

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, the host of the Enchanting Lawyer podcast. This is a show where we interview the most inspiring entrepreneurs from all over the world who share their success stories with us and inspire us to do our job better.

Actually today I'm -- it's almost 9:30 here in California and I'm recording this show with a very interesting and exciting entrepreneur. His name is Julian Hosp. He's currently in Hong Kong.

The interesting thing about Julian is that he actually ... Today we're going to talk about his life story and something very different than our previous episodes where we actually talk about some tangible business. Julian Hosp is an author, entrepreneur, and actually an amazing high-achiever.

He was born in Austria. In his teens he played professional basketball in Austria and then went on to become a professional kite surfer, almost 10 years. And then he wrote his first book called Kite Surfing Tricktionary. He graduated from medical university. But after he saw the life in the medical field would be how it was, he decided to enter the business world instead. He decided the decision was one of the hardest one because his family, of course, didn't make it easy for him to give up the medical profession.

In 2012, Julian moved to Hong Kong together with his partner, Bettina, to expand his business ventures in Asia. Today, he's not only a successful author, entrepreneur, but he's become a sought after public speaker, coach, and social media strategist for individuals and companies. His life motto is there's no work-life balance, it's just hustle.

He's about to release a very, very interesting book 25 Stories I Would Tell My Younger Self and I'm very excited to have Julian here in the show. Julian, welcome. How are you doing today?

Julian: Hi Jacob. Hey, it's a real pleasure to be on.

Jacob: Excellent! What time is it in Hong Kong right now?

Julian: Right now it's perfect. It's just lunchtime here. So, I know it's evening there, here it's lunchtime so it's perfect time.

Jacob: I gave a little bit of intro for you. Like I said, you're -- a lot of our listeners are professionals. We go to work every day and we have kind of a routine. For me it's very exciting to speak with you because you live the life of -- well, many of us would like to do. You travel. We call people like you "the suitcase entrepreneurs." Why don't you tell us a little bit about your story?

Again, you're a professional. You used to be a doctor or trained to be a doctor, and you left everything and you started a very different path. Why don't you tell us a little bit about all this and what made you do what you're doing today?

Julian: Sure.

Yeah, like you said in the intro, I grew up in Austria. I think like many entrepreneurs-to-be, I was always very stubborn, especially when I hit puberty. I was very strong-minded. Part of that was that I didn't want to listen to anyone. I had this dream and idea that I always wanted to go to the US. I want to play basketball there and I wanted to do that.

I think that was a very, very decisive time because when I was 15 I got ripped out of anything that I was familiar with. I suddenly had different friends, different family, had different school, had different parents because I had new host parents there. Had I known before I actually did that, how difficult that little time that was, I probably wouldn't have done it but I did it. I think it prepared me for a lot of changes and dramatic changes later on in life.

That kind laid the ground stone for why afterwards I had such really fierce changes in my life path. From doing medicine, being a professional surfer, suddenly quitting all that and starting your own business. I think the ground stone was laid in the US.

Jacob: When you decided to move to the US, what is the main reason that you chose this place as a place to kind of test out some of your business ideas?

Julian: This might sound funny. Just like in Europe many kids, you grow up, you watch US movies, you see the US being the land of opportunities. And so I thought, "Wow, if I can go there I can ..." I love playing basketball -- I still love -- but back then I was really very competitive. I played professionally in Austria. And so I wanted to improve my skills. The US is one of the, if not, the best country to play basketball in.

It was my dream as soon as I could kind of start making decisions of my own and that's why I want to go. It was as impressive some of these things that happened there to me where in a negative way, on the other hand, how important they were for me for later on decisions in my life and the skills that I learned there. It's unbelievable. I think that was key.

Jacob: You know, for me, it's particularly interesting because, as you know, my main business is that I'm an immigration attorney.

Julian: Yeah.

Jacob: And so a lot of my clients, a lot of the people that I meet that I met over the years are very interesting entrepreneurs, people that come from all over the world to create something interesting in the US. Somebody like you a professional athlete, you play basketball, you're a kite surfer, coming to the US. It's just interesting for me to see that what you brought here and what you took away with you when you moved.

I'm always curious and I always ask my clients, after you spent so many years in the US and you're about to take your next step, what do you think was one or two things that you took away with you after spending some time here in America?

Julian: I think it's not only me who takes this away but it's many people who move into a new country or in total unfamiliar region. Back then, I couldn't rely on anything. I didn't know the environment. I had to develop a very, very good gut feeling. I had to develop a feeling of when I talk to people. Within a couple of seconds, I had to develop a feeling of, "Okay, is this going to be good for me or is this going to be bad for me?"

If you grow up and you keep growing up and you stay in your safe environment, you don't really have to listen to that so much because you're so familiar with everything. But if suddenly you get dropped into this new environment and I think many, many people that move in to a new region, they develop the same thing. You have to look for the small cues in anything. This can be people, this can be situations, this can be opportunities.

I really felt that at the age of 15 I develop that gut feeling that still helps me today when I move to Hong Kong here in Asia. Even if I don't speak the language here, there's certain body languages, certain things that are very difficult to describe but they just -- that I could say, "You know what, that doesn't feel right. I think this is an opportunity to walk away from." Or this is an opportunity where I say, "Okay, we have to buy into this opportunity. It's going to be big." I cannot explain that in rational terms, I can do it a year later. But in that point, in that moment, it's so difficult. I think I develop that there.

I think many people that move in to these new regions, they develop a similar sense. They develop, of course, a very sense for strong hustle, for hard work. Nothing was given to me for free. I was always this kid from Austria. Back then, for some weird reason, people still associated Austria a lot with World War II which is really funny because it's 40 years ago, you know? They had a very ... I

don't want to say negative association with people from Austria but it was just ... people frowned upon me being from Austria. And so nothing was given to me.

So I had to work for everything and at the same time I had to develop a quick sense of being able to judge the situation, judge a person, understand is this going to work out for the best for me or for the worst.

Jacob: Right. I'm surprised that they were not comparing or associating you with Arnold Schwarzenegger because he actually changed the way people are looking at Austria and athletes, right? I mean most people know he is from Austria.

Julian: Sure. Nope.

Jacob: I'm surprised that [crosstalk].

Julian: A funny story though. For the first time I came to the US, I was issued a student visa. But that visa was not issued for Austria, it was issued for Australia. So when I came back to the US a few months later after I went back to Austria which is for a holiday trip, they gave me really big problems at the customs because suddenly I was a person with an Austrian passport but an Australian visa. Yeah. Austria obviously was not that known. I mean it's a small country, right?

Jacob: Somebody didn't do their homework at the consulate.

Julian: Yeah.

Jacob: You sent me the manuscript for the book. I wanted to read this blurb that you write in the beginning. You're saying there that understand how growing a tree is similar to building a business. How getting cheated in Brazil for 10,000 of dollars can be valuable. What makes someone choose not to work as a doctor after graduating? Why making your first million dollars within 10 years can be very straightforward. And then you share all this and much more through these situations in the book.

Why don't we do this. I think this is very fun and I think this is something that I've not seen before any of my guest do. This 25 stories, they basically take you -- this is your life and things that happen to you, but also you learn a lot of things.

Why don't you tell me a little bit about the tree story. There's a thing that you mentioned there the tree story, learning delayed gratification. Maybe kind of -- we can go through these stories. I'm going to choose a few of them. Maybe you can summarize them and then let's take the lesson that you took from each stories. I'm curious about the tree story.

Julian: Yeah. So very early in my life, that was the time when I was -- even before elementary school or in elementary school. My mom was a very important

person in my life. My dad was a full-time, self-employed architect -- he still is -- so he was extremely busy. My mom was a stay-at-home housewife and took care of my sister, myself. So without her, neither my sister nor myself could have developed the way we did because she really took care of everything.

Now my mom had these really weird principles and some of these principles, they come from her time being a farmer, growing up on the farm. When they grew up, they were not necessarily poor but life was quite tough when she grew up. And so she kind of instilled the same thinking patterns into my system myself.

On one of these stories was that -- as a homework from school, we got the homework as little kids, to grow a tree. Not a tree where you buy a little tree but really buy the seedling. And so I bought, or I got a little peach seedling and we had to grow this tree.

Now, my mom had always make me work for tasks. So for example she said, "If you swim back and forth in the pool and you do it ten times, you get an ice cream." She would try to instill that sense into me. Nothing in life comes for free, you have to give in order to get. But with that tree, it was so much different because ...

So what happened was I planted this tree and I started watering it. That tree ... I didn't see anything happening for literally weeks and months. You need to imagine, right, you plant a tree and nothing happens. And so for me as a kid, I was 7 years old or something, or 6, I was extremely impatient. It was a school project so all the other kids did exactly the same thing.

At school you could see these typical patterns where at the very beginning everybody was super excited, and at some point everybody got disappointed, and even more disappointed. People started to believe that it didn't work. My mom was really strict with me. She always told me that for very great things to come to you, you have to give and give and give and give and give. For then to get, it might sometimes take weeks, months, sometimes even years.

And so for me it took, I think, eight or nine months until finally a little seedling came out and that was one of the ... as a kid, it was one of the most amazing things. Because I had really been working on that little tree for quite some time and suddenly that tree comes out and I wanted to give up a lot of times. It reminds me every time today, when I have to put in a lot of energy for weeks and months until ... really years until suddenly there's a return.

I think many, many people would, yeah, do a lot better in life when they start a business and do not give up. If they would have learned such very, very simple lessons that I'm really thankful to my mom. Back then I really was super

frustrated. I would have just love to rip out that little thing. But today I'm really glad because it instilled a sense of ... Yeah, the longer you can delay gratification for something, the bigger the reward is going to be eventually.

I mean there's a very nice experiment from Dr. Mischel who did this experiment in the US with little marshmallows and kids. He tested these kids to check. I just thought that was so interesting because the really remarkable thing he did was he followed up on these kids for decades to see if the kids who were able to delay the gratification for the marshmallows were more successful later on in life. And that was a clear statistical connection to that.

If you as a kid learned already how important it is to delay gratification, the more successful in the eyes of society, of course, you would going to turn out later on in life. And I thought that was really, really remarkable. That story is just stuck with me and it still sticks with me. That's why I thought it was so important to include in that book.

Jacob: Right. Again, it's something that we often take for granted. But if you think about it in a more kind of a general way, you can see that most things require time and you have to wait. I like that.

How about the basketball story?

Julian: My mom had a really big influence on me until I was starting to hit puberty. And then I think, like many, many teenagers, you just try to find your own way. For me this meant that I wanted to do a sport that was very untypical for Austria. In Austria, skiing is really big, or soccer or football. So I said, "I don't want to do either of those. I'm going to do something that's not very typical." just because I want to do the non-typical there.

So I started playing basketball and I had some really good friends. It was a very nice team spirit. The remarkable [audio breaks] there was, we had a coach and his name was Bonnie and he was very feared by many. We're around 13, 14 years old. We're becoming man but at the same time we're still, yeah, a bit boyish. But he had absolute ... he was brutal when it came to training us. He was this really feared coach that you would see in movies that's really tough coach and rip the players apart.

And so there was this one scene where we were training and it was summer preparation for the season and I was already a bit exhausted from the day and it was really hot outside. I probably wasn't well-hydrated. We were having this training and he let us run sprints. It was like, "Go for a basket. If you miss, you have to run. You shoot again. You miss, you have to run." It was back and forth like this.

And so after halfway through the training I was already feeling dizzy and I was not feeling so well and along the way got worse and worse and worse. At some point I was just standing there and I was really close to collapsing. Bonnie wanted me to run. I told him, I said, "Hey coach, I can't run anymore. I'm really exhausted. I can't do it. I thought he realize that I was really, really done and exhausted. I was 14 years old.

He came to me, put his arm around me and he looked at me and he said, "Son, don't you ever tell me that you cannot do something. Until you're lying on the floor puking, you're going to tell me that you don't want to do something. If you tell me you don't want to do this, then leave my team because I don't want to have losers on my team like you who don't want to give it all." That was so impressive to me.

Jacob: And you were 14 when he said that.

Julian: I was 14, yeah.

Jacob: Wow!

Julian: So he came to me and it was like a blow in the face. I didn't want to let -- I mean, I didn't care about him at that point but I didn't want to let myself down and I didn't want to let my team down.

It was so impressive that even today I have a hard time telling anyone that I cannot do something. Because at the end what happened there was I kept running. At the end, I was lying on the floor puking and it was one of the most humiliating and embarrassing things that happened in my life. But at the same time it was so valuable because I hear so many times today that people tell me, "No, I can't do that. I can't do that. I can't do that." That's not true, right? It's a limiting belief system.

Jacob: Absolutely.

Julian: Yeah, people should change their word and say, "I don't want to do something," or ask, "How can I do it? How can I still do it?"

Jacob: It's always easier just to say I can't and just make yourself ...

I was talking to John Assaraf, one of the people interviewed in the movie *The Secret*. It's all about the beliefs. It's all about how you train your brain to react. Again, the level of I can or can't, it's so different for each individual. I think this example is very interesting because even as a kid, if you get that so early in life, it's going to be much easier for you to meet challenges as you continue to progress in your growth.

Julian: Totally.

Jacob: [unclear 00:19:15].

Julian: Totally. I think it's so important. For me, back then, this was absolutely normal. I didn't think much of it at that point. Today when you read self-development book or self-help books, there's such a focus on this because it's so difficult. Once it is established in your belief system, to use these words or to use that belief, it's so difficult to change that thinking pattern. When it's so easy to shape and when you're so young, you just accept it, right? You accept. "No, I'm not going to use this word. I can't anymore." No. From now on it's "I don't want to use it anymore" or you ask "How can I still do it?" That was it.

That was one of the things, right? That's why I want to have this book or that's why ... What I always try to teach people is you need to develop that as early as you can because patterns or daily habits are like a tree. The longer it grows, the more difficult it is to change it. So, yeah, you should change it as soon as possible and that's one of the key takeaways.

Jacob: Very nice.

Why don't you share with me the medicine story, a doer beats the thinker. Because, I think, this is kind of like a period in your life where it must have been very difficult to do what you've done at that time.

Julian: That was a really difficult time as well because in the US I wanted to study in the US, I wanted to stay there, go to college there, get my graduation in US. I had everything lined up for that. I just came back to Austria for the summer and I said, okay, I'm just going to spend some weeks in Austria and then fly back to US.

Well, I came to Austria and suddenly I experienced kite surfing for the first time, a sport that up to that point I've never known. I suddenly was in this huge dilemma of realizing that I was at the right time, right place. I could be a really successful kite surfer because I was just the right age. I was 17, 18 years old back then. Oh, it was just perfect.

But I knew also, if I went back to the US and studied medicine there -- I had studied for the SAT, I had perfect scores. I really done everything I would have needed to go back. Suddenly I said, "You know what, I'm going to stay in Austria because if I go to a university in Austria, I can apply for a special license that if I get good grades and I do everything, I don't have to be at university, I can actually travel the world and do kite surfing. That was clear to me very early on.

Again, hundreds of people around me told me, "Julian, this is absolutely stupid. You either become a medical doctor or you kite surf, but you can't do both." I

said, "No, no, no, 'can't' does not exist." I'll ask how can I do it, you just don't want to do it, right? The question was how can I actually do it. And I realize the only way that I was able to do it was if I, from day one, practice instead of just learn the theory.

So, what I had to do was I have to go into the hospital as fast as possible to get my practices done instead of the other kids who would do it vice versa who would do the theory first and do the practice afterwards. The very difficult part for that was, of course, I came into the hospital without knowing everything that these [audio breaks] students would know and they went a year later or two years later.

[Audio breaks] illegal about what I did. It was totally fine. It was just that people didn't like going to the hospital, having to learn by doing. They wanted to know everything upfront and then execute their knowledge. I didn't have time for that because I couldn't travel the world, right? So I had to do everything really quick.

I had a professor there who -- I mean he just made me miserable because I didn't know as much as you expected me to know. But on the other hand, this was the only way that I was able to combine those two things. And so I still believe today if you sit there and you know all the theory and you have all the knowledge [unclear 00:23:15], it's not going to get you anywhere. You need to execute, you need to apply that knowledge. Knowing but not doing is the same thing as not knowing. I think that's such a powerful statement but most people just don't live by it. I really live by that especially during that time.

Jacob: But essentially what happened is that you did graduate from medical school.

Julian: Yup.

Jacob: But you decided not to pursue the profession.

Julian: Yeah. That was six years afterwards.

So during my studies, I think that was so interesting and I think that's so hilarious. I went to the US and develop these very interesting study skills. So, I don't know. Most people, they never learn that properly but if you actually familiarize yourself and you being a lawyer -- I don't know. Do you have special studying skills when you studied law or how did you go ahead with the study? You just study the books or what did you do?

Jacob: Probably similar to the medical field. But I think, in my case, it was a combination of memorization of certain things. There are some things that have patterns. It's really about putting yourself on a routine and memory skills because there's so much material. You start from the general and you narrow it down, narrow it

down. That's kind of a technique that I use and I think it's probably a similar thing in the medical field.

Julian: In the US I met this guy who was taking part of a memory contest. I have no clue that this actually exist in the world. So what these guys had to do, they had to memorize pointless things and then they would compete against each other. You could do this with shuffling cards and so on.

Now, I wasn't interested in competing that but I was really interested in the technique behind studying things and keeping it actually in your long-term memory. And I use that to study for the SAT and it helped me to score excellent scores there. Well, actually, I didn't use that because I didn't go to college in US. Many people, especially my friends in the US, who laughed at me back then because I'm doing so much effort actually for the SAT thought what a waste. So you studied for six months and now you're not even going back to the US.

While I was traveling so much afterwards for kite surfing, of course I also had to study for medicine. One of these techniques was that I created memory palaces where I would store all the medical data that I would study.

And so for example, I was on the Maldives and we had a photo session there, I had to study bones at the same time. So there's this really funny memory palace, and I still have it today in my mind, where all the bones of the human body well laid out on different islands, of course in my mind. So not actually laid out. All these bones were laid out on islands on the Maldives where we were taking these photo shootings so that it would allow me to memorize bones of the human body a lot better. Yeah, the same with in Venezuela, Brazil.

And so I used these studying techniques to really get my long-term memory going for my exams. Because I was gone for so much time, my exams were always pulled together and I had to study 10,000 pages for one exam. I was doing my kite surfing time and at the same time, of course, studying medicine.

Many people they always ask me, "How is it possible to be studying medicine the same time while being gone eight, nine months of the year?" The only reason was because I had developed these studying techniques. And actually appealed once to our elementary school in Austria and I told them, "This is so important to teach your kids. You need to teach them these study techniques. You teach them what to study but you don't teach them how to study." It will be so powerful.

Jacob: Right. That's an interesting way to see it because, again, it's not just about what you study, it's actually the way you do it. Be sufficient.

Julian, as we come close to the end of the show, why don't you share with us the final story. To me it's something that everybody wants to find a secret and the

secret to being financially free. I think you were able to somehow come close to that. Why don't you share with us what the story is about and more about being financially free.

Julian: Sure.

So after I finish with med school, I started working as a doctor and I realized quite quick that this was actually not what I was going to be happy with if I had to do this for the rest of my life. So, I was 24 years old and I said, "Okay, if I have to do this for the next even 10 years, I'm just going to be miserable."

So I started to look into other things how to make money. I think it's just really crucial. I was not taught up to that point how actually to earn money. I just thought, okay, I'm going to become a medical doctor and that's it.

And so I started reading more self-development books and that's one of my call for actions. I'm pretty sure many of your listeners, they are actually doing this already. But I think this is so key, right? You need to read and you need to learn these things because otherwise you don't know how to do it.

And so I started reading and I read about scalable income, I read that you should stop trying to exchange tons of dollars and move right into scaling your income either by giving value to people or getting your money to work.

At the age 24, I had this goal of -- within the next 10 years, I wanted to be absolutely financially free. I had no clue how to do it but I really want to do it. That was the time when I started writing my first book. I had the Kites of Tricktionary that you mentioned at the very beginning. I really did smart investment. I lost a lot of money before in investing especially Brazil. And so I took a lot of these lessons and I started investing smart into stocks long term, I bought real estate, started my own businesses. I really started to spread my incomes and started to scale that.

Actually five years, at the beginning of this year, I was financially free for the first time in my life. Meaning I have the success that I expected to happen within 10 years, but for the first time in my life I was making more money from scalable income streams without ... than I was actually spending. Not that I was making a lot of money but I could live without having to work anymore. That was at the beginning of this year.

On the one hand, it really depressed me because suddenly I had this drive in the morning was suddenly gone. But at the same time, it opened a door for me that I said, "Wow, this is what I achieved," and I achieved it in five years. Without absolutely no background to do it where there's so many people out there who can so easily do it. That actually inspired me to write that book eventually to tell

these 25 stories so that maybe people can start when they are 16 or 18 with these things and maybe they are a lot younger already when they can start to “live their life.”

Jacob: What do you think was the main factor of success that helped you reach that so fast?

Julian: I think, and it's such an often quoted principle, it's the “You are the average of the five people around you.” It's a quote that is so often quoted but so few people actually execute it. You are the average of the five people. If the average around you is not financially free, chances are you are not either. If the average around you is a medical doctor, chances are you are a medical doctor. This is just the law of the average of the five people.

And so what I did step by step by step was replace those five people around me with people that were more successful than me, had more scalable income than me, who are financially free. This was very painful, hurtful because some of them were really close friends. But it doesn't mean that I'm not talking to these friends anymore, it just means that I try to be around people who are successful, who are what I want to have. I think that is the key, key principle.

If you're ever listening to that, if you ever listen to this podcast then you're listening and asking yourself, “Okay, so I want to achieve X, Y, Z.” The first thing I would do is look on Facebook, look on LinkedIn, look for people around me who have this already and that I can try to reach out, try to get in touch, learn from them. And just by the law of the average of five people, you're going to become, you're going to move closer there if you have the motivation to do so.

Jacob: Very interesting. And, of course, I heard that before but I think the hardest part is actually the implementation. In everything that you do, whether you're professional, whether you'd want to be successful attorney or consultant, you definitely want to strive to be around people that are already doing it as oppose to the people that are lagging behind you. Absolutely.

Julian: Yeah, thoroughly.

Jacob: Julian, your book is coming out next week. We'll make sure to link the Amazon link in our show notes for people to be able to get it if they're interested. Like I said, very interesting, very inspiring. I think you are doing great things. There's definitely probably more to come.

Anything that you want to share with our listeners as we end the show?

Julian: Last thing that I would love to share is don't dwell in the past. For you to move into a next chapter, you have to close your past chapter. Don't remorse about

mistakes you made. They are in the past. Learn from them, move forward. Knowing is not much worth if you don't take action on it. That will be my call for action.

Jacob: Excellent. I love that.

Thank you so much, Julian, all the way from Hong Kong. Enjoy the rest of your afternoon. Thank you for taking the time to share your story with us.

Julian: Thank you, Jacob. It was a pleasure.

Jacob: Thank you to our listeners who tune in every week. Send your emails, your comments, your suggestions. We value you and we look forward to sharing our next episode with you. Have a beautiful night and we'll see you at our next episode.

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