



PODCAST TRANSCRIPT: COLE A. HATTER

INTRO: This master connector has built a network that includes the likes of Robert Herjavec from Shark Tank, James Altucher creator of the James Altucher Show, Jack Canfield author of Chicken Noodle Soup for the Soul and Lewis Howes from The School of Greatness. In fact, he recently connected with all of them in person at his global conference [Thrive](#). He's an author, investor, speaker, and entrepreneur who has built a mission-driven business and life that has impacted *millions*.

Cole's power comes from his perspective. After 2 accidents 2 months apart, he was left me in a wheel chair. His body was physically broken, his heart emotionally broken, and his bank account...it was "broke" too.

Out of desperation and an uncertain future, Hatter pursued entrepreneurship. He has since launched several multimillion dollar businesses and lives what some might consider to be only a "dream" lifestyle. His motto is simple but powerful:

"It's important to know how to make the kind of money you've always dreamed of making, but it's more important to not sacrifice actually living your life while you do it."

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Cole: ... I'm at your disposal. I'm paid to go anywhere and talk about anything.

Matt: I appreciate that. Well, if you're good with it we can jump right in. I'm going to do the intro afterwards, so we can just dive right into the content.

Cole: Cool.

Matt: Is there anything in particular you want me to make sure I tee you up for? Or make sure we can dive into?

Cole: The main thing I'm promoting and pushing at right now is Thrive, it's my event. Speaking of Jay Austin, he's actually helping us get some sponsors since that's kind of his sweet spot; and so, you know, that he's actually helping with Thrive is kind of cool. But yes, so Thrive is everything right now, it's all promoting, talking around Thrive to get as many people there as possible, to make it – you know – the best success we can.

Matt: Hell yeah man, I love it. Well, and obviously anything I can do to help there, you know, following up on the podcast. Obviously I'll know a lot more about it as we talk about it, and I've been reading all about it and listening all about it as well, so I'll make sure we get a couple of chances to mention it and I'll tease it a little bit during the podcast to make sure people listen through to the end, and we can dive really deep into what Thrive is and why people should attend.

Cole: And how long is the interview?

Matt: So what we end up doing is we get about 40 minutes of content. We'll edit that down to the best 30 or so, and then we'll have intro and outro on each side.

Cole: Perfect.

Matt: Does that work with your schedule?



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Cole: Yeah, that's fine. I'm good.

Matt: All right. Awesome man. Well Cole, thank you so much for being here. Where are you tuning in from?

Cole: I'm sitting here in wonderful, sunny Southern California, man; Orange County, California.

Matt: Oh, that sounds beautiful. I'm here in Indianapolis, and with the entire audience of the Powderkeg, I want to say thank you for taking the time out of your day. I know you could be outside enjoying the sunshine, but appreciate you being here to share your story, man.

Cole: Yeah my pleasure, and no worries – as soon as we're done I already promised my daughter a date swimming in the pool, so I'll be in the sun in no time.

Matt: Oh, that's beautiful. Well, one of the things I really enjoy about you Cole – I've done a lot of research, I've done a lot of reading, listening to other interviews that you've done in the past – is that you've created a wonderful life for yourself in a very entrepreneurial and enterprising kind of way; but you've done it with purpose as well, and that's something that is near and dear to my heart, as well as the hearts of our audience out there at Powderkeg. I was wondering if you might be willing to share a little bit about how you came to the conclusion that business wasn't all about just earning a profit, but was also about a purpose?

Cole: Sure, and you know, I'll give you the Cliff Note version. We can dive as deep into any part of that journey as you'd like, but I was originally a fire fighter. After a couple of accidents that career ended because I was in a wheelchair for a while and had to learn how to walk again, and turned to entrepreneurship out of necessity; I had to figure out how to pay my bills. And at 21-years old entered into real estate, and I was nothing special, I was just in the right time, at the right place, in the right industry, and it exploded and made a ton of money. I never broke over seven figures, but had multiple six figure months, and did very, very well from about 21 to 26, and then 2008 was here – the recession – and for any of your audience that's here in America, we know real estate and the economy as a whole collapsed, and I stuck through until about 2011 until finally I'd had enough and said, 'Screw it' and moved actually to Mexico, and lived there for seven months working full-time for a non-profit that built



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houses for homeless families and I actually ended up starting an orphanage. And as I reflected back over all the years that I'd made money and bought myself Escalades and wakeboarding boats and, you know, took all my best buds and paid for all their flights to go out to Vegas and put us in a gargantuan 4,000 square foot penthouse at the top of Caesar's – you know, just going nuts because at 22,23 they were all still living with mom and dad, going to college, right? And here I was crushing it, and so I looked back on all the fun that I'd had, and now that it was all gone. I didn't go through all the dramas of like foreclosures and bankruptcy, but I fire sold everything I owned to lower my overhead, and it was all gone. And as I'm sitting there in Mexico with people who genuinely have nothing I looked back on all the stuff I had and sold, and I said, 'You know what, I have nothing to show for the success that I've had, probably should have spent some of my time and some of my money doing something that would have mattered. Then even if still I'd lost it all, I at least had something to show for it.' And you know, a lot of that had to do with my faith; growing up as a young man, you know, I grew up with my faith – and for whatever reason, when I started making oodles of cash, you know, that became my priority. And so after a season in Mexico, moved back to America.

Matt: Can I pause you right there Cole?

Cole: Yeah, yeah.

Matt: Because I'm really fascinated by this sort of rock bottom moment, and talked to a lot of other entrepreneurs, and often investors as well, who have been at these rock bottom moments – or at least what they perceive as rock bottom, because a lot of times we find out the bottom gets a lot deeper later and later in life, depending on how things go. Talk to me about how you were feeling there. What did you do? Were you inclined to go and be around people and mentors that could lift you up? Did you kind of haul yourself off and kind of get in a solitary room and be alone with your feelings? What... how did you react to that when sort of the bottom fell out and everything you had worked so hard for was gone?

Cole: So, all of the above. I've had a few rock bottoms; whether it be – you know – the financial one, or the emotional one - you know? Losing my career as a fire fighter and just some of the other details of that accident, you know; not everyone survived, so losing loved ones. And so I had a few different types of rock bottom, so that was a place I was very familiar with; but this specific one when, you know,



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financially my business went from killing it to me getting killed financially, I decided to go to Mexico to get away from everything that was normal. I realized that in my current circumstances, in my normal environment, with my normal friends and my normal routines and habits, nothing was going to change, that I had to shake everything up. And you know, making the decision is important, but for me – maybe other people have more self-discipline – but if I decided, ‘Okay, things are going to change in my life’, but then the moment after I made the decision I kept doing everything I’d already been doing, nothing would have changed for me. So I knew I needed to get away, and I had some other motivating factors to want to go away; my girlfriend and I broke up – who’s now my wife by the way, I got her back.

Matt: Oh congrats.

Cole: Thanks man, yeah. So at the time she was my girlfriend, we broke up and, you know, compounded with what was going on in business and just kind of the emotional baggage I still hadn’t fully recovered from, from losing people in the accidents I was involved in just a few years earlier, I said screw it and I moved away from everything. I moved to Mexico. I didn’t have a phone. You know, I turned my cell phone off. I called AT&T and said, ‘Hey, I’m going to be gone out of the country, suspend my account.’ And I went down there, had no land phone, nothing. I mean the only way people could get a hold of me is if I called them. I was in a black hole of solitude. And I decided that since I was going to go down there to surf and eat tacos I might as well do something with my time, and ended up joining staff with a non-profit. And fast forward after seven months, had complete healing and clarity in what I wanted to do in life; and here’s why: for the seven months I was in Mexico I didn’t focus on myself, I focused on others. And I didn’t go down there... I didn’t say, ‘All right everyone, I’m going to go to Mexico to get healing. I’ll be back, you know, all put together and better again.’ I moved down there to just basically say, ‘Screw everything. I’m just going to start over.’ And what I found is that literally, all my 9 to 5, quote unquote, was working with the local homeless community, building houses for homeless people, and starting an orphanage. That’s all I did, and if I wasn’t doing that I was surfing. And surfing’s like my solitude; it’s nature, you know, you’re by yourself. And something about that combination of being alone or serving others; there wasn’t a magical moment. There wasn’t a moment where like, you know, the clouded skies parted and the sun came down and I heard, you know whatever, violins playing and harps and stuff. It was just a progression, almost like losing weight. You didn’t lose 50 pounds, you lost one pound at a



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time; and then someone who sees you six months later, you look like a whole new person. I lost one bit of – I don't know – emotional baggage at a time, until when I came home I was a whole new person. And so for anyone out there who feels stuck in a rut, or even dealing with personal loss like I was; you know for me at least – I don't know if this is universally applicable? I would imagine it is. But by not focusing on my problems, and by helping people with true problems; like, 'My girlfriend broke up with me and I'm not making a million dollars, boo hoo.' Well they're not eating, they're starving to death and dying. Like, when I had perspective on what problems looked like, and then saw my ability to help that community, I got a sudden sense of self-worth that I'd never had before, and an enthusiasm to do better in life than every before, because I have access to resources. I'm living in Mexico like them, but I could – if I chose to – go home and make a million dollars, or millions of dollars, which is what I ended up doing – and they didn't have that opportunity; but I could, and make a difference in that community. So that's what it was for me.

Matt: Cole, how would you recommend someone find that perspective without maybe losing all of their financial assets and having to go move to Mexico?

Cole: Yeah, so I get that a lot, right? Because with the crazy circumstances of my life, people are like, 'Do you have to go through almost near death, or crazy life experience to get that perspective?' And I'll be straight up, it definitely helps. You know? To have a reality check always helps.

Matt: Sure.

Cole: But you know, Tony Robbins talks a lot about this. You know? Decisions – like deciding and then mental programming is important. You know, this was one area of my life, but there's a lot of things I had to work through that going to Mexico didn't address, or have happened post, right? I mean I was home Mexico 2012, we're now in 2016. The last four years haven't all been puppy dogs and lolly pops, right? I still have things that are challenges that I need to work through. And so I think the biggest thing is just making those mental commitments, and then finding like genuine urgency. And so the way that I answer this is, what is motivation? Like essentially what you're asking me Matt is how can someone have enough motivation to change whatever it is in their life; whether they be more successful, or their perspective, et cetera. And I feel like motivation – like how do you describe the emotional or even



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chemical feeling in your body of what motivation is? And I say it's urgency. Right? Isn't that what... if you're motivated to go to the gym you feel urgent that you need to get off the couch and go. If you feel motivated to make money, you feel a sense of urgency to change your financial position. And so if motivation is just urgency, let's examine urgency; and where does urgency come from. And I think there's two types of urgency; there's natural urgency, like I have a three-year old baby... I have a four-month old baby, she's not really moving yet, right? She's a baby. But I have a three-year old, and if I see my three-year old daughter running towards the street, and see an approaching car, I'm going to feel a sense of natural urgency that we all have. There's nothing anyone can do to teach me that, I just have it. I race after her, I save her. But then there's something I've kind of coined as manufactured urgency; and that would be like, you know Matt – I don't know what type of student you were, I was the one that waited until the last possible second always. And so, you know, tomorrow the book report was due, and I'm just starting it today. And no matter what was going on in life, no matter what – you know, 'Let's go surfing Cole, it's a perfect swell', or 'Let's go to this concert'. Or no matter how good the invitation was I knew I had to turn it all down, open up the book, and do what I needed to do to go to the, you know, to school the next day and take that book report. And so that's called manufactured urgency. There is no fear of loss or danger, but it became my top priority, paramount to anything else. And all of us are capable of manufacturing urgency. We all have, you know - someone's about to get hurt, or even yourself – a sense of natural urgency; but every single one of us can create what I call manufactured urgency when the thing is important enough to be paramount to everything else. And so whatever the person who's listening to this podcast is struggling with or stuck on, they have to make the result of the change – whether it's making more money, or quitting the job, or getting a healthier relationship, or quitting an addiction, or whatever it is; they have to make that result paramount to everything else, and manufacture urgency. And then without almost dying, without a near death experience, you can have these life-changing results in your own life as well. You just need to find the urgency to do so.

Matt: I love that concept of manufacturing urgency. Could you maybe give an example of how you manufacture urgency now? Maybe even with this upcoming conference that you've organized, which by the way sounds amazing, and I want to make sure we tell people about it at the end of this episode. But it is a huge endeavor to put on a conference, I know from experience. I imagine that it was not something that was necessary from a financial standpoint for you, especially since you're donating all of



the profits to a non-profit; so how did you manufacture the urgency to put together a half million dollar plus event in Las Vegas that could potentially be something that you could be spending on the waves surfing instead of organizing a conference?

Cole: Sure, I could have picked up a couple of Ferrari's or something, right?

Matt: Yeah.

Cole: So here's the deal, when it comes to examples of manufactured urgency for me, I've got a thousand of them. Specific to Thrive, my event, here's where it, you know, came from; my wife and I – so again the ex-girlfriend – long story short, I came back from Mexico, asked her to marry me, she said yes. We didn't even start dating again. I was like, 'Hey you dumped me ten months ago, and let's just get married now.' And she said yes.

Matt: Wow.

Cole: Yeah. And she and I decided, because I'd made money before, and even though I was completely broke I knew I'd made money again; and did. Within 20 months became a millionaire for the first time in my life. So I had done well, lost everything, and then got ten times back. And when I was in the ugliest financial season of my adult life, she and I said, 'Okay, I'm going to fight. Period. I'm going to make money. There's no way this is not going to happen, no matter how many failures, I'm going to keep going.' That's just something that manufactured urgency I have, right? And so we decided that there are certain things that we will or won't do with my money; whether I'm making a hundred grand or a hundred million a month, I'll never do certain things. Now we live our lifestyle in a very unique way that kind of caught the attention of people, so I started getting asked to be on podcasts to talk about this – this for purpose lifestyle, like you talked about in the beginning of this episode – or a for purpose business model of not just making money, but making a difference, simultaneously. And it kind of caught on, and my wife and I realized, 'Well gee, there's kind of an audience to this.' Like we are consistently, people are picking our brains on why we do what we do, or how we do what we do. And I saw, for those that were closest to me in my inner circle that I kind of mentored personally on how to implement this, I saw their lives changing. Finding more fulfillment in their work; it wasn't that their careers changed, it was that their priorities around their career and their income changed. And I saw dramatic differences in



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their life. And I said, 'Man, if this has literally changed these 20, 30 people's lives forever, this is a message that has to get out.' It's scary. I've never done a conference before. I have no idea what I'm doing; but I have enough urgency because I feel like I have found a way of life that is true happiness. I don't say this to pat myself on the back, because I didn't invent anything. But through my life circumstances, the decisions I've made, and what life has dealt me, I've found a pretty sweet way to live. You know, without sounding cliché, I live the dream. I have a beautiful wife, beautiful girls. I live in the place I want to live in the world. I make more money than I ever thought I could. But at the same time, who cares about any of that, I get to make an impact in people's lives. And so that urgency is what was the creation of Thrive, which essentially brought together the greatest business minds in the world for three days to teach the attendees how to freaking kill it in business, with then the end goal not being success. A lot of content out there - and I know you'll agree with this Matt - a lot of content out there teaches people how to make money, and that's great. But that's where it ends. So now you're filled with cash, and then what. What Thrive does is says, 'Okay, here's how to make money, and we'll teach you how to do that from the best people in the world, but that's just the beginning point. Now that you have it and you're successful, now you have the platform - or now you have the resources to go out there and really do meaningful work.' And so instead of success being the end goal, it's step one in what we teach. And that was Thrive. And my sense of urgency was, I have - through circumstances I could have never predicted, and would have quite frankly never asked for; I would never have asked to go through the car accident, or lose the people I did, but it happened all the same. I'm choosing to take that information, and I've found a pretty unique way of living life, and I just want to share it with the world.

Matt: I love it man. And I really appreciate you sharing insight as to why - but not only why - how you're taking action, how you're creating urgency, to create this Thrive conference; because I think people are particularly interested in that. And I think that, you know, beyond realizing that you need to do it - and not just should do it, but must do it - one of the clear things that all of our podcast guests have in common is that they have some sort of a guide, or a mentor that comes along and helps them along the way. Is there one particular mentor or guide for you that really stands out? That was a pivotal mentor for you, and just changed the trajectory of your entire life?



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Cole: So there's several; I'll briefly say my grandfather, you know. Rest his soul. When I was a fire fighter, pre-car accidents, you know, when I thought that that's what I would do for the rest of my career – I'll never forget it because he pissed me off. He sat me down and said, 'Do you really think that all you were built to do, that all God put you on the earth to do with all your talents, ambition and everything, is to spray water on fire?' And I was like, 'Screw you, old man. I'm here saving lives. You know? I'm doing all this stuff.' But you know, it wasn't just a one liner, he had like a fifteen-minute conversation around, 'Listen, keep fighting fires, that's great. Whatever. But like, challenge yourself Cole to consider that there might be more.' And you know, as a fire fighter I worked one day on, two days off, one day on, four days off. That was my rotation. He was like, 'With all your off time, go do something that at least challenges you in a way that fire fighting doesn't.' I remember how mad I was at him. Then fire fighting ended when I was in a wheelchair – which as just an update for your listeners, I a hundred percent healthy today, thank God. I learned how to walk again, and I have no physical ailments from that. But that first year I had to choose – or I had to figure out I guess I should say – how to make money without it. And that one liner that my grandfather shared with me, probably at 19-years old has never left my mind. So that was one – just to answer your question – mentor that gave me a piece of advice that changed the trajectory of my life forever. As far as the man or woman who's given me the most insight that I've applied in a business sense, because my father is a huge mentor of mine – as well as my mother, who's also an entrepreneur.

Matt: Oh wow.

Cole: Yeah, she owns her own – totally different industry. She's a therapist, so she has her own, you know, private practice where people show up to her office. She gives them, you know, counselling, marital counselling, et cetera, to help their relationships be healthier. So she's a little ninja entrepreneur as well.

Matt: You know what, Cole? That's what my mom does too.

Cole: No way. Right on. Well that's great, yeah. So she has her own private practice, the whole deal. But the other person – as far as tactical, like 'Cole, 2+2+4'. Not a whole lot of mindset or one liners that have changed my thought processes, but actually skill sets that I've used would be Than Merrill. Than Merrill,



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you know, any of your audience can just google him, the guy's a gazillionaire, his companies do almost 300 million a year. He's actually one of the speakers at Thrive this year. And you know, the guy's a massive success at 38-years old, generating hundreds of millions a year. You know, I found him in an audience; I was sitting in there as a student and he was on stage, and I ended up buying his program. And over the years I've got on his radar and then became friends, and now we're great friends. I've talk to him every single Tuesday for an hour or two for the last three consecutive years, and I would say that that time with him, being able to observe a guy – like, he is not just someone I know – we're close. And I literally watch him making hundreds of millions a year from like the best front row seat ever. And so that has been huge in watching how he scales business, manages teams, how he comes up with the craziest idea and then executes and makes it happen, and a financial success. From a front row seat, number one; and then number two, the personal mentorship from him has been huge.

Matt: So you said you saw him on stage, you bought one of his courses, and then you got on his radar. How did you get on his radar as someone who hadn't achieved these levels of success yet?

Cole: This is ninja, if I do say so myself. I will pat myself on the back for this one, because this is something any of your audience can do. So check this out, because people will say like, 'Oh well yeah Cole, Than's your buddy. Well, you know, no wonder you got to talk to him.' Well, whatever. Right? Some people are sceptics. And here's the deal; I was just a random dude in Than's audience. One of the things Than does is he has a seminar company which teaches real estate education, which is what attracted me to him to begin with, because I am and was a real estate investor. And so I'm sitting there, I buy his product, and I'm no different than any of the other 14,000 people who have bought Than's products over the last six and a half years he's been doing this. And I knew I wanted to get on his radar, so I thought of about a hundred different things – from some big suggestions, to just little suggestions like lighting – that he could do that would up the quality of his business, his presentation, his actual event as a whole, or anything that I observed online about his website. Like, I went to try to find as much value as I possibly could – without being condescending, like 'Hey this sucks, you should change this, and I'm a genius.' Just genuine, like 'Man, you blew my mind, and this might even be a cooler way to do it.' Or something like that.

Matt: Mm hm.



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Cole: And I knew that he was a busy guy, and that I would never in a million years be able to send him this 15-page email with a thousand suggestions - he would never read it - and I wanted to be in his mind consistently. So here's the formula that worked for me, your audience needs to memorize this. I got his email address, which you can get a hold of most people, right? Even if you're like, 'Well how in the hell did you get Than's email?' You'd be surprised how many people you're one person removed from, anybody out there.

Matt: Sure.

Cole: So I get Than's real email, the one that he reads, and I sent him an email with only two or three ideas. The whole email was probably a hundred words; you could read it in less than a minute. Then two or three days later I did it again. Then two or three days later I did it again. Each one with new points. And I literally did this for probably twenty emails. Never once got a reply. I didn't care, it wasn't costing me any time or money. I'd already thought of the list. And why I was doing this was because, number one, I wanted to create value, but number two, I wanted to always be in this guy's mind so that every few days he was like, 'Here's another email from Cole. Here's a few more points.' And I did that. Finally he responded, and said 'Come to San Diego, let's meet for an hour.' And I was like, 'No freaking way. I'm not even getting a phone call; I'm getting an in person. Heck yeah.' I live in Orange County, which is about an hour away, so I made it down to the meeting, we had an hour together, and I brought my best content. Man, I literally practiced for days. Like the stuff that I was going to say to Than, and to be quick and to the point and compelling. And I sat there and I talked about my experience in real estate, and what I thought of his product as a student, you know? Real life feedback so that he can always be critiquing and getting it better. And that turned into a friendship right there on the spot, which then eventually came into a mentor/mentee relationship. And you know, I'm also one of Than's trainers now too. I get to, on occasion, stand on his stage and teach his audience as, you know, I guess you'd call it as a student testimonial; but more of just a friend and an industry expert from him. So that's how I got this guy who would never, ever, ever just take a phone call from me, or read one email; because I sent him a reminder. I was in his mind. I call them memorable moments. I gave him a few memorable moments a week so that Cole Hatter was in his head. Like someone - even before he met him - if someone said, 'Do



you know who Cole Hatter is?’ He would say immediately, ‘Yeah, he’s the guy that won’t stop emailing me.’ And that’s where I wanted to be in his brain, and it worked.

Matt: That is a really cool strategy, and I love the tenacity there. Do you remember how long it was between when you first started emailing Than and when he actually responded?

Cole: It was mid-February, so I can remember actually. It was mid-February when I started this. It was January I went to his event, it was mid-February when I started emailing him, and we had our meeting in late April; because I remember I’d just had my birthday. So just...

Matt: About 90 days.

Cole: Yeah well, maybe like 70-80 days; mid-February to mid-April. So yeah, like 70-80 days.

Matt: That’s incredible man. I love the tenacity. I love the fact that you started literally with nothing, and really no real connection or real in. Other than the fact that you had some knowledge and you had some time to think about how you could add value. And I think that so many people miss the point there, on adding value to other people’s lives. And I’m sure that that’s the same strategy you employed to develop the relationships that you have now with all the speakers that are coming to speak at Thrive.

Cole: Yeah, totally. So, the first Thrive I invited a lot of my close friends; like Lewis Howes, Tucker Max, Adam Braun, Jordan Harbinger. You know, probably about twelve or so of the 22 speakers were close friends, and then everyone else was, yeah, on removed. And then Robert Herjavec, you know from Shark Tank, who spoke last year – that was reaching for the stars. But same thing; I just went after him. We pursued him. And this year the same thing’s happening. We’ve already made a lot of announcements of the speaker. We have John Assaraf, we have Jack Canfield coming. We have James Altucher, JJ Virgin, and of course my mentor Than Merrill. And the people I’m talking to, which I don’t want to say anything yet because we’re just in communication, are people who I never, ever could have spoken to before. If I had said like, ‘Hey, I’m a fan, can we talk?’ No way. But hey, I have a massive event this year. It’s in San Diego this year, it was in Las Vegas last year. I have this massive event in San Diego, they say, ‘Okay, I’ll take his call. Let’s hear what he has to say.’ And you know, I noticed that too in podcasting – and I’m sure you know this as well Matt – that if you want to get a hold of someone who’s



iconic; they're busy. But ask them to record the conversation of you picking their brain and put it on a platform where thousands, or tens of thousands, or millions of people will hear it, they all of a sudden make time. So one of the advantages of being a podcast host is you get people's attention and time that you otherwise wouldn't. And it's times ten at an event. I'm getting massive people. I mean dude, I was in direct communication with Mark Cuban – he's not coming to Thrive, he was unavailable those dates – but how in the heck would I be emailing back and forth with Mark Cuban just on a goof. It didn't work like that, it's because I was inviting him to an event he'd already heard of and, you know, very politely said 'Thank you for the invitation, I'm unavailable.' But how could I ever get into communication with people like that? And it's like you just said, I just go for it.

Matt: Well, and the fact that you are looking first to deliver value, but then throughout the relationship to deliver value by providing your platform, by making sure that the people that you're inviting get something in return that's way, way, far and away, higher than what they're committing – which is their time and travel.

Cole: Totally.

Matt: I love that man. Well, one of the things that you mentioned – not to backtrack – but I love the fact that you kind of booked it down to Mexico when you felt like you were hitting your rock bottom. And the time you spent, was spent giving back and sort of reframing your world view. And when you weren't doing that you were surfing, which is almost like putting yourself in a state of flow. Right? I haven't surfed enough that I maybe hang on the same waves that you can hang; but I've surfed enough to know that when you're actually riding the wave, that only happens when you're in that state of flow. And maybe you could talk a little bit about how... we talked a little bit about reframing, for sort of this for purpose kind of approach to life. Could you talk to me a little bit about the state of flow – not just that you're in on a surfboard – but when you're one on one with someone, or you're on a stage and speaking to tens of thousands of people, because I know you've had a very successful speaking career as well? Could you maybe speak a little bit on flow, and some of your approach to get in that right state.

Cole: Yeah, I mean it's a cliché answer I guess, but it's just authenticity. I mean, it's like if you've got an agenda it never works. When you speak from the heart – I'm trying to not be cliché, but this... Okay, so



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we are recording this real time. It's 2pm where I am right now. You know, who knows when your audience is listening to this. 2pm. From 9am to 12pm – for that three-hour block – I was shooting video for ten different things; shooting video for the Thrive website, shooting video for the Thrive attendees, shooting video for some of the speakers that I'm pitching to come and speak at Thrive – to give them a personal invite instead of an email. And so I was in front of the camera, and I kid you not, one of the big speakers – which I'm not going to say yet, because he doesn't even know I'm pitching him yet and I have no idea when this podcast is going to go live, and who knows, he might be one of your listeners. But as I'm shooting this video I'm trying to act like I think he would think is cool, or what would catch his attention and get him to actually watch a three-minute video and not see six seconds and close it. And I had to do like eight takes, and I'm like one take wonder over here. I just don't care, I shoot straight from the hip, I look in the camera and I just talk what's on my mind. But this, I got out of character, out of flow as you just described it, trying to be who I thought he would appreciate, right? I was trying to be someone who I'm authentically not. And I had to do take after take after take, and I got all frustrated. I'm like, 'I freaking hate recording.' And this was literally like three hours ago, that's why it's fresh in my mind. 'I freaking hate recording. This sucks. Blah blah blah.' And then my wife who was upstairs – I was doing this from home – my wife was listening to me upstairs. It's like, well she called me out and she's like, 'Dude, listen to yourself. Like, what are you even saying? Like, what are you talking about?' And I was like, 'Good point. I'm going to be myself and he's either in or out. Period. And so, you know, turn the camera back on; nailed it in my next take and moved on. And so that's true with this specific example of recording videos. That's true with how I speak on stage. You said, you know, I've had a successful speaking career, and I have as well. And one of the most common feedbacks I get from people is they say, 'You know Cole, it's not that you're rough on stage, or informal; you're just real. You're not polished like you're trying to be some pro speaker.' The way that I talk to you on this podcast is the way I talk to people in real life, is exactly the way I talk on stage. I don't get into stage mode where I'm like so polished, using big vernaculars, and trying to impress and awe the... I just talk. I just say what's up on my mind. And so I think what flow is – whether you're speaking on a podcast, recording video like I just explained, on stage, or even in business, of what your business operations look like – has to be authentic to who you are. So let me give you one last example, can I have thirty more seconds on this?



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Matt: Please do.

Cole: All right. So Gary Vaynerchuk's a friend of mine, he spoke at Thrive last year, and anybody who follows Gary Vaynerchuk knows if you're not working 18-hours a day he thinks you're a total just wuss. Right? He's like, hustle hustle hustle. 'What do you mean you only worked 16-hours today?' You know? 'Go punch yourself in the face, you baby.' And I love Gary, and that's inspiring for me. But that's not authentic to me. I do not like it, and when I try that I hate it. I work the weirdest hours of anyone I know. Anyone who follows me on my Snapchat says, 'Dude, do you work at all?' Because, like I told you, you and I are going to wrap this up, I don't know, 2.30pm on a Thursday – the middle of the business day – and I'm going to go swimming with my daughter. But once she goes to bed at 8, what do most people who work quote unquote 9 to 5 do at 8pm? Sit around, watch TV or something. I can't stand watching TV. That's when I'll work. It's from like 8 to 1am, when my daughter's asleep, my wife is, you know, doing whatever she needs to do; laundry or hanging out with a girlfriend, or hanging out with me. Whatever. I schedule my own hours, and so at the end of the day I'm not working 18 hours. I'm at least working a full hour work week like anyone else, but my flow is in the middle of the day – like right now – I'm seriously looking out my window and I can't see a cloud anywhere. My phone is telling me it's 84 degrees outside. I have this gorgeous pool in my backyard. Why in the heck would I sit here and work? Well because the industry standard is it's the 9 to 5; I've got a business and I should be working now. No, because then I'm going to lose the time that my daughter's awake, number one, and number two, it's a beautiful, sunny, gorgeous part of the day. So I'll still knock out eight to ten hours today, but around my schedule. And so that's what flowing for me in business is. So I think what anybody that's listening to this needs to do is, figure out what your flow is – and for me, when I heard you ask the question, to me my response is being authentic in the way I communicate, or even in the way I run my business – that I'm not going to say, 'Hey wifey, I've got to be responsible, you know? I'm going to go in my home office now and I'll see you at 5pm. I'm locking the door.' No way. Because then I get to hang out with my girls – what? From 5 to 7? I might as well go get a freaking job for that. I work early, then I hang out with my family from basically like 11 to 4 every day. We go to Disneyland, we go swimming, we go whatever. And sometimes it goes later than that. And then in the evening I get back to work, and then I eat dinner with my kids every night. I eat lunch with my family every day, I just got done doing that before this podcast started. I get to put my girls in the – I have two babies. I have two girls, a three year-old and a four-



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month old; so I'm starting a sorority over here, I have a wife, I have two daughters, and I have two girl dogs. It's a true story.

Matt: You're going to need a bigger house.

Cole: Oh my gosh. Well, we have enough room, it's just all women. You know, I'm outnumbered. So Matt, feel free to swing by and hang out any time.

Matt: I'll take you up on it.

Cole: Yeah, but so I get to give them their baths, I get to put them to bed. Like, I'm the most present dad I can possibly be. I'm the most present husband I can possibly be; because I make that my priority, and I make my hours around it – which is the point of being an entrepreneur. So that was a long answer, but that's how I stay in the flow, it's that I know who I am. If I screw up and go outside those boundaries, like I did this morning, it's ugly. When I get back into my flow, or my authentic self, and how I operate my business where I communicate, everything comes together.

Matt: It sounds like you've found a really good rhythm and a really good flow in life, and I think that's something that all our listeners either have or strive to have, and that's part of why they're on this journey, and they want to share in the journey of others in this awesome community that we're building here on the podcast, as well as in our events. One of the things that we really like to talk about – not because we want to dwell on it, but because we want to extract and share the learning from it; could you talk to me maybe about a time when you were out of flow? Or a time when you made a mistake and really had to pull everything that you had - not only in yourself but in your network, maybe in your community, from your family – to recover from that mistake, or recover from that break in flow?

Cole: So do you want personal or business? Because there's no shortage of those stories either.

Matt: Yes. I think that knowing both would give us an insight into you, and how you think. Maybe start with business, but if we've got time I'd love to dive into the personal side as well.

Cole: Okay. So in business I'll just say this, with Thrive 1 I got into partnerships with people I never should have. I didn't do proper due diligence. I saw that they... so basically people do this all the time,



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you think someone's going to make you a ton of money, you have some reservations but you're like, 'Oh my gosh, the money's going to be worth it.' In this case it wasn't the money, it was the relationships. I was like, 'Oh my gosh, these people know everything. So I'm going to bring them into my closest inner circle and use their community, their relationships, to help me build this event called Thrive.' And they turned out to be full-blown criminals. And so you know, I have still have battle wounds – I guess not battle wounds – but I still have ripple effects from that partnership even now, a year later. And so one mistake I made in business where I was out of flow, is to do business with people who I was like, 'Man, I hear what they're saying. There's definitely some incongruencies. But I'm going to just close my eyes and wish for the best.' I mean clear from day one, oof. This little bit. Nothing like, 'Oh, I see they're stealing money from people, but I'm going to look the other way.' Nothing like that. But like, man, there are some things that they say and do that give me some concern; but man, they know everybody. And if I just do business with them, you know? I'm going to know everybody too. And literally put my little reservations I had to the side, didn't do the proper due diligence – or courting I should say. In business you don't just meet someone and marry them; you date them. And I don't think you should just meet someone and go into business, I see people do that a lot. I've been burned, and so you should in essence, professionally date people. Like do joint ventures at first before you get into partnerships, and things like that. So, bottom line is, in business one way I was out of flow is I didn't business with people who my intuition said do not. And I said, 'Yeah, but I'll benefit if I do.' Right? It wasn't about the money, it was about the relationships. And again I'll bet you there are people here who maybe had an opportunity to make a lot of money, and maybe made the right decision to pass because they had concerns – or did and they know exactly what I'm talking about. But that would be an example of where I was out of flow. I was seeing people who I knew didn't think like I did, care about people like I do, didn't have the end goal in mind of the impact to the world that I wanted to make, and were more just about stepping on people and saw Thrive as a great platform to better themselves. So, it was like symbiotic, where I saw they knew people I needed to know; and likewise, they now have this event that they got to act like they were a major part of, to leverage that to make themselves look good. Right? And so on paper it was a good relationship, but behind the scenes I was doing Thrive to make the world a better place, they were doing Thrive to make themselves rich, and it did not work out well. So that would be a business example. And...



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Matt: Well Cole, I wish I could say that I didn't learn that lesson the hard way myself, but unfortunately I can relate all too well, and I think so many people in this podcast can. And so I appreciate you for sharing that; but I'm also interested to know what habits or systems have you put in place to make sure that didn't happen again?

Cole: So funny. I was literally eating dinner with my mom - I'm super busy, so my mom I schedule dinner dates once a month, and that was last night – and she literally was drilling me, asked me the exact same question. She called it due diligence. She said, 'What better system for due diligence to you have on people?' And, you know, that's something I'm still learning, because how do you really know? Like how? And you never know, right? Like people get married, and they assume they're going to be with that person for the rest of their life; five years later things fall apart and they get divorced. All the time. The divorce rate in Orange County where I live is like 60 something percent. So you can have done due diligence, and dated someone, and everything looked good for years; and then something falls apart. Right? So, there's no way to hedge against that risk. People are people, people change, people's priorities change. And when you were once in alignment – which by the way, I'm not pro-divorce at all, I'm just using that as an example. But in business people's priorities change and so you know, I would just... Here's what I would do, and this is the answer I gave my mom. I have something we didn't have time to talk about, which are my absolute truths in business. And there are absolute truths – I have 11 of them – that I will never, ever, ever, no matter how good the opportunity, no matter what the potential result would be, would ever do it if it doesn't fall into alignment with these 11 truths. Now I have a lot of like guidelines. I have a lot of things I want, but there are 11 truths that are deal breakers.

Matt: Could you maybe give me an example of one?

Cole: Okay, an example of an absolute truth is I have to be able to make money from anywhere. I live in Orange County, California. I choose to because my wife and... my family and my wife's family are all here and, you know, we want our kids to have their grandparents and cousins, and aunts and uncles. So my whole family and hers are here. So that's one reason we are in California; but guess what? Every dollar I make, I could move to Paris tomorrow and not make one dollar less. I could move to – if there was an internet connection and cell phone signal I could move to Antarctica tomorrow and make as much money as I make right now. No matter how good the opportunity is, if it requires me to sign a contract



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to move to wherever for six months, I won't do it. It's just not happening. So that's an absolute truth; because I must always be able to make money, no matter where I am in the world, as long as I have internet access and a cell phone. So that's an absolute truth, and there's nothing really romantic about it, but no matter how great the opportunity is, if someone needs me to leave, take my wife away from her family, take my children away from their grandparents, cousins, aunts and uncles, and go and be alone somewhere because we went to quote unquote take a job opportunity – which I see a lot of friends, you know? The cost of living where we are is not the cheapest by any means, but Orange County is ridiculous. And a lot of my friends now, in their late 20s and early 30s, who are starting to get married and have kids, are realizing it's not cheap to buy real estate here, it's not cheap to live here, and I can't tell you how many great childhood friends I have had move – like to North Carolina, like a totally different part of the country, away from their entire family, being alone because that's what they could afford to do and they found a job out there. And I'll never do that. So that was way too long of an answer. That's one example of an absolute truth.

Matt: No, I think it really illustrates it well Cole, and I appreciate you sharing it because I think so many of us either go through life not having absolute truths, or at least not having them written down. You know, I'm guilty of this myself. I don't have absolute truths, but I have core values; and I think if I didn't have those written down, those decisions when it came down to it – like for instance the event that you were talking about, and whether or not to work with a certain person. If I didn't have those core values in place to check myself when I'm on the edge of 'All right, should I do this or should I not?' It's like, hey, check the core values, or check the absolute truths. So I think a great exercise would be to challenge people to right down there absolute truths after this podcast.

Cole: Yeah, and core values, that's a perfect synonym. And so like another absolute truth for me is that everything I do, my daughters have to be proud. And so I am an angel investor, and I've invested in a lot of different companies; some tech companies, some start ups just like what your community is all about. And I've been pitched on one in particular – I won't use any names, because it actually is out there, that is an app designed to use GPS to just find other people who are app users for the sole point of hooking up, getting together and whatever happens, happens. It's not a dating app, it's like a 'let's hook up' app. And unfortunately with today's culture, I guarantee I would have made a ton of money on that, but is



that something like, ‘Hey daddy, we’re rich. Where’s all the money come from?’ ‘Oh, you know, I help people have affairs, and I help people just have one night stands.’ And you know, an app that I hope to God my daughters never find out about, right? And so another absolute truth is that whatever opportunity I take, I have to be able to explain to my daughters – when they’re old enough to understand – and have them be proud that I’m in it. So that’s an absolute truth, which would also somebody call a core belief. And so those are two of them, I’ve got nine more, and as long as everything fits into the absolute truth, that’s when I do business. And then back to your original question of my due diligence on others; I need to make sure that their core beliefs, or that their absolute truths, are in alignment with mine. Period.

Matt: I love that. I love that, and I think it gives some really great homework to people; not only the absolute truths that we talked about, but some of the things around flow, some of the things that you mentioned about creating that sense of urgency is so, so important, and I hope people will do that after this podcast. If people want to learn these kinds of skills from you and this amazing community of influencers and leaders that you have brought together for Thrive this year, what do they need to do? And maybe even if you would tell us a little bit about how this particular Thrive even is different from the ones you’ve done in the past?

Cole: So I actually shot – I think it’s 18-minutes long – a video of me explaining how to build a for purpose business. It’s just real brief, but you know, how much can you teach in 18-minutes? I also know that the attention span of people, that’s already pushing it. So if they want to go to attendthrive.com/friends, like you and I are friends, then they will be able to download that for free. And it’s just me on camera using a little whiteboard and explaining how to start, not just any company, but a for purpose company. I talk a lot about this in my social channels, so any social media, it’s always @colehatter – one word – on everything. That’s Snapchat, that’s Instagram, that’s Facebook, Twitter; just @colehatter. And so they can always connect there. So as far as your question about what’s next, and how do you build a for purpose business? That’s a great resource, that video; so go ahead and download that for free. As far as Thrive, specifically this year, that’s the whole point; because we’re bringing together just ninja, ninja entrepreneurs. Like again, Jack Canfield, the author of *Chicken Soup for the Soul* will be there. John Assaraf will be there, and a dozen others. We are at 16 speakers right



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now and we're going to cap it off around 20. And we're going to teach you, the attendee, how to freaking dominate in business in today's economy; not once-upon-a-timers, but people who make millions today, people who are going to make millions of dollars in 2016 are going to be on stage showing you exactly how they do that. And then the whole thing is about building a business that doesn't just make money, but makes a difference; a for purpose business. We're going to be showing you how to do that as well; because teaching you how to get rich is cool, but teaching you how to be wealthy is better. And wealth isn't about the money in your bank account, it's about the difference... It is about the money in your bank account, and the difference that you're making in the world. And you know, I think I'm wealthy not because I have a lot of money but because I have a wife and three daughters who love me and are proud of me. That's wealth. And so we're going to teach that. And so that's what Thrive is, it's a 3-day conference in San Diego, California, October 28th, 29th, and so they can just go to attendthrive.com to learn more about that.

Matt: It sounds like an awesome event. I am hoping that I can be there to attend and participate and meet the amazing people; not only on stage, but the people that are taking the time to be there in person to experience it. Cole, I want to say thank you so much for taking the time to share what you have learned; because it's clear that you're making an impact on lives, and you have become very polished – not because you were born with a silver spoon in your mouth, but because you've faced real struggle along the way. But the fact that you've found the right people, and were willing to share how to find the right people, is just so so important; and I want to acknowledge you for that. If people can do one thing other than to follow you on social and check out that video, which sounds amazing – I haven't actually seen that yet, so that's the next thing I'm doing. What's one thing that you would ask entrepreneurs to do? Or to think about tonight when they go home from work?

Cole: The world has taught you that what the purpose of life is, is to do better each year financially, right? To do better in all areas, which is a good philosophy to live by, but it's taught you that that's it; that you should just make more money every year to be able to buy more square footage in your home, to have a little bit nicer car, to essentially be as comfortable as you can and live this cushy, comfy life, to then tiptoe to your grave and arrive safely without anyone even noticing or knowing you were here, or mattering to really anyone. And I want to challenge you to think about tonight as homework: Is that



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really it? Right? Regardless, I don't care what your religious beliefs are or aren't; this isn't about that. Whether you believe that it's God or the universe or anything else that you're here, let's just all agree right now, we are here. And so my question is, is the 80-90 years that you have on this earth just supposed to be about making money to then make yourself comfortable? Or do you think that some of your skillsets, some of your ability, and some of your income, was given to you to make some impact in someone's life in some way? And I would challenge you to not only believe that that's true, but practice it, because if just having money and stuff made us happy, then the wealthiest, richest people would be the happiest. Some are. Some aren't. So it's not just having the money that makes people happy, it's what they're doing with it, and I can tell you from personal experience – I've bought a lot of cars. I'm a car collector, I have ton of cars, I have a beautiful house, and all that's great; but nothing has felt as good as the way that I've been able to make my money matter, like having an orphanage in Mexico where I take care of 21 kids, or building clean water projects in Africa, or any of the philanthropic work I do. Those checks always make me the happiest. And so that would be the challenge I would have people ask themselves, is – outside of working a job – what other work are you meant to do?

Matt: I love it. Cole, thank you for being here, and I'm looking forward to Thrive.

Cole: Yeah Matt, it's been awesome, thanks for having me on the show.

Matt: Absolutely man. Hey, that was perfect. Is there anything in particular that you want us to edit out, or are you good with how that whole thing went?

Cole: Yeah, no dude. You can just let it flow.

Matt: All right, awesome dude. Well, you rocked it, I really appreciate you. If there are things that I can do as it gets closer to Thrive, please let me know or feel free to throw me on the promotion partners or whatever else list that I can do; because I believe in what you're doing. I've taken a peek at your speaker line up, and follow a lot of those folks as well, so I know it will be a good content.

Cole: Right on. Yeah, it's going to be awesome. Now, when is this – you said that you're pre-launch when? When is this going to go live?



Matt: Yep, great questions. So we are launching live next month with five episodes for the Powderkeg. They're all, you know, serial entrepreneurs, or at least entrepreneurs and investors. They're going to be co-promoting this. What I would like to do is have this podcast go live the month after, in August – or sorry, in early September – unless you need that out sooner, in which case I can actually schedule it the last week of August if that's better than the second week of September.

Cole: Yeah, that would be cool. Yeah, last week of August is fine. Just, you know, because the event's October; so the more time people have to hear about this the better.

Matt: Okay. Yep, no problem man. I will get it scheduled for the last week of August, and what I'll do is I'll give you a heads up when it's about to come out, and then the day of we'll have all the links and everything ready for you or whoever on your team, in case you want to share it.

Cole: Beautiful.

Matt: I appreciate it brother.

Cole: Likewise man, thanks for having me on the show. It was great chatting with you.

Matt: Of course, likewise. Anyone I can introduce you to? Or connect you to in terms of resources?

Cole: We're good right now. I mean, I know that you and Astra are in communication; she knows what we need. Right now we're looking, we're getting on a lot of podcasts, we're looking for articles about Thrive, or about for purpose businesses or whatever, like in Entrepreneur, Huffington, or anything like that. We did about eight last year, and we want to do at least that many this year. But so, you know, if you have buddies that are contributors to those and would be interested in writing an article about what you and I just talked about, those would be cool intros; but that's really it.

Matt: Great man. Well, this podcast will have a promotional article about you and about Thrive on Forbes.com, that will be promoting the podcast as well as Thrive. So I'll include that link in the email as well.

Cole: Awesome.



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Matt: All right brother.

Cole: Well thanks Matt, I appreciate your time bro.

Matt: Thanks Cole, you too. Enjoy that pool time.

Cole: Yeah. I can hear her downstairs running around. So I'm going to go dive in that pool real quick.

Matt: Go grab your suit man.

Cole: All right man, thanks bro.

Matt: Talk soon. Bye.