How Brandon Dawson Built 10X Health & 10X’d His Life (Shocking Story) | Ep. 81 Transcript

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Intro and Brandon Dawsonu2019s background

I bought Gary Brekka and his wife's businesses. They're a $1.8 million business. And then I told Gary, if you go through our stages program and our training program on how to speak, and we'll put you on our stage.

That was the first stage Gary Brekka had ever been on. The odds of building a business from zero to $100 million in 20 years for Bootstrap, no investor capital, No debt, is 0.01%. I've done $200 million plus companies in less than 60 years.

Meet Brandon Dawson, entrepreneur, scaling expert, best-selling author, and co-founder of Cardone Ventures and the 10x Health System. Join us to break down practical strategies for rapid and sustainable business expansion.

Grant and I are a very dangerous combination because we launched that business and my pitch was in the first five years we'll do $125 million from startup and we did $124 million in revenue right on target.

I want you to introduce yourself as the five-year-old Brandon Who was that? Oh, well, yeah. A majority of the people out hawking programs are entire bullshitters.

I mean, they are so fraudulent. You're dealing with so many people with some many egos. We both have friends that are very wealthy, but they're unhealthy.

They would give all their money to feel normal again. Id rather be less rich and more healthy. Now you're just, like, involved in everything, man. What made you want to get into the wellness sector?

Why wellness? Well, it's a good question. Welcome to another episode of a healthy point of view podcast. I'm your host, Sam Tahata. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

Today we have a guest. You see him all. Over the. World. This guy here is just making sure anyone who's in business is being elevated. He's not just a business coach.

he's the coach who coaches the coaches, who coach is the, coaches. It makes experts. He can get you to actually 10X your business. Take it from zero to 100. He's involved not just on the real estate side, he's also involved in the longevity space.

You guys know who this guy is. I don't have to explain any further. Who do we have here today? This is the CEO and co-founder of Cardone Ventures and 10x Health Systems.

We have Brandon Dawson. Brandon. Let's go. All right. Let's go, man. You got a wild crew in here, Sam. Wild. That's how we do it here. It is so good to see you.

We run into each other, but it's been three years since I've been in your offices here so it is great to circle back and get to spend some time with you You know, it seems like we never detach from each other because we're so active on social media.

Like I'm always seeing how you're moving around. You're on the other side of the world doing stuff in Dubai and the different countries out there with 10X Health.

And you guys are doing some amazing stuff, man. Brandon, but the first thing I want to do, man, I don't want

people to get to know you, not the Brandon Dawson who's here today.

I watch you to introduce yourself as the five year old Brandon Dowson. Who was that? Well, the 5 year-old. Yeah, a little kid growing up in Jefferson, Oregon, very small population.

All of my family, my dad's side, and my mother's, side they were all from Jefferson Oregon. And so as a five year old, I lived there until I was eight.

And then my parents divorced and I moved to Minneapolis with my mom and my stepdad. He was an entrepreneur, but he was a broke entrepreneur. So for the first couple of years in Minnesota, he'd sleep on a couch in a one bedroom apartment.

But he invented the Indier hearing aid and tried to get everybody to buy it. They wouldn't. But by the time I turned 12 and 15, I moved back to Oregon, lived with my dad and my stepmom because their business had started taking off.

And so I wasn't doing very good in school in the fifth grade and sixth grade. So I needed some stability. I move back Corvallis, Oregon where I was raised on a walnut orchard and went to a little private Christian school with 35 people in my class.

Oh wow. and I knew when I graduated high school that I wanted to get the heck out of Oregon and go do something and that was kind of my my first move to growing up and doing my own thing.

Absolutely amazing man. And then so fast forward to today. Yeah. Now you're just like involved in everything man And one of the big things that you're involved in, it's not just the Cardone Ventures side of real estate that a lot of people know Cardones Venture is for.

It's the 10X health systems. I mean you guys have made a tremendous impact with what you are doing. The word is just reaching everyone around the world.

Why Brandon entered wellness and longevity

What made you want to get into the wellness sector? Because, you know, looking at your former history of the businesses that you've scaled and you exit at huge multipliers, why wellness?

Well, it's a good question. It's interesting. So, there's three parts to our business. When I met Grant Cardone, he had the real estate business and then he the training business, what I brought to him was my expertise in growing and scaling and exiting businesses at high values.

And wellness is because my first company when I was 29, I took a public and it was a private equity backed roll up strategy where I bought 136 businesses in three years and It was in the hearing care space.

So I Was in health care. It. Was just on the fringes. And when that business sold and I started a new company, Ottergy Group, the one I sold for $151 million, that was in hearing care as well, but it was also in allergy, ENT, otology.

So it's hearing allergy and managing ENTs, autology centers, group practices, and individual locations. I started moving into the fringes of well care with allergy treatment.

So we automated the allergy identification and treatment process. And so I believe heavily in process and I also understand the complexities of healthcare because of all the different state rules and regulations, the federal rules, regulations.

The dynamics in these rules in compliance shifting and changing in real time. And so it was kind of a natural thing for me when I partnered, my wife and I partner with Grant Cardona in 2019. And our approach to Grant was, hey,

you're an expert in real estate.

You are leading crowdfunding. I innovated what I called a reverse merger crowd funding system where I brought a bunch of business owners into my business and managed them and then shared equity and upside with them.

Um, and so he and, I shared the vision for crowd-funding me for business in him for real-estate. So it's a perfect fit. Nice. And so we combined forces, partnered in 2019. And my pitch to him was, because you know, of course, that was at Marlin Stadium, 34,000 people.

I said, I'm a business scaling expert. If we partner, we'll help your clients, your community grow and scale businesses. It's something that nobody's doing in the marketplace, and the ones that are don't They're good.

They understand for the real ones because I noticed when we did our due diligence and social media, I came out of traditional business and then previous private equity.

I just noticed there was a lot of people creating a lots of videos on how to start and grow businesses that it was crystal clear to me that they actually didn't know what they're talking about.

So I told Grant, I just see a first mover opportunity in this space and he embraced that. We launched that business and my pitch was in the first five years, we'll do 125 million from startup.

No invested capital, no debt. I don't need any money from you. We're both wealthy so we can live off of our profits and do something great for the community.

And so he was all in. We launched that business exactly in the middle of 19 and we just finished our fifth year in business and did $124 million in revenue right on target.

But in that middle four years ago, how I got into the wellness space is COVID. And so a couple friends of mine got me into a cup of all these innovative healthcare companies where all of a sudden I'm getting IVs, they're doing my blood, They're putting me on peptides to keep me healthy during COVID, because we never stopped working.

And we were running events, we're just doing them underground. Because I wasn't going to have the government tell me I can't do my business. But I didn't want my team or I to get sick.

So we started getting I. V.s all the time. I had a business in Arizona and one here in Fort Lauderdale, actually a friend of mine owned. And so every time I was feeling a little run down, I go in and get my checkup and I get IV and my NAD and then that's where I met you.

So I told Grant, look, our first in-house, instead of working with clients, business I'm going to start is in the preventative side of the business, the longevity side, get as far in front of healthcare, because we spend $14,500 per capita in the United States.

We rank 167th in healthcare next to freaking like Vietnam and everything that spends $100. It's pathetic and it's ridiculous. And, uh, and I was also a CEO of a Canadian healthcare company at one point and their systems whacked.

And so it was like, there has to be a better way. Right. Then the way it's contrived and manipulated by regulatory and big pharma and all the healthcare payers.

It's just something I've been around because when Iwas launching my business in 1996, this new idea for healthcare started and itwas called physician practice management groups, BPMs.

And so when I was raising capital, that was the buzzword on Wall Street, these new medical groups where management companies would come in and work with independent doctors and they would automate them and get them on systems and help them put their teams in place.

And that's a huge fad for about four or five years. The PPMs actually got big. We got acquired by hospital systems because they were like, this is a threat.

So I watch the hospital systems literally because I manage ENT, otology, and allergy centers and I watched how they position the marketplace by grabbing the third-party payer contracts, forcing everybody into Medicare and Medicaid laws because all the big payers adopted those rules, which made it so difficult for the small business owner physician to stay in business.

And so the Small Business Owner physician would try to compete against the hospitals and they just couldn't do it. So the hospital's ended up putting so much pressure on them.

The next move in private practice physician specialty groups was to form large groups. They went from one or two man ENT locations, owning their own business, working a day rotation in the to group practices where you had 10 or 12 or 15 or 18 ENTs form a group practice contracting with the hospital.

Well, then the hospital made it almost impossible for them to get reimbursed for any amount of money if it was done in the group practice. So they said, if you use our ER and surgery centers, we'll pay you more.

And so they sucked them into the hospitals. Oh, wow. Then the groups practices became worth less and less, and then hospital systems acquired them because they got the contracts from the third party payers.

What they've effectively done, in collaboration with third-party payors, the insurance companies, is they eliminated all their competition in medical.

That's crazy. And they sucked all these doctors into being slaves to the hospitals. And now what does the hospital do? Well, if you need to go in and get an MRI in an independent place, you're going to spend $900. You go to a hospital, do it, they're gonna bill you $10,000. That's crazy.

It's all contrived, it's manipulated, and it is all about economics, which means as an individual consumer of that system, your pretty much screwed. So seeing that, I didn't want to play in that sandbox.

But getting involved and being healthy with the IVs and with longevity methodologies and NAD and all the things we were doing and getting my blood tested and running my body like a business, which was clear to me.

I look at my P&Ls every month. Quarterly, I do my annual reviews, right? I make decisions off of facts, data, and information. I'm like, man, this is how the human body needs to be run.

I get this, I got it. So I told Grant, we're gonna build the greatest longevity, wellness, and get so far in front of it that we won't even call it healthcare.

We will basically call human optimization. and longevity. It won't have anything to do with healthcare because you don't need healthcare if you're healthy.

And he was like, dude, this sounds exciting. Then he introduced me to Gary Brekka. So I bought Gary and his wife's business. A little $1.8 million business, they're paying themselves a hundred grand a year and they were running between Naples and Miami here.

I told Gary, look, you running yourself ragged. They'd been doing about a million eight for four years. They were clearly overwhelmed and so I bought his wife's business.

And then I told Gary, look, I'll make you the, if you go through our stages program and our training program on how to speak and we'll put you on our stage.

That was the first stage Gary Brekka had ever been on. It was exactly four years ago I bought that with a $1.8 million business. And then I did what I do best.

Gary actually flourished and prospered. He's a phenomenal communicator. I might have to sign up for that program. Let me tell you, Gary and I had our differences and we resolved them.

But I've never actually met a better communicater yet. to simplify the complexity. And he gets a lot of heat for it from the medical community. I understand, because this is part of our problem, is that he got a little bit too excited about all the things he wanted to talk about, and I'm a huge compliance person.

So when it's our brand and you're on the fringes of saying things that could be misconstrued from a compliance standpoint, I needed to put separation there.

But nonetheless, he's done such a phenomenal job for himself and for our company. But we went from 1.8 million in our first year to 25 million, then 75 million then 120 million.

We'll do 140 million and now we just launched in 46 countries. Amazing. And we're going to innovate the complete process from precision nutrition, seeing eat the right things, ingest the things.

Building 10X Health and precision care

we are going augment that with our precision IVs. Were the only one in the world that can do precision that's based on the genetic testing process we use, then it drives a prescriptive value, depending on gaps in your genetics, and then augment it with our precision supplementation, which are manufactured specifically for you.

Every 90 days, they fluctuate based your blood, based… Your genetics are stabilized and as we test for blood we change the 100 nutrients that dissolve through our microbe process.

We're the only ones in the world to have that as well. And so we're super excited because we now can do our IVs in 46 countries. Our supplements can be shipped to 46 counties.

And we've got some huge global announcements coming out over the next 90 days that will position us as the leader in that business in the world. Amazing.

So we are super, super-excited. So, and I know, you know the CEO of Revive, Sarah Lomas, she's on the leadership. She's my partner. Right, right. You guys have a strategic.

Our partner, I should say. Yeah, exactly. Which, um, You know she is on a leadership advisory board with the American IV Association that I'm the chairman of, which we did that specifically, 10X Health is one of the founding members.

Your new president sits on board. Kent, yes. And we're doing that to position the industry just because there's so many regulations in different states and everything else.

But I've seen what you guys are doing on the precision side. And I wanna talk about the importance of precision versus what we've been so used to in the medical industry of more of this algorithmic type of treatment.

You come in with a cough or flu and all of a sudden you just get this certain antibiotic or whatever. you know, precision is specific to the individual.

Is there a reason why you guys decided to go more of that precision route? Yeah, I mean, the innovation in healthcare is precision healthcare. Healthcare, when you say this algorithmic approach, it's actually been a manipulated algorithm approach because it is all driven towards the pharmaceutical solution, chemicals.

And that's the problem with healthcare is it's so contrived, it so manipulated. And I think what we're going to continue to find is that physicians have been trained to communicate and treat in a very manipulated fashion.

They've been tricked into all the data and science to do it. So they put everybody on drugs and they tell everybody

this is the way you need to you need to be, but you and I both know that if you get on the front end of that and you don't get sick, you won't need the drugs.

So one of the things that we've seen all over the globe is that nutrition is still in the eye of coach and the beholder. If you think about how trainers train, if think how you're coached on nutrition, in fact the whole nutrition approach from the US has been almost a false narrative.

It has. And even if it wasn't false, what the government's making growers with food do They're putting chemicals and forcing us to ingest stuff that's grown in chemicals that we don't even know what's on it.

So you might think you're eating organic, but it's been sprayed with a bunch of stuff. That's got chemicals in poison. And so when you boil it down to the ability for a human being to choose, what do I want to put in my body?

What do i not want who's a trusted advisor, who is a trust provider. All those things didn't exist because technology did not exist in order to map to original source.

But with the advancement of blockchain, you can now track something from the minute it goes into the ground, what's put on the grounds, because it's tested, how it comes out of the groundbreaking, it is processed, where it does, and who touches it.

And so the choices to be able to have precision in your life are now available. And we wanted to augment that additionally with supplementation and with IVs and things that you put in body based on your genetic disposition.

Because this is the thing, all healthcare and all guidance and advice up to maybe two years ago was based generalities. Even how they test for body weight and composition and what you should or shouldn't do and all and then what that does is it creates all these Fads juicing and in in keto and this and that and whatever but if you don't know at the genetic level what is good or bad for your body then everything you're trying to do could inadvertently be entirely working against you and it could be hurting you potentially and And so then that pushes you back into mainstream healthcare where all of a sudden you have some issue because you're ingesting coffee when caffeine based on your genetics is something that over time could kill you or damage you.

It's not good for you but they tell you one good cup a day, it's okay, a little caffeine. Well, that's not true. There are people that have a genetic disposition that caffeine kills them.

But they don't know it. That's actually me. I don' metabolize coffee properly. And I only figured that out through the genetics test. So I was like, hey, I'm not that guy who can have multiple cups of coffee a today.

It's interesting that you say that. My big wake up was, here I am trying to always be healthy, and we have 10X Health and as we're getting bigger, the reason that I talk about those revenue growths is because we went from basically a thousand customers to a quarter of a million in four years.

And then when Sarah and I, I'm the largest investor into Revive, we now are the majority owner of Reviv. And so, so she has 11 years of life sciences in 46 countries in order to get approved to do the IVs.

And then we piggybacked on top of that with the supplementation. She has. 11 Years of Life Sciences studies, and it shows what happens when you treat somebody with IVS and you're attacking it at a genetic level.

and then augmenting it in real time with whatever's going on in the blood, right? That's kind of the business's P&Ls. You can see what's really happening.

What's crazy is what happens when somebody gets these precision IVs and stuff. But for me, first I'm like, okay, is this stuff really, like how am I gonna apply it?

My 400 page report came back and it said that one of the worst things for my genetically is watermelon. And this is the thing every night I would go home and have cubed in my fridge because I was always told it was 99% water.

Right and so I did that because I don't need ice cream or anything else as soon as this no kidding as Soon as I cut off watermelon and went to green grapes.

I dropped 20 pounds Wow And I'm like, all this work I've been doing on treadmills and all that stuff. The watermelon's the most messed up thing. Freaking watermelon and a handful of other things that I didn't even know about, right?

That's amazing. So if you're doing things at work against your body, it clogs your system. Right. And if do things work with your, body it opens it up.

It's literally that simple. If your bodies open and you are putting the right things in it, you feel amazing all the time. You can augment that with the nutrients and supplements.

Great IVs these these precision IVS man You feel like you could fly for a week because it just it Just tops your body off everywhere where you're deficient and Getting people off drugs and stuff getting them off chemicals is really our mission and that's grant and Elena Cardone's mission And that why you like we're gonna launch a health care company gonna get people often drugs.

It's gonna give them all the chemicals It"s gonna optimize their life. it's going to make them feel unbelievably Successful because we both have friends that are very wealthy, but they're unhealthy right And I'll tell you right now, there's no amount of money, my friends that are now dying or having disease or incapable of doing things because of all the damage that's been done to their body, they would give all their money.

To feel normal again. Not great, because great is really normal, you just forgot how to feel normally. But they would give all their money to feeling normal because they're living in pain, and they are living with depression, they can't move around, can enjoy their own money.

So to me, I'd rather be less rich. and more healthy. That was a pivot for me about four years ago when some of my mentors, because I'm 57, when I started my first business, I was 26. So all the guys that were 55 years old that where my mentor's that we're wealthy are all now in their 80s.

And the guys I used to run around with, play golf with they had all this energy. Some of them are barely moving around now. But I have a couple that are like 84, 85, 86 that always maintain their health.

They act like they're 57 still. So they are an inspiration to me. And what I want to do, I've got a wife that's half my age. I wanna live till I'm 125 years old.

It can happen, man, with the technology we have today. I believe we'll see it. That's the power of what you guys are doing, taking that personalized approach, which I like to divide things into three categories, prevention, early detection, and treatment and intervention, but you have all of that.

Brandon, you and Natalie, man, You guys had this tremendous health success story, which is all over social media. You know, in my opinion, if you look younger and your energy is even of a younger person than what it was just, a few years ago.

So was there something that triggered you to make like that choice and like go all in and be where you're at today? Well, first of all, you know, they told me at 29 I burnt out my adrenaloids you got to understand at 26 I left a job with two babies started my own company traveled and had to raise money and buy businesses and figure all this out and go public and it all sounds fun, but It was a disaster on my body because of the pressure and the stress of trying to figure how to make payroll and always being broke and trying To figure out how To raise more money in order to bridge the next thing And so at 29, my doc's like, man, you've burnt out your adrenaline.

You're fried. And I was heavy. I like 240 pounds because I always out eating and drinking at night and just trying to deal with all the pressure, right?

And after I got wealthy, and I would go in these bouts about every five years. I was huge into CrossFit. Lost a lot of weight. Was in great shape for about six years, And then when I sold my business, I was back doing global expansion.

So I always traveling going all over the world. We took a billion dollar company in three years to four and a half billion. I wasn't really taking care of myself.

Traveling all around the different countries and wining and dining and being in the office all the time with people. And so once I decided, you know, I'm finally wealthy when I put a hundred million in the bank.

I was like, okay, look, i'm not going to die now. iIm not gonna work to where i'M gonna die. That was one thing that was, that wa, whatever I do next, im not Going to kill myself doing it.

So that Was kind of the decision. And then when we got into the 10x thing, started working out again and started training again to start losing weight.

The longevity guys I was working with started optimizing me and I started feeling great. And then Breka and started hanging out. Breaka got me on a diet and was like doing my food for me.

We were having fun. That's how we built our relationship. He was already working for Grant. Then we became friends and he would push on me to do different things and then I would start dropping more weight.

And then the genetic stuff came out. And so working with Brekka on that, started doing things for how my body methylates and all this. Right. So it's just like incremental.

I believed it. Believed everything I was doing. and I started working on those two longevity centers. Gary at the time was just doing IVs and running back and forth.

He had just come up with this whole methylation idea. It was very early on. but I believed in it because I was feeling it. And I looked at my partner who's 10 years older than me and is in phenomenal shape, Grant.

So I made this decision, if I'm going to be 10X, I have to look 10x. I had to feel 10 X. Once I started looking at the way I look at financials for a business, where daily, monthly, quarterly, biannually, annually, there's a certain way I have the numbers produced in order for me to have very specific predictability in the business.

And that's how I can do so many businesses so fast. I mean, the odds of building a business from zero to 100 million in 20 years from bootstrap, no invested capital, is 0.01%. The odds of building a $100 million business the same way in five years is.001%. the odds are building $200 million businesses bootstrapped with no investor capital, no debt over 60 months is incalculable if you try it on chat GBT because it says it can't happen.

I mean it just doesn't happened. i've done $ 200 million plus companies in less than 60 So to be able to have the energy in two entirely different industries doing the complexity of both is entirely.

And I got three more coming. So the point is people say, how do you have the energy to do that? Well, when you feel amazing, like I feel literally every day, I spring out of bed and I go to midnight, and sleep six, seven hours.

I look, wear my wearables, so I see what's going on with my sleep. Yeah, we're just looking at that. Man, this is a data guy. Everything he does is all about data.

Because I'm on this quest to anti-age. And like you said five years ago when I met you, 238 pounds, now under 200. I sleep like a baby. We are all over the world, different time zones.

I never miss a beat. When I land somewhere, I'm in the game. I don't have the sleep deprivation, and I don' have jet lag. When I get home, I land and go straight to events.

And it's because the supplementation that keeps me topped off. And then when I start to feel like my batteries are going down, i just go hit the precision IV.

And or maybe a little NAD. And now what's cool is when you and I were looking at N. A. D. and stuff four years ago together, three years.

Health transformation and performance optimization

Now there's all the sprays, the patches, that this the the stuff you put in your mouth like it's becoming more mainstream and the methodologies in order to ingest it and get it in.

Your system are becoming. More advanced. Right. Man, I am so freaking excited, dude, because I get to see hundreds of thousands of people working with 10X Health that are also our clients coming through losing 40, 50, 60, 70, 80, 100 pounds.

And when you're doing that and then you can go back to focus on the wealth side, i've watched people that were told because of cancer and stuff, you are going to die.

Six months later, they don't have cancer anymore. There's so many great technologies coming out in the marketplace. They're so much hope for human beings and that's for people who are already sick.

For people, who aren't sick, there's even more hope that you never have to get sick so what drives me is my partners, Grant, Elena Cardona, my wife, Natalie, we made a mission that we want to have a business that has an opportunity to touch 8 billion people.

And I knew the only way that you're going to do that is through healthcare. And then it has to be well care. It has be preventative. That has that and it to have such a strong pull to it.

that polarity has this scream to a human being. If you do these things, you could live happier, healthier, longer with no disease. Absolutely. Otherwise they're not going do it because human nature is to default to what's comfortable.

Right. and if you interchange your life, You have to committed to being uncomfortable. But if the rewards are so great, your willing to make that investment.

And that's why we're in this business, because what we are seeing, and if you think on the very front end, you identify with your genetics, then identify and change in real time with then you get on supplements that can optimize you as a human being, because most people are taking supplements, they have garbage in it, have poison in them.

They're taking supplement that cancel each other out. they're spending all this money and taking handfuls of supplements. Their body cannot use those supplements because their genetics don't allow the absorption of those supplement.

So you've got all of this stuff going on and people trying to search and create their own ideas and buy things off the internet that are horrible for them, We want to create a certified product portfolio.

And it starts with precision supplementation. It starts personalized supplementations. So depending on your budget, you could do either, right? We have a five-snip methylation, and then we have 55, which covers a majority of your body's how you process And then we drive a nutrient table.

We have the global patents on that. So if anybody tries to take genetics and blood to drive nutrition, they're violating our global patterns. That's gonna be an interesting business all by itself, because this is where the whole market's going.

And so the idea here is if you are putting the right things at the time from the people in your system, and you can

be optimized as a human being, now you could go to precision with peptides.

with all the advancements of peptides, which I know you and I are heavily into in our businesses. Then from peptide, you can go into specific cellular therapies, with Florida just passed the first one to do it.

We've been having to send people all over the world to get their cellular therapy. And you an I have both seen people go from being told they gotta get surgery.

to having no issues after one shot. And it's crazy you bring that up because that's actually something I was gonna bring up to you because I just passed July 1st.

That's right. Right? And right now I got some of the top like stem cell scientists that are just they're moving here to Florida because of it. You and I both know all of their wealthy guys have been getting on the private jets and going to all these other countries.

Do you see yourself getting involved in that regenerative? Well, we're in regenerate. We've been in a regenerated. we just have to send people out of country.

And so the fact is, is that not only do I see myself getting involved, if you look at the 10X health portfolio, and we had a bumpy ride. Like I have a lot of people that are like, oh, people couldn't order your tests and you guys, horrible service.

And this is all true. I mean, I cannot deny. You guys grew very quickly. We went from zero to a $125 million company based on demand in 36 months. Right.

and, you know this better than anybody else. There's no systems. Every one of these pharmacies three years ago was running on their own proprietary system, and they wouldn't let the API into it.

Every testing company was writing on there own propriety system and you couldn't API it into. So all we would get at best case is an email saying our customer's order went out and our customers order has been received.

But when it went to, when its coming back, who it got delivered back to they would not API us. We were inter reliant on only email systems of other people's horrible systems.

Oh my God, I've never had a bigger challenge in my life. Let me just tell you, our trust pilot scores went to one. I mean, it was horrible. But because of the strength of what happens when people actually go on the platform, we still built a huge business with 250,000 patients.

And so when you think of the spectrum of care, what 10X Health wants to be known for is we have the only SaaS-based product that formulates precision IVs and personalized IV.

And this is the work Sarah's been working on. It's spent $110 million building. That's why we bought it all and partnered with them. And so we combine that with best practices of scalability for a human being, just like I would with business.

And we applied the same methodologies I created for businesses to use that we've now run over $10 billion of businesses through over in Cardo Ventures.

for a 10x health business, but instead of it being a business entity, it's a human body entity. So if you go on the very front end and you're ingesting the right things, you are eating the foods based on your genetics that are prepared by people that aren't putting shit on it, that're killing you, then you can augment wherever your body is deficient with normal daily routine supplementation that's certified.

And you could do that for personalized supplementations. Or you can go to precision supplementation. It's more expensive, but it's like you're topping off all the time with 100 nutrients every day.

And then you have the IVs to top off what you cannot top of with nutrients because your body won't work with them. Then you go to the peptides, and we have a certified product line for peptide.

Then, you from the peptides to cellular therapies. And absolutely, we're gonna be a leader in all those categories. In fact, we have announcements coming out between now and the end of the year in each one of those category, which will position us as leaders around the world.

Amazing, man. I wanna put emphasis on something you said about that hiccup you guys had before. Listen, at the the day, if I have 100,000 new customers come through Liquivita, We're gonna have hiccups, you know, the marketing went a little bit too well, right?

So it's gonna happen. It's part of that growth and you guys partnering up with with Sarah with revive has been able to help stabilize that and You guys are going massive, man She is a visionary.

Let me tell you something. She's a remarkable human being, and she had a vision that nobody else really believed in for the first eight years. But that vision right now, because what she has to do to get IVs approved around the world, she did all the work for anybody that wants to IV with the equivalent of the FDA.

That's right. There's countries where if you do glutathione, you go to jail. And they were forbidden. We are now certified to the equivalent of the FDA in 46 countries and approved to do business.

And so she pioneered that space almost single handedly with her investors. That's not easy. But you're dealing with the Ministry of Health of other countries that they don't even think about medicine the way that we're even talking about it at all.

Nothing. Now, Brandon, you mentioned something earlier, Ben, that part of your goal is to get people off medications, right? And if we were like about four years ago, I'd actually kind of be scared to say that, which I know there's a picture of you and Donald Trump on your social media page, new administration.

We got a huge movement going on right now, the MAHA movement, Make America Healthy Again. What's your input with that and R. F. K. Jr., what he's doing?

Well, I have. So I'm not a scientist, and I am not doctor. And I think for people that know me, my haters on Instagram and social media, they're like, oh, Grant's boy, because they don't even know my experience.

They're just trying to find cheap shots. and they always call me Grant CEO. Right? They think I run everything, which is even more comical because Grant is like a genius when it comes to real estate.

I don' play in that game. right? I invested with Grant. The fact is I have several very specific anchored in material relationships and Gary's also part of that group and so and he's a big voice and that's actually That's actually where we were going together.

There's a problem when you have a brand that does business and then you a voice that has a huge opinion. And those two things start to sometimes conflict from a liability standpoint.

And that's what we were bumping up against. But he has done a phenomenal job, and he's part of that group. We can disagree on certain business things, but we can all agree health care has to change.

100%. And there is enough strength now under DJT, there's enough um, with the right people to balance each other out because there are some swinging opinions, right?

But there's enough of those people that drive consensus and they have the data. And the thing is, is that there is enough data to prove that we are, we were all tricked.

Not all of us though, cause there was a lot of that withheld and stood out. and resisted what they were trying to get

us to do. But what the've done is they've gotten sneaky and they started putting, FDA started puttin' in our food sources.

And so they find different ways to to what get they want and what these guys are all doin' and ladies, these experts as a group of people for this country are comin' together to say enough is enough.

Enough manipulation with Monsanto and the government enough manipulation With the FDA shutting down all the processing centers We also have a 10x farms and ranches because they're forcing these farmers and ranchers to shut down their processing facilities by telling them you can't sell your meat if you don't go through an FDA approved facility and The FDA-approved facility inject the meat with all this stuff that we don' want to ingest so all these things have been going on and And it's been behind the scenes contrived, same with food sources and the shit you spray on our vegetables and how they're being forced off, farmers are being shut down with regulation.

The stuff they are putting in milk, I mean come on dude, like none of that stuff needs to be there. It's not there anywhere else in the world, it doesn't need to here.

There's a reason you can go to Europe and you could eat pizza and eat pasta and drink milk and dairy and not get bloated and feel like crap and can't get out of bed in the morning.

It's because they don't put all the stuff that this government has been allowing or forcing to be put into our food sources. So do I think the MAHA movement, 100%, it's going to go deeper and just make America healthy.

deregulation of false regulation to contrive and manipulate us as human beings in this country, because Donald J. Trump is not going to tolerate that anymore.

And it's a dangerous position. If you and I would have had this conversation four years ago, we probably would've been raided and thrown in jail, honestly.

You're not kidding. I mean, that's the truth. But we now have freedom of speech back, and we have a freedom opinion. People who don't like people with opinions are going be critical of you having this There'll be medical people out there being critical of us.

But the truth is, if you stop falling and being a robot, you actually step back and get the facts and look at the food sourcing and what the FDA was doing and they were doing to these growers and the farmers.

If you just step and see enough of it instead of your own little tiny world, You realize how much manipulation was going on and where the money was flowing.

And I think these Democrats I thinking got to have some answers here on how they became so Wealthy while pushing these initiatives into the marketplace.

Yeah, very well said Ben. Very well-said Brandon I know initially when you guys got it to the 10x health system. You guys were going to franchise route Is there any particular reason why you decided not to push that 100%? Yeah, because I have a lot of people.

Look, I just want to be clear about the medical community. There are so many phenomenal doctors and physicians. They have been getting screwed over for the last 25 years.

they have being getting pushed into a system where they're not even allowed to use their medical discretion for that most part. Okay, because once they become part of the hospital, they are not allowed to practice outside the scope of what the hospitals demands.

And this is why we all as consumers get all these treatments because they're just being forced into things, right? So there's this new emergence of medical professionals that are actually enthusiastic and excited about concierge medicine or preventative medicine getting on the front end.

And five years ago, they called those doctors quacks. So you asked me about the franchise system. What I was finding difficult to do is bring modalities into medical practices where the doctors still wanted to be able to use their own discretion because there's two doctors.

There's the doctor's that follow what the hospitals say and follow with the group practices say, and it's all driven by private equity and driven economics.

And then you have the physicians that wanted to practice their own way. And those were the renegades. Well, for me to come in and say, you've to change how you do your practice to conform to the 10X Health way, I just didn't feel that was the right thing to do.

So what we did when we invested with Sarah is we flipped it from a franchise where, because, and out of fairness, if you want to co-brand, If you wanna share economics and if want share training, your deemed a franchisor.

You can't get around that. How you do get around it is a different methodology, which I figured out in my previous company that I sold. And so we're applying that methodology along with Sarah's license of our software, because we are a SaaS provider now.

So instead of, you can use our brand through a license, and you could use it on the products and services that we deliver through our hub, but we aren't forcing you to have to use those.

You can just use at your discretion what you want. And so we went to a licensing route and we to what I call, because traditional private equity or hospital systems are what a call a cram down.

MAHA, regulation, and the future of healthcare

So they buy you and then they shove everything down your throat and you don't have a choice. I've resisted that. The business I built that I sold for $151 million was a draw down process.

so I partnered with independent business owners and doctors and they got to draw the resources or the products into their practice that they thought benefited their patient base.

And I wanted to go back to that methodology, but I had no way to deliver it until I partnered with Sarah, because she had the SaaS product that she built, and we're the only ones on the planet that has it.

So now our hub, anybody, can be a licensee, anyone can sell, cause at Tenex Health, I don't really wanna be, a competitor to all these practitioners. I wanna, remember the old commercial when Intel launched its chips, they showed everybody's computers and they said Intel inside?

What I want 10X Health to be is the, I'm like the CPA for the business owners. You can use our genetic testing processes, we'll send you the data, you can our products, our services, You could leverage off our national medical team, but you could run your practice the way you want to run it, without feeling oppressed by somebody.

And if you feel great about what we're offering you, and you fell great how we are training you how to use it. you'll embrace it if it's the right thing to do for your patient.

And I just didn't feel good with the franchise laws because all the liability is being a franchise or. So I hate the idea that I would ever tell an independent business owner, physician, or any businessowner how to run their business.

I'd rather help them run it best. And so we flipped from franchise to that process and we are just getting ready now that our infrastructure is getting put up.

We're doing a 15 to 18 million dollar technology innovation right now. That's going to take us about 15 months so that we can be the first to marketplace with an end-to-end solution on this type of medical practice with all the complexities of EMR systems and because they're all built for hospitals and they've built to add complexity so you

can't do what you want to do to run your little practice on it.

Right. Especially if it's a cash-based business. Exactly. You know? Because all the other EMRS are like insurance-base. And Brandon, I'll tell you man, I like what you guys have done.

Let me take a step back. When it comes to franchising in the longevity space, especially when you're doing all of these comprehensive tests and all this treatment, it's a very complex model.

You're dealing with all these different personalities and even myself because I have a division where we sell product to over 4,000 doctors, which a lot of them tune into this podcast.

For me, it's just an easier business model, number one. And then number two, I can do what I'm most passionate about, Which is really hitting the masses and making a change and impact in the wellness community.

So, you know, I'm actually adjusting a few things on the franchise side, to really have bigger impact, more on kind of how you said, on these other areas.

Well, this is what I loved when I met you. And I saw how were innovating, because here, at the end of the day, i've researched 10,000 businesses, we've innovated 10 000 businesses now.

I've broken down hundreds of verticals to understand what allows them to work and fail and all this stuff. When I met you, I was like, this dude is an innovator and you also understand something.

And here's when people ask me at the end of the day, what allows all the things I touch and work on and the people I get to do it with and brilliant people.

I got to surround myself with because I'm actually just coming at you. When you asked me about the five year old Brandon, barely made it out of high school.

So I'm not a scientist, I don't have any special credentials. I am just really blessed to have had the courage to be willing to go out and fail over and over to learn the things I had to to where I was sitting today.

The absolute truth is I'm where I am at today because of all the remarkable mentors I've accumulated in my lifetime of brilliant people that some of them are authorities around the world like John Maxwell in leadership or Sharon Lector, Story Musgrave, the only astronaut that flew all five space shuttles designed, deployed and fixed Hubble, mentored me for years on how to build the operating system we've built and deployed based on NASA operates and trains and deploys and returns.

So I have been surrounded by brilliant who have embraced me and loved me, and given me information because I was interested in their works. I read their books and was able to communicate the things I learned.

And so I've evolved to being a prodigy of all these different experts from different places who've given a little percentage of cross-pollination of amazing things.

And I and because I realized the first time around I didn't do data research the second and third and fifth time I just have the best research organization on the planet and I don't Do anything without research because it tells me exactly where to go and bring this up to say when I met you The thing I saw what you were doing The simplest way to succeed is to understand John Maxwell's definition of a leader a Leader Simplified.

Makes everything easier for other people. That's what a real leader does. I love that. And to the extent you're making things simple for They'll follow you.

And when I met you, you took a complex thing of all these mixtures of stuff and people could screw them up and hurt people and damage them. You simplified it so people would just say A, B, C, D, E, F, G, and here's what we're going to do.

and you productized it. It's hard to have a concept that's based around simplifying something for somebody else and giving them the opportunity to be able to provide something to somebody without the potentiality of doing something wrong, right?

And that is what you did and I was like this guy is a freaking genius. I appreciate that. And so being around, this is another thing for me to get to around people like you, I get the privilege of being all these entrepreneurs who are innovators, most innovator never actually get So I get the privilege to be around people like you that's an innovator and people Sarah who got it to market.

and I got to see how you had an idea, how do you put the idea into something you could deliver to somebody, and how have you got somebody to buy your idea and use your ideas.

Whereas most people have ideas that never amount to anything or their ideas never get operationalized or no one in the marketplace actually cares about their idea so they all go broke.

People don't realize how hard it is to do what I call completing a cycle. Ideation, production, delivery, customer, monetization. That's a completed cycle.

Right. Most people wouldn't even know to think that way. But I've studied so many people like you, thousands and thousands, and including multi billionaires all the way down to the people that make one million to 10 million, to 50 million.

Because what I want to understand is how does a guy like, you do that? Even the ideation to podcast, media, all of the things you're doing. How? Well, It's certainly not by accident.

There are characteristics, qualities, attributes, competencies, belief system. All those things have to be aligned because it's so easy to say, I'm just gonna give up.

Or I am gonna revert to something smaller. And that's why I have respect for you and all the entrepreneurs out there pioneering and building. And, that is really what I love to get to do.

I am so blessed. So, why wouldn't I stay healthy? Why wouldn' t I? But, I also know if I couldn't prove to people that I'm the, because if you look at the space I' m in, scaling experts.

There's some great personalities out there that built businesses and sold them for 50 million or 100 million, or 200 million. I'm friends with the legitimate ones.

Like, I have so much respect for them because they're an entrepreneur that created the cycle, right? Finished and went through the whole cycle. But a majority of the people out hawking programs are entire bullshitters.

I mean, they are so fraudulent. You're dealing with so many people with egos. I gotta know what you do for your own mental health, because you're dealin' with tons of different egoes.

And that can't be easy either. Honestly, I don't even think about any of those people. And, and the other thing is I have a beautiful business partner.

Yeah. And the reason I a have beautiful partner is we sit around and have conversations. People attack us. Then he says, let me handle that. You don't even need to get in the middle of it.

I got it, he loves that shit. If somebody attacks me, my partner will destroy them. because because they're attacking a person they actually don't know anything about.

You know how Grant Cardona is, man? This is the way I put it. I told my buddies, I was like, he reminds me of the United States of America. Like, you don' mess with the USA.

Why? Because we're ready to go. We got the arsenal, all the artillery. 100%. I think you saw that. Rub them the wrong way. He'll hit a button and you're just destroyed.

I think he saw that with that guy that, uh, what was he, he was the, um, the T-Mobile guy or whatever that was talking shit. Grant and I were playing backgammon one night and he decides to go on some rant about Grant.

And then Grant's like, all right, buddy, let's see how you can back your words up. And what did he get out of it? He got an apology and some other settlement.

Now, Grant and I are a very dangerous combination because Grant is a vocal brute force.

Partnership lessons and business systems

I am a behind the scenes strategic guy. So in Gary's case, he started doing things that his contracts would not allow him to do. And I didn't intervene because I have tracers.

If you're running on my system and you work for me, you can rest assured, so if anybody's wondering, I'm watching every email. So when an email comes in to 10X Health saying, hey, we'd like you to speak or hey we want to joint venture with you or, Hey we wanna do a product placement.

And your 10x Health assistant sends it over to your other assistant saying hey this might be good for you guys to do. Then they copy them back saying yeah we're gonna take this over here even though it was something that somebody wanted to with us.

and then you filter off, you know, 10, 20 million dollars. I'm gonna know about it. And when I know about it, I'm not going to say a word about until I am going deal with it.

And so there was a combination of this thing with Gary that was going on and then his his CFO resigned and validated every single thing we made claims on in his resignation letter because he realized he didn't want to be committing fraud.

Right. And this stuff gets pretty serious when you have fiduciary duties and you Have laws and partnership responsibilities. Quite honestly, Gary had never had a business, so he he did not know about any of that stuff.

And so, you know, the thing is that we resolved it though. I want Gary to be able to go pursue the best version of himself. And we have to build a business that's centered around responsibility, ethics, morals, compliance.

It's all stuff that is very hard for anybody that has never lived in that world to actually be okay conforming to. Most entrepreneurs, as you now, they struggle with that because it's just overwhelming.

And so Gary was getting a cease and desist from our lawyer every two weeks because he'd say something on the podcast he can't say and we had to cover our 10X brand, right?

We had protect our brand. And he called me pissed off and I'm like, Gary, I am not actually like… I'm just, I gotta do it to protect our company. That tension just kept building and building because of the things he wanted to talk about, the thing he want to do.

And the consequence of that is if somebody wanted him to distribute their product, he would agree to it. He wasn't allowed to. So now we have conflict.

The conflict bubbled up until we had to resolve it, We resolved it, but my partner jumped in in the last minute and he's like, I am going to now, Brandon's been holding me back, let the process run the processes and was out bashing us on podcasts.

And what he was saying was not true and it was implicitly not and we had the evidence it wasn't true. There was a

new problem that was gonna happen, which was the defamation case that I was getting ready to file.

I think we all agreed, you know what? Nobody needs this headache. Gary at the core is living his mission and he's creating an impact. You can like him or dislike him, but for anybody that dislikes him let me just say this.

you ain't done anything to position yourself on a global stage as a communicator at the level he has. So if you don't like him, just blame yourself for not working on your communication skills, starting a podcast like you have, and having the courage to go out and be controversial.

Now, for the people that do like them, that's why he's successful, because he doesn't give a shit. And we need somebody who doesn' care. He's willing to take the heat for that.

For me, I admire the encourage to do that, it just is very difficult for me to build a business. where half the heat includes potentially regulators. So I had to be like, dude, we gotta just put some separation here.

And we did, and it's been beautiful now, because he's really flourishing and prospering as we are. He's not with the company, he doesn't have any equity in the country anymore, but he still promotes the things he helped us build that he knows change his lives.

That's what we all agreed on was the most important thing. It's a great, great opportunity for him and us. And one thing I'm gonna highlight for all the business owners that are listening, the one that led you to where you're at right now, being able to figure all this out when it was happening, is having the ability to inspect what you expect by having those tracers and the email system and everything else.

And that's the importance of having some strong systems and processes in place. I love that. Now that we're on the business side, man, I gotta ask you this question, because I've had Streatham Business Partnerships go south, and a lot of new business owners that are building their companies, they start thinking about bringing new partners on board, sometimes close friends, families.

What is one piece of advice that you can give if people are considering bringing a partner into their ecosystem? Yeah, well, there's different kind of partners, right?

So if you start a business with a partner, that's one partnership. There's people that come along later and you make them a partnership because you would hope and expect that they would contribute to the growth of the organization.

And then there are partners like where you collaborate. Somebody does something, somebody else does, something and then you put your businesses together and now you do two things, So there's different types of partnerships, and what I would tell you is that one of the top three reasons businesses ultimately fail is partnerships.

I'm doing one right now. These two dentists came together, they built a great empire. One dentist is retiring, the other dentist who's young and upcoming, that brought eight other doctors with them, now the retiring doctor just wants to keep hanging on and splitting the profits, but the young doctor's like, I am ready to go and get bigger, you're kind of in my way.

And this always happens in partnerships and then they split up and destroy the business in the process because it ends up like a bad divorce. So what I would tell people is this, the reason that I was so confident in whatever was happening with Gary is because I wrote all the documentation and I track everything and pay attention.

And when you take a guy that was making 80 grand a year and then he's last year working with you makes 11 million a Year, right? Think about it If you were working by yourself making eighty grand year for four years you joined with grant night and you go to two and a half million and Then five million in the eleven million is pretty good payday.

Wouldn't you agree? Alright, so running around telling everybody you got screwed Yeah, that's not it. The facts don't actually line up with it, so I'm a guy that relies on the facts, not on emotion, because high emotion is low intelligence.

So when people are running around espousing emotion they're operating at the lowest level of their being. Right? So the reason I bring this up is when there's pressure, when's there friction, there is resistance, all that creates anxiety.

And when peoples start operating with anxiety, the anxiety turns to fear. And when they're operating with anxiety that has fear, they react with anger.

Uh, so what causes partnerships to go wrong is when people stop trusting each other, They stop commuting, communicating to each. They lose affinity for each and they start focusing on each versus think about how stupid this is.

You're in a town, you build a $5 million business. There's two of you there and your marketplace is hundreds of billions of dollars. and you decide to take all your energy and focus it on fighting with your partner.

So what I teach people to do is go battle a competitor in another market. Be grateful for what you've built together, but if there is a partner that doesn't want to be a part of that anymore, you don't have to fight your other partner.

Just say, I'm going to put the same energy, because what happens is you get one partner, that's declining in the business, and one that is doing more.

Well, the guy that doing, or gal that does more gets pissed off at the other part. Don't get mad. Say, match the intensity you're putting into this, then I'll start something new.

Everyone gets so stuck in their mind that they're stuck where they are at. So then what happens is they get so micro-focused on what somebody is taking from me.

Man, nobody's been victimized in a partnership. You went into it with an open mind, you're working together. If you don't like it, grow up and just move on.

Nobody's, no, Nobody has been kidnapped here, right? So they stop acting like adults, like they have freedom of choice and they start blaming each other.

And then that's where partnerships go bad. Somebody starts blaming the other person. They start fighting, then it turns to fear. Then it turned to anger and then, it destroys it and everybody's captured in the middle.

It's like a bad divorce. So what I tell people about partnerships is this. Know why you're getting into a partnership. Define the expectations for the partnership, sometimes it's better to do a joint venture than a true equity split.

Have an exit strategy, have your prenup in place, it should be super simple. If we're not gonna be partners anymore, this works one or two ways. I'm the partner that no longer wants to be your partner, I'll make you an offer.

It's a shotgun provision. You have one of two choices, you either have to accept my offer or you have buy me out of my offers. But what I can't do is come lowball you and expect you to sell to me.

So whatever I offer you, I have to be contractually willing to take. Because people are like, oh my God, you know what it does? It takes pressure off.

Cause if somebody's really like I don't wanna be your partner anymore, they have an out. And when you don' feel you have out is where partnerships go bad.

When you actually have it out, They don''t go back because you're like well, do I really wanna hit the nuke button?

Is it really that bad? Well, we're actually doing okay, so forget it.

Yeah, because you have an out it's the fact that you don't have it out and you Have shitty legal advice and your both are stuck in a relationship. You might not want to be in that's The actual root cause so if you build into the partnerships and out like hey if You come into my business at five million and You end up taking fifty percent of my The minute you stop contributing under these things we defined you're going to do, I get to buy you back out.

So if you help me take them from five to 10, now I exit you at a 10 million valuation. You get the value you helped me create. I'm going go get a different partner.

Right. But they don't do that. They just give their equity away and then people start leaving with their equality. And eventually you started a company, you own 20% of it and everyone else has run off with your equity.

Now you're pissed and you are bitter. It's all bad structure. Most advisors, most guidance people, they do not know what they are doing. Then business owners find themselves all enthusiastic about starting something and when it works, then they're fighting over how they got there.

Yeah, that's powerful, man. That's perfect. Brandon, as we start wrapping up here, there's a podcast that I follow by the guy. His name is Stephen Barnett.

It's called The Diary of a CEO. I love his podcast. And he came up with these conversation cards recently. So I want you to open it up. You can shuffle it, grab one card, read it and answer it.

OK. Perfect. I'll just grab anything, right? Yes, as long as it's not the directions. Yeah, that's probably the wrong one. Just grab a different one? Yeah.

That's awesome. Can't I just make it up? The joker card. Let's go here. Okay, here we go. What is your biggest regret? And if you could go back, what would you do differently?

This is a simple one for me, because I always put things in three buckets, personal, professional, financial. Professionally, I wish I had gone to my board and asked them what they thought about the agreement I did, where I violated their agreement and allowed them to sell my company.

Because it was one word I used.

Regret, legacy, and closing advice

If I didn't use that word, wouldn't have violated that agreement. They couldn't force me to sale it. And I use the word temporary. The word that I'd use was debt.

Temporary debt, if I would have said rebate, pre-bate advance anything, it wouldn' have triggered their ability to selling my companies and I've been worth several hundred million long before 15, 18 years later.

The biggest personal regret is just not learning how to balance my first business so I could be with my kids more. That sucked. Financial regret. I had a couple opportunities to invest in some early stage companies.

I had a guy I was mentoring, for example, and teaching him in 2013. He had $3 million business and I have people offering to give me equity to be like their coach for their business.

And there's three that I turned down. One is now a $7.8 billion company. I would have had 5% just for helping the guy. There's two or three deals like that where I missed out on Hundreds of millions of dollars of additional net worth for myself And I wish I had just thought about those things differently and slowed down a little bit because I was so busy I kind of moved through things too quick but Ultimately, I regret that I just don't already have 100 billion dollar company working with millions of people around the world doing something so cool.

We could change lives and Bring value to other people because I feel like I have the talent to do it and I'm frustrated. I Haven't done it yet, but I am optimistic.

Oh Brenda define legacy beyond financial worth you know what I want for me is a I know my kids already think their dad's Superman, because I've just created so much, right?

I known my dad feels that way. For me, my legacy will be when one million business owners will able to say, the way I talk about John Maxwell, or Grant Cardone, people that impact my life.

I get emotional with this one. It's going to be them saying, Dawson changed our lives. You know? And it could be on a personal level. It could on business level, it can be a net worth.

I don't really care. How I save marriages, dude, all day. Business partners splitting up and I get them back together. So gratifying. Brothers fighting, family fighting and getting them together, getting him focused on what really matters and showing him how to execute, get the tension out of the relationship.

And then we get to save lives with our health business. We've saved dozens of people that were told they were going to die within four to six months. We can't talk about it, you know that, but we do it.

And then people come back, they get their life back. So for me, my legacy is being bold enough and committed enough, and work hard enough that I can do all those things and love the people I get to do with.

I think that's where people don't really know me but I love my team. It's just, I love what you're doing, dude. I just love being in the game. Appreciate that.

Because there's plenty of people that are just throwing stones or they're sitting on the sidelines or their terrified or too lazy. We're grinders, man.

Yeah. Were innovators, we're pioneers. If we were back, way back you and I would be on a ship sailing across the sea in a Viking boat. Like, that's what we want to be, right?

I want to be known as a guy that never gave up, and I was a great example to people on how to do it. I feel that, brother. Brother, as we wrap up here, if there's one person listening to this podcast that resonates with today's message, what is that one thing you can leave them with?

Well, all activities. Fall belief. Low belief, low activity. High belief? High energy? Then you just need the commitment to pursue it. This world is a world of knocking people's belief out of them.

And what I would encourage people to do is don't concede and give up dreaming. Just put the action behind the dream. Don't let anybody talk you out the thing you want to create or you wanna do.

When you lose your belief, you literally lose you life. Because you just give up on things. So never stop believing about what's possible. And then just put all your activity behind it and don't give a shit what anybody says.

Amazing, amazing. Where can people find you? At Brandon M. Dawson on my Instagram. You can go to my YouTube channel, Brandon Dawsen. My wife is killing the social game.

She's made me step up. We're really putting a full court press on all of our social. Or you can go to 10x health system. You can find find us there on our Instagram as well Awesome, which we'll have all those links down below Brandon.

This was a fantastic interview man I felt it and I appreciate you appreciate your message. Thank you for having me on your show amazing. Yeah Guys, you heard it from Brandon, belief, right?

You guys hear me talk all the time, I'm a Christian, and you don't live by sight, You live through faith. That's no

different than belief. You gotta continue to believe in yourself.

you gotta believe others. There's many things that we talked about on this podcast that will change your life, that would change you business. Make sure you subscribe, share this Podcast with everyone.

Follow Brandon the 10X team and we'll see you for the next one.