

---

Jamie: Welcome to Eventual Millionaire. I am Jamie Masters. And today on the show we finally have Los Silva. You can check him out at lossilva.com. He runs SVG media, a couple of agencies, and a real estate brokerage firm. Thank you so much for coming on the show today.

Los: Thank you for having me. Finally, we get to do this.

Jamie: Finally. Good old scheduling problems. So, when we're looking at what you're actually doing in your agencies, you are a master of automation and email and marketing. Can you tell me a little bit about why it's so important right now to be really up to date with some of that stuff? Because it's insane the past few years of what we've been going through and the changes.

Los: Right, yeah. So, I think that it's the most important time to really be focused and centered on this, because I think more than ever now, whatever you do – it doesn't really matter – you really need to be focused on brand. And brand isn't just what, when we started online, it was. It was just like have a beautiful website; there's your brand – boom, you're good.

Now, it's like conversations, community; that creates conversions. And that's really what creates the whole consistency and flow for your business. It's continually having everything right, and you can't. It's very, very hard to every day send out an email and every day have a post. And so, the more you can plan and systemize that whole approach and have everything kind of omni-channel speak the same conversation, I think that's really what people want now out of brand and out of the person. Because everyone buys, whatever it is, it's now like a trust. The people like you, they buy from you; they like me, they buy from me.

Jamie: Well, and I think what's so important is branding always seems so squishy, right? It's like, okay. Well, what? Really? And how? And messaging. And it's hard to just put a tactic in, because it's so specialized. So, what can someone do if they go, "I know my brand's not great right now, but I don't exactly know where to start to try and make it be better"?

Los: So, I would start with social. I think it's easy, it's free; we all have it. And when I say that, I don't necessarily mean like you have to jump into everything. Everyone says social like, "All right, I'll have to get a Twitter. I gotta do a Pinterest. I gotta jump on Snapchat." You just pick. Have your accounts, but pick. Like for

---

me, personally, I'm super, super heavy on Instagram, and weirdly, I'm also pretty heavy on LinkedIn. Those are like my two. And now, slowly we're building out our YouTube channel. And that's all I do. And all that copy from my Instagram goes into our emails. A lot of times to my emails and Instagram also tend to be the same things that I run ads to.

Jamie: Okay. I appreciate that you gave me three. Because when you say omni-channel, like you said, there's like a hundred million different random things that you can be doing. But the amount of time and space, especially for the content creation for each specific channel. Like LinkedIn's different than Instagram which is different. And I think people get caught up in like, "Well, what do I do here? And what do I do here?" And it seems so disjointed. How do you sort of mitigate all of that?

Los: Don't do anything. Don't do all of them; just pick. I used to have a decent-sized Instagram, and as I was growing it a few years back, I hired the wrong team and they stole my account and made it a travel blog account or a travel Instagram. And I trusted people and I was like, "Yeah, who would do this? This is crazy." They did; they stole it.

Just a quick story to digress on that. But we do like travel here. Like once a quarter, I'll take people to a bunch of places. We all went to Denver, and we got a house and everything. And they were new, and I was like, "Yeah, you guys come. We'll video the whole thing. It'll be fun. It'll be content." And then they stayed with us for like a day.

Then they went and rented out a car and took all our camera gear and did their own photo shoot. And I was like, "Hey guys, I'm not really happy with what we did here. Sure, we were supposed to chill, but it was kind of supposed to be together." And at the end of the day, they were like, "No, we still want to get paid," blah blah blah. One thing led to another; I was like, "Listen, I think I'm gonna have to let you guys go." And they stole my account. So, I had to start over again. Just to digress to all that stuff.

And so, I started my Instagram. I just put full focus on Insights. First, I was doing all the things that everyone does, like we gotta do everything. And the more I put money, time, and effort into Instagram, it's been responsible now for millions, if not multiple millions of dollars in revenue for myself in lead flow, in opportunities in owning other businesses. And it's just because I

---

kind of honed in on that one thing. So, whether it's Instagram or it's YouTube – like plenty of friends of mine have huge YouTube accounts – and podcasting, whatever it is. It's gotta be your thing and something that you know, like, "I can do this, and I'm going to do this for a while."

And I think it's also understanding everyone lies to you, and you're not going to make this happen overnight. It sucks. It's going to cost money. It's going to take time. And you're not going to see results. But one point, you will. And once you do, you should expect to consistently see those results and grow.

Jamie: I love agency owners that actually tell it like it is. Because you know what it's like. Other agency owners, they're like, "We're gonna get it all set and ready to go." And when they mean success, they mean like 100. I mean, not all agency owners, of course – I'm overgeneralizing. And it's tough, because they want to get paid, also. But this is a longevity kind of thing. So, if you were to tell people how long it typically takes to really feel like you're starting to get revenue from a channel, can you guesstimate what it would take?

Los: So, if you're working on an agency side – we only take people that already have a business – so we can expect results in like 60 days. Like we do month-to-month contracts, because we're like, "Listen, if you don't want to be with us, we don't want to be with you." It's super solid. If you're just getting started, I would say six months to a year before you even want to start running anything on ads or just social media in general. It's going to be six months to a year. And when you do make money, I would suggest to pour it back in, too. Don't go out and build a bigger lifestyle to have yourself be in a bad situation. Just go back out and put the money back into the business.

Jamie: Well, and that's the thing. Depending if you have an agency or if you're doing it internally. It's like it can take that long per channel. So, you're doing YouTube right now, also. So, that still takes a while. What's your projections on how long it's going to take for you to get some real meat into YouTube?

Los: At least a year. And at the same time, we're driving retargeting ads to all the people that are viewing our stuff. And that's because we have a high-converting offer already, and we know our lifetime value. So, if I was just getting started, I mean, it's taken me a year and half to get to 10,000 followers on freaking YouTube.

---

Jamie: Thank you. And you already know how to do this stuff. And I think that's what people are like, "Oh, well, this guy did it." Yeah, but he already had a huge email list, and it still takes a really long time. And actually, getting serious, because what is happening – and I know you know this – people just think they suck. Which there might be a little bit a piece of that – not all of us are branding experts like you. And it still took a really long period of time for you to do it, too.

Los: I'm like a weird person, because I've built my own businesses, I still own my other businesses that are outside of the agency, and stuff like that. And so, like I kind of have this empathetic thing when I talk to people that want to work with us. And I'm like, "Listen, if you expect this to be some fly-by-night boom and just grow this into a million a month, we're not the people for you. It's not going to work out. Your cost of goods suck. Your offer sucks." There's all these things that aren't working.

I'm just going to say it. Like everyone sees liars or people that are pretending and saying like, "Hey, in the last six months, I generated \$430,000.00 in this one thing." Okay, possibly, that's true. What did you do last year? What are you doing today? When's that screenshot? Was that just one good day. Was that a project that you were doing by yourself? Like all these variables are reality. And unfortunately, we live in a weird world. I'm trying my best to not be in what you and I call the "MMO space." But we talk about making money online, like it's just something we talk about.

And so, now we're all so jumbled into the people that rent i8s and rent Mercedes and rent all this and tell you that you can make money in half an hour. And I've never made money in half an hour in my life – like never ever in my life. I don't know how, honestly. Every time I go into a new business, it's hard, it sucks, it costs more money, it's way harder than I think. And I'm kind of conceited. I think that I'm pretty good at this stuff, and I can make things work. And I get punched in the face all the time by reality being like, "No, actually you can't, man. You're good at this. Don't try to do this other thing."

Jamie: I appreciate that. I mean, even just the name Eventual Millionaire, even though "eventual" meant that it's supposed to take a long time, and we care about our life before all the money, I got shut down three times by YouTube, because it's so tough to sort of pull yourself out of that. And that's why I appreciate the refreshing

---

commentary on it.

So, when we're talking about somebody that actually has a business already. So, they're not just trying to start with social or anything like that from ground zero. They have a business already, maybe a service-based business, and they've got some social, but you know, not really the best. What do you suggest for them to even get started? Because I know that they're getting bombarded by people saying, "Go do ads. Go do this." They're trying to learn on their own, or they're trying to find an agency. And it's just a crazy jungle out there.

Los:

So, let's just say you're making like \$7,000.00 to \$10,000.00 a month, I would stay in one platform. For me, again, I'm going to say that I think it's Instagram because of the personalization, you can DM people, you can have conversations, you can make a lot of content. And for us, I don't personally reach out, but we have someone in my Instagram that reaches out. When I make a content piece or a poll, inside of Instagram, we go, "Hey, how did you resonate with that? I see that you're doing this business, how's that going?" And then we start conversations to try to pull them into our ecosystem, get them to know us better, have conversations, take them to phone.

And if you're doing services, I think that's one of the best things. Also, I think with service people, I think it's knowing your worth and knowing where you can create price points. Because a lot of instant stuff is like, "Quick, do this fast. This, this." And yeah, you can do that. That actually takes longer. If you want something quick, fast, and automated, it's actually going to take you longer to create than it is to create something that's like "Hey, this is \$5,000.00 or \$10,000.00 per thing." It's higher touch; it takes more people. But you can take all those usages of what you're creating and take that into Instagram and focus on that. And then reinvest some of that money into that.

I would not go into trying to do that plus ads. Because what people don't understand – just to be specific about it for a second – is that let's say you're making \$50,000.00 a month on Instagram. You're like, "I did it. I'm about to be a millionaire. This is my thing. I'm going to go spend money on an agency, or I'm going to hire a team and do it myself." The people you're talking to are following you. They love your content. They like you as a person in some sort of connection, whether it's you or your family, how you live your life. And you're getting to speak up on the phone and through like

messages.

You take that too cold, which is like the world doesn't know who you are, and you again become nothing in a sea of everyone, in a sea of liars, in a sea of people trying their best they can to tell you that everything is easy, everything is simple, everything is automated. And so now, you're competing against that, and you're competing against people that are more seasoned that will outbid you. And so, that's really difficult.

So, I would say try to get to 50,000 or 100,000 almost organic, and then have some money to play with and say, "Hey, I'm going to throw this out into the world, but I'm going to be fixing this plane as it's flying." I do not ever go with any intention of creating something expecting it to work. Almost always, me and my team, go into something expecting it won't, but having information through advertising that will show us what we need to fix.

Jamie: So many questions in regards to that, yeah. Because again, the narrative is one funnel away. And it's like, do you know how long it takes to get one funnel that's actually working really, really well? Like a long time. There's a lot of conversion factors; there's a lot of testing. It's just a lot. So, when it comes to organic then, how are you actually building up the Instagram audience so that you can DM them? And are they the right avatar for not using targeting for ads?

Los: So, I don't run ads to my Insta. Through the years, I've created a big network; we have about 500 million people that we can reach out to through different pages. And so, what we do is we go out and we buy placement on pages almost like it's a magazine. So, at the same time, I never do giveaways. Just a quick thing on that. I think whoever's selling you a giveaway is a POS. Because what happens is they're like, "Hey, Floyd Mayweather's going to put you on yourself, and you're gonna get 50,000 followers." "Oh, my god, and it's only 10K." Sure, that sounds cool. But Floyd's people aren't your people.

You're going to get 50,000 people. And then three weeks later, 40% of those people or 50% of those people are going to leave. And a lot of those people are Egyptian, Brazilian, Indian – which is fine. But now, the algorithm says like, "Oh, these places is who he actually is trying to speak to, not like a real estate person or a Tier 1 country." Because they just tend to, for our business, be better people. And so, it's just a flex. And if you want to flex, sure. But

---

know very, very well like, “I’m going to spend money on people thinking I’m someone,” not on trying to solve problems and make money.

If you want to do that, go slower and lower. And buy pages on particular pages @successblueprint, real estate this, whatever. Like go look at the demographics; ask them for their insights to see if they have American, UK, and Australian as Tier 1 countries for the most part. And then negotiate a drop, like, “I’ll give you \$500.00 for a post.” And then go do that four or five times. And then you’ll have this viral effect; we call it viral propaganda. So, four or five big pages at the same time make a post about you, it creates this virality, people start to follow you.

And then immediately, I know that, so we have content that speaks to that demographic. So, when people leave, it’s all good. But then immediately, we’re also getting our money back, so we can go do it again – not to go buy a car – just so we can do the thing again. And we’re serving the people that are coming in with what we do: this is who Los is; this is how he helps; this is that kind of stuff that I talk about; this is the stuff that I’m against. And so, those people stick. So, we only get like 10%, 15% of people that leave, which is fine. Like I’m not a good fit for you; I totally get it. I’m not a good fit for everyone. But slowly and surely that is the best way right now to build your Instagram.

Jamie: How did you pick and find them like tactic-wise, but also, how much do they pay? Give me the lay of the land on if someone wants to go do this with 10 to 20 right now.

Los: So, we do a lot of research, and now we just know the pages. We have a huge spreadsheet of pages and stuff. And we know the owners, and they tend to own like two, three, four, five pages. But we just did a lot of research, looking at hashtags, looking at big pages, and then doing the conversations. We were reaching out to them at first. “Hey, I saw your page. I saw that you allowed this person who’s a friend to promote with you. And what does it cost?” And they’ll tell you like \$500.00 for a shout-out isn’t outlandish. \$1,000 even for a big page isn’t crazy. And it’s just one to two posts. So, you can negotiate that.

But I’d like to do it more than one at the same time. Obviously, I have a little bit of a budget that I can play with. Transparently, I spend at least \$5,000 a month on my Instagram for it to grow. And I get about 12,000 people to 10,000 people coming from that. But

---

we do it from multiple pages. And then the next month we use different pages to not exhaust their audience, as well. And that just comes from years of negotiating and building relationships and friendships with people like that.

So, if you want to do it, I would say go into the hashtags, do the research. If you have a dog company for e-commerce or something, go into dog pages like puppies, bitch, and this and this. There's a lot of different pages. If it's a girl page, plenty of girl pages around, as well, like a Boho page and a funny girl meme page. Meme pages bring a lot of people together, and they have a really specific audience a lot of times, as well.

Jamie: Give me some copywriting tips, though, too. Because some person might be like, "Oh, I spent \$500.00, but then I have no idea what to say." Do they write it? Do you sort of have to put the offer out? Like how do you get people to actually follow up?

Los: So, we don't do any selling inside of it. We normally will do like Twitter style posts. We'll do like a Twitter post, and I'll do some personal development type of thing. And then you'll slide, and it'll have like two or three more posts about me. And it's usually just like content like something personal development. And you can find a quote or something that you believe in, and people will resonate with that.

And then if you do a sliding thing on Instagram, you can slide and you'll have a piece of content that says Los generated this much for this company and this business, or Los does this and e-commerce or in the real estate sector. And if you want to find out more, go follow Los. We're just driving people to follow me. We're not trying to sell them anything. We just want to get them to follow us and then start conversations and use my platform, once you're here, to just be me.

Jamie: Okay. Because you already have the system, so we're feeding into the system. What do you do for the DMs, though? So, when you actually go in and direct message – I know your team does it – what are you saying? I know engagement's really, really important. But what are you saying to them to try and get the engagement? And do you know if they're actually a good fit for your products and services?

Los: So, we will normally just start a conversation. And once they tell you what's going on, like what they do, we'll know if it's a good

---

fit or not. But normally it's just like, "Hey, what's up? Thank you for reaching out to our page. Thank you for engaging with our page. What is it that you do? Do you have a business?" And that just gets the conversation started. The less you say, the better, because you just want to talk. If you have automated quick like boom responses, it doesn't really work. It makes it so robotic. And people know and they don't want to talk to you.

Jamie: Okay. Well, let's talk about that, because I know; I get a lot of random DMs where I'm like, "I know this is a bot," and it makes me not like you anymore. And I know that's sad, because I really appreciate automation a lot. And where and when is the time for automation? So, that initial message is not an automated message? It is actually your team or do you automate just the first message?

Los: It's a guy named Tucker. Yeah. No, he's right there, next door **[inaudible] [00:18:27]** room. Yeah, no, it's just him.

Jamie: Now, does he say his name, or does he pretend he's you?

Los: No, he'll start off by just asking the question. And they're like, "Oh, is this Los?" And he'll be like, "No, this is Tucker." He's just honest about it, and then they'll know. When they get on the call, they get a call with Tucker – I don't talk to people and stuff like that. And we have it split. Because I have a lot of friends on Instagram, too. So, you have your primary tab and then you have your general tab. I move everyone that's friends with me in the primary, and then that's the people who I send memes to and talk with. And everyone in the general's mostly talking to Tucker.

Jamie: Okay. So, when do you do that? Because I've had issues with this, also, where my team will be like "oh," and I'll be like, "That's a really good friend of mine, by the way." Just so you know that didn't work out so well. So, how do you do that? Just in the initial message, they message and go, "Oh, shoot, that's a friend of yours"?

Los: Yeah. Yeah, I mean, it's manual. But it's stuff you can do right here. It's stuff you can do on the weekend hanging out. And we have volume. So, most people, you're not that busy. And how important is anything to you? For us, this is important. Sometimes I do just sit on my phone like this. And everyone's like, "What is he doing?" I'm like, "I'm on Instagram." I'm on my phone, but my phone makes money. So, to me, it's almost the same as shooting a video or as making a recording.

---

I try to spend most of my time right now trying to figure out how to grow the businesses strategically. What do we need operationally team-wise and have like a COO here who does the rest of that? And then what kind of content can I create for these particular businesses to bring the right quality of people to us? And that's something that's really, really important. Because a lot of people think content is the most important. And we've realized through also spiking everything we do with paid media, it's the quality of content that you create that really matters.

One of our businesses is email marketing, and it's only for email marketers that are using Shopify and have an e-commerce business. And so, that's the kind of content that we do. And then the other one is a direct response advertising agency for people that want to scale their business – creators, like course creators and stuff, and e-commerce. So, I don't work with beginners. So, I talk about lifetime value and building a cohort analysis to figure out your attribution. No one wants to hear that unless you know what that is. You're like, "Oh, that dude knows it. I'm going to talk to him." And that's all I want.

I don't do this to be famous. I do this because it generates revenue for our business. And that's how I know how to generate revenue. A lot of people confuse that, and they're like, "Oh, just do it because I want to be a brand." I am a brand because I'm trying to build a business.

Jamie: Okay. Well, I have so many things to unpack on that, too, especially on the net side. But before I get into that, I was going to ask about pre-qualification. So, it's cool that you talked about we kind of pre-qualify with the content and the type of content instead of just having to pre-qualify on DMs. But sort of walk me through that piece, because it's the internet, anybody can sign up and watch you and probably could be super, super unqualified for talking to one of your guys. So, how do you sort of flesh that out?

Because I know especially when I first got online like 10 years ago, I was like, "I'll talk to anyone," and then I was like, "Oh, no, I need a pre-qualification form." Not everybody is a really good prospect. So, how do you do it?

Los: We have messages where we talk to people. And a lot of times people even reach out and they're like, "Hey, can you help me?" And we're just flat out honest more than anything. Like, "Hey, what kind of business do you have?" "Oh, I'm doing this and this,

---

and I want to grow my business, because I have a podcast that has 10,000 downloads. And now, I want to be a podcast expert and make a podcast course.” Okay, for starters, you shouldn’t do that. You haven’t even done that long enough to be able to teach this. And grow your podcast first. And when you’re generating revenue, you can come talk to us.

Or with e-commerce even, people are coming to us. And now that e-commerce is like the big thing, they’re like, “Hey, I’ve got a Shopify store.” “Okay, what kind of brand?” “Oh, it’s drop-shipped.” “We don’t work with drop-shippers.” Like zip, just cut it. Like, “We don’t work with drop-shippers. Sorry, we don’t know how to do it.” And we’re self-deprecating; we’re like, “Oh, sorry, man. It’s just us, we suck at working with drop-shippers.” We only work with companies that are spending \$20,000.00 a month minimum on ads and want to get to 100. Different things like that.

For course creators, they call us and they’re like, “Hey, I got a course.” “Okay. Have you launched it?” “No.” “Have you ran it through an affiliate?” “No.” “You just want us to run this and make money?” “Yes.” “Not going to happen; don’t know how to do that.” You’ve never done anything of the things that would help you create success. We’re not here to take your money. We’re here to amplify the success you already had into a better way. And so, we’re just honest about it.

And it sucks especially when you’re a beginner. I’m sure you’ve done the same, like we took people on. We’re like, “I can do that. I’m pretty good at that.” And then you take people on, but now we’re where we are in life. Like time becomes the real constraint, it’s not people. And so, I’d rather say no. And we have resources and we direct it to the YouTube; we’ll direct it to podcast episodes; we’ll direct it to free things that we just use as lead magnet, “Hey, check this out.” I try to give people stuff, but I tell them I’m like, “Listen, if you want to follow us, I love it. But if you want to work with us, we only work with these kinds of people.”

Jamie: That makes perfect sense. Yeah. How did you pick that, though? So, I work with a lot of agencies and they’re like, “Niche. How do we figure out the niche side of things?” Like what you were saying, we don’t do drop-ship. Well, how did that come about? How do you know exactly what your refinement is for that?

Los: Because I, personally, have built and sold e-commerce companies. And so, I know what it takes, what it’s like, how it’s good or bad.

---

I've never really done drop-shipping. So, I don't know what they're doing or how they're working on that. It's not a skill set of ours. And then on the course creator side, we've got the 8 Figure ClickFunnels Award from businesses we built, not like agencies. And so, we know how to build ascension funnels and lifetime value on the more course creator kind of route. And so, those are two places where we feel good.

Jamie: But you picked course creators to begin with, though. Knowing a funnel for something is one thing, but then picking your who is really, really important, too.

Los: It's because I was that guy. For a decade, I made courses and I consulted for ClickBank. And I was in that circle of like everyone's an affiliate and everyone's doing this. And so, I have like a decade of working in that space. And so, when we created our stuff, I can vouch and say I'm a big believer, too. I'm not in the starting position. So, when I started, I told people that I knew how to do webinars and these things that I didn't know how to do it. I did bring in revenue and taught myself through that. For sure, because that was like 15 years ago.

Now, I only like to do things that I can say like, "Oh, I've made millions in that myself," not like for Tim over here and whatever. These awards are ours that we own, companies we've sold; we've been in the LLC of that, not just whatever. And so, that's kind of a separator for us, too.

And it helps us in our brand, like we're the people that we know how to do it, because we've done it. And we still do it for ourselves. This is just an extension of our business. And so, I believe as people are growing into things, they really need to try to be – I hate to say the word, but it's real talk – be authentic. What is it that you do or like to do? The more you lean into that – even if it does take a minute – it'll work out better for you.

Jamie: Well, that's, I guess, the piece. Everybody talks about niche, but then everybody goes, "Oh, well now, I have to pick a random niche." And I really appreciate the story behind it. You're like, "Oh, it just made logical sense." Unfortunately, not everyone has exactly what your story is; that works out really, really right for you. So, when it's coming to showing people what that is in your personal brand. So, for you, you're like, "Well, I have a decade of experience or whatever." But nobody knows that if they're cold coming from Instagram for you. So, how do you actually get

---

people to know they trust you right away so they want to talk to Tucker?

Los: So, I just put out content. We put out content on Insta, Instagram Stories. The Instagram feed for us is more like personal development. And it's because we split test this actually. We would create content that added value for people, and no one cared. You're not going to get comments; you're not going to get a lot of that. When you add more personal development, personal touch, like who you are, they follow you. But then with Instagram, you can retarget those people with ads and stuff like that. And so, they see the more statistically driven, logical, business sense you. And they're like, "Oh, this guy's not an idiot."

Because I also don't look like the normal agency, multi-business owner kind of guy. I'm tattooed everywhere. I don't wear suits. But I speak on stages, and I do the whole thing. And so, we always try to show authority and really just give value, again, to who we're trying to talk to. And even in those videos, I'll say like, "Listen, this isn't for you if you're doing this, and this, and this." I'll tell you to go follow my friends.

Like, "My friend Kevin David is doing this, and he teaches people on his channel this, and, this, and this," or like, "Go follow Ryan Deiss if you're more in this particular scenario. He's got great content on this." And so, I try to push people away with value, but also try to be honed in on specifically who I'm talking to. And if you're just getting started, I got started by buying a course and being like, "Oh, man. All right, I'm going to follow this through." But I didn't buy 12 courses; I followed one through.

When people could hang out back in the day, I went to events and I connected with people. And I was like, "All right, that kind of led me into a different place." But I stayed the course of like I'm going to be doing this thing for a while. I mean, I did the course thing for a decade, like 12 years almost. And then slowly as things progressed, I was able to progress, and I had more knowledge and different things like that. I think what screws people over is this dichotomy of needing to make more money and wanting to do so many things and chasing the money.

And so, I think that you really need to, again, stop looking at everyone and just focus on you and say, "What do I need to make?" Like real talk. Do I need to make five grand? Okay, if I can make five grand on this, I'm good on this. If I take that to 10,

---

that does not mean my lifestyle turns into 10, because Johnny Lamborghini is doing 50K a month. God bless him; I don't care about that. I'm going to stay here, and I'm going to leave money in the business.

And every quarter, if there's money left, I'm going to take a couple bucks extra out to try to have a little bit of a better lifestyle. But I'm okay if this year is 50K or 60K, because I know that the long-term is where you're gonna be wealthy or rich or whatever – in the long-term, not the short-term. And if you're willing to sacrifice those things – I have a pretty strong tolerance for pain, and so I'm willing to sacrifice a lot of different things, because I believe so much that I can be in a better place in the future. And that has always been proven correct. When I sacrifice long-term for short-term gains, I lose money, time, effort, and even knowledge.

Jamie: Okay. I think what's so important, especially, is putting money back in the business, like you said. Because unfortunately, we do live in a day and age where it's like, "Oh, but it's so much easier; materialism is fun." That's great. But especially when it comes to not only putting in money for marketing and ads, but building your team. Because what I also see is when you start moving up, we build a big infrastructure, and then you have to continually make a ridiculous amount of money to keep your infrastructure in it, and then they don't take anything out for themselves.

Los: Right, right. I mean, I've even done that, but it's because I saw a bigger picture. I recently, two years ago, bought some partners out. This is my final year of paying them out – it was a big payout. And then at the same time, a lot of corona stuff hit, and all these other things hit, and I had to be forced like, "Well, do I want to make money or do I want to keep the team?" And again, for longevity purposes, I was like, "Well, I'm fine. I don't really need more money. I can keep the team." And it'll show unity, and it'll help us get to the next phase.

And now we're on track to triple our best year with all of our businesses combined. And it's because I was willing to sacrifice like a year and half almost of paying myself less than I normally would pay myself – when the money is still there. But like now, that's rainy-day stuff. That's a treasure chest. We're keeping it; we're keeping it. And that creates a lot of synergy, culture, communication, community with the people that you're working with, as well.

---

And so, I'm a big believer in you have to keep money in the business. This is not a hobby; this is a business. If you're really talking about eventually being a millionaire, you're not going to do it by having two good years of business. You're going to do it by making massive sacrifices, because that's what you've set out to do. You quit your job, you quit your thing, and you're like, "I want to change the rest of my life."

And sometimes that means that 2019 sucks, and you didn't get to travel, and you made less money. And 2020 got a little better, and you got to go to Austin and see you. And then 2021 is a little bit better and you got to do both. And 2022 sucked a little bit more. But we're talking about my life. Like your life, our life. What is the scope of that? That beats 9 to 5 at a place I hate where in a decade, I might get to make like five more K. And so, that's what you're beating. That beats \$100,000.00 in student loans if I could just slowly grow up and not have that debt to the world. Even when I become successful, I still owe that money.

You have to rationalize what you're really wanting. And stop looking at what everyone else says they have. Because you and I know everyone, most of them don't have it. And the ones that do are like our good friends, and they're honest, and they're open, and they're real, and they're not looking at that point. They're really chasing a life, and that keeps compounding into good business. But if you're trying to just chase money, money will run from you.

Jamie: Okay. And especially looking at a decade. Because whole point of the show Eventually Millionaire is to go, "Yeah, you're going to become a different person." Even if you make the exact same amount of money the entire time, you've learned so much, and cultivated so much. And potentially, that last year, you make a ridiculous amount, because you put on the work on the back-end that nobody really sees. And there's always ups and downs in business, no matter how big of a business you have, people – just so we're very clear. Yeah. And so, how did you deal with corona? Especially, because it's 2020, and 2020 has been insane for everyone just on a whole. And so, how are you at almost tripling for this year already? That's crazy.

Los: So, I doubled down on everything. A lot of people gave up on ads, they fired clients or they let go of clients. A lot of people let go of employees and stuff. And for the first week – I'll be transparent – we have a big office here, there's a lot of TVs – everything was glued to corona. And it affected everyone here and it affected me.

And I was going home like sad, like scared. And I was like, “Man, not again.” This is going to suck. And again, I went and really just talked to myself. And I was like, “You know what?” I started this business online in 2008 when I lost another business that I had in construction. I had to reinvent myself and do this.

I knew that that time would come again, and I knew that I would be able to double instead of lose. Because wealth is made in recessions. And I was like, “This is what we need to do.” And so, we actually we had a coaching program; we completely killed it. And it was making like a million something a year. And we just stopped taking clients, we did everything. And we did the math and we’re like, “Our agency crushes this.”

And then I talked to big agency – like eight-, nine-figure – agency owners, and they were like, “Hey, you need to separate the way you do your agency.” You need to have your email marketing business as a company. When you get to that level of agency stuff, some people don’t want everyone. So, we separated that. And then we said we’re only going to do work with these kinds of companies. And we doubled down on our advertising and our content. And the first month, we doubled that business. And then we grew by another 23%. Grew the email business by another 23, and then we’re doing like 34% growth month-over-month.

I became partners in a real estate company, because I’ve been good friends with that guy. And I’m big in the real estate space. In one of our agencies, there’s a lot of people in the space. And so, we know how to grow it. And so, I talked to a good friend of mine who owned a brokerage, we made a deal, and we own a percentage of that business, and doubled down there. And really it was just having no fear and like I said, having a high tolerance for pain and just being okay with it. And we worked more hours. We made more contact; we had more phone calls. And we made deals at the beginning to bring people onto the email thing and to keep people for longer time. And we were just strategic and specific about it.

And a lot of times, there’s a lot of people in your network that you just are afraid to ask. I would call people and be like, “Hey, you got clients for me? Do you have this? Can I jump on your podcast?” And everyone’s like, “Yeah, of course.” And referral deals and strategic deals and strategic ideas and joint ventures; we bought a brand, as well, that was coming down, that was in the agency space. We acquired it and we’re launching a new brand with that.

---

And we separate everything. At the beginning, we have a few key leaders here that kind of set things in motion. And then we start hiring specific for specific brands and stuff like that now. But that's what we did. And we could have just as well said, "This sucks. Pass me a white cloth. Let's go to sleep. It's over for us. I don't know what we're going to do. Sorry, guys, I can't lead this business. I can't lead." But that just shows poor focus, poor leadership, and poor strategy. And I mean, the name of our company is SVG, which really stands for Child Savages. And so, I was like, "We have to be aggressive," like, "We have to be monsters in this moment." And that's what we did.

Jamie: Okay. I'm so appreciative of the entire story so we can get the background info. But how the heck do you make decisions when fear is so prevalent? Like cutting out part of your coaching and going, "That's a million-dollar revenue." That's a lot. To make that decision is hard-core.

Los: It is. But this part of the conversation, I'm probably talking to a little bit more advanced people. You have to break down the math. So, the math for us is that there's just a lot of amount of people that work here. And it's not just the time, the energy, but it's the emotional energy that you pour into someone who's in coaching as opposed to someone who has a business of doing 60,000 a month and wants to get it to 200. That's more a quantifiable base. Like we will do these objectives to reach this goal, because you have these assets.

With a new person, "I'm broke. I don't believe this. I bought six people's courses. You're not going to help me." "Did you do the homework? You didn't do the homework. Well, what are we doing on this call?" And that takes your time per hour, per person here down. And so, if I'm charging even \$10,000.00 for 90 days, you'd think normally, "Man, you're balling." But if you break that down per conversation, per call, per anything and for lifetime value.

They're also like supplement buyers. Like they'll go buy yours, they'll go buy someone else's. They're buyers, they're just high-end buyers of products and courses. Two percent of those people want to succeed. When you're talking to a business and we charge 7 to 10 thousand a month and minimum – we've done the numbers – people will stay with us for nine months. But if you take it down to just three, I'm making 30,000 with someone who I know has a much longer lifetime value – I just don't have enough of those people yet – as opposed to 10,000 in three months with someone

---

who I don't even feel happy that I really helped.

Because I know they're buying something else and doing some other thing. And the emotional baggage that that carries to people here – because we all want to succeed and want to do well – equates to more of a financial loss than just cutting the whole thing, cutting the Band-Aid, saying no. We do get some people, and we send them over to my friend, Brandon Carter, because a lot of fitness people come to us. So, we just made a deal, “Hey, we'll send you people, bro. I don't want to deal with this.” And I want to speak to this person, [inaudible] [00:38:46] this person, because this is also where we love to be. I feel confident.

If you were like, “Hey, I'm just starting a business. I'm making \$0.00, and I want to make 10,000.” I don't even want to help you. Not because I'm a jerk, but because I don't know how enough as much as I do if you're like, “I'm doing 50K, and I need to hit 100 in like 60 days.” “I got it. No problem. Give me this.” I want to do that. I'm actively involved in that kind of conversation every day. And so, I'm sharper there.

Jamie: That makes perfect sense. And like you said, the emotional. I don't people think about the emotional toll on employees in general. Because we're already going through so much. And I've been working with a lot of clients about what their emotional states of their team are during corona with loneliness epidemics and all this other craziness. Adding more to that and then the less you're going to get – that's a really awesome decision-making process that you went through. And I just want to highlight it for everyone to just think about maybe doing it on your side, too. Because it really does take a lot into account.

Los: They told me they didn't like it. And I was like, “But we're making money,” and they were like, “But it's killing us, dude. I hate this.” And I was like, “Dude, done.” And like in a week we cut it. We were like, “It's out.”

Jamie: You listen to your team, too. This is great. I know we have to start wrapping up. Darn it. I need to have you back on the show at some point. I really appreciate it. But what is one action listeners can take this week to help move them forward towards their goal of a million?

Los: Listen to yourself and don't listen to other people. And just focus on your goals and do not have analysis by paralysis. And do not

---

have paralysis by comparison. Don't compare yourself, just do your thing. Focus on you, be the best person that you can be. And know that this is a long, lonely road. But you picked it. And I can promise you if you're consistent with it, it'll be the best thing that you've ever done. It just might not be as fast as you wanted it to be.

Jamie: Real advice. Thank you so much for coming on the show. Where do they find out more about you? How do they follow you on Instagram? We'll make sure to link everything out.

Los: Yeah. If you want to go say hi on Instagram. It's at Lowes hustle and not if you want to say hi on Instagram, it's @loshustle. And if you want to say hi on the internet it's at lossilva.com.

Jamie: And be like, "Hey, Tucker, we know who you are," and that'd be creepy. Thanks so much for coming on the show today. I appreciate it.

Los: Of course, thank you for having me.

**[End of Audio]**

**Duration: 41 minutes**