Cody: [00:00:17](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=17.88) This is Cody McLain from the mind hack podcast, a place where we explore the routines, mindset, and experiences of successful people in their field, whatever that field may be. So today we're looking at what it means to build a startup. We're looking at some of the challenges that we'll be faced with and building a startup with not only validating our idea, but also what are the questions you need to be asking yourself? Maybe how would you build a startup as a nontechnical founder, should you say have a cofounder or should you just be managing contractors? Tons of this in much more relevant to anybody interested in entrepreneurship. So my guest today is Brent Summers. He is the founder of code for your startup in online learning platform that teaches others how to build a startup using visual design tools like bubble that I s as somebody who's been in the early phases of learning how to code.

Cody: [00:01:14](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=74.73) I found this to be an intriguing way to build a startup much more quickly without the need to know code. It's a visual design tool that allows anybody to quickly pick up a way to build a startup, a online software as a service application without knowing code, but that's not actually what interested me about Brent. No. He has a website called a launching myself.com and on that site he publishes a list of previous companies and products he's built and he gives more or less a sort of case study on the success or failure of that project. In many way he's the first entrepreneur slash developer I've seen approach the development of a single founder startup by building something that honestly doesn't require a lot of maintenance or even support once it's been coated in launched. What I find most fascinating is that Brent took a concept from the online marketing world of building a personal brand and selling online courses because in most cases, once you put the course out there, it's going to continue to generate money for you. Similar to the Tim Ferriss four hour work week concept. So this was a phenomenal conversation. And if you're at all interested in learning a new concept on say, becoming a solar founder without knowing code and basically building your next startup, then this is great episode. So please welcome Brent Summers.

Cody: [00:02:46](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=166.91) So on your website, Brent, you have this algorithm that you referred to. Can you explain what that is a little bit? Yes. So I really developed it based on the way I was building products maybe three, four years ago when

Brent: [00:03:00](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=180.04) I first realized that something in common with all of my failed projects was that I waited too long to develop a business model. So as soon as I started building things with the mindset of revenue first, then things just started to make more sense. I started to, instead of just building in, waiting for value to show up, I started building with value in mind first. And I found that that was a great way to get people to actually pay for what you're using. And then that turns into a business a lot faster. It sounds simple, but it's one of those things that you sometimes need to organically discover. So for launching myself, I wanted to see if I could apply that. Some of the same principles to everything else I was making online, which primarily is just articles when I write and videos that record to youtube that are mostly just educational related to some of the teaching I did when I was running the coach free startup.

Brent: [00:03:52](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=232.17) So when it came to coming up with a set of rules, I wanted to just see if I could hold myself accountable and make a, you know, a certain set of guidelines to see if okay, this was a good idea to write something similar to this is a good idea to record a video similar to this based on the views, the really just the data. And so the site hopefully will just tell me, okay, this was a good idea, this was not a good idea. So I can be a little bit more objective with things I make in the future.

Cody: [00:04:25](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=265.01) And so in some ways you developed a business model for making businesses.

Brent: [00:04:29](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=269.99) Yeah, yeah. It's a little bit Meta, but yeah, exactly. So you know, a lot of what I thought about when I was running my previous company was how to get startups off the ground with very limited resources. You know, it's been referred to as bootstrapping in the past and now there's a bit more of kind of an indie hacker sense that's, that's kind of a, a new term that's been really growing recently. But it really just comes down to yeah, you're building a resource constraint business. So how do you do that? And really it comes down to focusing on the value that you're providing people and how soon you can either figure out if something's not working or if something is working.

Cody: [00:05:10](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=310.57) So then you talked about having a revenue focused model prior. Now you had other companies that I seen you had another focus other than making revenue. But most people think, you know, you want to focus on revenue from the beginning. So can you explain sort of the opposite of focusing on revenue and the problem and maybe the pro cons with that?

Brent: [00:05:30](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=330.07) Yeah. So while revenue first businesses are pretty standard in the bootstrapping world, I'd say in the VC backed startup world, which a I came from traditionally I've, uh, I worked at a, a startup that was VC backed, really high growth. The focus is often times not on revenue and instead on building out features, building out a certain set of customers can scale really quickly. It's so really, you know, coming from that mindset that that kind of really perpetuates, uh, the, the culture in Silicon Valley. Um, I had a tough time getting away from that because you start out thinking, okay, I'm going to build something that's going to scale, it's going to be the next Uber. It's give you the next airbnb. How do I do that? And so you kind of just start building and you build in builds and builds and then you go out and you show someone what you've built and then it turns out that you've missed maybe 10 times 10 things along the road. So, um, you know, when, when you're building with a revenue first model, uh, you are restricted to kind of putting something out there. Getting feedback a lot earlier and you know, it's, it's really come coming back to the MVP model of, you know, building something that's valuable from day one and then testing it, getting feedback, and then kind of building from there.

Cody: [00:06:55](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=415.3) Right. And so you mentioned the indie hacker model and so I've never actually heard of that before, but I can see where your perspective is on that. And so a lot of the businesses, and I don't really know if I would call them businesses, you know, I'm sure that we've all seen shark tank and you have some people who go up and maybe they're selling a interesting piece of clothing, but the sharks would typically say like, this is not a business, you have a product. And so on your website, you mentioned a lot of these types of businesses, like it was the Alfred Productivity Master, which allowed you to create your own custom workflow. And I, that's where I found your website is by, you had that on product hunt one day. And so would you describe that as a business or would you describe that as something else?

Brent: [00:07:39](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=459.34) Yeah. So I'd describe it as a business, but it's a business in really just the sense that it earns money while I sleep. So it really comes down to the concept of a business and something that can earn money that's separate from your time. That's really the type of business that I really want to focus on. And uh, I think can really be the, the best ways to generate wealth to, uh, really ultimately get freedom, which is kind of my goal when looking to start a project. And so, you know, kind of, it comes back to, you know, one of the oracles of Silicon Valley involved, Robert, the founder of Angel List, he always says that you really can't build wealth by renting out your time. You need to build a business to really gain freedom. And so I always think about that and you know, the Alfred Productivity Product is a good example of that.

Brent: [00:08:33](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=513.05) It's a pretty small business in that, you know, doesn't earn me that much money. But you know, I just have a email workflow that sends me an email every time there's a new sale. And so you just kind of see those hit your inbox and you're like, Oh hey, you know, they're, there it goes, it's a product that lives on a website and now has a few acquisition channels and it makes money through those acquisition channels. And so those kinds of businesses can be referred to as a lifestyle business. That sign that, you know, Tim Ferriss really popularized, but ultimately it is a product. It's a business that I could potentially scale up. I just decided not to because you know, I think when I launched that business I learned that it was probably going to be more difficult because Alford is such a niche product. But yeah, at the end of the day it's a business and a product.

Cody: [00:09:17](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=557.35) Yeah. I was going to say, it does sound a little bit Tim Ferriss see with the four hour work week, is that what inspired you to create this type of model

Brent: [00:09:25](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=565.48) originally? Yeah. I'd say, you know, going way back like a lot of people I read for our work week right in the midst of the financial crisis and 2009, 2010 and at that point, you know, I was trying to figure out what I wanted to do with my life and it looked like the entrepreneurship was a pretty good way to go. And so, you know, at that point I think, you know, the startup world was just starting to get pretty exciting with a lot of the post bubble burst companies coming on the scene. Uh, you know, ruby on rails was the popular framework that kind of exploded and Twitter started, you know, be using it and airbnb launched. And so I think I got caught up in that a little bit. And then when I read Tim's book, that's when I realized that there was probably a different way to do this that fit my goals, that were keeping things a little bit smaller.

Brent: [00:10:16](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=616.57) Cause obviously you know, you, you see the upside of those giant VC backed businesses, but the downsides you really don't see until you've been in one. And you know, I was an early employee at a startup that grew really quickly and I had a ton of fun there. But you also see some, some downsides of that model and uh, you can see how it can wear down the founders pretty quickly. And you know, if things don't go great and you don't keep that hockey stick growth up. So yeah, I think Tim's work obviously was kind of seminal in the field and now you know, people who are building on it, I'd say like Paul Jarvis just wrote a great book company of one on that really emphasizes the things you need to build to make a really successful solo venture. And then, yeah, the, the site product on an indie hackers both have really great communities. A lot of them are solo founders and people who are building businesses that are, yeah, just really resource constraint, but then ultimately end up providing a ton of value.

Cody: [00:11:15](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=675.6) And that reminds me a little bit of the model from base camp, and I think it was Jason Fried, who is a CEO of base camp, who's being interviewed on the Tim Ferriss podcast where they were talking about how he actually turned down funding because he knew if he took that VC money that he would have to add a hundred employees. They would have to grow to this huge company. And he asked himself whether that was something he really wanted to be doing. And you sell the company, then you start a new one. And that seems to be this existing model of startups is that you grow really, really big or you flop and then exactly all over again. And I've had that same question asking myself, do I really want to do that? And I've had a lot of successes, but I've asked myself in some ways I'd rather not have to exert as much effort and keep going on this cycle of sorts.

Cody: [00:12:03](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=723.19) So what I find interesting about what you do is that you took this model that's primarily seen in the online marketing world where you have these marketing people who will create these online courses. And the great thing about that is of course, is that you only have to create the course once. And then after that it's just selling. And a lot of them don't end up actually selling their course. They sell their brand, which as an indirect result will sell their course. And so I think you're the first I've seen where you're a developer and you're applying that model instead of creating these courses. In some ways you have, but you're also applying them to figuring out what's an easy app that I can create that's going to solve a problem in a certain niche or a market. And so that brings me to my next question, which is, so you have the development skills, you know what you're doing, but where do you come up with the ideas? Because there's a lot of developers that are great at developing, but they need a leader. They need somebody to tell them what to work on. They need a workflow that they can work within and a team. And so how did you not only decide to become an entrepreneur, but then how do you decide what you're going to build next?

Brent: [00:13:05](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=785.97) Yeah, so I really think the core concept of being able to build something that people want comes down to having two skill sets, right? You need to learn how to build something. You need to learn how to sell something. And I think having both of those skill sets is very rare. And it's also something that's very difficult because they're really opposites. You know, you're, you're either in code talking to a computer or you're out there talking to people and people who are good at one tend to not be good at the other. So I'd say, I originally came from a sales marketing background. I grew out a sales team at a startup and then, uh, was self taught when it came to development. And so I think the path that I took was pretty eye opening in a sense because I realized that hey, there aren't a lot of people out there that can do both pretty well and I really want to build out those skills.

Brent: [00:13:56](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=836.91) And then once I kind of realized that, you know, it is something that's very difficult to build out. I tried to distill some of those principles of how do you sell things cause I think there are a lot more developers out there who, you know, just build software for other developers or you know, they build things that maybe you know, can maybe speed up an existing process that developers have and have some success there. But when it comes to then building something for the masses, you know, building anything that's a business or consumer product, they have a lot of trouble. So yeah, I think, you know, my path entrepreneurship was definitely getting into the startup world early and then realizing that, you know, if you could build and sell something that that was a pretty dangerous combination. And then you know, when it comes to what ideas I choose to build, I'd say really just looking at what works and what you are able to build as a solo founder.

Brent: [00:14:52](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=892.22) You know, I think it is definitely limiting and there are some upsides to getting VC because if you do take funding, you can really fuel ideas that might take five to 10 years to become profitable. Just look at Uber, still figuring out, but obviously they've found a lot of demand for their product and so on the bootstrap side of things, it really puts you into a different mindset of like, okay, Hey, I might not be able to start the next Uber, but I could probably start a pretty great productized service business where you can start out consulting. Let's say you are consulting on how to build websites on a certain platform and then as you get better at building on that platform, you could develop an automated tool to build better on that platform. And then that automated tool becomes, you know, the number one import tool to put things on wordpress. And so you can really develop a pretty great software as a service company just by you know, consulting and then slowly leveraging those skills to build something that does the job better than you can. And then that also has the benefit of separating your time from the equation, which is the ultimate goal. When you know, building a business, something that you know you can choose to take a week off and you're not going to take a huge hit, you know, because your software is kind of working for you in the background.

Cody: [00:16:11](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=971.29) Yeah, and it also brings up an interesting point is even just bringing your base camp again, is that they started out as a web design company and they develop their own project management system for them. But then that ended up becoming a product that they ended up selling and that they're most well known for. And there's a lot of companies who've ended up having a product, but then they developed something internally and then that ends up becoming what they end up selling. And when you do that, you're developing it from a point of need from your business perspective. In some ways that can be a more effective thing to sell than if you start out to try to create a product to solve a problem because you are forced to use your own product.

Brent: [00:16:47](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1007.99) Exactly. Yeah. The consulting model has a ton of upside, especially because, going back to your previous question about how you come up with ideas, if you're talking to clients and you're learning about their problems, where's the better place to start? Then by saying to a client, Hey, I, you know, I know I'm solving your problem by, you know, by building this custom thing out, but what if I built this piece of software that you could use? You know, that's, that's a really great way to get started then. And also going back to base camp, I think, you know, an important point about their story and you know, and how how they started that company and why it's, it's such a model that people try to repeat is that being in the position of uh, you know, building a profitable software business that can choose to raise money at a certain point or choose not to is, is just, it's such an advantage.

Brent: [00:17:35](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1055.03) Because, you know, if you already have revenue coming in the door and then you raise VC money or you just take in, you know, a couple of outside investors, you have the choice to, you know, put that money to good use and then eventually use the profit to pay back investors. You know, you can buy them out the problem. And really where I see most of the issues in the early stage startup world is the small team that takes a lot of money early on for a promising idea. And then the founders, they look back maybe three months in and they realize that they're not actually the founders of this company. They're really just the first employees. And that's the, and that the investors are the ones that are actually driving this thing and they're saying, hey, you know, we need x amount of growth. If the product's not working, you got to, you know, pivot it four times before we're going to give up. And so that can really drain people. So you look at the base camp model and you know, being in that situation where you say, hey, you know what, maybe I will raise money eventually, but maybe five years in when I have a solid revenue model first and you know, have a team and can decide, oh, maybe we just want to add some growth. It's a much more advantageous spot to be in.

Cody: [00:18:45](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1125.49) Right. That reminded me of the, of a book by an author named Felix Dennis and his book is called how to get rich. One of the world's greatest entrepreneurs shares his secrets and it's all about how to get rich as an entrepreneur. And in the book he mentions how most entrepreneurs who end up taking VC money actually end up not getting a lot of money is that it all really goes to the investors. They're the ones who make the money. And so a lot of founders actually end up getting screwed out of their own companies.

Brent: [00:19:12](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1152.31) Yeah. It's something that you know is not often publicized because you know the magazine covers or really the Glitz and the Glam. That's what you want as a, as a founder, right? You want the cover shot with your arms are crossed and you're smiling and you know you've made it. But then you know, the fine print is that unless you're hitting that growth curve square on and you're getting hockey stick growth, you know, your taking more and more bites out of your equity every time you raise money. And so, you know, what ends up happening in a lot of situations is that to continue to fuel this thing, you need to have less and less of your company be owned by you. And you know, that's great if you end up selling your company for $10 billion. But ends up happening in a lot of cases is you end up, you know, selling your company for a lot less than that and then walking away with a lot less than you would've gotten if you just kept it small and caps, you know, 80 to 90% of it.

Cody: [00:20:03](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1203.25) Yeah. In some ways we can segregate this issue down to a question of would you rather get a VC who gives you maybe 15 $20 million to go build a startup? What would you rather have the promise of a steady income of say like 3000 or $4,000 a month for the next 10 years, you know? And would you agree? What are your thoughts on that?

Brent: [00:20:25](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1225.38) Yeah, yeah. I mean, I mean the question really comes down to impact. You know, I think a lot of people who take VC money, you know, they really believe their products can have a huge impact and they want to just scale it up as much as possible no matter the cost or the pencil downside. And so when it comes to the other end, which is the product that you know makes money while you're off, I don't know, sipping a Mai Tai on the beach, that's what people think. Everyone who follows the four work week does. You know, that model really comes down to more heavily weighting on the freedom side of things where you can choose whether to grow a business or choose to let it sit at its current growth rate and maybe take a month off and do some travel or spend time with family. And the downside is that businesses started with that model end up reaching a lot less people, you know? But that's okay. You know, I think the Kevin Kelly model of a thousand true fans, while it does have some flaws, it's also does highlight something super important, which is that you don't need a product to reach Uber scale to have an impact in a lot of people's lives. You know, I think you can impact thousands or potentially tens of thousands. And that's enough.

Cody: [00:21:38](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1298.13) Can you explain the concept of 1000 true fans?

Brent: [00:21:40](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1300.95) Sure. Yeah. So Kevin Kelly, you know, founder of wired magazine and Tech Futurist, he put out this really popular article that explained how you really don't need to achieve a level of fame, like a rock star to have a good amount of success that you really need a true following of fans. And he called a thousand true fans and that number, I think some people take issue with, and I agree, you know, unless you have a thousand people that are willing to buy absolutely everything you sell and they're super committed, that number might be actually closer to five or 10,000 but the concept still holds true. If you build a really dedicated audience, we're starting to see things on sites like Patrion and podcasts that are supported by backers where if you just have a solid group of fans, then they can supply you with that necessary income to just focus on creating and making cool things.

Cody: [00:22:38](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1358.46) Yeah, and, and that's a brilliant new concept about actually just building a longterm brand and being able to focus on creating great content.

Brent: [00:22:46](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1366.77) Yeah, definitely. And it's difficult because you know, you really can't see how it will turn into a business if you're just, you know, recording youtube videos and writing articles. I think a lot of people kind of get lost in that where they're starting to develop an audience, maybe to have a small email list. And it isn't until you see someone who comes along with either a paid subscription model to a site content or paid videos that you really realize that it can be a business if you just record useful information. And that just comes down to, you know, being helpful to as many people as you can.

Cody: [00:23:22](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1402.85) Yeah, and I think of Marquis Brown who runs the MKBHD channel on Youtube where he is, he's great, very well known for reviewing like phones and new tech products. And I remember looking back at his very first video, I think maybe he was 12 or 13 you know, and the quality was crap. But when he was a kid he found an interest and then he just pursued that interest in that passion and eventually now that turns to a very successful business for him. And I think a lot of other people, especially when we get into our adult years, we think of revenue, we think of money first and not necessarily what are we actually interested in. And so you end up having a lot of entrepreneurs who start stuff and they aren't really interested in it. And so to piggy back on this model of how do you keep your ambitions in check, because I mean when you're a kid you can have unlimited ambitions, you know you want to change the world, we want to do all these things.

Cody: [00:24:14](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1454.21) And I think it's great now for kids who are learning how to code is that they have these great ambitions and then they just develop something without concept of limitations in mind or money in mind or any of those. They just do what they want to. And when you tend to get older, now you have to sort of keep your ambitions in check. And so in Silicon Valley and startups, we have startup founders, you know, who want to change the world. I want to be the next Uber and they go out and try and raise money. But on the other hand, I'm sure you had this inflection point where you decided that you're going to pull back from that, that you would rather have a steady stable income and accept that you're not going to have the next Uber. What was that thought process? What was that inflection point for you like?

Brent: [00:24:57](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1497.15) Yeah, I think the inflection point happens just in realizing that the businesses that you start don't need to have an Uber like impact for you to still get a lot from them. And to your previous point about people who don't end up enjoying what they do, they kind of, they pulled back and their ambitions, you know, maybe they, they just see a company that is a good opportunity and they run for it and ultimately they don't end up enjoying, you know, are really find out what you know, they agree with what that mission is. And I think, you know what, what's led me down this path is in realizing that in starting any business, there are things that you'll enjoy doing and there are things you won't enjoy doing. I do think that you need to be above all interested in helping the types of people that use your products.

Brent: [00:25:45](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1545.46) You know, one of the biggest mistakes I've seen with early stage companies is they see, let's say an industry that really could use this type of software, but they don't actually care about the customers. So let's say they go out and they see, okay, this app for plumbers is going to be great. And then what they don't realize is that, you know, they've just signed themselves up to deal with plumbers, you know, for the next five to 10 years. And if they aren't actually super interested in helping them, then it's going to be a drag. And so one of the things I found in, uh, in starting my last business was, you know, I was a startup founder myself. And as soon as I started working with other people who wanted to start early stage businesses, I realized, oh, this is super rewarding just by itself.

Brent: [00:26:31](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1591.11) You know, helping people get off the ground. You know, these folks that are very resource constrained, they're not in silicon valley, they don't have a technical background. Those kinds of of goals that they had, you know, those were things that I would them, even if it wasn't a business. So I think that's an important way to kind of keep your ambition in check while still just aligning yourself with your customers so that you know, even on your worst day, you still want to get up and talk to your customers because you're never going to be able to escape them unless you fully automate your business. And I don't think anyone really wants to run that kind of business anyway.

Cody: [00:27:06](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1626.5) Yeah. And unfortunately I still great friends that are still in this mid swear, they're an entrepreneur and they've been running a business, but they can't be sick. They can't take a vacation because everything runs through them. And that would be a whole another conversation about how to actually scale and systemize your business so that you're not at the center of it. But one of the interesting things that I've noted is there, I'm sure you've heard of appsumo.com by Noah Kagan where they have various daily deals and they always have some new software and app that they're selling for a crazy ridiculously low amount. That just seems like too good to be true and a lot of these are apps are niches of existing industries of problems that haven't been solved before. Something I can think of is like missing letter.com which is an app that will automatically take your blog posts that you publish on wordpress and then it will create a year long campaign to republish parts of let's say quotes or text or images all looking different and you can schedule them out to post on your Twitter account over the next year so that you're not just sharing your blog post once.

Cody: [00:28:08](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1688.99) And so that seems like a great idea and I doubt it requires a lot of maintenance on their end. And I also thought maybe that would be brilliant. You know, if you can think of all these little problems that exist in the online marketing world or with developers or entrepreneurs and you can create a SAS product that you develop and it's pretty much kind of runs on its own. Yup. Is that something that you've been kind of dabbling in?

Brent: [00:28:33](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1713) Yeah. So when it comes to something like missing letter, I think, I'm not sure how the founders arrived at that idea, but I have a hunch and you know, it's kind of my product philosophy that if you start out by solving your own problems, you usually run into things that other people have problems with too. And so that's how a lot of good B2B software in the startup space has been created. It's, you know, okay, I was running my last company and I realized that this part of it was a real hassle. And what if it was a lot easier? You know, what's something that I found out that I could automate that I could then turn into a software product and help other people with. Um, so yeah, that's kind of a core philosophy with a lot of the projects I start is I always make sure that at the end of the day, if the project fails, at least all be one user. So the, it will never be a complete failure because at least I'm solving my own problem with it. And then, yeah, it tends to work out when you solve your own problem that other people have the same issue, especially if it's in a niche, like, you know, starting a software business or social media or online marketing.

Cody: [00:29:39](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1779.47) Yeah, that's always the most way to grow. I think it's still riskier than say, building something that is a revenue focus, but, or maybe it isn't because you're focusing on your passion. You're not just developing something for the money and then you realize things get hard or then you just lose motivation and you just kind of drop it off.

Brent: [00:29:56](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1796.27) Yeah. Yeah. I mean, you know, I think it could be something that you're interested in solving your own problem, but also the revenue first model just makes a lot of sense. You know, if it's easy subscription or you're building a piece of content that you can sell. You know, I think when it comes to building something revenue first, it, it doesn't necessarily have to be the number one requirement when jumping into something. But I think, you know, especially when I followed this rule set on, launched myself, I think about, okay, it's really just going through a checklist and is this something that, a problem that I'm solving for myself? Check. Okay, good. I can move on to the next one. You know, it's kind of like how, instead of validating with someone else first and trying to get an idea out there, you're kind of putting it through its own challenge and its own checklist first. So if it doesn't pass the criteria of having a good business model or being profitable potentially from day one, or if the business model just seems way too complicated, okay, I'm going to need to collect user data and then I'm going to need to sell it. And then I need to make sure the users don't find out that I'm selling their data. You know, off Facebook, uh, you know, that's, that's not something that you can kind of start and get profitable really quickly.

Cody: [00:31:12](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1872.74) Now when you've created your previous projects, I noticed on your website that you have some of the, it'll say status failed and it'll have the launch date. So how do you develop the metrics and let alone the discipline to say, create various KPIs or metrics that you're measuring yourself against and how do you decide, okay, if I don't do x by this date, I'm going to drop that project and it's going to, I'm going to start on something else. And that's really difficult for a lot of people because we have that sunk cost fallacy where we put all this time and effort and money into it. We want to keep going and it can just end up being more of a drain.

Brent: [00:31:46](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1906.44) Definitely. Yeah. It's so, so hard to kill your darlings and especially when you've poured your time to something and you really just want to continue to build it, you, you know, there's something there, but it's just not happening. It's really, really hard to walk away. And so that was one of my big goals last year was just trying to figure out which metrics I wanted to focus on. Because I think one problem for founders is that there can be way too many metrics early on. You know, you set up your Google analytics dashboard and you're kind of off to the races. Okay, I need to worry about yet the top of the funnel, the bottom of the funnel, everything in the middle. You know, what metrics are important. And I think if you strip away all the metrics and just focus on one, you know, which in my case I've been focusing on revenue, everything tends to fall into place and you know, I can't get revenue without use.

Brent: [00:32:39](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=1959.95) I can't get revenue without converting users and having a solid growth funnel in place. And so if you track just one metric, you can kind of come back to all the others eventually. But yeah, focusing on just one from the start is super helpful and you know, and when it comes to, you know, choosing when to walk away from a project. I've been guilty of just keeping projects going for way too long for building something and wasting my time because I think ultimately it's going to kind of have a chance and then you know, launches and then there's a little spike, you know, maybe a couple of hundred users sign up and then it just doesn't really go anywhere. And I think it's not a situation where you can just launch something and then it will either take off or it won't. I think, I think there's just levels of how hard will this product be to grow?

Brent: [00:33:29](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2009.96) You know, I think I've had products out there that I know if I had maybe spent another couple years working on or you know, if I had decided to hire huge growth team, I think eventually they would've gotten there. But you know, I think that one of the great things about building multiple products and just the experience of launching multiple things is you've realized that some things just naturally take off by themselves. And I remember, you know, my most successful project to code free startup, you know, as soon as it launched I was like, oh, this is what it's like, you know, this is, this is what it's like, you know, to put something out there that instantly gets traction and people start talking about and word of mouth spreads and you just start getting users and then the SEO comes and I remember that feeling of, okay, like I'm not just pushing a rock up a hill now. Everything that I do just has a lot more impact because the idea itself is just spreading easier by itself. So that's how I think about that.

Cody: [00:34:23](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2063.36) Yeah. Once you get that validation from having at least even a little bit of user growth, that is wildly rewarding and motivating, but it can be so hard to get to that initial peak so that you can get on that other side. Obviously there's still mountains ahead of you, but once you get that first validation it makes it a lot easier going forward. But I wanted to ask, since you've mentioned it a few times, what is your, your current revenue? Like how much money do you make on average from your [inaudible]?

Brent: [00:34:50](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2090.16) So I recently just sold my education company, the code free startup and you know, at the peak we were doing about 12 k of monthly recurring revenue. And you know, I think the exit we had was a pretty great multiple and I'm currently in a spot where I am working on new things and that's ultimately why launching myself was put out there to be the way that I grade those new things that I built. But yeah, I think, you know, my biggest on-ramp with the code free startup was when I was consulting and I was pretty much just a, I was paying San Francisco rent. It was really expensive. I had to consult a lot to, you know, have enough money to still be comfortable. You know, I was fortunate to kind of be consulting early stage companies, building applications for them because as you know, it's fairly lucrative to do that.

Brent: [00:35:42](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2142.03) You know, it's, it's a skillset that's in demand, especially out in the bay area. But yeah, I mean I kind of gone through this process of, you know, building a small apps that would maybe make $100 here and there and it was super frustrating. And then, you know, I think when I identified the need for the coach where you start up and building kind of an education marketplace built on a subscription model, you know, as soon as I put those pieces together, it was a pretty insanely fast on ramp to sustainable revenue. And I kind of had a 60 day window where I recorded the first three courses. You know, I found a community of people that I knew I could launch to and as soon as I launched there and then later on product hunt, I went from zero to $3,000 in recurring revenue in a matter of like 60 to 90 days.

Brent: [00:36:33](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2193.03) So, you know, I think that's the hardest thing when starting out is, you know, if you are currently selling your time, whether it's an a full time job or you're consulting or freelancing, you know, you are going to need to get to that point where you're just making sustainable money, you know, sustainable revenue. And if you have a considerable savings or rich uncle, that's awesome. But if not, you're really going to have to figure out how to get up to that point so that you can spend a full time on the venture that is making money. So, you know, I find that happens a lot in the indie hacker space where, you know, someone prices their product too low or they just haven't done enough validation and then they launched and it's like, okay, great. You know, it's making $500 a month. But unfortunately that's not enough to quit my full time job.

Brent: [00:37:24](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2244.57) And I just don't foresee this ever being a thing. And you know, I think the problem with that is that, you know, it just, it's really discouraging, you know, and I think that a lot of people could benefit from just continuing to try ideas because you know, the ones that there are some products and business ideas that will only make $500 a month at their peak. You know, maybe you've selected two, you're in a niche that just doesn't have a big enough addressable market or your marketing is never really going to get the message out there. So yeah, I think ultimately when it comes to bringing revenue into the picture early on, you know, you can get a clear sense of like, should I move on from this thing? But if you don't, it can be a pretty long road to get there. And now you said we with the code free start and was that just you or did you have other developers that you were working with?

Brent: [00:38:15](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2295.39) So I always had a, a bunch of contractors that I pulled in for various help with that project that, you know, that's another thing that I kind of learned along the way. When I was first starting out building ideas, I thought, okay, great, I'm gonna, you know, get my company incorporated and I'm going to hire some w two employees and it's going to be awesome. And you know, I realized really early on that, you know, the way that remote work, especially in the last year or two has kind of transformed how jobs get done. I'm sure you know this just from your background and, and virtual assistants and virtual support, but it's really cool how you can just kind of pull in people when you need them to help. So I say we just, because I had someone at a team of two that would come and help me with growth projects when I needed things done and I had a developer to lean on when things got difficult and had an API that was giving me trouble. So I had a small team of contractors that I kind of just, uh, leaned on for certain things. But besides that, it was, it was mostly me, you know, I recorded all the courses, did all the, uh, built a platform and did all the marketing. So it was a big effort early on.

Cody: [00:39:21](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2361.73) And what is your opinion on whether h do you a contractor versus a cofounder?

Brent: [00:39:26](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2366.84) So it really depends. The old adage is if you want to go fast, go alone. If you want to go far, go together. And I think that it really depends what type of business you're building and the type of relationship you have with a potential cofounder. Because with the CO founder, you'll probably find if your skills compliment each other, that you will be able to go a lot farther and you'll be able to just do less. Because the unsexy truth of running a business is there's just a ton of stuff to get done. And you know, if you have someone that really shares the values that you have and has the same exact goal in mind, like that's awesome. And I'm all for it. I'd say the downside is you often get a co founder that you know has a slightly different value structure or a different work schedule and it can be one of the biggest sources of friction and the biggest source of failure for startups early on.

Brent: [00:40:21](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2421.62) And so, you know, I think if you have an idea, you're able to execute it by yourself mostly or get it to a point where you can at least get enough revenue to hire someone part time. Then I'm a big fan of the solo founder strategy because ultimately, you know, you retained more equity and you have more freedom. You know, it's like going to the movie theater by yourself. You get to choose exactly what movie you want to see, how big you want your bucket of popcorn to be and no one else has a say. And so, you know, that level of freedom, you know, when it comes to just being a solo founder is very hard to be.

Cody: [00:40:55](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2455.55) Yeah. I'm currently in a fairly thing situation with support and NGO where I own the majority of the company, but I have a CEO who actually runs it. But he isn't a co founder. I'm the only founder of the company. And so I'm able to have a team of people that are running the company reliably. They report to me, but I'm genuinely out of the daily operations so I don't have to deal with the stress of that. Yeah. That is, I'm not able to apply my expertise in my brilliance to optimizing every facet of the organization. But on the upside, I have more of a work life balance. I'm able to work on these other projects like book, like this podcast, et Cetera, all of those things which genuinely interest the more than say, if I would just devoting all my time as a startup founder just trying to focus on growth and solving all these problems, et cetera.

Brent: [00:41:40](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2500.74) Exactly. Yeah. And you know, you kind of hit on the major point there, which is, you know, the freedom to choose. Right. You know, if you had a cofounder in that situation, you know, they might not feel great about you spending slightly less time on the business to work on the podcasts or the book and uh, you know, being in a position where you can put someone in place to run the day to day and kind of automate yourself or it really just, you know, you're, you're hiring yourself out of the business is, is one of those ultimate steps. You know, it's, uh, it's kind of along with ultimately selling a company, it's one of the best ways to free up your time to do things that you want. Whether it's another project, whether it's just long term projects inside the current business. You know, I've seen a lot of people who they will put a CEO in place and then they kind of become a, just like a freelancer in, in their own company where they kind of go team to team and kind of get involved in whatever project is super interesting to them. And I think that's a great avenue to, because you know, ultimately coming back to that concept of flexibility and freedom, you have the ability to choose what you want to work on and that's one of the most fulfilling things at the end of the day.

Cody: [00:42:51](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2571.87) Now even after that, after having a CEO and they're running the company in some ways that gave me, uh, one of my many various existential crises because when I sold my last company, there was a, a period of time of exploration and I, I had a bunch of money and I started flying airplanes and scuba diving and traveling. All these things that I didn't know that I necessarily wanted to do because when I was younger I was always focusing my time and building this company. And then after kind of giving up control, even though I still own the company of Support Ninja, is that it kind of left me feeling empty of like, what am I going to do next? What is my purpose? You know, Simon scenic says that we need to all have an underlying why, an underlying reason for what we're doing. And I was kind of empty and I didn't really know what to do next. And I was Kinda, I dunno. So I'm curious on your friends, did you ever have any kind of crisis of what is your why? So you build these products up, but what is the underlying foundational philosophy that you have that keeps you going? What are you trying to do, you know, in the grand scheme of things, in your life, in general with all of these various projects? Do you have any goal in mind?

Brent: [00:43:55](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2635.29) Yeah. So you know, it's a big question and you know, I can definitely relate to that existential crisis when you have, when you finally have reached the goal, but you've realized that, you know, the whole reason that you were working to reach the goal was actually the meeting and, and, and now you're at that point and where you're looking at yourself like, oh my God, what am I going to do with, I saw some, yeah, I had a brief period where, you know, I took a few months off once the code free startup had grown to a certain point was kind of running, you know, without needing my day to day involvement. And Yeah, it was enjoyable for maybe the first 10 days and then, you know, then I started to realize, okay, I think I need to do something. I need to keep myself busy. And you know, ultimately I think that the meaning that I find is just in the challenges that present themselves with building a company.

Brent: [00:44:45](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2685.99) Whether that's technical, you know, I think a lot of developers will, will tell you the high that you get of cranking away at a problem, a certain bug that maybe takes four hours and you're banging your fist on the desk and you really just can't find a way to get this damn, you know, database to work with this workflow. And then all of a sudden it works. Like, you know, those little wins are the kind of things that really just define life. You know, you're just really just making a small series of challenges and you're making headway on them. So I think when building products, you know, it doesn't really necessarily need to be the product itself that's driving most of the meeting and it can just be the, the actual day to day. And ultimately that's what you're spending the most, most of your time doing, right? You're just taking these little obstacles and building a business and you're finding ways to solve them. And if you can find a way to enjoy that process and enjoy each step, then it's just going to be a much better experience and you're probably going to be more successful because you're not hating the 10 hours a day that you're putting into it. Yeah.

Cody: [00:45:48](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2748.65) It reminds me of Bojack horseman where Mr Peanut Butter was talking and you had this quote that he said the universe is accrual on caring void. The key to being happy isn't to search for meaning. It's to just keep yourself busy with unimportant nonsense and eventually you'll be dead.

Brent: [00:46:06](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2766.44) Well said. Yeah,

Cody: [00:46:08](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2768.6) that's true in a sense of of you just needed to keep distracting yourself in a way and you find something new to work on. Even if it's a problem in a startup like that is your meeting and you live for that and so it's interesting to talk with founders who are able to cross that divide where they've sold their company and you know the last six years of their life was always all on this company and then they're asking themselves, what do I do now? Because it can be a a problem for a lot of founders who end up reaching that stage.

Brent: [00:46:34](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2794.72) Definitely. Yeah, and I think that, you know, on a more fundamental level when you start a business, you're ultimately using that business as a vehicle for personal growth because you have to learn so many different things to be able to execute well. So you know, a big staple for me in kind of finding meaning is just being in a continual state of growth. Whether it's learning a new skill, whether it's figuring out how something works and you know, I feel like there's a lot of hope in just recognizing how much you don't know. You know, for example, picking up a book about physics and realizing, Oh man, I know absolutely nothing about this topic and this could be a really great thing to learn. Those kinds of realizations and keeping yourself not busy, but just keeping yourself growing and constantly learning. I think that's a great way to stay happy because you know, you kind of find that inner peace right

Cody: [00:47:30](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2850.19) now I want to switch gears as we're nearing the end. To go back on an earlier statement about coding and that you came from a sales and marketing background and then you learned how to code. Now firstly I'm curious, do you think it's easier for a developer to learn the sales and marketing front or is it easier for you as a say a sales, a marketing person to then learn how to code?

Brent: [00:47:52](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2872.85) I think it's easier if you are a developer to learn sales and marketing, but I think what's hopeful is that there are tools coming online, especially in some of the low code and no code development space that's making it easier for marketing and sales folks to kind of go the other way. You know, the tough truth with development is that software is just, is really hard to build and the core concepts of coding, you know, just learning the syntax of a language. You know, it's pretty much just like learning another language. You know, it's like learning Spanish and if you had a bad experience with a Spanish teacher in high school or college, you might have that same bad experience with the, you know, computer science class you take on you to me because it's, it's just really difficult. You know, it's, it's retraining the brain to think in a different way. And so yeah, I think ultimately if you're a developer it's probably easier to pick up on sales and marketing skills because those are the more human right. You know, you're just learning how to help someone. You're learning how to deliver value and solve problems. Whereas, you know, battling with a computer to get your piece of code running and figuring out why it keeps breaking, that stuff just takes a lot of time. It takes a lot of googling and just a lot of a brute force to kind of get to a point where you're actually,

Cody: [00:49:12](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2952.26) no, how did you develop the discipline? So I've tried to learn, I've been trying to learn python and I've taken code academy classes and then there's also website and fantastic called team tree house. And I was taking their courses, but eventually it sort of got to a point where it was like really difficult and without having a tutor or mentor or somebody holding me accountable, I just kind of dropped off it and I want to go back into it to really learn python and, and understanding programming language a little bit more. But did you go to a bootcamp? Did you graduate from college in cs? How did you learn those development skills?

Brent: [00:49:46](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=2986.08) Yeah, so really I think the trouble with a lot of do it yourself coding boot camps and online classes, even though the resources are great. The problem with a lot of them is that it's really difficult to get to a point where you have a small win, which I think is critical for learning any skills. So you take a skill like learning the piano, you know, it might take maybe a couple of weeks to first get your fingers on the keys and feeling good, but then ultimately you can start to play a song. It might be a really crappy song or super basic, maybe it's twinkle, twinkle little star, but it's still a song. And you know that kind of small wind is really important when it comes to just like the psychology of learning and incremental progress. And the problem with coding in my opinion is that getting to that point where you can first demonstrate the skill is really, really difficult because if you go on Code Academy or Tree House, you start coding and you learn a little bit of the Syntax and, and what you end up doing maybe two weeks in is you end up making like a glorified calculator or you know, spitting out numbers and you're like, wait a minute, I want to be building a web application.

Brent: [00:50:56](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3056.27) You know this, the ultimate goal is to be able to build something that people can use that uses data and sends things around the Internet. Like how come I'm, I'm basically building like a glorified tic TAC toe game. And so know the real issue with just where coding is currently is, is that there's such a gap between when you first start learning and when you first get that, okay this is how a web application works, this is, this is my first piece of code that's up and running online. You know I can open it on my phone and I can see that I've connected to a database. This is really cool. So because you have to spend, I dunno, weeks and potentially months to get there. It can be really discouraging upfront. And that's why I'm a huge fan of some of the no code tech tools out there like bubble in that, you know, they kind of shortcut the learning process a lot because you can drag and drop something up on a screen and you can connect it to a database even if it's something that's as basic as like Google sheets and ultimately that's a much better process.

Brent: [00:52:02](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3122.02) Cause you know, your web application might look like the web application version of twinkle, twinkle little star might be really, really bad. But you know, you still see what that small wind is like and it pushes you to keep on going.

Cody: [00:52:13](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3133.92) Yeah, I think a small wins are incredibly important. And Nate, you mentioned on bubble. So as I understand it, bubble is a service or platform that would allow a nontechnical person to effectively create their own app or their SAS product. So can you describe bubble and say the other options a little bit more? But actually probably first I'm interested in knowing can a nontechnical person who does not know how to code, can they create their own startup and SAS product?

Brent: [00:52:44](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3164.76) Definitely. Yeah. And, and what's interesting is that, you know, the term nontechnical, you know, it's, it's a complex one. If you're a nontechnical founder, then you know, you probably still have some technical skills. You know, you just, you maybe it's just an excel and you just don't know that that can be applied to starting a company. And what I really like about tools like bubble is that really it's a glorified PowerPoint slide show that's on top of a glorified excel spreadsheet and you know, you're just dragging around elements and then hooking them up to a database. And so what ends up happening when you use one of these low code tools is that you end up learning in a the fundamentals of web and mobile app creation, which is, okay, here's the database, this is where everything in the app lives, here's the front end.

Brent: [00:53:34](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3214.8) And then I need to create all these workflows in between the two to, you know, update the data in the database and then to display that updated information to the user. And so what I really like about a lot of the options that are coming online right now is that, you know, there's a variety depending on what type of app you want to build and also what type of, you know, technical skills you have. So you have absolutely no technical skills, but you just want to see if an idea is out there, you can use a tool like card to just get a landing page up and drive traffic to it to see if people are interested in your idea. That's kind of the classic model of, okay, I'm gonna just see if there's any interest. And then if there is, I can either attract a technical cofounder or I can use preorders pay for the development, something to that regard.

Brent: [00:54:23](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3263.31) And so that's c a r r d. Dot. Yes. So and so it's free. It's easy to create just a basic landing page and mention your service as a way I assume of seeing what interest people would have and that product. Exactly. And yeah, and when it comes to landing page design, you can start to get the functionality to a point where it looks more like a traditional website with a backend meaning you know you have form submissions, you can have some payment processing if you want to collect preorders, but ultimately a tool like card is going to be a lot more focused on just getting your idea validated at a very high level sense. Whereas if you go to the opposite end of the spectrum and you're, you're building something non technical with a tool like bubble, then you're actually going to have a database, you're going to have a fully functional app that could connect to API APIs and that's how you build something that's you know, closer to the actual application you want to build and can test with people.

Brent: [00:55:25](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3325.5) So there's really a wide range of these tools coming online and I think it's ultimately where web development is going to be in the next five to 10 years. It's just taking a while for the traditional languages like javascript. I'd say react is probably at the forefront right now with some drag and drop tools, but it's going to take a while for them to get there. And so with all of these options, so we have bubbled, can you name any other contenders or would you say bubble is like the best platform? Yeah, so let's say bubble definitely has the lead and they're the best by far just because they've integrated a really easy to use backend system. The front end can be a little bit messy at times because one of the downsides to dragging and dropping things all over pages that you don't get a clean layout, like when you're just using something like card that has a little bit more of a constrained system. But just to clarify, a card is simply to build a landing page, whereas bubble would actually to build your own apps

Cody: [00:56:24](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3384.03) so that

Brent: [00:56:24](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3384.54) two different things. Exactly. And you know the, the one tool I mentioned that sits between the two that I'm a big fan of is webflow. And yet webflow really just sits nicely in the middle because you can build a nice looking landing page like card, but you can also implement a really basic backend and you know, a backend of an app you can just think of is any sort of data that gets dynamically updated on the page. And with web flow, if you have, let's say a series of blog posts, you know that's technically an app that's dynamic because you can add a blog post on the backend and then all of a sudden your page that goes live gets updated with that blog posts. And there are some people out there like Ben Tassel who's running a great platform called macropod. He has a lot of great webflow tutorials and webflow projects where you can actually start to use that CMS, the content management backend to make it mimic startup functionality. So for example, that can display a lot of different posts. It can display a lot of different projects and you can build like a content curation site that looks like an app.

Cody: [00:57:34](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3454.3) Yeah, I absolutely love webflow. I switched over to it from wordpress and it's been an absolute breeze to have all these various types of databases in one format that can be easily managed by an assistant. Whereas with wordpress even I was using WP engine, which I know them and they're great, they're fantastic, but with wordpress is still based on PHP, which is very old kind of code and you ended up having security problems. They have to update the Linux server. You're on a shared server so your, your website can go down because something else is getting a ddos attack and you have issues with security plugins. When you update the security plugins, I would have, I would have to create this very complicated checklist so that when you update a plugin they would have to go to every page of my website to make sure nothing broke because I would end up having situations where a plugin, you know, if I had an auto update I would find out weeks later from a random website visitor that a part of my website wasn't working properly and I had no idea this whole time because the only thing I was getting notification on is whether or not the website went down.

Cody: [00:58:31](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3511.99) You know, like you can check, there's nothing that shows you if your website's partially broken or hacked because you had an insecure or outdated plugin.

Brent: [00:58:39](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3519.51) Yeah. That seems to be happening more and more with wordpress. Unfortunately. I think the problem with having such a huge platform like they do is that you know, it's going to take them a very long time to fix that because they have to have backwards compatibility with all these sites. And I know just from digging into the code of their latest project, which is a new front end editor that is based on react and has some really good principles of Java script and some great principles of web development that are making things more secure, more fast. The only problem with it is that you know, you ultimately end up still having that PHP database. You can't get away from it and that's going to slow you down in the long, like you said, you get all these security issues and then you know, the great thing about wordpress, you have so many plugins.

Brent: [00:59:27](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3567.47) The bad side of it is you end up with 50 plugins on your site and you don't know which ones crashing it, you know, or there they all update and then everything breaks. So yeah, I think webflow like you said, is a really, really great option in the no code space. And then if you are building with code, the platform I built, launching myself on is it's a react built site and I built it with Gatsby, which is really just one of the most phenomenal pieces of technology I've seen recently. It's just a, it's like a static site generator on steroids and Gaspe can actually take data from wordpress if you're using the wordpress API or you can use one of these new content management systems like Contentful and you can just plug it in and it's lightning fast, super secure and kind of uses some of the Nextgen web concepts like lazy loading, statically displayed content. And so you end up with just super fast page load times.

Cody: [01:00:22](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3622.14) Now I want to get back to a little bit about bubble. And so imagine if you're a startup founder or you have an idea for an app, you want to create it, but say your options are, you can pay, maybe you have a couple thousand dollars you can go to, to some development firm in India and try and pay them to develop the app. And the horror story that I've heard a lot of the times is that you have somebody who didn't know how to code, hired these India guys or wherever they hired them from. And then they ended up getting a VC money or the app started to actually grow and scale. Then they had to go back and scratch the whole thing and develop it all from scratch because it wasn't scalable and that so many problems and bugs with it, but at least they were able to use that to validate their idea. Now we have options with bubble. So if I'm somebody, again, no experience whatsoever, how long would it take for me? Is a single person non technical to develop an app within bubble? And what are the restrictions of a service like that versus say hiring somebody who can just, you list out all the features you want and then they just build it.

Brent: [01:01:21](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3681.01) Yeah. So you know, I think the biggest challenge that I see with going from kind of the traditional model of hiring to building it yourself is, you know, there's obviously going to be a learning curve when you're outsourcing it. You can spend time doing other things in your business, marketing, coming up with landing page, et Cetera, et cetera. But the problem with that, obviously when you do outsource is that you end up with a product that you just, you can't edit unless you either build it from scratch like you said, or you go back to that same team and then maybe they charge you double, you know, to make edits or you know, suddenly they're not available. So you really are putting a lot of dependency on an outsource team and that's where you start to get into a lot of those horror stories that you end up with an application that maybe it works pretty great, but then you go to make v two and then v two is a disaster.

Brent: [01:02:11](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3731.47) So yeah, I really think that the downside with bubble is that you have to probably spend a good couple of weeks in the platform to get up and to get comfortable because it is such a complex tool. It's, you know, a nontechnical tool. But you know, you still have to know fundamentals of web app design. There are a lot of good learning resources available now, which is great. And the real tricky thing is that you just have to spend your time well in the platforms. So you have to, you know, build small projects. You know the, the classic builds your first to do app so that you learn how to make something that you know, can interact with the database, you can check off as a to do, you can add it to do. That's kind of the classic. And then you know, ultimately if you do build something with bubble, you end up getting a huge advantage in that one.

Brent: [01:02:58](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3778.62) It can scale slightly farther because you're really going to need to rebuild maybe after you get tens of thousands of users depending on what type of app you've built. But the ultimate benefit is that you can edit your applications. So let's say you launch and you find out that conversion rate is pretty great on the homepage, but not the secondary page because users are concerned about, let's just say the language of a button or even the color of the button. You can go in and you can make those changes without having to Rehire a development team just to do that.

Cody: [01:03:28](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3808) Right. And on a side note, I, I've seen through two perspectives where you will have say a startup and then they hire people who only come from a bootcamp and they, they, you know, learn how to code very quickly. And the quality of the code isn't that great because they're pulling from say get hub and all these repositories and resources and they just try and create a Frankenstein of a product is they don't know how to create the fundamental architecture of the actual software. And then you have people who go to college and get cs degrees and they know how to create a scalable product that's not going to break because of x amount of users or what have you. And I, another example is I've seen people who will say that I don't know how to build a startup. I don't know how to code.

Cody: [01:04:07](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3847.15) So I'm not going to code because I'd have to go to college, I'd have to do all these things. And it's gonna take me a long time and I think you need to look at what your priorities are. If your priority is to build a version 1.0 for product to validate your idea than maybe spending three months to try and learn basic code or to learn how bubble dot s would work and you can build something on your own and then once it achieves success, then you can go out and hire somebody with a CS degree to redesign the architecture of your product and not have the mindset of, Oh, I need to learn all these things before I can launch. And so I think there is a middle ground that you need to have of what your priorities are of of how much do you need to know versus what can you do as a minimal viable product to launch a startup.

Brent: [01:04:51](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3891.69) Yeah, no, it's a good point about what you actually need to do to get off the ground. And, and obviously that's going to really vary depending on how complex the idea is. You know, if you're building an application that uses machine learning or is super technical, relies heavily on a lot of different API APIs, you know the foundation of your app is something that you want to be really strong and it might make sense to hire an expert developer, but you know, being objective as much as possible and saying, okay, if I build something with maybe you know, two less features, but now I don't need to integrate with all these different services. Now maybe I could just build it with bubble, get it off the ground and then you know, and then I can start to build, maybe rebuild at a certain point. It's really just all you know, dependent on what your goal is. But ultimately it comes down to how much you want to put in yourself versus hiring and, and what your skill set is.

Cody: [01:05:50](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3950.38) Now on your website, launching myself.com you detail all the projects that you have while you're currently working on. You also have the newsletter. Now, if somebody is interested in building a startup, learning more about bubble, do you have a blog post way on your website where they can go and kind of get a,

Brent: [01:06:07](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=3967.82) yeah, so I'm probably going to be putting a lot more effort into my youtube channel. You know, I had probably seven or eight videos on how to build bubble and you know, my education platform that I built had, you know, probably maybe, I don't know, eight or 10 different courses in how to use bubble. You know those, I all sold with the company last year, but I'm going to be putting up some more videos. I have one video now up on my youtube channel that will address this. It's kind of just an intro to card and webflow and bubble. But yeah, you know, I think when it comes to what tool I use for the Java, I try to just think about what the different requirements are and if it's best built with or without code. And so I do have a section on the website where I kind of detailed that process. It's on the toolkit section. And so that's also a good place to find some info about, you know, whether you should use bubble or you know, stick to something with react or something, an attritional coding language.

Cody: [01:07:06](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=4026.85) Cool. And then I guess lastly is, is about self confidence about if somebody is wanting to develop an app, what would you tell them whether they should spend the next six months of their life building something or whether they should just continue at their job. How you develop the confidence. Just say that you want to be a startup.

Brent: [01:07:24](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=4044.04) Yeah, I think, you know, confidence is a pretty huge aspect of it and it's hard to develop that skill. You really have to be someone who can cultivate that self confidence. And I definitely don't think that entrepreneurship is for everyone. You know, there are some people that are really just using entrepreneurship as a crutch to escape a job they don't like. Um, then there are people that, you know, genuinely, which I think I put myself in the category just, you know, find that when they're working for themselves, it's kind of their highest calling and they can't see themselves going back to traditional employment. And so if you do realize that you're that kind of person and that you know, entrepreneurship is for you, it's really just taking it one step at a time and figuring out where you're lacking in your skills. And then just having a growth mindset of, okay, you know, I'm not bad at marketing, I'm not bad at coding.

Brent: [01:08:14](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=4094.08) I just don't know those things yet. And so I just need to figure out in put in place a system, maybe it's if you have a full time job, maybe it's just 30 minutes a day, you just dive into bubble, you'll start to build, you know, some small applications and then you realize, okay, I kind of get how web apps work. Now I'm going to go to tree house or another site and learn some concepts of PHP or Java script. You know, like you really just have to start somewhere. And so, you know, I think back to the beginning of my journey when, you know, as building basic wordpress sites, didn't know that much. Just do a little, you know, basic html and CSS and it's just a work in progress. You just got to constantly be developing those skills and then hope that over time, you know, that collective wisdom builds into a set of skills where you can actually start a successful business.

Cody: [01:09:02](https://www.temi.com/editor/t/e-eHFraBNibfr_CMDRGZPE0jNhurLL-yf_4CfgJEKRpqXOclsUUH17cbE6vdFEi7fcg0uj7KQbBcRZM15wY3AAhqLBM?loadFrom=DocumentDeeplink&ts=4142.88) Yeah, one step at a time. Growth Mindset. Brent, I absolutely love your newsletter. I, I've loved this interview and if you haven't already, go to his website, launching myself.com sign up for his newsletter too. I'll be following you and I'm looking at you for helping me to figure out how to build my next step with bubble. So thank you for being on the podcast, Brent. Thanks for having me. Cody.