
Jaime Masters: Welcome to Eventual Millionaire. I'm Jaime Masters and today on the show, I finally have Steve Olsher. I'm really excited because I feel like we've known each for a ridiculously long period of time, and yet, we don't. So, he's founder of liquor.com but also is a reinvention expert and he just started coming out – you guys need to pay attention to this – it's called New Media Summit. You can check it out at newmediasummit.net. Thanks so much for coming on the show today, Steve.

Steve Olsher: Well, thanks so much for finally having me on the show. I'm excited to be here.

Jaime Masters: That's my fault – totally my fault. It's hard. You can't walk up to people and go – are you a millionaire? I know we're friends, but like –

Steve Olsher: Right.

Jaime Masters: – is that cool to do?

Steve Olsher: I will say this though. All things being equal, I haven't had you on Reinvention Radio either, so –

Jaime Masters: Good point.

Steve Olsher: – I think we're going to have to fix that too.

Jaime Masters: Thank you for making me feel better on my own show. I appreciate that. Tell us a little of the background and then I want to move into talking about New Media Summit, especially because a lot of the people listening love all the podcasters we were just talking about.

Steve Olsher: Yeah. So, background – serial entrepreneur – one of those people that's just kind of been wired in the DNA to try to scratch a couple of dimes together and make a quarter. I mean, you know, going way back – picking up the shovel and shoveling sidewalks and driveways and I mean, you name it, I think I've done it over the years – even sold speakers out of the back of a van at one point. But they were good speakers! I will say that. But, yes, I was that guy for at least one brief moment in time.

But, yeah, I mean I launched really early online – CompuServe's electronic mole in 1993 – built one of the first really functioning commerce sites in '95 – that actually became liquor.com when I

picked up that domain in '98. But from nightclubs and deejaying and writing and speaking and real estate development, there haven't been a whole lot of things that I haven't done over the years.

Jaime Masters: Because serial entrepreneurs tend to get bored, so they hop onto every other thing that will make them money later, right?

Steve Olsher: Yeah.

Jaime Masters: It sounds like you did a crazy trajectory, especially way back when – that's nuts. Okay, so, lead us up to now. Let's talk about New Media Summit for right now and then I want to go back and circle back because you've been in this scheme a ridiculously long time. So, tell everybody what it is first.

Steve Olsher: So, New Media Summit is an event that was really borne out of demand in terms of what I had been seeing here in this new media landscape. Lots of folks have the opportunities to connect with traditional media-type people and there are events that focus on radio and TV, but there wasn't really an event where the average everyday coach and author or speaker or business owner could meet one-on-one with the world's top podcasters and pitch them on who they are and what they do and leave the event with bookings in hand.

So, we decided to combine that premise and that core promise of the event with traditional education around – you know – how do you leverage the power of new media and how do you monetize the visibility you'll inevitably receive when you appear on the world's top shows – with this opportunity to really break bread with the world's top podcasters – no iron curtains – everybody hangs out together. And we did it for the first time in September and we sold it out fairly quickly. And so, with demand being there, we will be doing it again and again.

Jaime Masters: See, that's amazing. And podcasters, to me, are so nice. I know a lot of them. They're really nice. They're actually really cool to get to know in general.

Steve Olsher: Yep.

Jaime Masters: Tell me a little bit more about them because a lot of people that come on the show – they get money, right? Eventually – long-term, right?

Steve Olsher: Yep.

Jaime Masters: But short-term, people don't understand – especially on the smaller shows and stuff like that – what to do to really make it be fruitful for them.

Steve Olsher: Yeah.

Jaime Masters: So, some people will go on podcasts and be like, yeah, it was fun, but I didn't get anything from it.

Steve Olsher: Mmm.

Jaime Masters: So, give us some tips and tricks and, if you're a host of a show or if you're not a host of a show and you're on somebody's show, how can we make it actually fruitful and not a waste of time on your side?

Steve Olsher: You know, it's interesting, right? Yeah, I mean it's interesting because a lot of people think very, very short-term. And I – you know – having been in business now for 25-plus years and having created four multi-million dollar businesses from scratch – I'm always thinking long-term. And to me, it really boils down to what's your profit path? In other words, what is the last step on the path that you want someone to take with you?

And so, for a lot of folks, they don't think past the initial lead magnet. I mean it's just let me get them onto my mailing list. Okay, that's all well and good, but then what, right? So, I really do think that you have to start with what the profit path is for you and understand what that last step is on the path that you want someone to take and really seed what you are offering throughout pretty much that entire conversation without being blatant about it.

But certainly, their take-away should be, yeah, this is someone I could probably learn something from. Let me figure out if I want to get into this person's ecosystem and really bounce from this world of whatever that platform of visibility is into their world so that I can begin developing a relationship with them.

Jaime Masters: Well, how can they do that? Because I mean – you've probably had this too – where you have guests that are promoting lead magnet – this is what we do – like promote, promote –

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- Steve Olsher: Yep.
- Jaime Masters: – and that sort of – it isn't always a good thing, right? So, how we do we do it so it's easy and happy and people are doing it because they're eager to sign up and a part of your ecosystem?
- Steve Olsher: Yeah. And frankly, we already did it. And so, what did we do? I mean we talked about the New Media Summit without my saying, hey, go here and buy a ticket, you know? It's just we talked about visibility. We talked about being able to connect with the podcasters. We talked about, you know, really being able to develop meaningful relationships with people who you admire and have been basically around the block and gotten to where it is that you already want to get to – right – that you want to get to.
- So, this is a perfect example. I mean, if we had – let's say dropped into a story – right – of someone who had attended the summit and what they got out of it – that would be another way of doing without being blatant. So, stories are always really good, but you know, the other thing is just creating desire without being obnoxious about it.
- Jaime Masters: I feel like that is a skill that some people have learned and some people have not though, right?
- Steve Olsher: Not only should you feel that way, it is – in fact – it is very much the truth, yes.
- Jaime Masters: So, how did you get good at that specifically? Because you're good at it, so how did you get good at it?
- Steve Olsher: You know, I haven't – I will say this – I have not had like any formal NLP training or anything of that nature, so I'm not – there are people who are much, much, much better at it than I am for sure. And giving credit where credit is due, I mean what I will say is that there are a lot of folks out there who show you what not to do. And I think if you're a smart enough person and you recognize what just kind of feels yucky to you, then you recognize, hey, this isn't the way that I want to be.
- And so, fortunately, a lot of people have paved a path for us with crap that, you know, we just don't want to step in. And so, that's how I look at it. It's what do other people do that you just don't like – you don't admire – that just doesn't feel good to you? And put your own spin in a way that, you know, allows you to go to bed
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at night. You've got to look at yourself in the mirror and go, yeah, this was a clean day – like I feel good about it. You know, I don't feel icky or anything, right?

So, yeah, I think it's just simply a matter of understanding what your style is. And there are people who are much better sales people than I am for sure – bar none – I am not going to sit here and say that I'm the world's best sales person. But what I am able to do is to create what my friend Sam Horn calls “intrigue” in terms of being able to pass the eyebrow test. Are you familiar with Sam Horn's work?

Jaime Masters: No.

Steve Olsher: The eyebrow test?

Jaime Masters: No, I wouldn't know what the eyebrow test is.

Steve Olsher: Sam is great and she actually spoke at the first event that I did under the Internet Prophets Live brand – P-R-O-P-H-E-T-S. And so, we had done a number of Internet Prophets Live events, and over the years, we had people like Louis Howes and Russell Brunson and Mike Filsaime and Armand Morin and – I mean – you name –

Jaime Masters: Did you have Jason van Orden too? Because I remember him telling me he was speaking there.

Steve Olsher: He's another one that spoke there.

Jaime Masters: Mm-hmm.

Steve Olsher: Pat Flynn – so on and so forth. And so, Sam spoke at the first Internet Prophets Live and she took people through the exercise of the eyebrow test – which basically means, within the first 60 seconds of talking to someone, you really want to be able to create that intrigue and get them to raise their eyebrows and go, hmm, what is that? And so, the idea there is really just to create that intrigue.

And so, now that we've talked about it – and assuming that you're talking to the right audience and they are, you know, the perfect, ideal candidates for your product, programs, and services – simply by mentioning what it is and seeding that in a unique way, you can get them to raise their eyebrows and past that eyebrow test and

create that degree of intrigue. So, I think intrigue is a big part of it.

Jaime Masters: I love that that she labeled it the eyebrow test because we've heard of like the elevator speech and stuff like that – that makes it sound so pitiful – but when I used to go around, I would say that I'm a business coach. They were like, okay, great, good enough. I'm a this, right? And then I started going I interview millionaires and everyone's like, oh, really? Tell me more. I know – like it's – that makes perfect, logical sense.

So, it's funny too because you also have a best-selling book in sort of a different subset, so I kind of want to talk about this because I feel like my audience would be really interested in it. So, tell us about your book and what you actually do as a reinvention amazing human being that you are?

Steve Olsher: Well, thank you for that – and if you ask my wife, not so sure how many of those adjectives apply – but at least one or two of them. But, yeah, the book you're talking about that I put on the New York Times list in 2013 is called “What is Your What – Discover the One Amazing Thing You Were Born to Do”.

And so “What is Your What” is really about helping people identify the three elements of the “What is Your What” framework which are your core gift – which is the one thing that's really in your DNA, right? I mean it's – as I like to say – your what has chosen you. It's not that which you have chosen. So, it's a matter of understanding what your core gift is – the vehicle that you will use to share that gift, and then, the people that you're most compelled to serve.

And what I find is that, for most business owners, they may have clarity around one of the three pieces of the “What is Your What” framework, but very few have clarity around all three.

Jaime Masters: Okay. That's exactly why I wanted to bring it up – because it's not like – oh, you find all of those pieces and then you build your business. It's like we cobbled together enough that makes some money and you go forward and you're like now what? And so, can you walk us through how you find that stuff? Or can we know what we already have so we know what we're looking for next?

Steve Olsher: Yeah. And so, look, Step No. 1 really in being able to discover what your what is for people who ask, hey, what is it that I do? What I tell them is I help people discover, share, and monetize

their what, right? So, to me, it all really begins with understanding how do you answer that question of what is your what, right? And so, Step No. 1 though is really just turning that light switch on where the light switch represents awareness that I even have a what.

You know, most people don't even have that awareness, you know? I mean these aren't conversations we have around the dinner table. School doesn't do a great job of teaching us about how to discover how we're naturally wired to excel. And even some of the existing modalities are good, but they often leave you with more questions than answers, which is really where I was as well when I started trying to figure out, okay, what is it that I'm really good at and how am I naturally wired to excel?

And after going through the Myers-Briggs and the What Color is Your Parachutes and the – you know – all of the strengths finders and all of those sort of things – I mean don't get me wrong – they're all great modalities, but again, left me with more questions than answers and really didn't get me to the point where I felt like I could hit the ground running.

And so, Step No. 1 is absolutely to turn that light switch on and just be committed to figuring out what it is and make that shift from being awake to really being alive. And a lot of people will go through life without ever making that shift of going from being awake to being alive.

Jaime Masters: Hmm. And that's so sad. Thankfully, most of the people – it is, right? Whereas the first step – maybe it's good that some people don't understand they are. But when we're looking at assessments and stuff like that, I agree with you. I love every assessment and they're all slices. So, how do we add up all of the pie and actually determine that one thing because, usually, you're pretty good at quite a few things –

Steve Olsher: Yeah.

Jaime Masters: – especially if you're amazing and listening to this show, right? They're pretty good, so it's hard to pick like one what.

Steve Olsher: Yep. And it's interesting because, if I were to subtitle the book now, I think I would probably change it from “Discover the One Amazing Thing You Were Born to Do” to probably “Discover the One Amazing Thing You Were Born to Do for Now” – right –

because life is more fluid. Life is more organic. Life evolves.

And so, what I've become really clear on is that your gift – that remains constant throughout your entire life. And let me give you an example. So, an example of a gift could be something like communicating. It could be something like teaching. It could be something like healing or entertaining or enrolling or protecting, etcetera, etcetera.

And so, that is going to stay pretty much the same throughout your adult life. Now, you can ignore it, right? And you can do other things that don't necessarily completely leverage the gift that you've been given, but I think at the end of the day, we wake up and we go, yeah, I feel out of alignment. Like there's just something incongruent about what it is that I'm doing on a day-to-day.

And sometimes, that does reflect back on the gift where you're truly not using the core gift that you've been given. But other times, it can reflect the vehicle that you use – the primary vehicle that you use, right? So, for you, you know, Jaime, it could be argued that podcasting is the primary vehicle that you use to share your gift. But it could be something else too – right – depending on where you are in your career.

For other examples, you know, if you're a healer – you know – if healing is your core gift, then perhaps, you know, massage is the primary vehicle that you use to share that gift, but ultimately, you know, that can change as can the third piece of the equation which are the people that you're most compelled to serve because as your business matures and as you mature – and also as new things enter into your life and as you have different experiences.

I mean that could be something horrible like finding yourself a part of the Me Too movement or being diagnosed with, you know, cancer or something like that – or it could be something wonderful like going to a retreat and just having this incredible experience or meeting someone new who just opens your eyes in ways that you just frankly – you never saw the world in that way.

So, once you understand what your core gift is, you can then give yourself the freedom of really acknowledging the fact that that vehicle that you use to share that gift and the people that you're most compelled to serve – those things might change over time.

Jaime Masters: I love the permission that's in that too because a lot of people are like, oh, I have to find my purpose and then I have to stick with that purpose until I'm dead, right?

Steve Olsher: Yeah.

Jaime Masters: And that's not really – it's sort of the purpose or the strength like you're talking about – your what – stays the same, but there are lots of modalities that you can shift up and still be interested, especially for entrepreneurs that have little shiny object syndrome also and they want to be serial entrepreneurs.

Steve Olsher: Yeah.

Jaime Masters: So, now I'm really curious though – and I'd loved how this totally had the eyebrow test in the beginning when you were just talking about it – I'm like, oh, what's that? Notice my eyebrows raising which is always a good thing. What is your what?

Steve Olsher: Yeah. And again, I know it seems like a cop-out, but truly, my what has evolved into helping people discover, share, and monetize theirs because that's really where I find the most joy. And what I also have found is that, just based on my ability to communicate with people of all ages, that I truly am able to meet people where they are.

Jaime Masters: Hmm.

Steve Olsher: So, there are some folks who literally just need to figure out what their what is and are at the beginning of that profit path. And so, if that's the case, then the book is a great place to start or the reinvention workshop online course would be place to start, right? And so, meeting them there, but if they're a little bit farther down the path, then maybe they need to move towards being a better marketer or, you know, creating more visibility or monetization around what they have identified their what to be.

Now, then given my experience and what I've been able to do over the years, I am able to meet them there as well. So, it encompasses people at different parts at different points of their life, but really discovering, sharing, and monetizing their what is what I have found my what to truly be.

Jaime Masters: That's awesome. Okay, tell me a little bit more though because you've got – like you said – from the beginning all the way to the

end, right? And when you have the whole trajectory and the whole path, that's a lot of different subsets – avatars in different areas of their journey, right?

Steve Olsher: Mm-hmm.

Jaime Masters: And so, when I chat with people and I've talked to Pat and I've talked to a bunch of other people about this, picking all of them is different than picking a subsection. So, is there one subsection that you like of the journey? Do you like working with beginners better? Do you like working with the business owners that are already in business and trying to like cobble back together and put it back into alignment –

Steve Olsher: Yeah.

Jaime Masters: – so that way they're on track?

Steve Olsher: Yeah. I mean if I've got one group of people that I find really need me the most and I enjoy working with the most, it would be those that I would say are in a point of their life where they're looking for what I refer to as the golden shift.

Jaime Masters: Okay.

Steve Olsher: And that golden shift is a shift from prominence where they've had something going on in their life of prominence – whether it's as a CEO or an entrepreneur or you name it – and that shift into relevance where they wake up and they go, geeze, you know, I've done great in this arena of my life, but it's like, you know, that life wheel where it's like one to 10 in this, one to 10 in that, and when you've got one of those life wheels –

Jaime Masters: I literally have it right next to me – yes – right next to me.

Steve Olsher: Yeah. So, they get like one of those like bumpy, you know, kind of wheels like, you know, this is all good, this sucks, this is all good, this – you know – that sort of thing.

Jaime Masters: Yeah.

Steve Olsher: So, those who are looking to make that golden shift and go from prominence to relevance are the people that I really enjoy working with the most.

Jaime Masters: Okay, tell me what you've helped them with – so, give me some of that because there's a lot of people that are listening that are successful, especially in corporate. I work with a lot of – I made six figures in corporate. There are a lot of people that listen that are big, right, and important in corporate and going I'm still not happy. Now what?

Steve Olsher: Yeah.

Jaime Masters: So, how do you – what do you walk them through? Of course, finding your what I'm assuming is the very first thing, right?

Steve Olsher: Yeah. And that's – and frankly, you'd be amazed at how many people wake up 20 years later and they go, holy hell, how did I get here?

Jaime Masters: Yeah.

Steve Olsher: Like, you know, what happened? And so, you'd be amazed at how many people even who have done really, really well in a corporate-like career – entrepreneurial setting – got down a path where they're just like, yeah, I started out with this one vision – or using Simon Sinek's term – you know – I had this why – in terms of what it is that I was going to do. And then, somebody said, hey, I'll pay you ten grand if you do this and you're like, okay, ten grand sounds really, really good. And three years later, it's like they have this company doing that which was just kind of like this side gig.

So, the point only being you'd be amazed at how many people have had really good careers either as an entrepreneur or solopreneur or in a corporate environment but really haven't stopped to take the time to figure out who they truly are and what truly puts fire in their soul. So, for me, it always begins with let's identify what truly puts fire in your soul.

Jaime Masters: So, once they actually – because I'm assuming you walk them through the whole path of actually finding this, right? And it feels very core – what changes in their life – because firing your soul sounds amazing, but the stark difference of waking up going like I don't feel like waking up to I feel amazing – like is that what it is?

Steve Olsher: Yeah.

Jaime Masters: I feel amazing?

Steve Olsher: Yeah. I mean it really just boils down to you'll find that you just don't have enough hours in the day to get done what you've got to get done. The things that used to bother you carry a lot less weight and, you know, the truth is that it's kind of woo-woo, right? I mean having a fire in your soul and whatnot, but it really just boils down to having a reason for being, you know?

Jaime Masters: Hmm.

Steve Olsher: And I think people just need a core reason for being. Otherwise, they feel, number one, very alone, and number two, they feel like they're just simply chasing commodity-driven opportunities where they're doing something simply because the money is the outcome. And number three, when they sit down and really do think about how it is that they want to be remembered, most people, when given the choice of having the opportunity to create something that impacts not only those who share this lifetime with them, but also those of lifetimes to come will choose that option all day long. But it's – you know – it's not as easy as a lot of people would think to be able to create something that has a generational impact.

Jaime Masters: I want to dive deeper into that because this is a running theme. I interview people that already have the wealth, so a lot of the times – well, some listeners want tactics and tips – a lot of the times, it's more about, okay, what is our legacy going to be? And how do we even figure out what that is? I'm assuming it aligns with your what and that's sort of the whole point.

Steve Olsher: Mm-hmm.

Jaime Masters: But how can you define what legacy you want to leave in terms of that you think are enough? Do you know what I mean? If you already have the wealth – you have already have the stuff – what are we defining it as? Impact or – tell me a little more about how we do that.

Steve Olsher: Yeah. And, believe me, I totally get it and there's obviously folks who – and I've had this conversation numerous times on our show with people about, well, look, you know, I mean obviously you've made the money, so of course money isn't important, right?

Jaime Masters: Yeah, exactly.

Steve Olsher: You have – you know – talking with somebody who's trying to figure out –

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- Jaime Masters: It's easy to say for you.
- Steve Olsher: Right? Yeah. And if it's somebody who's trying to figure out where their next meal is going to come from –
- Jaime Masters: Yeah.
- Steve Olsher: – you're going to have a very different conversation, right? So, you know, **[inaudible] [00:23:54]** of needs, obviously we have to take care of the baseline, you know, stages of, if you will, of that hierarchy first before we can start looking at legacy and impact and so on. But, you know, from the work that I have done with people over the years and what I've seen in the networks and the community of people that I typically play with, what I have seen is that the two don't have to be mutually exclusive.
- Jaime Masters: Hmm.
- Steve Olsher: In terms of most of the people that I find who are the happiest, they are doing something that makes them a ton of money but feels very fulfilling in the process. So, I don't push people to create something where the two are mutually exclusive. I believe that you should be paid extraordinarily well for what comes most naturally to you and that you don't have to succumb to life as a starving artist simply because you're compelled to draw.
- Jaime Masters: I used to be an artist and I was like artists don't make any money. So, then I switched to computers and then I was like I'm not very happy. Okay, great, right? I've done all the trajectories and I never would have guessed in a million years that I would be doing what I am now.
- Steve Olsher: Yeah.
- Jaime Masters: So, it's tough, especially as you're younger and you don't have the experience, trying to figure out – but it's an all evolutionary path, right?
- Steve Olsher: Yeah.
- Jaime Masters: So, as you learn and as you get data and you're like – don't like that – do like this – don't like that – do like this – I want more money or don't.
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Steve Olsher: Yeah, which is exactly why I believe that you have to go on concurrent paths where you literally have to just do a few different things, often at the same time, to figure out what it is that you really enjoy doing.

You know – because often times – just by simply doing those various things – I mean like you can think you want to play baseball and like that’s your thing, but reality is, you know, we’ve taken spring training, 162 games, all of that travel – you know – the post season if you make it and so on – and baseball, you know, it’s a great game, but do you really want to be doing that every single day, which is why, you know, when I take people through the exercise of really figuring out what their core gift it is – that is an exercise called The Seven Seeds of Your Soul.

And there are a few different questions that run against kind of a couple of checklists that you have to cross-reference, but a couple of the questions that are there include, you know, would doing this inspire me, you know, every single day and does this come as naturally to me as breathing, right? And often times, just those two questions alone eliminate a lot of those things that, on the surface, you might say, yeah, that would be great to do every single day.

But when you really think about it, does that inspire you? Is that something you would, you know, be fired up to do every single day? And often times, the answer is not really.

Jaime Masters: Okay. So – and that’s the thing – when people – especially people that feel stuck in day jobs, right? So, it’s like where’s the transition? I remember telling my best friend – she wanted to quit her day job and become a dog walker and dog sitter and stuff like. And I was like okay, great. She loves animals, but you’d think right, makes sense. And then I’m like, well, test it first – like you want to date it before you marry it, right, just in case?

Steve Olsher: Yep.

Jaime Masters: And she hated it because the hours were all at night time, right? Like it’s not –

Steve Olsher: And picking up a lot of poop.

Jaime Masters: Yeah, exactly, right?

Steve Olsher: A lot of poop, yeah.

Jaime Masters: When you actually get in there and you're like never mind. But that's the thing that I find most don't talk about – that we should try lots of things so that way we do know what we like and what we don't like in reality instead of just, oh, I think I'd love – and then we idolize it as if it would be the best thing in the world.

Steve Olsher: Yeah.

Jaime Masters: And then you get down there and you're like, oh, heh-heh, poop smells. That's not good. I don't like this every day.

Steve Olsher: Yeah. You know, it's interesting. In the book, we talk about the transition, you know, which is going – and that's the exact term that I use – which is going from that day job into making what it is that you're truly fired up to do the primary source of your income, right? So, it's something that you can make that – you know – you can really cut the rope and jump into that on a full-time basis.

But what is interesting to me is, you know, most people feel like they have to do one or the other – like they have to jump – you know – both feet in – I want to be fully committed to this, but the fact is, you could wake up at 5:00 instead of 7:30. You could stay up until midnight instead of going to bed at 11:00. You can use your weekends. You can do all this. There are a lot of hours in the day where we can devote towards what it is that we believe we are truly compelled to do.

And if you think about like a recipe mixture where, right now, zero percent of your income is derived from what it is that you're truly fired up to do, or your what if we're using that terminology, and 100 percent of your income is derived from your day job, then if you start using some of those off hours and you – you know – follow Jaime's advice or you build a funnel – I mean, you know, whatever these things are for you.

And some money starts to flow in, and now, one percent of your income is derived from what is it that you're truly fired up to do and 99 percent is derived from what you don't – just watch that mixture, if you will, where now it gets to 5/95 and 10/90 and 20/80, etcetera, etcetera – and eventually, it will get to the point where you'll know when you can in fact cut the rope. And for some of you, it may need to be 100 percent, you know?

Jaime Masters: Mmm.

Steve Olsher: It may need to be 100 percent of your current income before you can cut that rope. For others, you may find that it could be 50 percent of your current income and this really is where I believe you have to sit down and give serious consideration to what it is that you want versus what it is that you actually need.

And so, when you think about it from that standpoint, you may want to have a nice two-bedroom apartment that's, you know, \$2,200.00 a month, but what you need is a studio apartment that's \$750.00, right? You may want to have that nice car that adds up with insurance and gas and parking and everything else to, you know, \$1,000.00 a month, and you can get away with Uber and get it for the next six months, you know, at \$500.00 a month or whatever it might be.

So, just really getting clear on what it is that you want versus what it is that you need – if you've got a \$5,000.00 a month monthly nut and you can get that down to \$3,000.00, you've just cut that transitional period down by 40 percent. That's a big difference. I mean, you know, it's four years to two years and three-quarters, right? I mean – whatever it is – two years – my math is bad. But the point being, you can cut that transition down by a ton.

Jaime Masters: And we love that your math is bad and you're very successful. We love that part too.

Steve Olsher: Yeah.

Jaime Masters: So, that's all in your book also because I get asked that question a lot and I have pieces in my book also, but I don't think anybody actually does this part. Like in my head, I'm like I am very stubborn and I want everything now as much as humanly possible. So, when I transitioned, I was like what's the smallest amount I can possibly manage? We cut everything –

Steve Olsher: Yeah.

Jaime Masters: – and was willing to sell the house – was willing to selling everything – literally almost sold everything – just so that I didn't have to do this anymore because I'm impatient and I just wanted it then. And I see a lot of people not willing to do that and I'm like, huh, and I don't know where – and most aren't – especially if they have kids. I didn't have kids. Well, I did kind of at the time, but not being able to see that –

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- Steve Olsher: Did you get rid of that kid or we don't anymore – like he's gone.
- Jaime Masters: I was pregnant, so I was kind of like I'm not really sure how that works in the scheme of things.
- Steve Olsher: Well, I'll be honest with you. I mean if that's the case, they don't really want it.
- Jaime Masters: Ooh, I like it – good. Say more about that because they need to hear that.
- Steve Olsher: Oh, sure. Yeah, it's true. I mean it's like we can – there comes a point in time where you just stop talking and you just literally go out and do it. And most people, you know, find it much, much easier just to talk and lay out all of the reasons why they can't do X, Y, or Z or they can't do it in this time frame or in the way that they want to do it or any of these things. And in my way of thinking, it's just because they're deathly afraid of it actually coming to fruition. They're deathly afraid of what their life would actually look like if they didn't have that net, you know, to be able to fall back on.
- And the reality is I'm facing that right now, you know? Just being completely transparent here for the past two and a half years, I've been embroiled in a pretty nasty lawsuit where, in March of 2016, they actually walked into court – because I had inadequate representation that I was unaware of – the plaintiff walked into court and got a summary judgment in the amount of \$7.2 million against me – like final – no, you can't argue with it. It is exactly as it's written on paper. This is a judgment against you in the amount of \$7.2 million.
- And I didn't know this was going on. I had no clue. I live in San Diego. This was a case that was back in Chicago – which I had lived there up until 2014 – and I thought I was being adequately represented in Chicago. And in March of 2016, they were able to enforce that judgment against me here in California, which basically means that they had a receiver assigned to everything that I owned and froze all of my bank accounts.
- Jaime Masters: Wow.
- Steve Olsher: I just like woke up one day – typical day – I was sending out a wire to someone, you know, working on some business stuff, and the
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wire came back and I was like on earth happened? Why would the wire bounce back? And the bank sent me a letter saying you need to talk to this person and I was completely blindsided by the whole thing.

Now, fortunately, we've been able to work through it and it will be a very expensive lesson, but it has been settled. I've made the payment. A very expensive lesson, but you know, reality is – for the better part of almost two years now – I mean two and a half years is when the judgment was first issued – about, you know, a year and a half or two years since all the assets went into receivership – for the better part of this period of time, it has been honestly an interesting little crutch –

Jaime Masters: Hmm.

Steve Olsher: – where I've been able to use that as an excuse for not doing more. And it's this odd feeling now of being out from under that and knowing that I really have no excuse now in terms of not being able to perform, right? Like I could look at that and go this is why I can't do this or this is why I can't do that –

Jaime Masters: Yeah.

Steve Olsher: – because this judgment is in place – the assets are in receivership. And now, I don't have that excuse anymore, you know? And it's interesting how – it's like, oh, shoot, now what? You know, like now I actually have to do something again. It's interesting how the human psyche works, but sometimes – that's my point – that sometimes, you know, we say we want something – and I've been talking a good game over the last couple years of all the things that I would do if this wasn't going on. And now, I'm under the gun to actually bring some of that to fruition. So, it's interesting how the mind works.

Jaime Masters: I love the transparency though because no one would have called that bluff, right? In general, I think, in life, it's one thing to be like, oh, I have a day job and it's safe. And people can be like, yeah, but that's all excuses. That's a really valid excuse – a really, really valid excuse.

Steve Olsher: It's a valid excuse, but it's also interesting to see – it's an interesting exercise in survival on how I was able to not just survive but really have a very, very profitable 18 to 20 months here.

Jaime Masters: Really? Okay.

Steve Olsher: Really.

Jaime Masters: And your mindset was – because usually, when I chat with people – one of my friends is like you're not really a successful entrepreneur until you've been sued a couple times, right? And nobody likes hearing that, right? And I'm like, oh, great, this is going to be awesome. I can't wait.

Steve Olsher: Yeah. The other litmus test real quick is if the TV cameras come into your office rolling with like, hey, can we ask you some questions? That would be the other thing – which I've also had happen, so, yeah, that's –

Jaime Masters: So, tell me about – because I need this – I know **[inaudible]** **[00:36:44]** – but I need this information.

Steve Olsher: Sure.

Jaime Masters: How does your mindset get past all of that? I know, in general, it was blindsided, but like how do you continue thinking as big as – like why even bother if you're – you know what I mean? If it's just going to be taken away from you?

Steve Olsher: Yep. It's a great question and my answer would be that, if you do – you know – look, if you've done something once, I believe that you can always replicate that success. Now, I look back on the some of the things that I've done in my career and I don't even recognize the person that did that. Like it wasn't me – you know? Like who actually did that? Like I think about some of the things that I have done and now, trying to do those things, is like overwhelming or like I don't even know how – it's just – it's the strangest thing.

But I think, ultimately, the mindset around it has to be no matter what you have on paper, no matter what it is that people say about you or believe about you, you have to know in your heart of hearts, who you really are. And if you know in your heart that you are powerful, that you are capable, that you are enough, and that you are the solution to someone else's problem and they're literally waiting for you to show up in their life right now, you'll find a way to reach them.

Jaime Masters: And it all goes back to your core mission and legacy and it really put you to the test on all of that. So, you're not just – you're walking the talk that you're telling everybody else to do, which is very impressive.

Steve Olsher: Yeah, for sure. And, you know, what's the other option, right? I mean I think you just saw the –

Jaime Masters: Yeah.

Steve Olsher: – the young man and the dogs out there, right? And, you know, I mean we live a great life. I'm not going to sit here and say that we don't. I mean we've got a beautiful home in San Diego and the wife and I have been married for 20 years and we've got two, you know, great kids, albeit as every parent has challenges – we've got our challenges – but, you know, it's a pretty good go. And I don't want to go back to not having this type of life. You know, there are a lot of people who say, oh, you don't need this, you don't need that – this, that, and the other – I may not need it, but I sure like it.

Jaime Masters: Yep. The distinction is clear. It doesn't mean that I won't it.

Steve Olsher: And so, I'm not going to sit here and apologize for what I have and I'm not going to sit here and say that I don't want what I have. And so, reality for me is we have to decide what it is that we truly want. And for right now, what I truly want is to be able to maintain the lifestyle that I've been able to create, which albeit it is not, you know, Learjets and Lamborghinis, but again, it goes back to what it is that you want versus what it is that you need. And right now, I have everything that I want and I'm not willing to give that up.

Jaime Masters: I love this and I love the openness and thank you and the trajectory that we went down. Thank you so much. I know we have to start wrapping up and it goes from amazing legacy talk to what's the action that we're going to go do, but it all is a series of actions, right? Whatever we're doing – so, what's one action listeners can take this week to help move them forward towards their goal of a million – and I might even say a million-plus legacy for you?

Steve Olsher: Right. Pre-tax or post-tax – yeah – right? No, it's the – I mean the one step that I would say is do whatever it is that you need to do to get to the answers that allow you to create a plan – to create a vision – of where it is that you want to be in X amount of time because most of us don't have – and I'm not talking like a vision board. I mean a vision board is great to have something like that,

but I mean, specifically, put a time frame on it of what it is that you want by when.

And even if you just have that one sentence down – a million in the bank in five years – and you put that on your monitor or on your computer or whatever it is – and every action that you take leads you towards that goal – towards that objective – you’re going to be amazed at what happens.

And so, I think it really just is – but something that is attainable – for the love of God – make it attainable. I hate it – you know – the entrepreneurs who sit there and they go, you know, I want to impact a million entrepreneurs in the next 10 years. No! How about a thousand, you know? Just have real impact on a thousand people over the next 10 years – 100 people a year? You’d be amazed at what that effect has, you know, on the world.

So, whatever it is, just make it attainable. But write it down and put it somewhere so that you actually do know where you’re headed. And then you can back into what the profit path is that you can take and create to get there.

Jaime Masters: Focus – so important. Thank you so much for coming on today and everybody should go pick up his book, especially if anybody wants to quit their day job in general, but for everybody else that has a business also and can figure out the rest of their key factors so they’re happier because that is so important. Tell us where else we can find more about you – (a) getting the book because I don’t think I mentioned that before, but also on New Media Summit.

Steve Olsher: Yeah. And I’ll make it super easy for you in terms of the book – as far as the book is concerned – because we actually give the entire book away for free. So, you can go to whatisyourwhat.com and you can grab a copy of the entire book. So, yeah, I’d love for you to grab that and, if the New Media Summit seems like an event that you want to find out more information about and come join me and hopefully Jaime and others that will be there where you’ll have a chance to meet with the world’s leading podcasters and pitch us on who you are and what you do and leave the event with bookings in hand, then definitely go to newmediasummit.net.

Jaime Masters: Thank you so much. I so appreciate it. It’s so amazing to actually connect with you for real this time and –

Steve Olsher: But wait!

Jaime Masters: – know more about you for real. Have an amazing day and thank you so much.

Steve Olsher: Thank you.

[End of Audio]

Duration: 43 minutes