry, Steve, go on.

Steve Eagle 1:00:25
No, you're right. And you know, even with, with my personal journey as well, I mean, that I realized that with property, I thought at some point I was a, you know, heavily investing into property, and I'd read.. I can't remember his name, but, like, what was it, 100 properties in a year or something? This guy had gone out, done it, fantastic, great property course, made money doing it, brilliant. But I just realized that I was creating this massive burden of being a property manager or a manager of property managers, different real estate agents are doing the property management, and really, really difficult. Didn't like it, and so I stopped doing it. Okay, so we've got a bit of an idea of where to start, and I've been watching the chat as well, some really cool conversation happening there, and, and I think you're right, Alicia's made a comment saying that this is why old school housing commission style communities are terrible, because affordable housing dispersed across and integrated into a broader community is sort of creating this ghettos, and they're also equally like intellectually and humanitarianly negative overall. I'm not saying that you can't do success out of a ghetto environment. I've seen it happen 1000s of times, so

you definitely can. But the odds are stacked against you, and sometimes the exception, yeah, that's right, it'll be the exception, not the rule. And I think, as well, now, Alicia, that's become generational, where people in that environment have gone beyond the, oh, we're in a project, you know, government project, and we're feeling bad about life. I think it's gone beyond that. It's now a sense of entitlement, where it's like, well, you put me here, government, you need to pay me more to be here. It's your fault. It's not. It can't possibly be me, right? Like, it must be you. It's the world has done this to me, and that as well. That entitled attitude is just a really negative thing for personal agency and prosperity. So, I agree with that.

Andrew Grant 1:02:30
This, I'm just going to extend on that point. And, at the risk of offending people, which I'm happy to risk, this is when you got immigrants coming into your country, all living together. I think you'll find if you have a bunch of people coming in, they're all grouping up in particular communities, and so on, like that, that causes a way of thinking, because everybody around you, if your whole world, all your friends are all experiencing the same thing, it might not be because the opportunity isn't there, it's because they all have the same belief systems and bring a certain belief system, all of a sudden that becomes your reality. Okay, and

Steve Eagle 1:03:11
it's self-self-perpetuating too. And I grew up in Africa, look at what happened in Johannesburg from the 1980s to the 2000s I've seen it all before, and I look at Melbourne right now, and I'm just going, Melbourne has no idea, and the government in Victoria have no idea the problems that they're bringing into the country. They just don't get it, and I'd hazard to guess if you asked any of those people in the decision makers and the politics around there, how many of them have traveled to the countries where we're bringing immigrants in from and actually spent a couple of months there living like them and seeing how the world works from their side, they would, I would be shocked if they've ever done that, and I would be even further shocked if they lasted more than a couple of weeks. What's happening? And I'm not against, I'm an immigrant, I'm not against immigration. I think immigration is fine, but the difference being that there are some immigrants, and my mum and dad were these people who will come into a country and immediately start identifying the opportunities that are there and building into the opportunity, and there are others that will come in from that damaged social economic background and not know how to identify opportunity and not know how to have agency and self-determination. They simply have not been taught that, and they haven't been taught it for generations. Picking that person up and throwing them in the middle of a prosperous city is not going to help the problem. It's going to make that problem propagate around that individual, and that's unfortunately what I think's happening in many countries around the world anyway, if

Andrew Grant 1:04:56
you're clustering together, that's that's the thing, you know, he's sure anyway, but that's a little bit beyond this what we're talking about today, but it

Steve Eagle 1:05:02
is okay, so I think you know we're risking kind of getting into the getting into the edges of the argument, I want to do some practical stuff as well, so let's do it, so what do you do if you're stuck, you don't know

where to go, you're unsure about the future, you're not confident in making a move, but you've asked those other questions of yourself, and you've got some pages of notes taken. What do you do from here? And what I want to do is share a couple of different resources and ideas of where you can go to actually start the ball rolling, so by answering those earlier questions that we looked at, we're scoping the shape and size of the ball right now. What we're going to do is try and make the ball roll, understanding that if there is momentum in any direction, it's easy to correct the direction. Think of it like being stuck in your car in a car park, you can be in your car in a car park, and you can turn the steering wheel as much as you like. Nothing's going to happen. You're in a car park, right? But as soon as you start moving the car, then when you turn the steering wheel any way you like, you actually get a result, right? And that might be a positive or negative result. That's not the point. The point is, there is momentum happening. There is feedback that's happening in real time. You're seeing the direction change, and you can make an evaluation of that, and go, "Well, I think this is a great direction. Oh, hang on, I think I'm going to hit something. I think this is a bad direction. I better correct it, right? So, let me know if that makes sense. That not doing anything is never the answer, right? Not doing anything or waiting is never the answer. The answer is to pick a direction and move on it, because even if that ends up being a negative direction, oh, I made a mistake, I went the wrong way, that's totally fine. You've got momentum, you've at least identified the thing that you're not going to do, and you can pivot on that, and go, okay, well, what are the other options that are left? I now know the one that I'm not going to do. What are the other ones that I could potentially do? Right, so having any movement at all is necessary. It's not nice to have, it's mandatory to have you must start doing a thing right. This also maps back onto psychology, and I was, I was kind of astounded when I learned this, but it kind of, it's evidence, it makes sense. Motivation, like we often like think I'm not doing anything, I don't feel motivated, so I'm not going to do anything, that's the reason why I'm not doing anything. I don't feel motivated, but actually it's the opposite. Motivation only becomes possible when action has already happened. So, a way for us to understand this is like you've come home from, you've come home from a busy day at work, and you're tired, all right, you're exhausted, and cooking dinner just feels like the, you know, the most uninteresting thing to you, but you know you need to eat right, so you get up off the couch, you go and start cooking food, and you know halfway through the meal you're actually doing okay, and it's not as bad as you thought, right? Another way to do it, that's motivation building, right? Another way we can identify this is like the old gym analogy, right? Like getting to gym is the hardest part of doing gym. Once you're there and actually doing the movements, and you're on the treadmill, and you're lifting the weights, and you're, you know, seeing the other people working out, and everything, normally the mood elevates, right? You get that bit of momentum going. Oh, yeah. Okay, you know, I'm pushing a little bit harder today. I start to feel good, and the momentum and the motivation will follow the activity. The motivation does not create the activity. Motivation happens after you're already doing a thing, then you become motivated to either do more or less of said thing. So, doing is the fundamental first step, that is your first principle. Just do something.

Steve Eagle 1:09:06
It actually doesn't really matter too much what, because if it's negative, you'll correct it. If it's positive, you can amplify it, but unless you're doing anything, nothing's going to happen at all, then you'll find you become motivated once the doing is happening. You'll become motivated, and the motivation will help you do more of that thing, or help you analyze that you actually want less than that, or whatever it is. So, let me know if that rings true, that you know getting out of bed is the hardest thing. When you're

actually out of bed and doing something, it becomes easier getting to gym is the hardest thing when you're actually at gym, and doing it's easier, you know. Cooking dinner could be the hardest thing. After a busy day, when you're actually cooking dinner, it's not that bad. It was the mental game to get there that was the hard part. Then your motivation makes it easier for you, right? And, and that's our biology, that's that's no mystery, right. Okay, so what do we actually then need to be doing? The first thing I like to do, and you hear us talk about this in terms of product development, is read negative reviews, negative reviews around what is happening in your industry, what is happening on your product that you're interested in, what is happening on your local club that you like to go to is a positive way to engage in this in terms of our program, because it will start identifying problems for you. Right, if you're reading negative reviews, you'll start seeing what people are complaining about. If you know what people are complaining about, you can identify ways that they're expressing problems. If you can find patterns in the problems, you can find solutions. You've got a business, you're making money, everything feels better, right? So this whole thing about identifying where the negativity is, or the negative reviews, is an important thing. So, how do we actually do it? Well, we've got a whole lot of this in our benchmarking and stuff like that, but we'll jump over, and the internet is great for this. Since you know, probably the last five years, there's been a whole lot of internet momentum happening around review, because reviews are the best place to get customer voices. People have paid money for a thing, and then had a negative experience, and it creates a marketing opportunity, right? So, marketing businesses have been building these sites to read reviews for years now. A couple of my favorites are Trustpilot, think Trustpilot is really great. You'll find also a whole slew of other places. Try and find one that maps over the earlier questions that you asked yourself. You know, who do you know? What are they interested in? What are your deep interests? You know, what are your resources? Start googling those things and find reviews around them. And what this is, is a mental activity for you to start identifying problems, that's really what we're looking for, right? Negative reviews will help us sort of understand where are pain points in the world. How do we address them? And following our process in the Buy Like En Eagle program, reviews a negative review identify problems. Problems are the raw materials that we need to do our work, so you know, choose your own poison as far as where to get the reviews from. You'll find that also in our AI. We'll look at AI in a moment. There are also tools to help you do AI versions of finding negative reviews, even in our sell it before you source it software, there's a negative review there as well. Okay, so read negative reviews. I'll just jump online. There is no right or wrong place to do this. Obviously, it helps if they're organized and categorized, like on Amazon, they're like all have a star ranking or something like that, that just helps you identify the negative ones faster, but you can also just do this in conversation, right? You can do it in a Facebook group, you could do it in your local chat group with the people you hang out with. Hey, you know what was the worst thing that you guys bought? You know, what's the worst product experience that you've ever had? Right, start getting this interesting thing.

Steve Eagle 1:13:12
There's also something that happens psycho psycho psychologically when we do this, and you guys have probably experienced this, although maybe it's like a little bit of a guilty pleasure that, and but this is human. When we read about somebody else having a bad experience, or we see somebody else having a bad experience, it can also, in a weird way, make us feel a little bit better about life because we realize that we're not alone in having a horrible experience ourselves. So, let me know if that rings true. Have you ever experienced that, where you know you might be feeling down, or you might be

feeling stuck, or you might be feeling like things aren't working for you? And then you read a few negative things, or you read an article that says this celebrity is going through a hard time at the moment, and you almost get this like a little guilty pleasure that, oh, it's not just me, right? The whole world is kind of going through something, and I'm just another one, and so that's another reason why I think this is an okay place to start. It's not because we're delighting in other people's pain, right? It's not that we have a way to solve problems, but it also does scratch a little biological itch that we have, which is, you know, if, if the world, if my world feels bad and I can identify that I'm not the only one, then that also makes us feel a little bit better about life, right? Weirdly, that's just how it works. So, reading negative reviews will also have a background positive psychological impact. If you do it through a process, if you just sit here and read negative reviews all day long, every day, I'd really not recommend you that you do that, just as leisure reading, right? If you do this within a process, it's healthy. If you just do it because you've got nothing else to do with your time, then you risk imprinting that sort of negative view of the world, and you definitely see that if you watch enough, you know, news at night, that's kind of how the media works. All right, the other thing I like to do is the Google alphabet method, and I'll show you a little demo of this, and again, we're sort of pivoting now to talking more specifically about the Biolack and Eagle program, product development, and these kind of things. The Google Alphabet method, the way that I like to use it is, as I start with this best product for, and I just type it into the Google search bar, and then you can cycle through your interests and hobbies, and all the answers that you got for the other questions that we asked earlier in tonight's slides. Best product for interest area X, right? So, do that, or as I call this the Google alphabet method, just do it through the alphabet, so you know, even here, best product for, and you can see what people are searching in Google, right? So, under eye bags, dark spots in the face, dark circles under eyes, acne scars, slick black hair, hair growth, frizzy hair. So, you know, these are all different rabbit holes. I could chase these down and find negative reviews, and you know what I mean? Like, continue with this process. I, at least I have a process now, and I've now got a topic, then I can expand on that, right? So, again, we're just at the very first principles here of how to get started. If you don't like any of what's been saying here, start cycling through the alphabet. Best product for a acne, acne scars, age spots, air drying wavy hair, a slick black, a slick back ponytail, right. So you'll start to find like all these different things come up, and you can just go through the alphabet literally and go for it. Right, bags under the eyes, and this is now B. Bags under the eyes, blackheads on the nose, brown spots on face, blackheads, black back acne, back bags under eyes, black trim on cars, bags under eyes on women, broken capillaries on face. Okay, let's see what C's got, and it's literally just this through the alphabet. Best product for alphabet, right? A, B, C, D, or you can put your interest area in here.

Steve Eagle 1:17:08
Best product for classic cars. I'm building. I've just got one of my classic cars back, so you hear me talk about that a little bit. Best product for classic cars, right? And that might open doors for you, where you can start gathering real information around specific inquiry. It's not you inventing things, it's not you thinking by yourself, it's you engaging with the world around you, and moving this out of your own world and into the world of ideas and into the world of product development, so this is a really strong thing to do. Best product for Alphabet or interest point, right? So I call that the Google Alphabet method, not speaking about Google and their parent company, Alphabet. Okay, so here's GoGo Alphabet method. Another thing I like to do is check out Answer the Public. Answer the Public's a website by Neil Patel. Neil Patel is one of the godfathers of internet marketing, and just an absolute weapon at it. And so,

Answer the Public is this website, literally Answer the Public, and it should rock up looking something like this. There is a free version of it, but I know that they're doing a lot with AI at the moment as well. And if you don't already have a business, pop in some of your competitor businesses or another business that you might be interested in, or if there's no business that you've yet identified through looking at reviews or through the alphabet method or anything like that, there's no other thing that you've identified. You can also use keywords and just search by keywords. What answer the public will do. Let's pop in a keyword here and just say golf as an example. What, and I've selected Thailand. You can select whatever country you're in. What answer the public will do is search the internet and actually bring up a whole bunch of commentary about around what people are asking around this topic point, right? So I use golf, and it will present it in this wheel. It's still loading stuff, so it'll, it'll keep going, right? But as an example, oh, here we go. Here it's starting to go. Okay, so all of these things around the outside here, questions that real people are asking right now about golf, right? So they're asking about the golf LPGA leaderboard, so I guess there must be a golf tournament happening at the moment. This is LPGA Golf LPGA Live. Okay, so that's immediately highlighted to me that golf is active right now on the ladies' PGA Tour. Okay, there's one here, golf lessons, Bangkok, I guess, because I'm in Thailand. Then, around shopping, right? Here's a shopping feedback. So, golf clubs, there's a lot of searching around golf clubs. People are asking about them. There's golf carts, people asking about golf carts, people asking about golf club covers, people are asking about kids' golf clubs, and people asking about kids, sorry, golf club cleaners. Okay, so there's some product ideas. Then there's a social media thing here, it's saying just the search term golf is trending, hashtag golf, golf clubs, golf near me, golf courses. And then the AI one, these are questions that are going into AI, right? So people searching in AI, what are they typing into the AI? So they're typing in affordable golf training aids for improving swing. Right, tips for improving short game accuracy. Which golf shoes provide the best comfort in tropical climates? How to book a tee time at a top golf course in Bangkok, obviously knows my location, where to find premium golf balls near me, best golf courses, blah blah blah, and on and on. Answer the public's really great, because you can just session any idea in Answer the Public. There are free tiers, but even their pricing is not bad. I think. Free tiers, you get like two searches a day. Okay. Six $6.66 a month. When I clicked on this earlier, before the webinar, and I found a deal that was $10 a month per month, so no lock into like a one year thing. You can just pay 10 bucks and use it for a month, so you know, in that way you get a lot of value out of that, and it can just be a way to open your mind about what other people are talking around, your interest area, your product ideas, and so on.

Steve Eagle 1:21:48
I'm not an affiliate of Answer The Public, although after this little session I probably should be, but Answer the public is a wonderful place to go to put your finger on the pulse of, you know, topic area, interest area, your, you know, resources. You could type that in, you know, what thing do I have in abundance at the moment? I've got a lot of metal in my garage, maybe I can go and make something out of metal, right? Answer the public would tell me what people are talking about at the metal topic, right? So go ahead and do that. Answer the public, explore this as a tool, like I said. There are free tiers. You can also just pop in your website if you've got a website, pop that in, and it will do basically the same around how the how the world is talking around your topic, or the types of things that your website should be aware of. This is really generated the whole website. This website, AnswerThePublic, as a website is around how to create content, right? That's the answer that these guys are trying to get to is, how do we create content for an audience, and obviously, if you're

answering the questions of that audience, you've got good content, so it's also you can use it for that as well to come up with content ideas or something, but even at the brainstorming level, I think this is a really helpful place to come and just learn about what are people talking about in your product area. Okay, so that's answerthepublic.com The other one I want to show you tonight is AI Sourcing Suite. We've been doing a couple of upgrades here, and in the AI Sourcing Suite, there's a few things that I want to show you. So we're going to step through a couple of different examples here. They all fall under AI sourcing. Okay, so the first one we got to do is in the in the members area under weekly webinars, right? There's a whole process that I go through and how I unstuck myself, right? How I go through like figuring out what my next plan is going to be, and it's all in this webinar here, webinar number 20, planning for success. Right, so if you are stuck, then planning for success as a webinar will really help you get unstuck, and then not far after the success mindset webinar is another one that I reckon these two just work really well together, and in Webinar 20, what you'll see me working through is a manual process where I use the same tools that you guys have learned, so if you've learned our product development template, you know how to score your product ideas, you'll see me using exactly the same tool, but on a completely different set of criteria. Right, so this is how I measure my ideas of what's important for me to work on. I look at the cost of completion, I look at does it create an asset for me, can I delegate the thing, do I have the required network? Do I have required data information? Do I have the required knowledge around the topic? Is it urgent for me? Do I think it's easy? What's my gut feeling? So, these are the types of criteria I look at. You can put any criteria into a template like this, and you can make your own scoreboard to score the things that are difficult or easy for you, and if you want help doing that, shoot me an email, and let's book a strategy call, and we can do this together. No problems with helping you do that, but you'll learn my process for it specifically in Webinar Number 20, Planning for Success. I step you through how to repurpose the same tools you're already using for completely different questions, right. We use them in answering the question, How do I know what product I'm going to launch? But really, those types of tools can be used for anything. So that's one way that you can use what you already have access to to propel you forward. Another way you can do it is through the sell it before you source it software, so you guys all have access to the cell before you source it AI suite, all right.

Steve Eagle 1:26:06
And it will look like this when you're logged in, and we've made some updates for you. We've added a brainstormer, right, so you'll remember that we used to have Captain Brainstorm as a GPT tool, and we still have that, by the way. So, I should mention that I'll show you this in a moment. Let me just show you where the old one is. So, if you're not sure where to find it, you can. You'll find the old AI sourcing suite, right? And then you can click through and enter your password on this one, and you'll find brainstorming product ideas. So, this is a brainstorming tool, a very capable one, by the way. It's fantastic. It's really good. The one that's in here is new and better. Okay, it's a dedicated brainstorming tool. You'll notice it doesn't fit into the project profiles. It's not part of the not part of the actual process steps to do the product development side of it. It sits above that, and that's intentional, because brainstorming is typically broader, and the brainstorming outputs is what you would flow through the process. Let me know if that makes sense. That brainstorming sort of sits at a more fundamental level, it's more umbrella view, and then the outputs that we get from brainstorming are things that we might want to select as niches or products or benchmark and work through them as actual product concern. Okay, so that's can see lots of yeses coming back, so that's great. So this brainstormer in the in the sell

it before you source it software will actually lead you through a process that I've learned, and interestingly, I didn't just learn any one company, I was moving through various different companies at their product development engineering side and started seeing companies doing the same thing, or successful companies would do a similar way, and in this way, this is what this process does. So, these things, where you see, like, how white, how might we, and the crazy eights, and SCAMPER technique, and so on, and so forth. You know, the jobs to be done. The first principles is where we start. You know what has to be done, and what are the first principles of that work? And how might we do that? What are the crazy eights in the SCAMPER technique? How do we reverse that brainstorming, put on our six hats, and make our assumptions, and then synthesize and hand off the workflow. These are all ways that industry does this work. If you went and got a job at Apple right now, in Apple's design studio, you'd be learning something like this, right? This is how those types of businesses make their make their decisions around product development, opportunity hunting. What are they going to work on next, and how they're going to apply what they already have to their best advantage, to their best leverage. As you're working through this, you'll be able to select a project if you've got some ideas already, and you'll be able to apply this session, your brainstorming session, into a project, so that your project, when you actually do start working through the business audit, needs selection, benchmarking, all the rest of it will be able to work with the information you're developing in your brainstorming. All right, so it will pass that information over at the right point. I'm not really going to demo this tonight. You can jump in here and play with it, and I'd recommend you really do it, but you don't even need to type to start, you know? You might want to start with one of these three prompts at the beginning here, and you know, I don't know what to build yet. Help me brainstorm from a problem, okay? And the AI will start working with you in a question and answer type of a way to address anything that you give it, right? Any topic, okay? So you can just sit here and start sessioning your ideas, and it will help you assign that to a project and carry it forward if you want to do it. The Captain Brainstormer is essentially a similar tool, but I don't believe it's as capable.

Steve Eagle 1:30:09
It is super capable, but there are definitely some things I see happening in Open AI, the way that it works, which I don't like, but this is still capable, and you'll still find it helpful. You can start with, help me brainstorm niche ideas, help me brainstorm product ideas, but this will also work from what I call zero point brainstorming on absolutely any topic that you might bring to it. These processes work, and this is how industry does it. So, you've got a couple of different choices there, either the old GPT agent or the new one built into the sell it before you source it tools there. So, so those are cool, and you can go off there. Nestor's got a question: would the output in the brainstorm auto flow into the project, yes, it does. It will pop it into your into your niche or product selection, depending on where you go with it. So, when you're ready, the agent can seed your project with a niche and a product idea, so you can carry it straight into your workflow. To do that, you want to have a project selected. If you don't yet have a project selected, it will still work, and it will still be a helpful tool for you. But having a project will help take it that bit further and actually incorporate it into your further work as well. Okay, so that's AI. There's also a another feature of the AI, which I want to highlight to you guys, because I'm not sure that you guys are really understanding what it does or using it as you could be, which is this field agent. Let me know in the in the comments in the chat, have you used the field agent yet? Just give me a yes or no if you've used the field field agent or not, lots of nos. Only Kylie is coming back with a yes. Everybody else is saying no. Cool. Well, hopefully this is going to be pretty interesting for you guys. So

the field agent is one that I, I built with the idea that, you know, wouldn't it be great to have Steve in your pocket? Wouldn't it be cool that you're walking down the street and somebody asks you a cool question, and you can literally have a field agent in your pocket that can help you do our work, right? And so this is that tool. It will work on your PC, but I actually designed this with mobile in mind. So what we're looking at here is the field agent in the PC mode, and it's kind of like self-explanatory, but I should demo these for you as well. So snap a product photo in store for an instant competitive intelligence or cost breakdown. So really, what we're talking about here is estimating or benchmarking, or both estimating and benchmarking from a photograph, right from a photograph. So I want to demo this for you. To demo it, I'm going to bring my mobile phone over. So what we're looking at here is literally my mobile phone, right, but I'm just projecting it onto my computer, okay. So here's my mobile phone, I'm in the browser, right. So I'm using Google Chrome browser, right. So let me click on that, and then I've come to our members area, I've logged in, and I've navigated through to the sourcing platform. Let me know that you're following at the moment, that we're in a mobile phone, we've used the browser in the mobile phone, we've logged in using your credentials to get into the members area, and now you're in the sourcing suite, right. Essentially, where we are is we're on the homepage of the sourcing suite, but we're doing it on a mobile phone. Okay, cool. So that's where we are. Then what you can do is open the side menu on on your phone and find the field agent, right? So we click on that, it'll be a little bit slow because it's like connecting over Bluetooth, I think. Okay, so right, so there we go, field agent, and it will bring us to here, right? So this is now the same page on PC and on the phone, right? But I'm going to be operating on the phone. Let's say that we wanted to benchmark a product. I'll just get something here.

Steve Eagle 1:34:28
Okay, so I found a product, and you could be walking through a shop or anywhere - doesn't matter, right. For today, I'll show you in a moment what I'm going to use. Okay, so we want to benchmark a product, then it will say take a photograph of the product, and so you can click on that, take a photograph, and I've just got this on my desk. If I, if I tip up, you'll see my right, there's our Zoom chat and our slides, so we're looking through my phone, right, and on my desk I've got these pair of garden shears, right, so there's a little pair of scissors, I got to take a photograph of it, okay, there's my photograph, and if you're happy with the photo, you just click okay, right, so it's got to click okay, then it'll ask you to put in some information about it. So I'm going to say it's garden cheers. If you want to, you can fill out the other stuff, but it's not essential, right? And then I'm just going to click run a benchmark, okay? So I push down here with my finger on my phone, so I click that bottom button, okay? So now what it's doing is it's picking up this photograph, running it through our AI, and doing all the things that we normally do for a benchmark, and in a moment it will give you a benchmark of this, so imagine this: that you're out in the shops, or you're out with a mate, and somebody says, 'Oh, you know, I bought these new, this new thing, but you know, it just hasn't really done what I wanted it to. Okay, interesting. You can literally take a photo of that thing that they were talking about and run a benchmark in real time to start discovering, is this product worthy actually processing or not, right? So that's what's happening in the background here, it's it's running a complete benchmark, and in a moment it will give us that that information back. So we just have to be a little bit patient while it's doing it, and this will also do exactly the same flow for a for a cost estimate, so here's what's come back. So the products been identified as classic wooden handle garden shears, they're unbranded or they're generic, they're hand pruning tools or garden shears. A shelf price is usually 15 to $25 The size is eight

to 10 inches, which is pretty spot on, actually, although there was no measurement in, in the photograph. I should actually measure that. Wonder, how accurate it actually pull out a ruler here and have a quick look. They are exactly eight and a half inches, so very, very accurate, and I've just seen this get more and more accurate, the more I train it, the better it gets. It really is that. So, here's the price analysis: market average, 25 to $30 The range is normally eight at the budget level to 75 as a premium. The positioning would be entry to mid-range positioning with wooden handles, provide esthetic differentiation and traditional appeal, position slightly above basic budget shares, but below the premium ergonomic ones. A target price point of 18 to $22 would capture value conscious consumers seeking quality without premium pricing. A margin estimate would land it at about 35 to 45% retail margins, typical for hand tools in Australia. Market hardware stores typically mark up 40 to 50% while online retailers operate on 25 to 35% margin. Here's some of the competitors: Fisc is Power Gear Pruna, $35 to $45 premium ergonomic, strong branding, lifetime warranty offering, high quality hardened steel, but significantly higher price point, the plastic handles, and less traditional esthetic, and they're heavier weight, so people complain about fatigue. The Spear and Jackson razor sharp traditional secateurs, 18 to 28 and on and on, you know. And it tells me where they're from, Bunnings ones, right, Oka Stoon, right? And it's basically benchmark it. If I'm looking at channel analysis, Amazon Australia will carry about a 35 to 30 to 35% margin, retailing from 19 to $25 wholesaling 11 to $14 Bunnings will carry them at a 45 to 50% margin, $16 to 21 and on and on and on. I mean, it's just really a fantastic tool to get into the conversation in real time.

Steve Eagle 1:38:59
I mean, if I was out at a networking event and somebody said, 'What about this product? I could literally do this work. Even if you don't have a photograph, you can jump online, search for a photo of a product, feed it into here through your phone, and then you'll get all of this. And, like, literally, I would duck off to the toilet. Hey, would you mind? I'm just going to duck to the gents, you know, just out of one too many glasses of wine, just going to duck to the gents. I'll be back in two seconds, and then I come back, and I'm loaded up with this information, like, Hello, instant expert, right? And really, really powerful, right? And it gives you, I've designed it in such a way that it will give you actual stuff you can talk to, so you know, how would you recommend making some changes to it? What are the types of strategies you might use? How you might pack that, you know, what the market opportunity might look like. So it's designed to give you like a full scope of things to talk to, and then again, if you wanted to save it to a project at the bottom, you Let's see if I can get back

Alicha A 1:40:18
to have a question. Can you input a modification of the product at this stage and benchmark afterward?

Steve Eagle 1:40:27
I would save it into a project and then do the modifications after you've understood the problem and solution statements. So, no, it doesn't have that functionality, functionality at the photo level, but that's intentional in a way. I don't know that that's the right place to do it. First, you want to identify, is there a high level opportunity? Then you can start exploring, is there a, is there a reason to do it right? Is there a problem? So, great question, thanks, Alicia, for grabbing that one for me. One

Alicha A 1:40:58

more question from Nestor as well, but it's regarding when you're doing a brainstorm. He asked, 'I got a project start in Captain Brainstorm, and so would the brainstorming agent be able to pick it up, pick up from

Steve Eagle 1:41:14
it? Yes, I think it does. I haven't actually used it that much, so I'm not sure. And let me just get my mobile phone off the screen here, and I'll go back into here. So, if you're brainstorming and you select a project, then I think it will. So, have a shot at it and let me know, Nestor. And if it doesn't do it the way you think it should, then let me know as well, and we can update it accordingly. Okay, do keep in mind, guys, like this is like a live project, right? Like, all the stuff that we're doing together is is real time, and I'm very happy to help with you guys identifying issues, or if you find something not working the way that you think it should, please tell me about it, and I think Nova, who's one of my AIs, just posted in the Facebook group, I think, yesterday. She sent me an email saying she's updated Facebook, and, and that surprised me. But I think she had put something in our group. Is that right? Let me just check. Here's our Facebook group. Nice note for you there, Kim. I got an email from one of my AIs yesterday, saying that she's updated in here what happened with some bug reports, so you might find that, oh, here we go, right. So this is not me sending this post, this is one of my AIs who manages my digital product development, and and she's updating, so Nova is the AI. Hi everybody, we've just made some bug fixes, so you know these are all things that she's identified have been reported as bugs that she could work on, and she's gone out and repaired all of those bugs and made them better, and has updated you accordingly, and that will continue as well. So, you know, as I said before, this is a live happening project. We're continuing to develop it as we find newer, better ways to do it. We'll, we'll do that, and we need your feedback to make that work in the best way possible. All right, so I'm back on my mobile phone now. Let's keep going. We're going to go back to the field agent, and I logged myself out, so I'm just making my way back in. Might be easier if I actually drive my phone directly right on your phone. It will kind of be scrolling, as opposed to side by side, right? So, if they don't see it immediately, just scroll down. So, scroll down, agree to the terms and conditions. Was going to drive this with my thumbs for a minute, because, because it's more intuitive for me. And I'm going back to the field agent, okay? And then the field agents here, and we just did a benchmark. Now we're going to do a cost estimate. Okay, so you can click on that cost estimate, then take a photograph. I've got the same pair of garden shears. Let's use them. I was out printing my orchids, and these are the weapons of war for orchid pruning, all right. So there it is, and again it will ask you some information. You don't have to fill this out, but it will help the AI be better, and that's helpful for the moment. I'm just going to do the same thing. Guardian shears, right? That's all I'm going to do, and then click on this one, estimate costs, and again, this is on my mobile phone, this is not me using a computer, it's just displaying the screen on a computer, but let's see what it does, and this has got to go out and run a full, a full cost estimate of this product, including the bill of materials, a costed bill of materials, including the entire manufacturing process, and in a similar level of detail, give you all you need. So, you know, imagine that you're having conversation, and, ah, you know, I've just bought this brand new thing, and everything. You could take a photograph of that thing that that person's bought and understand directly if that's an opportunity on it, right? Or understand directly if somebody's complaining. Oh, look, I bought this and it didn't work for me. Or if somebody's just curious, I know that you're doing product development now. Hey, hey Alicia, how would you make this? You know this. This tool will answer that question.

Steve Eagle 1:45:31

So here it is. Spring loaded garden pruning shears, garden tools, and hand tools is the category complexity. It's medium complexity in manufacturing. Estimated weight, 250 grams. I wish I had scales, I'd weigh it. That's probably pretty close. Carbon steel, hardwood, and stainless steel, and spring steel are the high-level materials. But here's your actual bill of materials: two carbon steel blades, hardwood handles, return spring, the rivets, and the pivot pin, a protective coating treatment, a safety latch and lock, which is right down the bottom there. Even pick that up, and some small hardware, some washers, and things like that. The manufacturing process would be medium complexity in terms of manufacturing, and here's how it would work. So, blade manufacturing, handle preparation, surface treatment, assembly, sharpening, and final inspection. Here's the cost summary of what that would look like. Your manufacturing is about $3 8580 cents for packaging. Freights about 65 cents. Landed cost would be about $11 including a 5% duty and a 10% GST. That would suggest a retail price of 29 to $35 an estimated margin of 62 to 68% Bunnings Warehouse is giving it this kind of a profile, independent hardware stores that kind of a profile, Amazon Minute, 10 direct to consumer nurseries and garden sensors. Here's a recommendation: highly viable product for Australian market, blah blah blah. Here's the sourcing strategy. This is how you go and source the thing, and you can save it to a project. So, how cool is that? That you can literally take this with you in your pocket and take a photograph of something that catches your eye and just discover, is this or is this not an opportunity for me, right. So, in this way, there's really no excuse to be stuck on, do you have a product idea? If you are stuck at that, take action and watch things happen in front of you, right. Just take action on it. It could be as simple as take a photograph of a thing in your lounge room, and you might find an opportunity there, you might find a way to explore that opportunity through our process in product development. Okay, so I'd really recommend you do that, and that's a couple of different ways to use AI. I then also want to remind you that your network is your net worth, right? The, and we've sort of touched on this earlier. The five people you hang out with can determine what your worth is. Well, your network is your net worth is another way that you would hear this expressed. So don't, don't forget that, right? Use it. Ask people about their problems, and this is the right way to use your network in our process. Is you're a problem solver. You're trying to discover the problems, because our products solve problems. That's how we make our money, by distributing our product, right? And the product that does that best will solve the best problem, right? So ask people about it, and you'll find that actually, if you ask people about problems, they love to talk about them. In fact, most people will lead with it, even if you don't ask somebody about their problems. Hey, how's it going? Yeah, not too bad. What have you been up to this week? You'll probably hear a problem. You'll probably hear the hard story, not the easy story. You probably won't hear, 'Oh, I've had a great week. I just got my classic car back, and the things producing all sorts of horsepower. I had a great time screaming down the local streets. No, you'll hear, 'Oh, I got my classic car back, and, 'Geez, I messed up the paint. I'm gonna have to find a new body shop to go and re-spray the thing. It's just a disaster, right? You'll hear about the problems because people are hardwired to communicate their problems. We are communal creatures, and unless we discuss these things as a community, they don't get solved, so it's baked into us to do this. Ask about it, right? Your action here is to simply ask the question, 'Ah, how's your week been? How's things going for you?

Steve Eagle 1:49:29

And just keep your ears open for the problems, they will come, and your idea is to catch those problems, so ask people about it, and finally, another thing that I like to do, if I'm really stuck for product idea, is browse the retail and the manufacturing databases and try and find links between them, right? So, in this way, what I like to do is put the manufacturing database up on one side of my screen, that's over here. This is a manufacturing database, right? I'm just making it on one side of my screen. Windows 11 will do this for you, but just make it half of your monitor, and then this is the retail database. Same thing, just make it half of your monitor, the other half, and just start browsing around. Oh, look, there's some scrap metal merchants. Oh, I've got some metal lying around. Okay, I wonder who's actually making stuff out of metal. Okay, well, maybe we can find them in the ANZ SIC description. Any, anybody here doing stuff with metal? Ah, Corrigan. Oh no, that's not metal machines. Ah, metal furniture. Okay, I wonder if the metal furniture guys might be interested in scrap metal. Okay, I wonder if the metal furniture guys make scrap metal. I wonder if they like producing scrap at the end of their, at the end of their furniture runs. Okay, well, there's all the furniture guys doing metal furniture, and here's all the guys doing scrap steel. Maybe there is opportunity for me to arbitrage scrap steel to or from metal furniture manufacturers. Let me know if that makes sense, guys, that we can use these tools to find opportunity. And now that I've done this, oh, there we go. Scrap metal fabricators, there they are. Hey, Durastan Pty Ltd. What do you guys do with your metal off cuts? Oh, well, chuck it in a bit at the moment. Okay, cool. Well, tell you what, I know somebody might be interested in buying that scrap metal from you. If, if I was able to find out a little bit more about that, is that something you'd be interested in? Huh? You mean we could turn our waste into money? Yeah, that's kind of what I have in mind. Yeah, okay. If you'd like to have a look at that, that'd be great. Cool. Hey, Sydney Copper, do you guys buy anything out of the furniture industry? Not really. We're more about street lamps and wiring and stuff like that. Okay, cool. If I found some guys in the furniture industry making copper accent stuff on their furniture and they had scraps, would that still satisfy you? Would you be interested to buy that? Yeah, yeah, actually we would. Cool. All right. Hey, Durastan, I found a customer for you. Let me know if you see how that works. You can literally sit here between our databases. You've got 118,000 people making things, and you've got 250,000 people wanting to sell things. They probably need to know each other. They probably need to know, right, and that's all it is. It's looking at who's doing what, who are the other people at the other end of their business cycle that can help take something away or give them something they didn't otherwise have access to earlier, right. So, in this way, I think our databases are massively underutilized in this way, which is simply just find the arbitrage, just find the thing to pick up from this guy and sell to that guy, and find the thing to pick up from this one, and sell to this one, right? That's all you need to do. It's as simple as that. You don't need to be complicated with this work, right? It's as simple as that. All right, I do just want to finish on some slides here. Problems are your opportunity without problems? There is no opportunity in product development, right? There just isn't one. And you'll see this happen a lot in areas where product is pretty mature. I mean, if somebody came to market tomorrow with a brand near you, but paperclip, is it going to disrupt the world? Probably not, because, like, paper clips have been around forever, they're already exploited, the manufacturing sorted out, the problem has been solved, therefore there is no opportunity with new paper clips, or maybe there is, but it's limited, right?

Steve Eagle 1:53:52
So we need problems, we have to start thinking about this. That product development is a game of problem solving, primarily. This is the only thing that we do, is solve problems, right? And because

there is an infinite list of problems in the world, there is equally infinite opportunity. Your job is to identify that not all problems are yours to solve, and that's our process. It doesn't make sense for you to spin off and go and do something in an industry that you've got no idea about, and if you've answered the questions that we started with in tonight's webinar, you probably won't, right? You'll probably be highly focused and right over the target of where your strengths and weaknesses are, and understanding how to leverage your network, and where to go about finding answers to their questions, right. And in this way we benchmark everything. If you're not sure where to begin, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark, benchmark. That's where you begin. This is where you identify if problems are yours to solve, right? So this is where we do it, benchmark, benchmark, benchmark. All right, guys, that's about it for tonight. If you've got any questions, I know that you've been answering along the way as well, but we always have time for more, so if you have any questions, please do go ahead. Andrew, you've been sitting there very patiently while I did my slides. Thanks for that. Anything that you'd like to add on what you saw there?

Andrew Grant 1:55:30
No, I think we're.. I've got some other points, but we can talk about just kind of up to you guys. If you had enough, that's fine. If you want to, if you want to keep going, we can talk a little bit more about some stuff. I also want to touch base with Tala. You want to get an update for your what you did at the trade show that you attended. You're going to give us some, a bit of feedback there, if that's okay. But before we get on to Tala, just have a bit of a think about that, Tala, and we'll get on to that. Was there any more, any girls you want to talk about that in terms of where to start, what to do, anything got mindset that you wanted me to touch on that yet we haven't touched on it at all. Now's your chance speaking. Thank you.

Steve Eagle 1:56:20
Did really well, buddy, in incorporating an earlier in the chat, how mindset plays a really critical role in this. And again, it's like in my mind, it's like this: this stuck idea, I am stuck, is itself a mindset problem.

Andrew Grant 1:56:32
Yeah, you're not stuck, you're not

Steve Eagle 1:56:34
stuck, you're going through a moment where you're learning something new, and you're learning new tools, and you're in a new environment, and you got new friends around you who are doing different things to your other friends that don't do these things, and you know this can feel stuck, because you're just simply assimilating, you're just taking in all of this new information, all these new tools, but the action point is really where I always come back to. It's like I don't care if I'm stuck or not. I just want to do that little next step, whatever it is, even if it is completely the wrong direction. If I'm going 100% in the wrong direction, I'll still make that step, because that'll make it acutely obvious to me that, oh, hang on, that was the wrong step, and then I can make the right step next, or a better step, so I always come back to this thing. We want action. You just want to make that first little action. You'll find that everything else becomes easier when you have something happening at all, whether it's positive or

negative, doesn't really matter. It's about creating that moment, and then you'll find motivation and ideas, and everything flows out of that.

Andrew Grant 1:57:35
One way to think about it, instead of saying I'm stuck, is think about it in this way, I'm refusing to move forward because it's uncomfortable. Moving forward means uncomfortable, I, unless you've, you really have not been paying attention, and you haven't followed the instructions of what we're talking about. It's very clear what next steps is. Anybody here unsure about what to do mechanically in, in any, in any step in the process? I know there's people are very brand new, but you know where to go to find it, wouldn't you? Even if it's send an email to us and ask, what do I do next? Is anybody really, really stuck for what to do next? I don't think anybody is really that'd be a thumbs up. Yes, everybody's pretty cool. You'd all know what to kind of do, so it's that you doubt the next step is right for you. You know what to what we're saying, you just doubt it's right for you. It doesn't feel right, it doesn't feel comfortable. I'm busy doing something else, it means I have to let go of this or do that. It's all a feeling around, and you know what it is, but you won't move because the feeling isn't right, or whatever it might be. Does that sort of ring true when I say that you're getting what I'm talking about, so you're not stuck, you're refusing to move forward because you're uncomfortable about something, it might be a good thing that it might be a logical thing that you move, but there's a feeling that saying, I know this isn't right for me, for some reason it might be just a I haven't got time, it might be I don't quite understand it. I need to know everything before I move forward, and so on. That's generally out of 80% of people here we are taught that you need to know all the steps before you move forward. You need to know where you're going, you don't need to know where the end's going to be, and you need to understand each of the steps on the way through, and how you're going to do that, and when you can't see a couple of steps happening, if that will stop you, then there's certain personalities within the group that that will stop you first, because as a perfectionist, or as somebody who needs to see everything, and or somebody who values not making a mistake, if you, if you, if you're big on not making a mistake in your life, and generally the way that we know who you are is that you have jobs which are highly technical, so or they require on accuracy, you're the accountant, you're the lawyer, you're the engineer, okay? You're not the, you're not the social director who just goes out and organizes stuff, because that's you're more a people person when you have to be really critical and getting it right. Then there's high value in making things. Now, if you have a personality that values that, you generally build a life around you where you've been paid off for not making mistakes. Okay, so Sue's the spreadsheet lady. Okay, you want to get a good spreadsheet, you don't, but you don't want Sue to be guessing at spreadsheets, do you want her to be right? Okay, you know, and Ken's a chemist, you know. Ken doesn't want to be guessing at getting your getting your chemicals right in putting together in the pharmacy. Okay, he's got to be right. Okay, so that in those, in those professions, accuracy is super important, and you can't be messing around with that. You have to be 100% you need to know exactly where you're going, and luckily enough, in those professions we've kind of worked out spreadsheets, we know how to do spreadsheets, and in the chemistry area, in pharmacy, there's probably a little bit of testing and measuring, and it's gone on beforehand before Ken gets to actually to learn his stuff, however, you guys have all entered the world of entrepreneurs. You're all wanting to be entrepreneurs, and what an entrepreneur is is somebody who brings something into life, a product, a business, or whatever, into life without actually seeing the pathway.

Andrew Grant 2:01:52
You know what you want, you kind of got a vision of where you want to be at the end of the day, but you're not quite sure how to get there, and that is contrary to a lot of the way you've been taught to work, and so you get stuck, you feel uncomfortable because you can't see every step on the way, you might see only one or two steps in front of you, and then when you get to that third step, you have to readjust and make a decision which way you go, that will freeze a lot of you, because you can't actually get comfortable about moving before seeing every step. That's the, the magic of an entrepreneur. They've, they've, and without getting too woo hooey about it, this word gets used in other, other connotations, but this is basically what faith is. Faith is being able to move forward on something that you believe in, an outcome, you believe in something, but you don't know exactly how to get there. You step out in faith in what you're doing, and then you move forward, and even if you turn out you went the wrong direction, you go, "Okay, I know it's out there somewhere, I've got to keep going now. Obviously, with our system, it's not a blind thing, but we don't know which one of your ideas is going to be the forever idea for you, the perfect idea for you. Okay? Or even if there is a perfect idea for you, it's just the process itself is, is, is the thing that's going to pay off for you, but sitting and doing nothing is 100% the wrong thing. Okay, if you want to make a mistake, do nothing. In this, you now, the way our system is designed is you don't go broke by trying some things, you're not going to go break by running a couple of benchmarking things, or doing some cost analysis, or talking to somebody about their business. Okay, what that will do, though, is it will move you a little bit further, and you'll start to see that two more, two more steps along the line, and then two more steps, and so it's all gets down to what Steve said before, it's action you need to take action on something, whatever it might be. You gotta put some energy into the process. Once you start putting energy in the process, even if you're crap at it, energy and crap is gotta get you a lot further than being the best, but doing nothing, not plugging in, not turning on the switch, talking about it, thinking about it, contemplating, just waiting for it all to happen. I've got to meditate a little bit longer. I'll go and check if the plants are growing first before I start this. I'll go and do everything else. No actions, where it's at. A little bit of action is going to go a lot further than nothing making sense. Yes, yes, yes. Okay,

Steve Eagle 2:04:40
I could see a few light bulbs going on there, Andrew. While you're having a talk, I think you really articulated that well.

Andrew Grant 2:04:45
Okay,

Alicha A 2:04:48
there is a question,

Andrew Grant 2:04:50
yep,

Alicha A 2:04:51
from Maria regarding the field agent for the benchmarking, she's asking whether you feed that data into the spreadsheet or into your project. Would you feed all that into..

Steve Eagle 2:05:07
yeah, you can save it to a project, so you'll see right down the bottom. I've disconnected my phone from a computer. Otherwise, I'd show you, but if you scroll right down to the bottom, you've used the field agent, you've done a benchmark, or you've done an estimate. You scroll all the way down the bottom, and there's a little field there to save it to a project, so you can just use it there, right? Save it to save it to one there. Okay,

Andrew Grant 2:05:39
so I've got, if you're interested, you guys tell me. I wouldn't mind, you, Tala, you ready to have a chat? Yep. Okay, let's hear from Tala. If you want to, I can show you something I've been working on around the reviewing stuff, but we might be running out of. So, let's hear from Tala first, and then, if that's.. if you want to do Tala,

Steve Eagle 2:05:55
maybe we do next month, maybe we do a bit of show and tell, because there's a few other things I'd like to show as well, and I know what you're talking about, Andrea, it's super good, I think it ties into this really well.

Andrew Grant 2:06:04
Cool. Okay, let's hear from Tala first, and we'll make a decision from there.

Steve Eagle 2:06:10
So, hey, how you doing?

Tala 2:06:13
Thank you.

Andrew Grant 2:06:15
So, Tala, we wanted to just, you went to a trade show, and just give us your field report from the trade show. What worked for you, and what did you see, and what were you doing? What were you hoping to get?

Tala 2:06:27
Well, first of all, I just want to say that from the Wednesday webinars, it's so valuable to me, because there's a lot of information there that you know you get gold nuggets at, and one of those webinars told us how to approach the expos, so I've noted from there that a lot of those booths have represented, they have reps there, and not all of them own the factories, and I was fortunate enough to come across a one manufacturer who I guess all the questions I was asking was things like I didn't ask minimum order quantity first because everyone was asking that but I guess for me was I was looking I am a sewer and I sell Pacific Island clothes, and my thing is getting plus-size clothes. So, one of the questions was, do you do plus-size clothing, and everyone said yes, everyone does plus size clothing. So that put me off a bit, because I didn't know which ones were going to suit me. But the questions I wanted, I asked from the webinars was, How many workers do you have? Surprisingly, some of them

had 30, some of them had 200 So, what's the time to sample? Normally, it was seven days. And time, what's the turnaround time from the order place to get to Australia? And that was 45 to 60 days. Do you do packaging and do your own shipping? All of those questions that was on my list, I asked, I learned from the webinars, and the other thing was, if, when I'm ready to order, I said I'm concerned about the quality of the clothing, can you make my order a bit lower, so that I can check the quality of the clothing, because I've heard sometimes your sample comes out beautiful, but then when you order stuff, it's not not as good quality, and I think it's probably a cheaper Fabric, and that really helped me. I found one guy who phoned me back that night; he actually owned the factory, and he said to me, "We can work with the lower quantities that you need. And I asked, "What about your quality? Do you have quality control? And he said, "He called a guy over. He goes, "Oh, this is my quality control manager. He had him on hand, and I said, "What about the designs of the dresses in that hood? Do you have someone that looks after that, and then he horned after over this woman, so he had the team there with him, which I thought was really, really good, because he owned the factory, and he wanted to make a really good impression. And from there he said, 'Sit down, I'll show you my factory. So we were sitting there watching a video, and honestly, it was.. I didn't expect any of that. I just was given cards as I was walking around and giving brochures, but when you meet one guy that you connect with and he, he's the first person to contact you, that you know that speaks volumes for me. And just learning all these things from you guys was made it such an incredible and spirit experience for me. And at one of the seminars, it was a fashion show thingy. I was approached by the founder of Fiji Fashion Week, and she asked me if I would be able to put together a collection for the next one coming up in October.

Andrew Grant 2:09:51
Wow, I

Tala 2:09:52
thought, "Oh, that sounds good. Well, a couple of dresses, and she says, 'Oh no, you've got to do 12 to 15 pieces. I said, 'Oh, wow. And she said, 'Oh, but you've seen, you've just seen the Fiat show, you know? Just say something like that. But you know, thank you guys. Everything that I've learned from you guys, I've put into practice. I go out, they get myself out there, and I bump into these amazing people and given amazing opportunities, so it's, it's really, really was a fun time. It was really fun, and I was there for two days,

Andrew Grant 2:10:27
and so getting yourself out, making the taking action, and getting out there, and, and so, and you're, you're feeling like when you're asking questions, were they taking you seriously, in the sense of you look like you knew you're doing, even though you might ask someone

Tala 2:10:43
else, and now it actually has questions, the questions when they're meaningful questions for them, you know, you're asking about this space that they work with the amount of people and also the time frames of things, because, and I just rattled them off and not even taking in the answers, actually, to begin with. And as the next day I went along, and I thought, "Oh gosh, you know, I better be serious about these things, but just practicing asking the right questions and seeing the response, and knowing that not a lot

of them spoke English, so they just looked at you and smiled, and, but you know, it's just it wasn't so much the expert, but what I was armed with to go there.

Andrew Grant 2:11:28
Cool, that's that's great. So you did a great job there. So big, yay for the day for Talib, everybody! Yay,

Steve Eagle 2:11:37
that's exciting. Do you know, like, if you were to go to the Fiji Fashion Week as a paid presenter, or to get a booth there, do you know what that offer is worth, just in, like, a really basic sense, like that?

Tala 2:11:51
No, I, you know, I didn't even get.. if she did say something, I didn't hear it. I was stunned.

Steve Eagle 2:12:00
Probably worth checking out. I mean, you might find that little invites probably worth a couple of grand, you know. He's just got 200,000 $2,000 handed to you as a gift. You know, come and come and do this. Yeah, and that's

Tala 2:12:11
amazing. I just want to say, thank you, guys. You know, every Wednesday I try to play again, and just always get something out of it, enriching me. So, my 1000 if I had 1000 days to live, I would probably think that what did I not finish off, or what? What are the things to finish off that I would go back, and you know, just just finish, and that is buy like an eagle, and get products out there, finish my benchmarking.

Andrew Grant 2:12:37
Yeah, get in there. So, well done, Tala. So, follow up on all your leads there and maximize that. It's good. One thing to go, it's, it's

Tala 2:12:51
absolutely the other thing.

Andrew Grant 2:12:53
The follow up, the money is made in the follow up, and so make sure that you're getting out there.

Tala 2:12:57
Thank you guys.

Andrew Grant 2:12:58
Any questions for Tala? Guys, anybody? Any questions for Tala on her experience? You wanna know what she did at the thing? Just jump in, have a all good.

Steve Eagle 2:13:08

And Tala, now that you've had that experience, while we're waiting for the questions to come in, one question that's come in is, what was the trade show, when, and where was it? And

Tala 2:13:17
then, oh, sure. Sorry, it was the Global Expo manufacturing. It was actually called Chinese Manufacturing Expo in Sydney, but there were like 15 countries there, including Australia, the US, and you know, the Africans are now coming out with a lot of material things that South Africa and Africa as well, so it's incredible. 15 different countries,

Steve Eagle 2:13:42
super good.

Steve Eagle 2:13:43
And then, and then, now that you've been to that trade show, like, don't do trade shows now feel more exciting, less exciting, same, same. How would you feel going to another one?

Tala 2:13:56
Oh, yeah, I'd love it. There's one in November in Melbourne, actually, the same thing in November. If anyone's interested in going, but from the Chamber of Commerce, I'm thinking of going. I'm planning to go to Hong Kong to check the Greater Bay Area out, just checking, just just having a look at things and opening my horizons, because, as United, I haven't seen a lot in regards to manufacturing, but you know, being with you guys has really opened my eyes to all of this wonder out

Andrew Grant 2:14:25
there. It's trade shows everywhere all the time, so look around, look in Australia, look overseas if you want to go out. If you're traveling overseas and you're going to a trade show. Just give Elisha Mullins a call. I'm sure she'll be traveling somewhere. Elisha, you should be whacking up the trade shows every time you travel. Go back in a trade show and get your travel as a write-off, one

Steve Eagle 2:14:57
of the things that got me interested in sourcing and product development was when I was like, I was already pat-making, I was already prototyping, but I was out at a some mate's dinner or whatever, and I met this guy, and, and he was all the way, ended up sitting together, so I was talking to him and asked him, so what do you do, and he had been talking about cars, and that's how we got started. Then, okay, what do you do? And he said, well, I really like trade, and what I do is I'll fly to a country that I want to go and travel, so like I'll pick a pick a country that's interesting, I'll go and travel there. When I'm there, I'll figure out what they do. So, like, let's say it's Guatemala, I'll find, you know, handmade Guatemalan hacky sacks. Okay, that's what they do. They're really good at it. They make all these little Guatemalan hacky sacks. I'll buy a container load of them, and I'll ship it to the next country I want to go to, so let's say I bought the Guatemalan hacky sacks. Then I would load up a container full of them, and I would ship it off to France, and I'd go and check out France for a while, and figure out what France does really good. Oh, it turns out France does, you know, hazelnut spreads really, really well. I'd sell all the hacky sacks in a pop-up shop in France, and I'd convert all that money into hazelnut spread, because that's what France does. And then I'll go next country, when we're going to go, 'Oh, let's go Brazil. Okay, and

off to Brazil. What does Brazil do? And this guy literally had spent his whole life just buying container loads of stuff and shipping it to his next country, and I was just.. and that just made me go, wow, that's such a cool way to live. I just thought it was fun. Now, the error that I think he makes is that he's buying product before he's got an order for it, right? But I imagine if you did that long enough, you could develop the relationships and solve that. But I just thought very early in my career I was just like, "Oh, that sounds like the most fun you could ever have is just travel around the world buying containers of stuff as you go, anyway.

Andrew Grant 2:17:00
So, so, where you after you go into Northern Pakistan, Alicia, and mountains? There you, you're looking for a trade shop there, are you

Steve Eagle 2:17:08
great for gems? Yeah, get into the gems up in Pakistan,

Andrew Grant 2:17:12
go and go and check it out, and stuff like that, but I, I dare say that the plane you get on in Sydney doesn't just land in the middle of the mountains of Pakistan somewhere, it actually drops off in a few spots on the way, so maybe you could find something on the way there if you really wanted to, but it's up to you, kind of thing. Himalayan salt come from the mountains of Pakistan. There you go. Jump into

Steve Eagle 2:17:45
the brainstorming tools that you learned about tonight, and ask, what can I do in Pakistan?

Andrew Grant 2:17:50
Pakistan, Himalayan salts. There, where we go? What else is there? Fruits, lots of fruits. Might be able to do some stuff, gemstones, as Steve just said. Okay, so check it's one

Steve Eagle 2:18:00
of the high-value ones. Whenever I go into a new market like that, I'm always looking for high value. What does this market do? That's just like the easiest thing for them, but other countries look at it and just go, 'Oh, you know, nobody else does that. You know, in Italy, it's Florence and it's leather, Florida, like, you know, the Italian leather from Florence, tongue twister. It doesn't matter if another country's got great leather, they'll just go, "Hi, Italian leather. All of a sudden, it's more valuable. Okay, great.

Andrew Grant 2:18:30
There you go. Check out that. That's no excuses there. I want to tell me what the opportunity is in the Himalayan salt market there, Elisha. That's great. Cool. Anyway,

Steve Eagle 2:18:47
guys, just looking at time, we have gone over, and I do have a dinner arrangement tonight. I've got to go and get to, so Andrew, I do really want to explore the AI stuff that you've been working on. I think it's really interesting. Maybe we do that for next month, end of month. Sure,

Andrew Grant 2:19:03
it's okay. So, just, there's a bit of a teaser. We've developed a bit of software, it's called and Andrew, if you can work out the spelling there, that was my idea, it was my text idea, so it's spelt like my name, but review of, but anyway, point being is it's coming at it from another angle, it's from when you guys are networking, and if you want to have a review thing on your hand in your in your pocket or something that you can look at and reviews three different things. It'll review a product, so it goes out and immediately kind of like what Steve was just talking about. You'll, you can take a photo or put a name of a product in, and then it will go out and look at everything and come back with all the reviews on that particular product, and so on, and break it down, positives, negatives, score it, give you a good angle to talk to your person who might be having that product also talks reviews the person, so I can put a person's name in, take a photo of them, or whatever, and it'll go away and get all everything that you want on that person, and it'll come back and give you their, you know, what people are saying about what their background is, you know, where they're coming from, and and so on, so you can have a look at at that, if there's negative stuff out there about them, what's being said, all that kind of stuff, and it also looks at a place or a business, so you might want to, so you might be at a restaurant, or you might be at a dealing with a company, or the person who you've been talking to owns this company, and you can go look that up, and it will give you all the breakdown, the reviews, and analyze that stuff, but we'll do it really quickly, and the idea is for you to be armed when you're talking about, yeah, networking. You might see a product that somebody says, "Oh, you know, I do, I sell this type of microphone or whatever, so you can check it in, bang it, and get, "Oh, that's really great. Sounds like you're doing well in this area, but what? How you overcoming the problem of not having a gain switch on there? Okay, what do you mean? Oh, well, people out there talking about gain switch on that particular one, and so it just gives you all these angles that you can talk about, and so on. So it's a really quick little tool. Next time we're around, I've been, we've been refining it to get it right, so it's pretty good now. So I'm happy to show people, and you can have a look at it and see whether or not the best way that we use it. Talk about that next time. So, having said that, any final hoorays, or any questions, anything like that, give us an aha if you got an aha today, that would be good in the chat box.

Steve Eagle 2:21:42
Ahas in the chat there, everybody. And after you've popped in your aha, give us a score out of 10, one being I wouldn't feed it to my dog, 10 being I would rub it all over my face, if it was a cream, let me know. Good, aha,

Andrew Grant 2:22:03
there can Ken coming back with I allow the wealth according to my desired lifestyle. Yes, 100% we build out, we really do build our environment and as much as we like to blame other people, I think the effect of other people, particularly in Australia, is probably about 5% of where you are at the moment, and the other 95% is you, you know, yeah, your decisions, your built, your willingness to put up with what you put up with, and, and so on. So hard to blame people in Australia. You got, you got good mobility in Australia, but that's, that's the beauty of Australia. You've got good mobility in the sense of, you can, if you're not happy where you are, you can move to something, to do something different. That's not the case everywhere in the world, and I think we take that for granted in Australia a lot. The ability to change your environment, change your circumstances, is really there.

Steve Eagle 2:23:05
It's so true, and even the ability to network. I mean, you know, when, when I started Mendora, I didn't know any politicians at all, and now all of a sudden, we're getting calls from politicians, you know what I mean, and that's only a matter of just getting engaged in the things that they're interested in, and, and the access to people and the access to information in Australia is really, really good. It was really good, super strong.

Andrew Grant 2:23:31
Just, sorry, I'm going to finish one more, one more point. One of the things I found, which is really kind of this might help you with in terms of approaching people and stuff, but when we used to do consulting for companies and state and governments and and at large high level sort of companies and high level in government work, and so on, and, and I used to be a little bit intimidated by that, and going in and talking to people, and you get the chat, you go and talk to them, and after talking to a few of them, after a little while, it became very obvious that we've been, being kind, but to them that they weren't that impressive in the sense of as much as I thought they should be for the type of job that they handle, and they just, they're just kind of people, you know, and so all your politicians, all your head of stuff, and heads of departments, and so I shouldn't say they're not impressive. Everybody's impressive in their own way, in the sense that they do stuff, but they really are got - they come with all the flaws and all the things. They're just people, you know. And sometimes we get - we build up in our head. I found I built up my head what they, what they should look like if they're holding that, and I didn't feel like I was really at their level to talk to, and after talk to a few of them. Okay, they're not that great in that sense. So don't be afraid to get out and chat to people, but just kind of people. They do their job. They might be good at their job, doesn't mean they're not good at their job, they don't know what they're talking about. Just means that they're just people, and you're a person, they're a person. Don't be afraid

Steve Eagle 2:25:20
to make mistakes, you know? Like, even in those conversations, if you say the wrong thing, or it doesn't go well, who cares? Like, it's one person you meet, you're going to meet 1000 others, and more often than not, like, if, if you're following 1/10 of the stuff that we do, they'll actually find you very interesting, because we solve problems in a way that not many other people know how to do. You know, there's not many people using this system that you guys are using, and the ones that are are normally using it at, like, like behind a closed wall, like they do it inside a company, and it's just for that company. They do it for them, and that's their way to do it. They'll have their own little nuances around it. There are very few people with access to the skill sets that you guys are learning, the network that you have, that are kind of free market agents that just go, 'Hey, look, I can solve a problem for you, I can figure out, give me your product idea, and let's go and benchmark it. There are very few people doing that, and don't underestimate the value in that. It's a huge amount of value.

Andrew Grant 2:26:22
Yeah. Okay. So, having said that, Alice, how we gone? We got everybody, any god missed?

Alicha A 2:26:30
Yes. No question, miss. Just all the ahas,

Andrew Grant 2:26:34
good ahas. Yep, good stuff, guys. Thank you very much. And appreciate you hanging out with us tonight. Sorry, I'm a little bit flat today. I'm still a bit crook, so we should be running on all cylinders next week. And Daryl will be back. We'll see you next Wednesday, if not before. Have a great weekend, and whatever you do, do something, and get out there and

Steve Eagle 2:27:03
take action, guys. All right. Love your work. Thank you, Andre. Thank you, everybody. See you next week.

Speaker 1 2:27:08
Bye, bye,

Speaker 2 2:27:09
bye, bye.

Steve Eagle 2:27:10
Thank you, Alice.

Andrew Grant 2:27:11
Thanks, Alice. Thank you.

Alicha A 2:27:12
No worries. Bye