

**Ep #188: Chandler George and Matt Patterson -
Business Growth Hacks**



Full Episode Transcript

With Your Host

Dr. David Phelps

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Dr. David Phelps: And so we want them to have a business with some leverage that they need to keep and continue to work, but have freedom to live and go anywhere, or they can turn around and sell it for multiples and to something else while the market's still hot and open to that.

You are listening to The Freedom Blueprint Podcast with your host, Dr. David Phelps. You'll get straightforward advice to transform your practice into a self-sufficient cash machine, compound your net worth, and multiply your cash flow stream with hassle-free real estate. More at freedomfounders.com.

Dr. David Phelps: Good day everyone, this is Dr. David Phelps of the Freedom Founders Mastermind Community, and Dentist's Freedom Blueprint Podcast. We've got what's going to be potentially, a very, very fun interview today. I say potentially, because these two characters with me today are really great friends from year's past. We'll give you a little of the background story, and how we came together and kind of what we're about in life. Hopefully you'll pick up on some of the energy here. It's also a real opportunity for those of you who are in practice, or any business, and you want to be able to scale, increase the revenue streams, and therefor, the viability of the sale of that business or practice in the marketplace.

I'm not constrained by the old models if you will, that we'll talk a little about, but there're new opportunities today, if you just know how to plug and play. And my two good friends, and colleagues, and experts today are going to help us do that, so we'll start the conversation.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Let me first introduce these esteemed characters, if you will. I'll start with my good friend, Dr. Chandler George. Chandler sir how are you?

Chandler George: Awesome! Thank you, David.

Dr. David Phelps: It's good to have you here. So Chandler and I, gee whiz. What can I say about our past? We've mountain biked fourteeners, we've hung out in the swimming pool along with our good friend, Matt Patterson, I'll bring in. We all have been around the Mastermind groups. We found each other through Mastermind groups, which I will say today is one of the best investments I ever made because, I found not only great content and mindset breakthroughs, which we all need in life because we get constrained by our own self limiting beliefs about what's possible, so you find other people with a mind set that's gone maybe ahead of you, and you find out it's not so scary, and there're ways to move ahead.

And then I also find some of the best people, and truly, you guys are in my inner circle of people that I know I can trust, and I appreciate you for that. So Chandler, first of all, thank you for being on here today.

Chandler George: And thank you for having us. We're excited.

Dr. David Phelps: And then Matt, Chandler, Matt, my goodness. Hey again, same thing. You and I and Chandler come from the same broad experience. You know, I think we could say that all three of us are seekers. We've gone through a commonality in life, in education to get to a point in certain careers. But those career paths have deviated for all three of us. For the right reasons. Life is constantly changing. I'd say the three of us for sure, have never been ones to stagnate, or say, "Woe is me." Or, "This is

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

what life is, I'm a victim. Life's unfair." Yeah, it hurts sometimes, right? When things don't go the way we plan it, but there's also another side.

There's a positive side that comes out of any adversity. Matt, we'll share a little more about your life, your story, in regards to that. But that's again, where you and I have a commonality with children, with kids. You know, your passion, what drives you a lot today in the message you want to take to other people. We'll jump into that, so Matt, so glad to have you here with myself and Chandler today.

Matt Patterson: So very grateful to be here David, thank you very much.

Dr. David Phelps: You know, I'm going to mention it right at the top here, because I'll get going with these guys because we have so much fun. In Dallas, Texas, October 13th and 14th, and that's going to be a Saturday, Sunday. These two great guys, Chandler and Matt, are hosting a conference called the Growth Hacking For Your Business Conference. So you actually go to growthhackingforyourbusiness.com. Nicely how that fits, you guys. You guys are so sharp on the domain site, so growthhackingforyourbusiness.com, and get more information about it, and we'll talk a little more about what's going to happen there during this podcast.

So I'll just give you a heads up there. Don't switch away. If you're driving in your car, don't be looking up domains right now. Wait til you get home. We'll put a link on the podcast show so you can grab it. But that's October 13th and 14th. Some of the things we're going to talk about today will be gone into great more depth during those two days.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

So Chandler, let me talk a little with you first. You come from chiropractic, I come from dentistry. Very, very similar professional practice models. So much similarity there that we talk a lot about that, all the time. Today, there's an impasse. There's really only been a couple ways to add value to scale up, like a professional practice, or really any business, for that matter. Those two ways, primarily, have been what?

Chandler George: Well, they've been actually add more doctors to your business, or more staff. Leverage, or more bricks and more overhead facilities.

Dr. David Phelps: And so that's possible, it's possible to do that. It's being done today. The constraint that increasing the value of a business or practice in that regard is on the exit strategy. So someday, every business that's built, is going to be either sold or passed on, right? And to do that, to make that sale, there has to be exchange of what? Capital, right? That capital has to come from somewhere. Usually, it comes from a bank who understands revenues, cash flows, even net profit, that kind of thing. And they look at those numbers.

And the problem, if you've got a business, or a practice that you've done great, really, with the revenues, and therefor the evaluation, the problem is there's going to be constraint on the value that you can sell it because one person may be not able to go to the bank and get the capital divide. So now we have limited ourselves, and our ability to quote, cash out, right?

A real limitation. So what's kind of the new third way that one could actually add that initial revenue stream that could be an add-on, or what we might call a separate

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

sale, beyond the actual practice, and the real estate itself?

Chandler George: Yeah well the hedge fund people, they're interested in what you can do online. What are you doing to grow your practice. Well always for a dentist, and even to some degree a chiropractor has been, how do we expand our scope, right? We're always fighting laws to expand our scope. Well I'm a big believer of scale to sell, so one way we can scale is through online E-commerce. In other words if there're products that you can sell, that you can brand personally, let's say David Phelps Freedom Founders, we can brand them. Or Matt Patterson's Products, or whatever, brand them to you though, specifically. And then put them online, and then be able to sell them, primarily in an Amazon, or even a WalMart.com now as a distributorship model, so all the work is taken off you, which, you know, we sure don't want to do extra work in minutia. And now all of a sudden, you can scale it.

Right now in the business climate, \$803,000.00 is what a typical Amazon business is selling for, David. \$803,000.00 after two years of growth. After just two years of growth, and this is a phenomenal opportunity. Well that may be the complete value of the dental or the chiropractic office, maybe \$803,000.00 if there's no real estate. Or probably less if there's no real estate. So it literally could double or triple your exit strategy. Or you could keep it and have it as an income source if you need that instead, once you decide to bail out, which everybody gives people more money, as I have done and as you teach, and I've done it because of your teachings. But you know, buy more real estate, or do more things to get passive income coming in, right?

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Dr. David Phelps: Yeah, that makes a lot of sense. Now, give me an idea Chandler, what's the multiple on sale? So you talked about the average E-commerce site on Amazon selling for about \$803,000.00 now. What's the multiple of net? Like, let's take it back to our practice model. Chiropractic, or dentistry. Today, I can't speak for chiropractic, you can. But I'm saying dentistry, the multiple is really about you know, one and a half to two, maybe two and a half times net, which is relatively low for real businesses. What's that look like with the Amazon E-commerce? What's that multiple look like?

Chandler George: Eight times

Dr. David Phelps: Eight times, so Now we're really talking a real business here, because well, the difference is with a real business that's not dependent upon the owner doing the things, making the widgets, doing the treatment, you've got something that really can be scaled. And therefore, other investors would look at that net revenue and pay that multiple because it just makes sense.

Chandler George: Correct, yeah. That's exactly right. The doctor's don't actually think this way, right?

Dr. David Phelps: Well, yeah, you have to figure we're not trained to think that way. We're trained to think in terms of the value that we bring to the chair side, right? To the table. The majestic table right? The chair. The value that those long hours of education, those years of training. The expertise we have to mentally diagnose and treatment plan, which is a great skill set, but it is limiting. It's limiting in the fact that we have to show up on a regular basis to do those things, and as you said already, it's limiting in what that value on an exit is. So when someone's ready to sell their

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

equity in a practice or business like this, where it's solely, it's very owner dependent, there's a cap on that.

So when we talk about real business, in E-commerce, it's not that way at all. Now you get this multiple, it's eight times. The follow-up question then, since it is really a separate business of its own, a revenue stream of its own, what's that take for someone to get something like that of the ground? I'm going to have to hire other people? What does that look like? Because again, we've got doctors that need to focus on what they do, but yet having this extra revenue stream, just like having real-estate ... It can sound sexy, but you know as well as I do, we could get off into other worlds that we don't want to go into. How do we keep from getting off track and not staying channeled on where we should spend our time if we're going to do this?

Chandler George: Well, you can certainly start small. You can start for as little as like \$5,000.00 online and start small, and have some part-time people do it, which is what we'll teach at the seminar. And you can start that way. Or you could actually go big like one of our key-noters who I'm also related to. He makes \$120 million a year, him and his wife, and he's in his 40s. And he did it, really the ultimate way, David. And he bought a business. He got a broker, found a business he liked, borrowed some money, bought one for a large sum, and then just blew the thing up over the last number of years to where it is today. Now they buy up other businesses like Helen and Troy, along with Mavala that they own, and 70% of all the income is through Amazon. It's through online.

In fact, one of their top products is a gentle product for nail biting that Henry Shine now sales that they distribute

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

to them, through them. That's just because he thought bigger than we think, or than you and I used to think, right? And that was really key for me to seeing what's possible. But Amazon and the online now gives us the opportunity, but if you want to start small, and just make a few thousand bucks extra a month to put your kid through college or whatever, man we can show you how to do it, and you could do that, or you can go big like Billy has.

Dr. David Phelps: Very interesting. One of the things that I think we have to acknowledge, and certainly this is part of my life is, I had to develop a different mind set about who I am, and take inventory of what my other assets besides just being a clinical dentist. Again, nothing wrong with that, that's a great place to start, right? But you talk about the battle for the mind of doctors or entrepreneurs for freedom, can you expand a little on that, Chandler?

Chandler George: Well, I think the battle of the mind is smart business people? I think smart business people, poss core administrators and others control doctors. As you know, I've got a lot of doctors in my family, you even got to meet my younger brother. But hospital conglomerate controls the hospital he works for. They're really the ones that control what he does and he's basically a golden handcuffed, sorry doctors I am one, but like a slave to the system, if you will. And they're really running the system. They're running the numbers, and who's really the smart on here? And so that's what I mean the battle for our mind.

We have outsold out mind for a few bucks. We've allowed ourselves to be sold like cattle for a few bucks. I want doctors to take ourselves back for the smart, bright guys and gals that we are, and be our own doctor

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

entrepreneurs, controlling our own destinies. Make the money we need to make and get free now. I know that you teach and talk about it all the time.

So that's my goal at Hartford, and while Matt and I are doing this, it's so that doctors and entrepreneurs have the source and the resource to go big themselves and get free, as opposed to giving away their power to some other smart business people who decided to have a bunch of doctors work for them. That's great, but that's not what your dad or my dad stood for, and they're both doctors, and that's what we want to change.

Dr. David Phelps: So by creating passive cash flow revenue, again passive meaning it's not dependent upon you, the doctor, doing the work himself or herself. That is what leads to freedom, right? That's what you're talking about, that's what I talk about was real estate. So creating these outside income streams, then leads on to say, "Hey, I don't have to be part of a conglomerate unless I choose to do so. Now I can have independence. I still want to practice medicine, dentistry, chiropractic, whatever it is. If I choose to do it and stay independent, then I can do it, but I can't do it if I don't have some additional revenue streams that not only give me that extra income, but also part of the exit strategy. Part of the wealth at the end game. I could sell off and actually capture that equity and reemploy the other investments."

Chandler George: And get out of the box. You know, if you still want to work, I'm all for that too. We've done all this education to get smart for our minds and be able to use it. But I'd rather work from anywhere. Like, I've spent two months in the mountains, and I know that you guys travel a lot. Well, my brother, I could invite him to come with me for a few

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

days, but unless he flies up for just three days, he can't come. He can't come. I invited him to go snow skiing in February, he can't come. Well, there's a problem there. They should be able to at least have the freedom to come, but they're not running, as you said earlier, a real business. It's something if they're gone for more than two weeks, they're probably isn't a business left. And so they're forced to actually be in the business.

And so we want them to have a business with some leverage that they can keep and continue to work, but have freedom to live and go anywhere, or they can turn around and sell it for multiples and do something else while the market's still hot and open to that.

Dr. David Phelps: So Chandler, how did you come about this thinking? What was your breakthrough? What pushed you from the conventional model into being very entrepreneurial today in your thinking and your activities?

Chandler George: Well I think it was my parents. I think watching early on the doctors in my family, watching them do some great things, but then seeing also where the limits were. And like you, I joined coaching at the age of 24. I was in Mastermind groups before they called it that when I was 24, 30 years ago. And it changed my life profoundly, and it kept pushing the boundaries. And then later, I even worked for them for multiple years around the country. That was the initiation of the change. And then still today, people like you, Matt, Billy Veto, who's speaking, who I'm related to, keep pushing the boundaries of what's possible. And I see it and go, "Well, why am I not doing this? You know, you only got one life. Let's be the best that we can and not settle."

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

I think sometimes in life, I like others have settled for things when I was younger, and now I'm not willing to settle at all, because our time on this earth is short and it's precious and we need to make the most of it. The only way I know how to do that is really properly leverage. And this helps you do that, coaching.

Dr. David Phelps: Yeah, leverage is a big word, but I totally believe that the right use of leverage in all aspects of our lives is the key. We just have to have the mindset to utilize it in the right way. And so that's huge.

Matt, so for you, kind of the same question I asked Chandler with, what has brought you to where you are today in your thinking, your activities, in your pursuit, your passion, kind of your mission? Give us a bit of your background so we can kind of understand where you're coming from.

Matt Patterson: Well, thank you David. First and foremost, my background is in journalism, writing editing, marketing, communications for healthcare organizations and non-profits. Seven years ago, I'll even backtrack even more. 30 years ago, my first daughter was born, and she was born with Down's Syndrome, which was a total blindside for my wife and I. Just two years later, she was diagnosed with leukemia, and I wouldn't say it was adversity, some people would look at it like that, but I look at it as a blessing. And shortly after her diagnosis, six months later, we had remission. The unfortunately, a couple months later, three months later, we had a relapse.

And then unfortunately, she passed away. My mission today is to share her story. Seven years ago, I sat down ... I'll even go, backtrack, have everybody go back and

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

forth here. 20 plus years ago, I was working at a daily newspaper. And once a week I got to write a column, and my two other daughters were primarily my material, so to say. They were at that cute age where they said silly things, or just heart warming things. At that time, there was a week that came that was Emily's birthday, and I was feeling a great deal of closeness to her, and I sat down and wrote a column about her story.

And how oftentimes, especially with children with Down's Syndrome, there're preconceived ideas about their abilities, where oftentimes we need to look at our own imperfections. More often than to, the remaining days of the week, I covered the courts and the crime, so for the people that got all upset that I put their family members in the newspaper because they either got a DUI, or something even worse ... It was in a small area, so people knew where I lived, it seemed like. Or at least they knew where I worked. But once a week I got to write a column, so it was an opportunity to show that I actually had a teeny tiny sense of humor. That I could also touch your heart and say something that would warm your heart, melt your heart. And that week I sat down and wrote a column.

After it came out, that was probably the only time I ever got positive feedback on an article about my work. When it came out, somebody said to me, "Hey, you should write a book. I'd like to know more." And fast forward the last 10 years, the independent publishing, self publishing has become quite the business for companies like Amazon and other companies as such. And seven years ago, I sat down, and I pulled that newspaper column and tried to stretch it and expand it, and I wrote a book.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Basically, I wanted to share Emily's story with the world, and try to find a way to do that. To this very day seven years later, there's not a day that goes by that I try to at least find one person who will listen to me or read my book. I try to make it available to as many people as possible for, right now, they can download it on Kindle for \$0.99.

I just try to ... I'm very passionate about special needs children, and childhood cancer. And right now, we're in the midst of Childhood Cancer Awareness Month, and actually, this Saturday will be the 28th anniversary of Emily's passing. So a very emotional month for me and even next month, October, will be Down's Syndrome Awareness Month. And actually, I feel like I can share now where at the event we are going to be making Be The Match, which is a bone marrow national registry, and try to raise funds for Be The Match.

At one point in the book, which is title, My Emily, my now oldest daughter Lauren, was an exact match for Emily. Unfortunately, while preparing for a bone marrow transplant you increase the intensity of the chemotherapy. Emily, when you're using chemotherapy, you're not only killing the bad cells, but you're also killing the good cells. And so, trying to find people who can be the match for someone and especially for children. And during this special month, hopefully we can do that.

So that's, somehow, that's my background. That's my mission, that's my passion. Is to be an advocate for families with special needs children that have cancer, and also parents that are also grieving the loss of a child. So that's me. I hope I answered the question okay.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Dr. David Phelps: Yeah. No, no, that's really good because it's obviously very heart felt, and so that became your first self published book, which the actual title is ... Matt?

Matt Patterson: My Emily.

Dr. David Phelps: My Emily. Chandler and I have known your story when we first met you. What you've done, is you said, "With this blessing." Not a tragedy, not adversity, but a blessing. You've taken a blessing and you have touched other people's lives through that, and I think we know that, and you said that you got kind of the first positive feedback from that first column you did about Emily. Well, why? Because real stories touch other people. That's how we connect. That's how we connect in life.

And you can take real stories about your life or other people's lives, and when you describe them, there's always a connection to people. And then you can teach lessons, you can do all kinds of things through that purpose, through that mission. In this case, you advocated for people that are going through, have gone through something similar. And they're connecting with you because they feel that sense of likeness. Of going through the struggle with you, but also seeing that there's another side. There can be a positive side to what at times feels just horrible. Horrible. I mean, you can't even just talk about the feeling that anybody who's gone through that at the time, it's very difficult.

Matt, so why a book? I mean, you started with a column, which was awesome. Why a book? Why is a book important to use for anybody who wants to get out a message, a story, instructional, lessons, education? Why is a book powerful?

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Matt Patterson: Well number one, I think people who are experiencing similar circumstances will just say, "We'll stick with the story right now." Like for example, your beautiful daughter, she wrote a book, and I have to give you props, you were one of the every first people that allowed me to try to market their book. And we were fortunate enough, we took Jenna's book to number one in her category, which was cancer related.

And so obviously, something very near and dear to my heart, but I also wanted to say thank you for trusting me to market that book. And we took it to number one on Amazon in her category. But I think oftentimes people want to read someone else's story. Or, there's someone searching for someone's expertise, and what makes your ... So you're in the industry right now, David with real estate. What makes you different? You've written books, and people want to know how to, and also, get to know you and trust you.

I think once somebody reads a story or a book, they feel a closeness to that person. Whoever the author may be. And I think you gain a level of trust. I think oftentimes, as we network and we share our authenticity with people, that we can help them. No matter if it's expertise, or if it's someone who's going through a trial or a tribulation, you gain a certain level of trust and that's when you know, you're allowed to share it with anyone and everyone from a paperback standpoint. I used My Emily almost as a business card. I'll give it to anybody and everybody that'll want to read it. Also, from the electronic book standpoint which is what I do for people as far as marketing books. And I think trying to put it into as many hands and hearts and noggins as possible, to allow the word to spread.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

I mean, right now with Amazon, I mean, you can share it literally. I'm fortunate enough I've had downloads of MY Emily on every single Amazon site that are around the world. Everywhere from Japan, Mexico, France, Germany, Spain, US, Canada, and it's just a matter of being persistent and consistent as far as trying to get the word out.

But if it's paperback, like for example, if you're doctors, you can go out in some offices, especially with dentists. At least from what I understand, a lot of dentist's offices have marketers who go out and try to generate business and have these really nice folders that look really nice and glossy and they look really nice. But you know, you have some of your content in there, and how about when you go to someone who you really would love to generate a business relationship with? If you have a self published book in there, that it's clean, that it's professional. It's a book ... It's not, I see books out there that I mean, look like they're thrown together. I mean that it's got a quality cover. I always tell people to take a field trip to a high end bookstore, and start taking pictures of covers for people who want to write their book, and to have a very professional looking, but professional reading book. That it's clean, it's free of grammatical errors and spelling. And I mean, just typos in general, and nothing will kill your credibility if it's not professional.

So I can't urge enough, when people are using a book as say, a business piece, that it has to be professional and clean. So there are great leverage and marketing opportunities, and showing what's separating you from your competition-

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Chandler George: And I'm going to jump in, I think one thing to do with the book is like if you're selling on E-com with the book, in other words, if a book could sell one product on the internet, we see doctors doing this all the time in the space. Not all doctors, but a few. But taking a book, and selling one particular product, even though the product is on Amazon, right? And using a book. That's how I'm going to do it if I have 10 products on Amazon that are nutraceuticals, which that's the space I'm in, I'm going to have a different book for each one.

Okay Matt, write the book. Here's what we're going to go do with it, right? So it's credibility the problem that separates me from all the other competitors on Amazon selling a similar supplement, or nutritional whatever, when maybe there's only one or two others doing a book. You know, probably 5% of the market or something, I'm not sure. So I see it that way.

And too, it's also the internet, right? It ties right directly into the internet once again, and takes everything online, which is kind of what we're all about. Whether it's Amazon or however Matt chooses to do it. So I think it's just another vehicle to add that credibility piece to separate the doctors or any entrepreneur for what they're trying to do online.

Dr. David Phelps: Yeah, absolutely Chandler, good commentary. So, what if I don't have a great story, or I don't have a background to develop a book like you guys have? What's the next step?

Chandler George: Well I think you do. One of my coaches taught me, one LT actually, Zeke Ziggler, when he was alive, one LT guy 130 years ago, he said, "Chandler, I know you want

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

to write a book. But you're not 35 yet." She says, "Once you're 35 you've had enough life experiences to write a book." Now I should have wrote one at 20! But I wanted to write one then, I wrote one at 36. My first one was like 19 years ago. But she said 35, but she had these different stages. That's what she taught me. But I think anyone that's had any experience as Matt was getting ready to say, like his daughter Emily, your daughter Jenna. You got a reason to write a book right there that will help somebody.

Matt Patterson: And getting someone where if somebody does even have a story. Perhaps they have an expertise in some facet of business. There's nothing more intimidating than where you finally have decided, okay, I'm going to write a book. And then you sit down behind your laptop or your desktop, and you've got a blank white screen staring at you with a flashing cursor. Okay, where do I start? And I am a big, I am a huge believer in use of our smart phones. Because more often than not, there is some sort of app, when you have bought your phone to dictate anything. It could be client or patient notes. Why not just walk around and start throwing your thoughts together?

It doesn't have to be the book, you know, "It was a dark and stormy night ..."

Chandler George: I'm going to jump in here, it doesn't even have to-

Matt Patterson: "And it rained." Pause, pause.

Chandler George: Matt, it doesn't even have to be a full book. It can be an anthology, where you write just one chapter. I remember my first book was 20 something years ago, and my patient wrote it. My 76 year old patient wrote the darn chapter for me, and there was my book, "Productivity

[Dentist Freedom Blueprint](#) with Dr. David Phelps and Evan Harris

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Path.” And then my next one was a tips booklet. It wasn't a book, I didn't know enough, right? But I knew how to stretch, and do it, so I had a tips booklet. And so, those things all were quote, unquote “books” that sold on Amazon, even though they weren't-

Matt Patterson: Yes, absolutely.

Chandler George: Right Matt?

Matt Patterson: Absolutely, and I mean there're quote books out there. You may have a certain expertise or area that ... I mean for example, I could very easily within a week or two, get a cover and put together a quote book.

Matt Patterson: Say again? I didn't quite catch that.

Chandler George: I said ... got rich on quote books, so ...

Matt Patterson: Oh yeah! I mean quote books, and there are a lot of people that just do quote books. Like for example, my second book is a complete opposite of My Emily, although there is a little bit ... Where Emily, you laugh, there's a lot of self-deprecating humor. You cry, if you're a crier, but hopefully you walk away inspired.

My second book is more geared towards organizations that you have individuals, team members, employees that are going through a crisis, such as I went through. And oftentimes, a personal crisis affects professional lives, and this book is more geared towards leadership and organizations, on how they can help individuals who are going through a personal crisis. And not only help them personally, but also, the organization can still be successful by helping each other, pitching in, teaming up, and then, the end result of all this, when you've helped

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

this person, and the organization is successful, you gain amongst this team a very deep sense of loyalty.

Because once the next team member has something they go through, it could be the diagnosis of a child who has a life threatening disease or a parent are going through something along the lines of say, a child who's gone astray, or you're going through a divorce. There're just certain things that can affect someone's performance at work, and how we can go in and help them. And not only help them, but be successful as an organization and gain the loyalty of your team. So there's no end to what someone can do. And I would hope that anyone who's listening that comes to the event ... I've always, for years, had people say, "Hey, Matt, can I pick your brain?" And if I had a dollar for every one of this, we probably wouldn't be sitting on this call right now.

There's an opportunity, where I think these events are so important. Not only, it has created friendships. Not only just friendships, relationships that we take for years with us. And with you surround yourself with just positive, and people that have a purpose and a passion, I just, I love sitting down across from someone, and hearing their idea for their book, or their story or their expertise. How can we make that happen? And when you come to an event like that, it's any kind of event, and you sit across and you meet people who have common interests, and they want to do things that are just bigger than big, and huge. It's just, it's inspiring.

It's one thing to buy some PDFs and some pre-recorded videos. Nothing relates to having that one on one relationship with another person that can help you.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Dr. David Phelps: Yeah, I think what we would definitely all say is that going to a live event with people that are also entrepreneurial, and are looking for new ways to do things is that one door leads to another. Something always happens. Sometimes it's not even the real intent of why we went to a certain event. We went because we had one purpose, all of a sudden, another door opens to the left or the right. You never know because of the interactions that happen there.

That's why I always say it's never good to live life solo. Is it guys?

Matt Patterson: No. You know what? One of your quotes, I will always remember, and I heard this seven years from you. Your net work is equal to your ...

Dr. David Phelps: Net worth, yeah absolutely.

Matt Patterson: Net worth, yeah.

Dr. David Phelps: You know, and net worth-

Matt Patterson: I'm telling you, I believe it was a Western in Los Angeles, one of the very first times we met. And you said, "Your net work is pretty much equal to your net worth."

Dr. David Phelps: I always say, yeah. What I say Matt, is that you know, if somebody, or some government agency or some creditor for some reason, was able to just, you know, just take everything away from me. Just take it all away, and said, "I'll let you keep one asset, David. Tell us, what do you want to keep?" I'll say, "Give me my Rolodex of my friends. Let me keep my contact with my friends." You give me that, I'm good. You can have the rest, because

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

you know what? I can start over, because I know people like you, and that's what makes this thing work.

So all right, the event.

Growthhackingforyourbusiness.com Dallas, Texas, October 13th, 14th. Saturday, Sunday. This is, you're going to learn how to scale, create some revenue streams of your business or practice. How that scaling can also turn into higher multiple evaluations on an exit practice. And in doing do, you're going to also find out through Matt Patterson and Chandler, how you can create more credibility authority, which is a key to unleashing the expansion and scalability of any business, or any business revenue stream.

So putting the two of you together, you guys, I think are very, very smart to put the two of you together because they go together. We're all done. It's going to be a great event. Anything else you want to say before we sign off-

Chandler George: We have three other great speakers too. We have Billy Vito, the owner of Mavala Worldwide, \$120 million a year company who is one of the biggest players on Amazon, and he happens to be a cousin of mine, so lucky am I, who's going to be speaking. Also a doctor Taylor Smith, a young chiropractor who is an inventor of any entrepreneurs or doctors are inventors, this young man is an inventor. But also, sells online while practicing full-time in the Houston area and having children. And then, we have Shirley Tan that you probably know as well, David. Who's a good friend of mine that just invented to posture keeper, which I'm a spokesperson for as well. And she's doing Kick Starter now. So we're going to cover all of these things in the course of our event, Matt and I.

Ep #188: Chandler George and Matt Patterson - Business Growth Hacks

Dr. David Phelps: So if you want to come and expand your own horizons, expand your mindset, expand your relationships, your network, this would be the place to be, so I highly recommend it.
Growthhackingforyourbusiness.com

Chandler George, Matt Patterson, thank you gentlemen, it's always a pleasure. It's great to see you, and thanks for your time today.

Chandler George: Thank you David, we appreciate asking us to come share our event.

Take the next step at freedomfounders.com. You've been listening to another episode of the Freedom Blueprint Podcast with Dr. David Phelps. The place to be to create your freedom lifestyle with more time off, security, and peace of mind. More at Freedomfounders.com.