

Introduction: Welcome to the Enchanting Lawyer Podcast. The show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful and, of course, enchanting will bring you more clients and build a thriving community. Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody, this is Jacob Sapochnick with the Enchanting Lawyer podcast. Welcome to our show!

Today we have actually a very special and interesting way of recording my show. It's actually going to be the first time that I'll be doing it in person with my guest in my office. Usually we record it on Skype or Google Hangout or on the phone when our guests are not in the same place as I am. Today I have my guest right here at the office. I'm very excited about it and it should be a cool interview where we're going to be diving into some very, very interesting things.

The guest on my show has been already a guest last year – we talked about his life story. But I wanted to—I had the chance to spend time with my guest, Wesley Chapman, who is here sitting with me in the office. We spent a couple of days together going through a lot of things at the office: vision and branding; a lot of good stuff that we'll talk about today.

Just quick about Wesley; he's been an entrepreneur since the age of eight. He was self-sufficient by the age of 16. Wesley started consulting CEOs of Fortune 500 companies at the age of 19, and now he's changed his direction in life and has founded a human project and the mission is to create a community of empowered youth in the US and worldwide.

Wes, I'm so happy that you're here. How are you today?

Wesley: I'm honored to be the first guest that is live on your show, that's fun. It's always good to be a first, right?

Jacob: Absolutely. It's fun because usually when I do those interviews I have my notes and I've got the guest on Skype and I'm always worried what if I'm going to lose him, and it happened a few times. You're right here. The door is locked. You're not going to go anywhere.

Wesley: I'm not going anywhere. All we have to worry about is an earthquake. Yeah, it's been a fun two days. We've been kind of change your whole life yesterday in the sense of what we were originally going to be working on to what ended up working on.

Jacob: Exactly. We thought about—just for our listeners to understand—Wesley has a very popular podcast. He actually have two of them and both kind of went up iTunes. I think your first one you were featured on the first page of iTunes.

Wesley: Homepage of iTunes; podcast, yeah. We had that fun ride and learned a lot about the podcasting world. And then I have another podcast that's kept a little bit more – done a lot of marketing to it but it still does really well. We've gotten up, I think, to number 2 or 3, somewhere in there, in our category. But it's done really, really well. I like podcasting; it's fun.

Jacob: Originally, we were going to meet to kind of talk about my podcast to see how we can improve them and get some ideas—and I got a lot of great ideas. During this time we've had together we actually dive in into a whole new direction which focused more on the vision—my law firm's vision. My vision as an entrepreneur running a business; law firm is a business, and some just creative ideas that we discovered.

I wanted to ask you. First of all, why do you think – You asked me what is the mission? What is the vision of what you want to do? That's kind of the first thing we talked about. What do you think of vision? First of all, what is the difference between a vision and a mission for any business?

Wesley: Well, you have your mission statement, right, and your vision statement. Your mission statement is more of your public announcement to the world of you saying, "This is what I'm on a mission to do." Where a vision statement is more of a personal, internal conversation that you're having with yourself, your staff, your founders, whatever, saying, "This is the vision of what we want to have happen." A lot of people get those two mixed up.

There are some similarities. The vision is more of a grandiose kind of explanation as to why you're doing things where the mission is more of what's the outcome going to be. The vision is more this is what we would love to see happen. This is how we have to see things happen. This is why we're doing what we're doing.

Where a mission statement is this is what's going to happen. So, you say we're going to open a thousand offices or we're going to do this or we're going to do this. So, it's very specific which gives the audience, or your users, the ability to get behind you.

The vision gives you the power to actually have the energy to carry out your mission. It's something that you should go back to and remind yourself as to why you're doing what you're doing.

A lot of businesses get wrapped up in—and we move at such a high speed. I've been in the entrepreneur world now for 25+ years and I still remember the days

without having a cellphone. You talk to any entrepreneur in today's market and say don't use your cellphone for a week and it's like death. It's death to the business. It's not kind of a cool luxury anymore, it's a necessity. It was a luxury when it was \$2000 a month for a cellphone. That was—you were a luxury there. I still remember getting 200 minutes and paying \$1500 a month for it. I was like what the heck? Now I'm unlimited everything for a hundred bucks a month.

The world just moves so fast – even like podcasting. When we first sat down yesterday and you wanted to talk about the podcast and I kind of took a step back and I said, "Great. Where do you want to be in 5 years? Where do you want to be in 10 years? Why did you start this? Where do you want to be in 30 years? What do you want the business to be when you're not here anymore?" A lot of people don't ask themselves that question for a lot of reasons. You're just trying to survive this year. You're trying to survive this month. You're trying to survive this week. You're trying to get that client tomorrow. But you do yourself a huge disservice by not understanding what the long term plan is.

Unfortunately with all these new Medias, we don't know what the long term plan is. Podcasting's awesome right now and it's fantastic but there's still only—not even 1% of podcasters making money. The people that are making money aren't making money per se on podcasts, they're making money on either educating people on how to do podcasts or they have a subsidiary product that they're using to market then they use the podcast to market for that.

Jacob: Right. A lot of things—you just mentioned an interesting point where you said people do podcasting because everybody else is doing it. It's kind of like a trend. We got to be doing. We got to be doing. I get a lot of emails from attorneys who tell me, "Everybody else is doing blogs so I should be blogging." "I feel so stressed about it because everybody else is doing blogging so I should be blogging," or "I hear that people are changing their websites and their responsive design are not responsive," It's kind of like they're chasing the trend.

I think it's important to know what is your vision, like, what do you want to do in 5 years? Do you want to be a solo practitioner? Do you want to have a bigger firm? Do you want to be able to work for somebody else and not follow the trend? How do you not chase what everybody else is doing? Everybody else is now doing podcasting so a lot of attorneys are now thinking, "Well, I should be doing this too." What is this? How do you stop chasing the trend and keep focus on what you should be doing to build your business—whatever that is?

Wesley: Yeah, and I think that it's more of a mental shift. There's nothing wrong with being cutting edge or being on the innovative path. There's nothing wrong with blogging or Facebooking or podcasting. What happens is that's the reason. That's what it really comes down to. It's the intention. Why are you podcasting? Because everyone else is and you think you should. Well, then that's the

stupidest thing that you could ever do because that's sheep mentality and no entrepreneur will be successful with sheep mentality.

It's not that you have to do podcasting in order to be X, Y, Z successful. How does that fit into the long term vision, the long term mission, the long term plan? People that don't have a long term mission or have a long-term vision, or have a long-term plan can't answer that question. That's why these are so critical.

It's as I told you when we were talking about it. I said, "Give me the pipe dream. I don't want to hear the logical this is what I think my 5 years will be. Give me what you want it to be." You want to have financial freedom so that you can go do whatever you want to do? You can spend more time with your family; you can open up other businesses. We talked about all these things, right? So many entrepreneurs are so – which I understand because we're wrapped up in it. You shared an amazing story about just this building that we're sitting in, right? Three years ago, four years ago?

Jacob: Absolutely, three-and-a-half years ago. Yeah.

Wesley: You were two buildings down and this thing opened up and – what I mean it's your story.

Jacob: It's a great point. I was going to share another example but I just described the building to our audience and maybe I'll put it in a photo of the building from ...

Wesley: The historical thing. Yeah.

Jacob: Yeah. We're sitting here in a building from the 1890s and it's been converted several times into office space. In 2008 this used to be President Obama's – the future president headquarters – the first West Coast headquarters for a US President. We took over the building three-and-a-half years ago. The funny thing is that when the building became vacant, I was walking by every day and looking at this and I was dreaming about, "Well, what if I could move my law firm here into this beautiful 3500 sq. ft. house where we have nine offices, and a kitchen, and parking spaces. What if I could be in there? It would be amazing." I was dreaming about this.

Wesley: Yeah.

Jacob: And I walked in there, into the building, the agent was there and he was looking around and I said, "I'm just two houses down." He gave me the terms. "Well, it's a five-year lease. It's going to cost you that much. And you have to pay for this; you have to pay for this." I was like there's no way I can do it. Its chills. But then I felt – at the same time I felt I have to be in this building. It was a feeling because

I didn't know what I was going to do but I felt I have to be in there and I took the plunge. I was terrified I did it.

Literally a month afterwards, we landed one of our biggest cases and kind of – we started hiring people. Within weeks or months, we fit into the building that we couldn't afford because you kind of put yourself in there. Again, I call it this a subconscious plan because you don't know what you want to do but you know that it fits you and you have to do it.

Wesley: It fits into that long term concept, that long term vision, whatever you want to call it. You knew that you wanted to create a firm that was going to be impactful ...

Jacob: To continue building for it. Yeah.

Wesley: Right. It's going to be bigger than even you could see or imagine. And you had no idea how you're going to get there but it was part of the mission that you had taken on. This was a step in that direction. So it fit into the system. Maybe this particular item didn't have all the different plans and everything but it fit in.

Some will say you got lucky and others will say, yeah – you know, all this different things. Yeah, luck is definitely a part of it but there was also probably a lot of seeding and a lot of hard work that even gave you the ability to have that opportunity to land that big deal. This gave you the awareness to be ready for it because you're sitting here saying I got X, Y, Z mortgage or X, Y, Z lease payments and all these things that I have to deal with.

I just love that story because it puts into perspective that we don't know what's going to be coming down the pipeline for our journey or what we want to have happen. But when we understand that we have a long-term plan and we really think about that, not just, "Well, I want to be rich." I think a lot of entrepreneurs get into the entrepreneurial space because they want freedom, they want security, and they want wealth.

Anyone who's been an entrepreneur for over 5 years knows that security is very difficult to obtain, wealth is very difficult to obtain and stability and all those aspects are difficult. This doesn't happen overnight. Success is a journey, and there is no definition and there's no – you're not done. You don't get to the end of the journey and then all of a sudden you have success.

I think that people need to take a step back in their brand, and their marketing, and their strategy, and everything that they're doing, and all the chaos that we live in. The Facebook, the websites, the podcasting and the Perascoping and whatever else is out there. They need to take a step back and they need to say, "Okay, there's all these things that are going to happen," and continue to

happen. We have some incredible things that are coming down the pipeline technology-wise that are going to freak – If people are freaked out about podcasting and what do I do with my website, they're going to be freaked out as to what is going to be in the marketplace in 3 to 5 years.

There's a time you have to just stop and look at what the big picture is. What are you really trying to accomplish? Just taking these last couple of days as a case study, we quickly found out that what you really want to accomplish is building a – as [Aaron Young 00:14:15] says, one of my mentors—you want to build a business that's bigger than you in the sense that it's not just about you.

Yes, the name on the building is yours but everything inside of this building needs to function, run, and be even more effective if you're here or not here. But it needs to be more effective in the sense that people are adding their knowledge, their expertise which is something you've built and that's why you're so successful but we need to come up with that next level of utilizing all these technologies to [crosstalk 00:14:44] that.

That's obviously what we started doing in these last couple of days is building something that's going to be an amazing revenue source. It's going to be an amazing impact but it's also going to enable you to have more freedom to focus on either growing your practice in a unique and different way and having the resources to do that or giving the ability to spend more time with your daughter or your wife, in terms like that. That's really where people get lost.

I've seen this all the time. I've obviously stepped out of the entrepreneur space to some level and the reason that you and I are sitting down together isn't just because of this brainstorming thing because of how you support a non-profit. I saw this for 20 years of people just being lost in where they're supposed to go because they don't have that defined – what they want. I think people are terrified to say that. I think they're terrified to say that, "This is what I want to have happen," because they think that people are going to laugh at them or they're going to think they're silly, or crazy, or whatever.

I just always look at the greats that are standing there that we all look at; whether it's Sam Walton, or whether it's Mark Zuckerberg, or whether it's Bill Gates. Nobody get on that except putting Walton in there. He had a dream of creating a department store that had better customer service than Kmart. He achieved that dream to some level, at least in his lifetime. Bill Gates wanted to create something that every single person in the world had a computer at their fingertips. Look at what he did. Steve Jobs wanted to create a revolution in design and technology and he did it.

There were a lot of people that say he was crazy, and there's a lot of people that say Zuckerberg was crazy, and there's a lot of people that say everybody is crazy

when you have these crazy ideas. But they're not crazy now that everyone else can catch up with their vision and their mission and their idea. They're not crazy. Even to this point.

What Zuckerberg has done on the social media space and what he's doing with wanting to connect every single living human being to the internet. That's his mission with – I think it's internet.org. Literally connecting every single human being to the internet. There are millions of people that think he's nuts for trying to do this. Even after he's created Facebook and everyone thought he was nuts and no one was ever going to want to care about your potty break and what you're eating.

Jacob: It's beyond the business side of it. Facebook is making money from ads or whatever they're doing.

It's interesting that you mentioned that because I think that whenever somebody ask me how do I know what my mission – how do I get to my vision, how do I focus myself to build the perfect law firm or the perfect business. I feel that if you don't have any social cause attached to it behind your head, something that is not just about making money, it's not just about building a 20-person law firm or 100-person law firm, I don't think it's ever going to work.

Wesley: It won't.

Jacob: The reason I like working with you and your organization – and not just yours. Seven years ago when my daughter was diagnosed with Muscular Dystrophy, I felt that I should be supporting kids with disabilities, not just because of my daughter but because I feel that if it happened to me then maybe there's a reason that I shouldn't ignore it. Working with MDA and organizations like the MDA as part of my law firm – we have it on our website where we donate money and we do the walk. It's something that becomes part of your yearly or monthly routine while you build your business. If you don't have that then there's no point for you to have a business.

So, you got another case. So, you won another trial. So, you made another \$20,000 in a month, so what? But if the cause is involved in it—when I work with your organization where we brainstorm and help another child save – not kill themselves or they have access to a counselor, we say that was worth it because maybe the next time I win a big case it will mean something to me more than just making money.

Wesley: Well, there's a psychological level to that. Everything will buck the trend. There's always going to be the big bad evil businessman that doesn't think about humanity. But on the masses, when you look at the numbers, the companies that are uber successful, the companies that have long lasting success, they do

have some kind of philanthropic aspect to their business. There's a psychological reason for that because it gives you—there's a lot of up and downs in businesses. There's a lot of up and downs everyday being an entrepreneur. That does give you a sense of purpose, a sense of humanity. It's a grounding force. It grounds you into a purpose greater than.

I lived a life where it was different. You mentioned some of my background in the business – in the intro, and I remember sitting on a beach in Hawaii: 5 star vacation, amazing place, private little spot on an island and on the beach and all this, and I was bored out of my mind. That was five, six years ago. I was bored out of my mind not because I was bored of being in Hawaii but I just didn't feel like I had this grand purpose. I had achieved a lot of my mission and vision that I had set to that point – and I was younger. As soon as I realized there's more to life and I put a cause behind my efforts, then there was no stopping. The thing just snowballed and now I am where I am.

I think that going all the way back to the original conversation and putting this in perspective with people is that when you're sitting down and writing that mission statement or you're even thinking about what's my purpose, what's my mission, where am I going with this business. I was at a networking event and I had met an individual—he's an older guy—and he owns some property in Vegas – lots of properties in Vegas on a very well lit street in Vegas, right? He own some hotels on The Strip. Of course, you know, my ears perked when I heard that. I'm like, "Wow! Okay. Who is this guy that I'm standing next to?"

We ended up talking for about three or four hours and he turn to me and he said "So, what's your business?" and we started talking. And then I said, "Yeah, our five-year plan is do this, this, and this." He looked at me and he aid "Your 5-year plan? What's your 35-year plan?" and I remember – this was years ago- I remember looking at him being like, "Are you nuts? Like 35 years? I'm going to be dead or doing something else. By 35 years I'm not even going to be thinking about business. I'm supposed to be retired and done."

But then we started talking about that and he said, "Look, the reason that we're so successful is because the average business person looks at the 5-year plan. Business person looks at a five-year plan. We looked at the 35-year plan. Where do we want to be in 35 years?" I told him – my first thing was like, "How do you know? Things change, move," he's like, "No. No, they don't. We always knew that we wanted to have this kind of property in this kind of location generating this kind of income." He said, "We've blown up two hotels and built two other hotels in the 35-year time period and we'll probably do it 10 times again." Over the course of his family's existence in this industry.

We had this amazing conversation which changed my perspective or, “Wait a minute. You can think further than five, ten. You can go – What do you want when you’re not here? Where do you want your son to be?”

Jacob: What’s your legacy?

Wesley: Your legacy, yeah. I think that there is the personal legacy but the business legacy. What do you want this business to be remembered for and what do you want it to stand for and where do you want it to be? How do you build and how does podcasting fit in to something like that? Does it fit in? Just because everyone else is doing it doesn’t mean you have to. Is there a reason that it should fit in to your business? Should it fit in at this percentage or this percentage? How much energy and bandwidth did you put to it? Which is the conversation we had for you.

In the original concept it’s like we’re going to just put so much energy and really harness in on this thing and go crazy with it and build funnels and do all this stuff. And then as we stepped back and looked at your 35-year vision plan and what you wanted to create, we said whoa! The podcast right now is just a sliver. It’s just a tiny piece of what we should be doing. It’s an important piece, but it’s not the end-all piece. The end-all piece right now for the rest of 2015 is going to be building this next product, building this next deal, and then launching that and then evaluating that and building it and then seeing its long-term potential, the vision of it.

There are going to be people to think you’re a little nuts for doing this thing, I guarantee it. Because you’re doing—which is crazy to say but based on our knowledge and research and everything, and I’m pretty confident that we haven’t missed anything, is that there’s no one doing this. Everyone says to me, “Everything’s already been done, everyone’s already done everything,” and we just booked that, right? We just found something that nobody else is doing in the industry. Nobody. So, it’s going to be exciting.

Jacob: I think that one of the things that is important to do for – especially in the legal field, especially when lawyers are starting law firms and they operate for 5 years 10 years. At some point it becomes redundant so you lose the – we call this the fire to continue to practice.

I had a conversation like this a couple of weeks ago with a father and son, a legal team. The father’s been doing this for 35 years and the son—it’s his 3rd year. They have a business but the problem is that the father is, you know, he’s not into it anymore. The son doesn’t have the vision as to why he even did it in the beginning. So, they’re just running the law firm because they have clients and they have mortgage to pay and he has a house, he’s about to get married.

So, I told him look at the broader picture. You can do this and this. You can be the guy who has the knowledge, the state planning in your field for example. You can start an online membership site. Nobody is doing it. We started throwing ideas kind of like we did together. And suddenly we came up with something that we never thought about just because we had this back and forth.

I encourage people who listen to this show to do the same. You're stuck in the same [unclear 00:25:35], you keep working, you're doing the thing. Why am I doing this? Maybe if you talk to somebody, maybe if you sit down a few lawyers, do all kind of [unclear 00:25:42], like a little mastermind, suddenly new ideas will come up and you're going to be passionate about doing them.

So, you continue to do what you're doing but now you have this new project that keeps you alive and that's kind of how I've been doing this for the past 10 years. Because what do you get there? The passion. Passion comes because, "Oh my God! We thought about this now, let's do it!" "I don't care if we fail but let's just try it." And now you have this passion – and the clients, they feel it.

I talked to him actually a couple of days ago and he's like, "You know what, I don't know if it's going to work but my daddy's happy, and I'm happy, and the clients are happy because they see we are excited. They don't know why but we're excited so that's why it's so cool.

Wesley: Yeah. By doing that, if you develop a correct brand, your brand gives you permission to do that. And a lot of people look at brands – let's say Starbucks because you're doing a coffee project. Because we've been talking a lot about coffee so it's on my mind. You take Starbucks and people think that Starbucks is Starbucks just because it is. How many logo renditions has Starbucks been through? How many changes have they gone through? They've tried different floor plans, they've tried different things. They didn't just walk out onto the street, open their corner shop and it's all been the same. They're constantly morphing. But brand is misinterpreted as your logo. That's it, that's all brand is.

We have a mutual friend, [Reprez 00:27:09] who's, you know, a very amazing brander and I've been doing brand for a long time as well. Both have talked about, you know, people get so wrapped up in the logo. They think that's the brand. But it's an element of the brand, it's a piece of the brand but, again, major corporations have changed that logo and still been moving forward.

Apple's changed their logo, Microsoft's changed their logo, Walmart's changed their logo. These are major corporations. Coca Cola has changed their logo. These are major corporations who have changed aspects of their logo, maybe minutely or massively. Wal-Mart did a huge rebrand a few years ago. A huge rebrand. Got away from the whole smiley happy face guy and now they're into the sunshine, new day thing, whatever.

As a personal smaller company, you know, maybe somebody who's – you don't compare yourself to a Starbucks. First and foremost you need to change that mentality, you should compare yourself to a Starbucks or else you're always going to be tiny. When you look at those things, the brand isn't the logo—it's the implementation of the concepts and ideas that are inside of your vision statement that you don't tell people about but that you know about and it's why you're doing it.

Jacob: And you project it by acting it.

Wesley: The small details like your coffee shop Simon Says, right, and we had this conversation and I said everything that you do—at least for right now, we may be completely wrong. But based on the vision and based on where you want to go with this coffee, everything you need to do needs to eliminate the employee having to do more work other than accept payment and pay attention to the consumer. So they need to have that connection because you want to have a coffee shop that's very connected, that's very purpose driven. It's not about just giving them coffee but it's about changing their day; turning their frown upside down, to simplify it. That's the mission, the simplicity is you want people to come to the coffee shop in one way and leave happier. That's the mission simplified.

We've talked about – Well, do we have punch cards? Do we write their names on the cups and all these things? And we simplify it and we said, "Hey, let's let the user write their name on the cup. Let's get rid of the punch card and just use common sense." When we see the same person come 10 times to the coffee shop, "Oh look, let's give them a free coffee," or a free croissant or whatever. Why do we need a punch card? Why do we need these things? That's all self-serving for the business. It's not serving the consumer. We're trying to get from the consumer instead of giving to the consumer and we've lost that art in business. We think that the consumer somehow owes us something and the reality is that we owe the consumer because they're the ones keeping us alive.

Jacob: That's a great point especially in the service business, a lot of law firms they lost that concept.

Wesley: They think that they're the big bad lawyer.

Jacob: Because we have the law degree because we earned this, the client will come to us. They actually have to pay us so we spend time with them. But we forget that without these clients we don't have a law firm, we don't have a place to come back to work.

Wesley: Yeah, you just have a lot of debt.

Jacob: Exactly. Exactly.

Wesley: But in your brand it's the expression of that vision. If you don't know what your vision is, you don't know what your long-term – how can you have a brand? By knowing what that long term plan is and by having your brand showing that, that gives you the ability to—as you were saying—have this passion benchmarks where you go through 5, 6 years of business and you need a little bit of pick me up. You find something that gives you that passion that fits into that overall vision into that plan and you can put it in there and you can make things happen.

Jacob: My case was the fact that I feel at this time of my life, starting a coffee shop while running a law firm is a good idea. Maybe it's a bad idea, who knows? Hopefully, it's a good idea.

Wesley: There's probably some people that have tried to do that and they're telling you, "Don't do it!"

Jacob: Right, right. But at least I'll have a bunch of free coffee to keep me awake if anything comes out of it.

One thing that I always tell people is that the law firm is your business but once you set it up, once it's running, stay creative. Do something, do a hobby, do something, learn something because you need that creativity to run a business that stressful. I feel that all of the success that we had in our practice—because we've done all these different things, not just myself but also people who work here.

Wesley: I would say anyone running any type of business that's a great strategy because you get the blinders on. You see the world as your industry sees it. That's not—then you lose that innovative edge. When I consulted businesses in the past we always talk about innovation and everyone says, "Oh, that's technology. No." It can be just something so simple.

Water bottle companies. Where I'm looking right now we have 3-4 different water bottles here in your office. You've got the nice one that's got branding on it, you've got the one with the Swiss Mountains and then we got Nestlé one here. Every one of them are different and they're innovative in the way that they've done their bottles. One has got like a frosted look to it. Think of a smart bottle or smart water. That was innovative to think of a bottle that way—that's not technology, that's innovation.

Jacob: Yeah, it's design.

Wesley: It's design. That came from you looking at the wine industry and seeing how the wine industry did different things.

Again, that's taking yourself out of your industry and looking at other options. That's one of the keys to success in business. A lot of people say that's hobbies and different things. It can be but it can also be being a part of masterminds – if you have the ability to invest in startups. You're just constantly looking at all the different things that are going on out there so you can see how they fit into your vision and your mission.

Jacob: This is something—I want to repeat this. Always look outside of your business, outside, and see what others are doing. That's one thing that lawyers are not doing very well. But if more are going to start doing this we'll have more creative attorneys and we'll have more successful law firms which is kind of a little bit of a hint as to what is coming from our side in the near future.

Wesley: Yeah. Well, that's any business because that creativity there's chemical reactions that happen in the brain that stimulate memories so you want to talk specifically about law. How many movies have we seen where the lawyer's stuck, right? Can't figure it out, can't figure out the case. And then some pretty girl comes and says let's go to dinner and let's go do this and they're walking down the street and he gets out of the office and they walked by some building or walked by something and then all of a sudden he's like I got it. He turns around, runs back to the office and wins the case, right? And then he comes at the end of the show and it's like, "What happened?" "Well, I saw the letters 674 on the building and then I saw this little girl and then I remembered about the case [unclear 00:34:15] and Simpson.

Jacob: It kind of rots in his head.

Wesley: Yeah, exactly, and then boom! The thing is solved.

Just want to talk about just in the law industry. I've represented and helped a lot of lawyers with their branding and things. I've seen this. They get stuck on a case and it's like just get outside for a minute, get outside of the practice, try something different, go out and do something and then all of a sudden you're going to trigger those chemicals which trigger the memory of something you learned back in law school that's going to make you that much better of a lawyer.

We're talking about law but that goes in an industry. You're having a problem. I've seen the same thing happen with computer programmers designing apps. I've had the same thing happen when I'm developing a logo or I'm doing something. Getting outside of that is huge.

And then you see different things that you can pull into your business that enhance your business, that make your business innovative, that make your business progressive. That gives your employees opportunities just to see things

differently. When all this is said and done, that increases the bottom line. That increases the money in the bank account which gives you the ability to do more with your life in the sense of ...

Again, another mentor of mine, Cole Hatter—make money matter. Now you have money to do something that matters. It's not just about having money, it's about – He says if you want to make a million dollars a year, fantastic make a million dollars a year. But you know how to make million so why not make 2 million? So now you make 2 million and you give 1 million away and you live the \$1M lifestyle. That sounds so simple but that's a lot of discipline.

That's, again, going back to you know what your vision is, you know what you're trying to accomplish. Because a lot of people will say, "Well, I'm making \$2M now so I'm going to get 2 Maserati's instead of 1."

Jacob: It's never enough.

Wesley: Yeah, it's never enough until you have that foundation of what you're really trying to achieve.

Jacob: Yeah. I love that. We can spend hours and hours chatting on this but as we come to the end of the show, why don't you share one thing that you feel is going to change maybe the business world or the way people do business in the next year or two years. Just something small that people should be aware of.

Wesley: Back in 2013 I predicted that 2014 would be the year of the human. I think that was very clearly defined. Everything was talking about humanization and making brands human, blah, blah, blah.

Jacob: Absolutely.

Wesley: In 2014, in December, I actually did an interview and they asked me. They've done their research, they knew I made that prediction so they ask me and said, "Predict what 2015 is going to be like." "I said 2015 is going to be the year of purpose." Everyone is going to be talking about how their business has purpose. It's on purpose, for purpose, all that stuff which is definitely what 2015 is shaping up to be – even when you look at the Super Bowl commercials. Nissan is now for purpose in the sense of it helps you be a father if you drive a Nissan car which is mind blowing but whatever. They're playing the game that's there.

I think the next 3 to 5 years is really going to be about vulnerability and accessibility in the sense that your brand, your business, who you are as a person, the leaders of the company, the employees, people want more access because it goes in with this movement that we're having.

The humanization. Now we want to be on purpose. We want to get away from automation. And that means that some of the technology that we've been so dependent on and so in love with is actually going to start dissipating. I firmly believe that we're going to start seeing shifts.

I work with children every single day that are in the age groups of 13 to 18 years old and they like technology. Don't get me wrong. They enjoy it but they're also deprived of basic human accessibility and connection. They don't know how so it's scary for them but there's something inside of them burning to have it. They want to have the physical connection. They want to have touch, they want to have communication, they want to breathe the same air. The Snapchats and all this kind of stuff is not doing it for them. We have a generation right now—you're 19 to 30 year olds who would rather text than pick up a phone but their little brothers and sisters – they don't know how to but they want to. Businesses that can fulfill that need of accessibility. So, if you're a personal brand, it's just you, become more accessible to your community.

Gary Vaynerchuck is a good example of that. He's very busy, he's – all these [unclear 00:38:42] things but he's fairly accessible. He's getting harder and harder to be accessible but he's a good friend of mine. Gary, you still haven't replied to my email I sent you yesterday. He's talking a lot about that.

But CEOs that just come out and are accessible and are honest and are vulnerable back in when – was it PB or whatever, who had the oil spill in the Gulf a few years ago. Guy gets on a private jet and flies to Europe or something, right, and doesn't talk to the media. Some PR firm probably told him like just get out of here, we'll take care of it. And then, of course, it blew up in his face. What he should have done in that position is stepped up and said, "We messed up. I'm sorry, we messed up. I'm taking personal responsibility for this. I'm going to do X, Y, Z to make this right financially."

Jacob: That's what the world wants now. Own it.

Wesley: And that's what the world is looking for. Own it.

As a business, look at your business and see how you can own things without them being catastrophic in that sense. Don't wait for something horrible to happen but how can you own things. Be more accessible and less automation.

The idea of calling a company and having this computer answer and you get to tell the computer what you want seemed really cool in 1997. We were like, "That's awesome!" In early 2000s it was whatever but how many times is it like, "Hey, would you like to talk to a representative or would you like to ..." you know, whatever. And you say representative and they're like, "I'm sorry, you can't order pizza on this website. Could you please reply?" You're like, "I didn't

say pizza, I said representative.” Then you get upset and frustrated. By the time you get somebody on the phone you’re ready to rip that person’s head off because it’s taken you 10 minutes.

Discover card I believe has the commercials running—I may be wrong. I don’t watch much TV anymore. I believe it was Discover. You call their number and a human being answers the phone, right? I don’t know if that’s true or not but something like that. That’s the kind of thing that ...

Jacob: Shifting away for automation in tomorrow, human ...

Wesley: Human communication.

I think that’s going to be our big trend that we start seeing is that people are tired of automation, they’re tired of funnels, tired of these things that aren’t real and authentic and accessible. It doesn’t mean we can’t do funnels but they can’t be how they were three years ago. They need to be a lot more human, a lot more on purpose, and a lot more now the next step is this vulnerable and accessible.

Jacob: People miss that because everybody is on their phones. They don’t talk to each other. They won’t go back to the human connection. I agree.

Wesley: I don’t know the guy in Jurassic Park but, you know, nature will find a way. We’re human beings and we need, not want, we need to have attention, we need to have touch. Just like we need to have air and just like we need to have food. We need these things and technology has—it’s new. We don’t know what we’re doing with it. It’s enigma. Computers are new. iPhones aren’t even 10 years old yet. This technology is still new, we’re figuring it out. It’s fun, it’s shiny. We do have the squirrel mentality, we’re curious. We’re curious creatures and so we want to play with things. We want to come up with ideas but now we’ve had this time to explore some of them and now we’re saying, “Okay, this is where they belong and this is how we’re going to use them and this is how we’re going to move forward.”

Books have the same thing. When print came out, everyone was printing everything and it was crazy. People were printing notes and doing stuff and then it was like, “Whoa, wait a minute. We need to calm down and we’re going to use print like this. This is how print is going to be effective.” Radio had the same thing, television. All the technologies, all the evolutions have had that. We’ve just happened to see one of the most insane revolutions because it’s been so fast. Just as fast as it came onto the scene and took over, it’s probably going to take 10 times the amount of time to slow down but it is going to slow down.

Companies that are on the front edge of that are going to see much bigger results and bigger dividends over the next 10 quarters than their competitors who are constantly chasing the next shiny thing.

Jacob: I think this is powerful information. People who believe it's going to happen should adapt the way they interact with their peers, with their friends, with their clients, and become more human. That's going to be our message.

Wesley: There you go.

Jacob: Wesley, I appreciate you coming here being the first live guest.

Wesley: The first live guest. There we go.

Jacob: That's amazing. We had a toast to it.

To our listeners, we share a lot of interesting ideas here. We'd love to hear from you. If you have any question just email me jacob@enchantedlawyer.com. Leave your comments in the show notes and we'll see you at our next episode. I'll try to do more of these live as I travel the country and I meet more people but it's just different experience and hopefully you enjoyed this as well as I did.

Thanks a lot. I'll see you in our next episode.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantedlawyer.com. That's www.enchantedlawyer.com.