Podcast intro and industry growth

If you had to guess how many ads a day do you think a person sees? At least a hundred ads today. Minimum. It's ten thousand. Ten thousand a Day? Yeah.

I was way off. What's the first step? Just to realize you're screwed. Hey everyone, this is Sam Tejada, your host at a healthy point of view podcast. Today we have our special guest, Chris Hemel.

Chris, how are you? Great, man. Thanks for having me. This is sick, dude. Very excited about this. I appreciate it. Yeah. So today is, um, is an exciting day, which I told you earlier, you're actually our first podcast Look at me.

Which is funny because you were one of my first contacts in the industry like three or four years ago. And look at us now. You know, especially with the stuff that we're going to talk about today with, you know our second Ivy Biz bash, the launch of how to win in modern wellness, which you have a chapter in my book, right?

With a bunch of these other leaders in industry. So like you look back and so much has like really develop in just a year. Yeah. Right. It's nuts. Like I had no idea what I was stepping into and how it was going to change my life forever.

I have a ways to go. But like, you know, this I've lost, I think, like 36 pounds or something and just all the different things coming out, the modalities and all this stuff.

The industry is insane. Of course, it couldn't be in a cooler place right now to be a business owner, helping people and building it to where you can make really good money and live an amazing life.

So it's that's true. Yeah, that' the truth. And you know, like what you just said, how it changing your life and I'm thinking in the back of my head, I was like, That's not even the important part here.

What you're doing is forget about changing your life, you changing so many other people's lives. You're changing. So many business owners that are trying to get into the industry, like medical practitioners that have been in that conventional medicine world.

The people that they actually start treating and taking care of, the amount of people, that you are changing lives, it's unbelievable. Have you thought about that?

Yeah, like we changed our mission this year. It's to affect a million owners to effect a billion people. Wow. Cause I think business is hard, right? Like 96% of businesses fail in 10 years.

Yeah, that's and the 4% already doesn't mean they're profitable or doing well. That's hard. What do you think is like the biggest reason why a lot of these businesses fail?

There's actually a quote from George Washington. Like believe it or not, there's two reasons businesses failed. Lack of capital, terrible management. And that what's been really cool about working with you.

You guys have one of the best teams I've seen. Some of the highest standards I've seen some of them best drive like if you don't have capital obviously like yeah I think a lot of practitioners get into this space because they want to help people Right and then that gets in the way of making money because you know, I mean money can't eat you can that's true You know what I means?

So you have to be able to run a business like a and keep the personal out of it from a Business perspective, but then you also still help. Yeah, so I The those and I think George Washington said that however many years ago

and it's still true like if you don't have money and you have poor management of whatever you're running.

You're going to go under and then, you know, for my background and in the book we talk a lot about the marketing side but like my backgrounds digital marketing so if But if no one knows about it, it doesn't really matter.

So let's talk about that. You have a chapter in the book. It's called Marketing Matters.

Why medical businesses fail

And how we were just talking about how some of these businesses fail, especially in today's digital era that we live in. And when it comes to like medical practitioners, doctors and PAs and those practitioners.

They're fantastic at what they do when It comes. To like treating patients and changing their lives. But there's a whole nother component to the business, which is the marketing side.

And and when I saw what you were doing. The first thing I said, I was just like, OK, this is needed. This is need for these individuals, these doctors, because if they don't have it, they're going to fail.

Yeah. So so tell us a little bit about your chapter in the book about how medical practitioners truly need this, especially in today's digital era. And you're an expert.

I love here though, because I'm an expert by failing so many times. Like you have to fail forward and I am like the guinea pig to just see what you can go and do.

Will it work? Will or not? And I got really fortunate too, cause I launched a Legion company in the health and wellness space and that failed pretty miserably.

It was actually, it was a pretty rough go, but I had launched another one in health insurance space. So we're spending crazy amounts of money on ads. We're just testing everything so I can get to test stuff.

practitioners, they buy a clinic, cause they open a clinical and they're like, people are just going to run in here and drove. And it's just not the case.

That's not like you got to, I can attest to that. It is not. The case you have, like. You have to the number one focus has to be marketing. Like you can get, have the best processes, the product, everything, but if no one knows it exists and you haven't tied the pain points to your solution, then You're up a creek.

You can't do that. So in the book, I think we lay out the top 20 ways to drive leads to a medical clinic. The number one that I learned, if you want me to go into the marketing stuff we do, how many people do you wanna go?

I could talk all day about this stuff, but the number is this guy, Roland Frazier, and this guys Perry Belcher, they're really big names in the market space, But they buy companies, traffic acquisitions.

I've just got a call, we're finalizing a deal, buying another Facebook group, you technically can't buy a Facebook Group, so we are partnering with them, that's kinda how you do it.

But find out where your, the first part is you gotta know who your ideal customer is. Like you have to know when they go to the bathroom, like you need to everything about your customer customer behavior.

Like what do they care about? What's their what keeps them up at night? Because most people are in a storm coming out of storm or going into one. Everyone's in pain in some form or shape in their life.

Right. There's a, you know, You have to figure out what that is. What keeps them up at night? What are they going through? And how can I help them? That's why I love this space because you can truly help you.

what is your ideal customer? Figure that out. And then where do they spend time? You know? Do they are in Facebook groups? Are they on websites? Or they go into this shop?

Like what? Is what do? They do all day? and how? Can you get your brand in front of there's I went to leads con because I'm a leads nerd. So I loved it.

But you if you had to guess how many ads a day do you think? person sees if you had a guess. Oh if I had to guess I'm thinking about myself here at least a hundred ads a day minimum.

It's ten thousand. Ten thousand a Day? Yeah. I was way off. And I didn't know that set, because it used to be like a thousand, like five years ago. But every third post you see on Facebook's an ad.

You know what? That makes sense. And even like when you're driving, if I'm driving down the interstate, all I see are billboards with ads. Cars have billboard benches.

Ads are everywhere. Everywhere. Right. It used be a customer needed to see your brand or product seven times before they would buy. What do you think it is now?

It's got to be tenfold. At least it's five hundred times. Wow. They have to see a product. So with IV therapy, with advances in modern medicine, no one knows about it.

Like 80 percent of the population doesn't know you can just get an IV in your house. That's crazy. You say that because, you know, like now. When we're running ads on social media, just like for one store, we'll run over 250 ads, ad sets, you know, like we've got the short ones that are six seconds, 15 seconds.

We got to 30 seconds depending if it's top funnel, mid funnel or whatever. But we have over two hundred and fifty going on at once. Yeah, that's wow. That makes sense.

So talking about that is like, there's a lot of medical practitioners that are very old school. They were practicing medicine before the digital era really became what it is today.

And they'd get their customers through like referral sources, other doctors. Yellow pages. The big phone book. All of that stuff just doesn't exist anymore.

You know, so it's they they really have to dabble into these other areas. And one of the things that I always say is like when I tell people, if I look back like four years ago, I would tell.

People were marketing PR company first and then a medical company. Second today, actually tell, people were software technology company, first marketing, PR, second and the medical third.

Marketing matters for clinics

It doesn't diminish the efficacy. What we do at a. Medical standpoint is that what the first two like you got to have these systems and processes in place.

You know, you want to start using a you. Want to, have all of the pixels in place with the different marketing. Like, what would you say for the doctor that's listening, who is really trying to figure out how to get that front door rotating?

What's the first step? Just to realize you're screwed. Like it's so confusing. We live in the best time ever in marketing. Ten years ago, you'd have to spend five million dollars to do a national ad campaign.

Wow. You can spend 500 bucks on Facebook and hit the entire nation with your ideal customer. Or TikTok is killer right now. Were doing a ton of TikTok ads and it is amazing.

Our cost per lead was a fourth on TikTok than Facebook, because I don't know if everyone knows, but Facebook Apple are battling. So like Facebook's tracking is about 10 percent what it used to be.

Yeah. They put that whole privacy thing too. Now that was the whole thing. Apple basically said, we don't like any more Facebook. We're going to block everything.

But Apple, where are all their phones built? In China. What's TikTok? A Chinese company. So the TikTok still has a little more reign than they used to with Apple.

Apple kind of controls everything, I mean, everybody has an iPhone. Yeah, so they can do whatever they want. Anyways, the idea is it's really confusing because there's a thousand ways to go market right now.

When someone tells me they don' have enough leads, i just look at them and go, you're not being resourceful. You have unlimited resource. I don't even care about leads anymore.

And I just want customers because you can really produce a lot of leads. If you do the right thing, you produce. A lot. Of leads, but then it's like putting them through that whole process, from getting the lead, making sure contacting the league right away, getting closing on them.

Yeah. What you have to do is just figure out who your ideal customers first. Right. And then where do they spend time? If your customer's 50, 60, they're on Facebook.

If they are 30, 40, there on Instagram. But do you know the average age on TikTok is like 28, 75% of users, 24 or more. Wow. I thought it was like younger.

Yeah, I know. For 16 year olds. We started to meet with TikTok because we have a good budget with them and you don't realize the demographics of it. You gotta just the first phase is you know, I was this is how I break down marketing as easy as I can and it's like you gotta know you got to be in the right place at the Right time from the the person with the offer once you get someone in a door.

That's not the hard part And that's really hard, right? Right. The second part is you have to train your staff on selling memberships. And you got to nurture that customer.

You have. To retain that. Customer. Yeah. So then you. Have a good LTV lifetime value. Right? Yeah, I think the one some of the biggest challenges I see is most of your front lines, nurses, people from hospitals, and they're amazing human beings.

They're so amazing, but they are not comfortable with money. staff won't buy a membership for 700 bucks a month, the customer never will. Because people don't need to believe what you're saying.

They need believe you believe it. Right? Like, do you think I should sign up for the $700 membership? That's so what we there's two things I would say is, Do not put your BS on your customer.

And that's your belief system. Okay, so don't bring your bs in here like if you won't buy a seven-dollar membership, I don' care There's people out there that will right right and there's a ton of them Like how much money is in the world is insane?

And then the second is when two people meet if there is rapport whoever's most certain will always influence the other person so if You don''t have the certainty and your staff doesn't have the certainty, then you're screwed.

You're not going to sell anybody anything. So, but back to the Legion side, how do you get customers in the door? And it's now we know the stats, 10,000 ads a day.

People see, they need to see your stuff 500 times. And that's like product wise. If it is IV therapy, if we're getting straight to that, it like they needed to know about IV Therapy 500 hundred times before they'll buy it.

So you've gotta get your name out there and there's a hundred ways to do it. So the first is, you know, I'm a big Grant Cardone fan. He has this power 20 thing he does and he calls it lists the 20 most influential people, and this is do you want me to go from like just starting out or like somebody who's been running for a while?

Cause I can do both or, um, either one. The power twenties killer. Um, You call them 20. Most influential. People, And you just say, Hey, you know, it's all about them.

The conversations about him. How have you been? What's been up? And then when they ask how you've been, You just go ham. You're so excited about this clinic you're opening.

It's like the coolest thing ever. Your changing lives. you tell them who your ideal customer is. And he's, like, do you anyone like that? And then that's like a good way to just get organic stuff going.

And if you have no money, cause there's two situations, right? You have money or you don't. So in marketing, you either have your time. There's the two things so you can spend money on ads.

You can go to Upwork or Fiverr and find a Facebook ad manager and most of them will suck. Or you can if you don't have any money at all you just take your time and you invested into people and invested in the people who can influence your ideal customer.

So it's gym owners, anyone who's got a following like influencers are huge right now if we're not using influencers that's a big miss. Cause they're based, you know, a referral will get a 90% close rate versus a normal leads 20 to 30%. So, yeah.

Influencers are basically just referring you out. So influencers are great. Cause you can do trades. You can, again, have to be super resourceful with marketing and then.

Finding ideal customers and ad strategy

if you get into the paid side because it again you can we could go without you do Facebook ads Instagram ads paid set yeah it's like so there's but you got to find really good The way I've done it, because I ran a marketing agency, so it's a disaster on the back end running marketing agencies.

So I always try to find the best freelancer contractor I can. And they shouldn't do more than one thing. If they tell you they do Google and Facebook, they're lying and they are not going to be good.

Right. Like Google on Facebook are totally different, different answers. Yeah. You need somebody who does that all day, every day. Now, an agency, I could see an agent see having multiple people that can handle all of it, you know, but just one person.

I don't think so. Well, there I want to bash agencies. There's a really good my oldest brother owns a real good agency. They're killer. Amazing. they built a good company.

But most agencies like you need to know how to vet those companies. You need not to write. Ask the right questions. So I would just say no enough to lead, because if you go down the rabbit hole of learning all these things, Your business will fail.

Yeah, because you're your time. So it's cost benefit analysis, right? It's my dad told me this because I used to feel guilty for not like enjoying mowing the lawn, which is awful.

Like so he was like you could pay somebody, you know, 30 bucks an hour. How much could you make in that hour if you were out doing biz dev or growing your company?

Right. And it is exponential once you go in your own business. Like an hour spent on the phone with really good connections versus 30 to 30, you know, mowing the lawn for two hours.

It's just not, so I always look at Cospin and what he did to really imprint it was I'd have to write a check to the Florida Gators because I'm a floor state guy.

Anytime I wasted an our, I could have paid somebody less money to do it. Wow. And so always leveraging your time leveraging. That's crazy. Your father is my father would actually bring that up as well, too.

It says, hey, you can spend two hours washing your car or you could pay someone, calculating what your times worth. You can pay some one twenty five, thirty, forty, fifty bucks to wash your.

Car and then during those two. Hours, the work that you're going to get done, it's going. To be valued and worth more than what that twenty. Five dollars.

Yes. So. And talking about cutting grass growing up, I don't know about your dad, but my father, he he made us use a push mower. This thing didn't have it.

You know what a pushover is, right? Yeah. Yeah, because I grew up up north. So it's like that soft grass. Yes. Push mowers work like down here. Probably wouldn't work.

But we had a bush over here, really. It was brutal. We had to be back here nonstop. They would literally take a whole day to cut the grass And I would always ask my father, it's like, dad, why don't we get like a regular one more?

You need the exercise. Yeah, it taught us. It taught me that I never want to cut grass ever again to work my butt off, to make sure I have a landscaping company so I'd never.

Yeah. Yes. And and there's nothing wrong with cutting grass. I know my buddies like make a ton of money cutting the grass and like you're just getting started out.

That's a great pathway because I think you do need to do everything a little bit, you know, a bit learn from it, learn all the different positions, learned what everybody's doing every day.

But I. Think the other side is if whatever that two hours you were resting, You're regrouping your right because being an entrepreneur, especially in this space is hard.

I mean, like I said, so you need like, I'm going out of the country for five days and no one's going to talk to me. Like I need five day because we have our event coming out.

We just, we're buying all these companies. I think we've done three acquisitions this week. Chris, let me ask you this because that's something actually really, really important.

Explain to all of the listeners the true value behind that because it's hard to put a dollar amount, but when you actually get deep and so people can understand how important that is for your health, for you well-being, your mental health.

There's a lot of value beyond that. It's astronomical, it's insane. I have once a month we go somewhere, no matter what, like, and that's just a part of our, that sort of standard we have in our family.

It said we got to get out, we gotta change our environment. Like we haven't amazing house on the ocean, but I still gotta get outta that, because it is my normal environment, you gotta…

you know, switch your your human beings, we need variety. And running companies owning companies. It's like quiet desperation, most of the time for business owners.

I think Elon Musk said the the equivalent of being a CEO is chewing glass and staring into the abyss. Cause the CEO, you have all the worst problems. If you spend time on easy problems, why are you even here?

So you just, it really, um, and I don't want to discourage people from owning a business. You have, I would never do anything else because you freedom, your choice, do you, have these things, but you to give yourself that grace to say, Oh, yeah, that's where a lot of times the creative juices just start coming.

And I've noticed that myself when when I'm able to disconnect, I come up with like these random ideas where I was just like, wow, where did that come from?

You know, it's just you a lot. It's almost like you allow your brain to tap into another part that. you're not able to tap into because you get too much other crap going on in your head.

I do this thing. Have a business coach and he saved my life more times than I count. Definitely have some mentors. We're going off the business side. But like what I.

Do every Friday for two hours is I plan my next week. And I'll look at, cause we have so many projects going on, you know, at any given time, I have about 30 projects, companies we're working on.

And i'll. Look at each one. What, what needs to get done in this next week and I block time and it's non-negotiable. Like if I say at two o'clock I am sitting and working on this thing.

So I would say that something like that is the true definition of discipline. Like you have to be disciplined to actually be able to structure, you know, having certain times and like I'm planning this, making sure that I do this next week and everything's kind of written out.

That's not the easiest thing for people to do. You have actually to get in that right mindset and be discipline Yeah.

Staff training, memberships, and retention

You know, if we're talking, for still, we've, or going back to marketing, like, here's what I would do. I will take Friday for two hours and I'd say, I have this problem.

Leads I'm going to mind storm it. And I get 20 ideas on driving leads and block time the next week to, to act like execute on those solutions. And that's, that the first thing I would do.

I'll just say, okay, I'm going to mindstorm 20 ideas on how to drive leads. Here's my resources. Cause everyone has different resources, different, like your different starting points, Different launching points.

Whatever. You have what you have and you got to figure out how can I be resourceful? Right? Cause it's. There's no lack of leads in the world. Yeah, people want stuff and they're always going to want that.

And I think, you know, when you're describing your ideal client, because there is, You know recessions and it's all cyclical. So we're about to get hammered.

I could be wrong. Hopefully it goes on forever where we just live in this paradise. But I. Think we were about a wreck. Pretty hardcore. You need to make sure ideal clients are in top one percent because those people will make more money.

Um, when other people are feel for be greedy and when people were greedy, be fearful. So I would say in your ideal customer description, make sure. And this is hard in the health world.

I found they want to help everyone, which is everyone. Yeah. Like starting on profit, but your business is not a nonprofit. Yeah. Well, the thing is, is a lot of health professionals, you know, when they get into this, they want to save the world.

Yeah, and that's not going to be the case. You know. And you need to find the customers that can pay you that kind of money. Right. Yeah. And that's what I when we go into clinics, we're buying clinics.

The first thing we do is recurring revenue models. Yeah, and then after that, it's OK. How do we get more leads and that stuff for us? You got a whole strategy in place for that.

All right. So, Chris, question for you. I want you to talk a little bit about what you think the level of importance of content. I feel like it's, people have to understand the importance content creation and how you really don't need all these fancy cameras or anything.

You just gotta get out there. People have like understand that, hey, this is who you are, what your doing, these are some of the testimonial success rates that you're having.

So, you know, You're exposed. You can't just be hiding inside of this cave. Content, for me, is extremely important. And you, as a marketing expert, I want people to hear it from you.

Yeah. It's funny because I'm guilty of my team is always yelling at me. Like you need to post like no one even knows. I haven't posted since like last Ivey Bizbash like October last year, but I am.

So there's two kinds of people, right? People want to be in the forefront and some people shouldn't be on the camera. Just be honest. OK, I agree. People are going to go away if you're on camera And then there's other people that should be the forefront.

Like they should beyond the but content that doesn't take away that you have to be putting out content. So you just got to figure out who you are as like, what's your personality type?

What do you like? And I think if you can't do it, someone's got too. Yeah, you got to build a team. You got a build somebody who can be someone's putting out talking, putting that information out there because there's just a lot of education in the medical space on what's coming out.

I mean, people realize that I talked to my buddy Rob. He's he's really one of the more connected humans I ever know. Like I've known the reason there is stuff out that no one knows exists.

And I was like, why? Like he is like I can't talk a ton about it, but like he has a testing company that can predict dementia 20 years out? Oh, wow. No one does it exist.

Yeah. And like, it's because they're the owners of it are doctors who don't know on a market. Obviously, big farm is not a huge fan. Like there's a, we don' want to get too technical on it.

But you've got to find a way to Get what you're doing out there. And there' national marketing, there local marketing. It really just depends on like even your power 20 that we talked about earlier, that's marketing you just, you gotta get your name out ther.

Analysis by paralysis, like analysis paralysis. I see so many doctors who, because of the medical side, they'll they will spend six months researching something.

Yeah, just do just go.

Time management, delegation, and discipline

People are a lot of people are guilty of that. And that's something I talk a. Lot about analysis, paralysis don't analyze stuff so much where you paralyze yourself.

You got to give yourself about 10 to 15 percent of room for error where things are not perfect. Just to keep things moving. You know? Yeah. So I think just with content and creation, you just got to figure out who you are.

Are you willing to put yourself out there? If you're not, You gotta find somebody who can, or at least hire someone to do it. Like we do TikTok ads. And like finding influencers and hiring them and scripts and recordings, all the stuff.

I don't have time to deal with that. So we found a really good agency. Nice. And they have a hundred actors on payroll and they do it all. Wow. If we just pay them to do like, if you can't do, like there's, Like I said, I would just say, which person are you?

Are you on the, are Or do you need to go hire some people to be the face or find somebody to Be the Face? Right, right. So that's I think it's extremely important.

But I also don't want to pin people and say you have to Go Be The Face because that'll scare them so much. They won't even do anything. You know, so it It's okay to not be The face.

I'd like I like being a background. behind the scenes yeah so chris uh one of the things i want to talk about is the upcoming ivy biz bash over there in in its mid october yeah um let's let the people know a little bit about what we got going on this year is going to be even more crazy than last year which Last year, I don't know how you make that happen.

This guy had like literally like just a handful of weeks and all of a sudden he freaking blows this thing up. People are like trying to buy tickets last minute.

Hundreds of people. It was a hit. You know, like I know conferences that have been around for years. that try to do everything under the sun, and they have tons of time to it.

Last year you killed it, this year I'm looking at the lineup, you're gonna kill it again, your gonna do it at a whole nother level, let's talk about it people, the people that are listening, medical practitioners that're trying to get into the biz, if they're even already in the Biz, they need to come to this.

Yeah, it's, I can tell the story of last year, It was, yeah, we had, We sold our first ticket two and a half months before. Um, and our event managers, at some point we were like a month and half out.

And they're like, you need to tell sponsors, there's not going to be 500 people there. Like you have to warn them and how it's like F you. We're making it happen.

Yeah. And we've we did all things like 550 people or something like that. I was like we, but it was there wasn't a big event in the space. To me, I'm a Big Tony Robbins guy.

Have been to 25 events or get out of your comfort zone and network with like-minded people who are motivated. biggest keys to my success is always getting out of my comfort zone.

I'm always around really successful people, more successful than me by a mile. So we decided to run the event and I never run one. Um, so I didn't know how hard it was, uh, the backend, but yeah, we, We didn' have any money for the events.

We were like, how do we get people in the room? We just got the top CEOs and collectively, especially right now, I know we can talk about this a bit, the industry needs to come together there's regulations and stuff if we don't have a unified body to make sure the stuff can stay out there and five people in a regulated regulation room whatever it is just make a decision that changes we're not you know could stop us being able to do what we are doing every day to help people so and i don' know about you but after before the event and I don"t take credit for this it was the CEOs and everybody It was really kind of divided.

Everyone was kind doing their own thing. They had their private protocols. And then after we did that private dinner, um, I know you have been networking with all the other CEO, everyone's kind come together.

It's at a whole nother level. I hadn't say, it's so cool. You're, you're absolutely right. I've seen things grow and develop from that. We've cultivated a lot of these relationships, and we've put teams together, even through American IV Association, AVA, which Jeff Cohen, he'll be there speaking on a lotta the compliance stuff.

Content creation and analysis paralysis

And after that, I had an opportunity to actually put my new book that's launching, actually it's releasing the first day of IV BizBash, And a lot of the contributors that have chapters in the book, which you have your chapter we talked about earlier.

Marketing matters. But a. Lot of. The other contributors are leaders in industry, you know, CEOs and doctors that are going to be at your event on stage talking keynote speaking engagements.

They're sitting on panels and. That a lot of that came from the relationships that I was able to, you know, get exposed to through you last year. So, I have people like Jim Donnelly, Ben Crosby from Restore, Kevin Harrington.

They're all in this book. Um, so I'm excited about IV BizBash coming up because this is going to be a huge hit where it has all of us experts of the industry in the book.

We're going be there talking to people, we're gonna be doing a signing, you know, um, and really trying to help people because my biggest thing is like how you said, it's not about just one person or one company.

And when we talk about the book, the title is How to Win in Modern Wellness. Yeah, there's enough meat on the bones for everyone to eat. So we're talking about how we are all winning together and us sticking together in being there as the backbone of this industry to make sure that we following things with compliance, things that are changing.

You know, Ivy Bizbash is just hitting you from so many different angles. You know, you're learning about marketing, your learning, about business, learning.

About the compliance side. You're. Learning about the medical stuff. I mean, it's like, what is there not to get out of BISBASH? It's almost like you've created the one stop shop for the industry where if you need a new vendor for product, they're there.

Right. If you. Need new add ons to the services while people are sitting in the chair, we just talk about brain. They're they. Yeah. Right. Like everyone's there and you're learning.

You're not just seeing the vendors, they're offering a product. Your actually a lot of these experts are on stage and talking about the science of what they do.

Yeah. So and I think, you know, my mission now in life and. Um, we don't have to do the event. We don' need like, it's just, It's something that was a byproduct of life.

But so my dad has been my role model and he was the business coach and all these things. And he bought a business and then about a year into it, they had like 20 X sales in this construction company and they got diagnosed with Parkinson's and the company blew up, went bankrupt.

It was on, but it was like really, really bad. He tried to kill himself. Like that's how bad business can get. Yeah. Like he tried to leave the earth and that explaining that to my 16 year old brother at the hospital.

IV Biz Bash and industry collaboration

That's what drives me to do this because if I can end one business owner from going under because we bring all these tools together in a one room for three days, that is worth it to me.

And then that one, business owners are going to go affect a thousand people with health and wellness, like with the alternative medicine, with Ivy, but because I don't think there's a single IV clinic there just doing IV now because all this other cool stuff's coming out.

Yeah. I've been getting all the freestyle like people send me on the biohacking and all that stuff. Dude, like I got the cold punch sauna hot tub like my whole house.

Like I have 30 to 40 more pounds to lose and to get like fully healthy. But I'm lost close to forty pounds now. And like because last year's event almost killed me.

It was it killed it. The event was great, but it almost kill me, man. Your house is all I mean, all we got to do is put like a liquid V to sign. People can go do all the services at your house.

Yeah, I got it. I'm trying to get my brother Sonic. He's at my house every day. Do the Cold Plunge in the sauna, but I'll buy in a crisp membership for us.

And I am here to use the cold plunge and say your wife is going to look at me like, who the heck is this guy? Why is he here? But if I can use all this stuff, all kind of under, you know what I mean?

It's To build certainty, you have to believe in it. And I just, well, my dad got diagnosed with Parkinson's. Traditional medicine said, here's a pill.

You're going to get depressed and it's not going change anything. Like that was the diagnosis and the prognosis. That's why I launched an IV is why. I was like, I got to find other options for this.

This is stupid. My buddy Rob, he reversed his mom's DaVentia through this stuff. she they gave her five years to live and she's been alive 12 years and is better than when she started that's a beautiful thing and it was like literally like cold choc therapy cold plunge sauna hot tub like you know some peptides and ivy and all these things you don't have to suffer anymore and if i i guess what changed for me is um when a business goes under who do you think that affects affects everybody, but specifically the owner tremendous.

The owner's family, the customers, like the ramifications of a business failing. It's like a domino effect. Yeah, a lot. So, Chris, you know, I want to leave everybody off with how they can find you if they want.

To buy tickets for the Ivy Biz Bash coming up in October, where do they where they get access to that? Give them like give them the whole everything so they Get on the Facebook group, you know, follow you on your page and give them the website.

This is something that they have to do. You know what? We're going to have certain special promos, through equal Vita to buy tickets and stuff also. But go ahead, Chris, just give the listeners, some information so they can start signing up or following everything that's going on.

Yeah, so it's IV biz bash dot com. So IV, B, I, Z bash B a S H dot. Um, and I think we did a 20% coupon code, right? I can't remember what the coupon was, but we'll, it won't put it right under, you know, the link for this podcast.

Yeah. Everyone will have access to it. I. You know when you build something or sell something, You have to believe it with your heart where someone would be a disservice if they didn't do the thing you're selling right like they would suffer because they did and that's how I feel about the event now seeing last year I mean some of the it was bizarre for me because I'm not like a celebrity or anything but being at the even just people come out to be crying hugging me change their life like then that it did that cause I wanted to help them.

Cause I just don't want people to suffer. And that's what you'll get from the event. I mean, the amount of some of the stories I'm hearing of like going from 500 K to 5 million after our event, like there's if you want growth, if want to learn, If you wanna network, which is really great like-minded people.

Because anyone in that room is in at 4% that it's going to succeed. Right. You booked a flight, you booked hotel, they're committed. Your leaving your family.

Yeah. You know what I mean? That those are the people that will succeed in business in my, you know, there's obviously people who don't go to events and succeed, but the vast majority of successful people I see are just willing to do that next thing to level up.

So I level. Yeah. Double down on it. Chris, you are a trooper. You're a legend. It is amazing to have you, especially as the first podcast on a healthy point of view podcast.

So I want to thank you for, You know, coming here to our liquid Vita headquarters to do this whole podcast recording. There's going to be nothing but success for both of us.

so I appreciate you and I'm excited for what's to come. Same to you man. Thank you so much. This is an amazing setup. Your whole team's amazing and Glad I got to come.

I appreciate it. Cool.