

**EPISODE 1625**

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**FT:** So Money episode 1625, million-dollar weekends and tactical business insights with Noah Kagan, CEO of AppSumo and author of *Million Dollar Weekend*.

**‘NK:** *I always thought it was really risky to have a job that I hated doing what I didn't like with people I didn't like versus at least giving myself a chance. I know that a lot of people have day jobs, and I think the traditional wisdom in entrepreneurship is like, ‘Well, you better go quit, and you have to go all in and burn the boats and 10x.’ It's like, ‘Nope, I never did that.’ And I don't think you have to do that. I think, especially if you have a family, especially if you have a mortgage, you don't – I wouldn't – I personally would never want anyone to ever risk that.”*

[INTRO]

[00:01:06]

**FT:** Welcome to So Money, everybody. I'm Farnoosh Torabi. Our guest today, Noah Kagan, was a one-time cubicle monkey at Intel. But then he was number 30 at Facebook, number four at Mint, and today the CEO of AppSumo, which is an eight-figure company. He's an early adopter to the Internet, let's just say. He had a blog in the year 2000, and he's started multiple million-dollar businesses. He's considered a mentor to many successful entrepreneurs.

Today, he's here to share many of his insights and strategies taken from his book, *Million Dollar Weekend: The Surprisingly Simple Ways to Launch a Seven-Figure Business in 48 Hours*. You know I play devil's advocate, but Noah surprised me. He knows that this might seem unattainable, so we go right into it. How can you actually start not just a good idea but a million-dollar idea in two days?

Noah shares the top business ideas he thinks you can scale really well right now and how to decide where to invest your money to make your business a success. What do you outsource?

What do you do yourself? I even get some interesting business advice from Noah. Here's Noah Kagan.

[INTERVIEW]

[00:02:23]

**FT:** Noah Kagan, welcome to So Money. My gosh, I'm a little embarrassed. It's been years. I've had this podcast for nine years. You should have been up there. I should have reached out to you nine years ago to come on the show but better late than never and especially now great because you've got this incredible book that's launching called *Million Dollar Weekend*. It actually came out just recently, and I want to get into it.

You call yourself a dinosaur, Noah. I call you Internet royalty. You got to stop calling yourself a dinosaur. You were like an original gangster. You had a blog in, I think, like the year 2000 before I was – I didn't even have a cell phone in the year 2000. You had a blog, just to give you a sense of where I was at technologically. How are you? How's your New Year going?

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**NK:** Thanks for having me. So – I wanted to sing with you. I love karaoke.

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**FT:** Yes. So –

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**NK:** So Money.

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**FT:** I've never done that. I think your presence is like turning me into – this episode's going to now be a musical.

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**NK:** We can – I'm not a music – I haven't seen Frozen yet. That's on my bucket list. 2024 –

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**FT:** What?

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**NK:** I know. I know. I'm having a kid this year, so I've got two babies. I've got –

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**FT:** Okay. Well, you will. It'll be – it'll happen. You don't have – it will be effortless once your kid –

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**NK:** I cannot – I'm going to have a paper baby, which is this book, and I have a real baby. So I've got two kids this year but one I care a lot more about, the real one. Hopefully, you guys don't have to guess.

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**FT:** Yay. When is that? When is your – when will you –

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**NK:** That's due July 8th. He's healthy and all that stuff. His mother wants me to only read a *Million Dollar Weekend*, though. She said, "Look, this is – there's one book that every kid needs

to read to grow up, and thank God you wrote it. So if he wants to be an entrepreneur like his dad,” and I like to be a good example, “He's going to just have – that's his nighttime stories. Just here's how you're going to get your first dollar, Baby Noah.”

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**FT:** Wow, wow. So million dollar. You're an incredible marketer. I'm going to get into some of –

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**NK:** Thank –

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**FT:** You have a – I mean, do you think that you were sort of – you arrived on planet Earth with disposition towards entrepreneurship. Do you really think that you have the DNA for this? Because I think that some of us do. Others, we learn it.

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**NK:** I think I have a propensity of curiosity, and I saw my parents less afraid of asking questions. But what excites me, I was thinking about this earlier today specifically, was like I love the shy people. I think there's this common misconception that people think, “Oh, you've got to be a big, loud, obnoxious, annoying person to have success in business.” I think there's a lot of sweet, kind, introverted, shy people that maybe want to try a different path out. I do believe everyone can be an entrepreneur, and there's people –

I was talking with Eric Bandholz from Beardbrand. He's not someone that's like super flashy and all this stuff. Guess what? That's great. It can work that way, too. I think there's things that most people need to improve as skills, and it's not something like a sport, right? In sports, you have to have some physical ability, right? A lot of times, that is genetics. In entrepreneurship, it's universal, which is so cool. It's available for everyone.

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**FT:** Million Dollar Weekend, really? You know I'm going to ask with a side eye, right? Like, "Come on." I definitely think that you can ideate in 48 hours, and you can scribble some really smart things on paper in 48 hours. You could definitely get a website together. These days, of course, we have so many more resources. The barrier to entry is zilch. But will it be good? You're promising that not only will you launch. It'll be fantastic, and you can make millions. Okay. What's your answer to the people who are like, "Really, Noah?"

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**NK:** My answer is wondering who are the two people that are going to change their lives today by listening to the show. That's just someone's listening is going to say, "Hey. I listen to Farnoosh, I listen to Noah, and I decided I want something better in the future. I'm going to change my life today." You can create a million-dollar business in a weekend. That's possible. I've done it numerous times, and I'm seeing others do it now, too, specifically from the book and also from things I've started in the past where I've helped people.

Now, let me be crystal clear. You're not going to make a million dollars in a weekend. That's just not – someone will do it. I think in the decade from when this book comes out, we will see someone do it. Something really interesting will happen. I would say 99% confidence that can happen. What most people will do is that they can get a million-dollar business going in the weekend. By sticking with it over some period of time, it might take a few years, they will be a millionaire. I'm curious which two people are going to do that.

Now, what most people do, though, is that they think they're not ready, or they think they have to get a million-dollar scalable thing. It's no. Most of these big million-dollar businesses can start as hobbies. Airbnb started as an email to a design conference. Facebook, a weekend where he copied someone else's business. AppSumo.com I started for \$50 in a weekend. I did it, first sale \$12. Then I stuck with it. Now, I think yesterday it was \$212,000 in sales for the day. The point, though, is that you can do it. You can get started. It does start at one dollar. That, eventually, yes, will lead you to maybe grocery money or something even bigger than that. It only takes 48 hours to get that started, which everyone has available.

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**FT:** Your business plan for most people is to try to get three paying customers within 48 hours. Clearly, not the million-dollar solution, but I appreciate you said this isn't going to be like a 48-hour million-dollar plan but that you can scale to that. So what are you seeing these days as like the types of businesses that can be weekend successful? Obviously, we're talking here mostly about, I'm guessing, Internet-oriented businesses. This isn't like you're starting a shoe store. That's a lot of overhead and rent. If we're talking about swiftness and access and starting quickly, I'm imagining something Internet-oriented. But what are you seeing really work these days?

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**NK:** Yes. There's a woman named Mackenzie Seale, and I think I'm assuming like a lot of your audience is educated, intelligent.

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**FT:** Very, yes.

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**NK:** Has probably good salary, good-looking. You probably have a great looking audience.

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**FT:** I'll tell you what. I just surveyed them. Majority make six figures. Many, I would say like half, have masters. Some have PhDs. I think 15% have PhDs. We're into like investing in ourselves. We're not shy about that.

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**NK:** A lot of these people, and I'll give you specific businesses, think it's got to be some big scary thing, and they've got to commit a lot of time, and they've got to take a lot of risk, and they've got to spend a lot of investment. The reality is, actually, that's not true. That's just a misconception. So the reason I said that is there's a woman, MacKenzie, who read *Million Dollar Weekend*, and she had a job at Warby Parker.

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**FT:** Oh, yes.

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**NK:** Yes. Warby Parker. She also, I think, worked at one of these other pretty large companies. She dreamed of having more side income. The thing that's interesting is, especially, and you're very familiar with finance, what's a great stock market return, 10%? Whoa. You get an index fund, and you get 10%. Real estate. Okay, maybe it appreciates 2x. Maybe you get a seven percent return a year on your cash. Wow. With entrepreneurship, I put \$50 in. Last year, I made over three million dollars personally, right? I don't say that as arrogant, right? There's definitely years where I made very little, and that was okay, too.

But it was by the upside of entrepreneurship and getting started on it can you lead down this path. So with MacKenzie, she dreamed of connecting more with people and having her own controllable income. I've been fired a lot. If you have a day job and you have a six-figure salary, if you're not in control of it and you don't decide it, then someone else can control with one decision your destiny. I didn't want to have that. I want to at least have that option available for myself and for others. So she had the idea to do greeting cards, not some slick –

Especially on my YouTube channel you'll see this. I thought you only can get rich in tech, and that's just not the case at all. That's absolutely not true, and that's what I find so exciting about the world is you can do whatever you're interested in. Ideally, you make sure it's a million-dollar opportunity if you want to make it a business, and it can be that as a business. So she started out messaging some of her friends, following the process. Now, in one year, with greeting cards,

which I was expecting her to make a little bit of money, in one year, she sold \$50,000 worth of greeting cards.

This is not a person who's had some big social media following or went to some MBA kind of school. She's a normal undergraduate degree making six figures, which sounds like a lot of your audience. I come from tech, so that is a lot of how I've started it. But the more the thing about the book is that how do you help people just get started, right? How do you help people get better at asking, which is the other kind of key things that have held people back from success in business? Then following a process whatever kind of business they're interested in.

Guess what? It's not going to work. That's why I teach, how do we overcome fear? How do we overcome failure? Because I tried to start an offline business. Reading the book, I tried to start a lawn care business because that was what the audience wanted me to start. I went and knocked on a bunch of doors, and we filmed it. It's coming out in a few weeks. I kept – and these are my neighbors who know me. They're like, “Don't you run AppSumo.com?” I'm like, “I know. I know. But I really care about lawns,” which I do actually, as you get old. When you're 40s, you care about lawns.

They rejected me, my neighbors. It was like, “Okay, good.” I practiced starting. I got going. I did asking. But then that led me to then say, “All right. Well, this is really hard. Let me try to find something else that's, one, easier.” Because as you said, if it's tough to find three customers, it's not going to get easier. It'll get harder. Then I said, “Hey, I really hate DocuSign.” You know DocuSign?

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**FT:** Oh, yes. I use it.

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**NK:** Yes. I hate DocuSign. It's like 20 bucks a month, and then you have to upload stuff.

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**FT:** Most Adobe products are difficult I find.

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**NK:** It's difficult. Yes. So most problems you have are also business opportunities on the other side of them. You've avoided doing something at your house. Guess what? I bet you a lot of other people have done it, too. That's a business opportunity, and it doesn't have to be **[inaudible 00:12:28]**, so yes. That was an idea that I started reaching out to people saying, "Hey, I'm going to build this product, which is DocuSign alternative. Do you want to pre-order it?" I was able to do \$3,000 in sales in 24 hours not posting on social media, not emailing my list, and letting the audience suggest, "Hey, you're going to do a software idea. Great."

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**FT:** Yes. You want some proof, some evidence. What is some other evidence that may it not be financial that you're on to a really hot idea? Sometimes, the money comes later. Initially, when you're measuring the viability, the success of a business idea, what are some other variables that you like to see present quickly?

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**NK:** At the end of the day, it's customer first. So let's say you're trying to do a content business even. You're, "Hey, I'm excited. I met this guy, Talaat, from His and Her Money Podcast. His story is exactly *Million Dollar Weekend*.

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**FT:** I was just on his podcast, and they're great. Yes.

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**NK:** They are phenomenal.

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**FT:** I met them before they were their brand and they – yes.

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**NK:** Well, that's another part of *Million Dollar Weekend*, which is how do you connect with prefluencers. That's a whole later, once you've got to scale it. But what was fascinating with him was he was a teacher. As a regular teacher, definitely I don't think that's six figures, unless you're at a private school. But he got started, and he stuck with it, which I think is kind of the underlying key of success because you have to start something that can't have the potential. Then you have to not quit too soon, which we all have. We've all quit too soon something. Six years later, he quit his job debt-free, owns his house, and running a content business.

What are you looking for early on is are people excited to give you money. It's number one, so three customers in 48 hours because if it doesn't happen in 48 hours, it will get much harder. Or if you want to do a content business like him, if you're putting out this content, is it something that people are watching? Is it something that people are like, “Hey, when's the next video coming out?” I see a lot of people, and I've done this myself, try to start a business, and they stick with something that no one wants for a very long period of time.

I want this book, and it sounds like your book. I want early validation that what I'm going to do is going to have success, meaning I don't want to run really fast in the wrong direction. So in 2011, I posted an article on Tim Ferris's blog about how I've started so many businesses so fast and so cheap that I become million-dollar businesses. I put an article out because I wanted press for AppSumo. I think that article got millions of views very, very quickly. I was like, “Oh, wow. That's interesting. People are really excited about this content and the way I've approached it.” That led me to then say, all right, when I'm ready to write a book, I feel very confident that I can have a book that people will be excited to read.

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**FT:** I want to talk a little bit about the skill sets that my listeners may have that they're not appreciating because they're working at a nine-to-five, or they may not feel appreciated. But you mentioned Talaat who is a teacher, and I find that so many teachers have it. They have it for entrepreneurship. Why? Because they're really good at teaching, they're really patient, and they have knowledge. They have a knowledge bank, and they haven't maybe yet learned how to leverage it, to sell it. They have to learn the sales side of things. But once they do, oh, my gosh, the rest is history.

What have you seen evidenced by those who have gone on to build million-dollar businesses who came from the corporate nine-to-five world, the ingenuity, the skills that they have that were underappreciated once upon a time but now really what is driving their revenue?

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**NK:** Yes. I like the quote, "Don't trade your nine-to-five for a five-to-nine," meaning don't trade the day job for something now you're working your ass off on the other side that you don't like either. I always thought it was really risky to have a job that I hated doing what I didn't like with people I didn't like versus at least giving myself a chance. I know that a lot of people have day jobs, and I think the traditional wisdom in entrepreneurship is like, "Well, you better go quit, and you have to go all in and burn the boats and 10x." It's like, nope, I never did that, and I don't think you have to do that.

I think especially if you have a family, especially if you have a mortgage, you don't – I wouldn't – I personally would never want anyone to ever risk that. What you do have to do, though, is you have to get started. Then you have to practice asking and getting rejected. Again, it doesn't have to be so scary. I think that's another misnomer in business, where it has to be this big scary thing like, "I've got to start a business, and I've got to get an LLC, and I've got to do social media." It's like says who, right? You can, and there's ways of doing it. But it's also finding the way that works for each person.

I think the two skills that I've seen that are fundamental and have held everyone back from success is they never get started. I have a friend. He works at Amazon. He makes \$400,000 a year in sales. So he has always wanted to be a creator, right, just like where you are today. The

only difference between you and him is you – well, many differences but you started, and that led you to where you are today with a published book and –

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**FT:** Correction, I got laid off, which then gave me the kick in the pants to get started. Sometimes, the best decisions in life are the ones that are made for you. So I can't take full credit for having the foresight, but I was stuck. Sometimes, that's a gift.

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**NK:** It's a blessing. Getting fired was blessings, and it – one of the things I would say from AppSumo's experience of hiring people is how does everyone copy the immigrant mentality, whether you're an immigrant or not. Immigrants have two things in common. My father's an immigrant, and most of the women and men at AppSumo are immigrants or descendants. They can change. They can control their attitude, and they can control their effort. That's it. You can control how many hours –

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**FT:** [inaudible 00:18:00].

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**NK:** You can control your attitude about it. So I would say what I've noticed with success from entrepreneurship, number one is to get started. You're never ready. The best time to be ready is today, right now. So think about, okay, what's something small I could do today? Could I put something out on YouTube? Can I contact my neighbor and say, "Hey, I know you haven't mowed your lawn because you're a mess. Do you ever think about maybe hiring someone to do that?" Or, "Hey, someone paid me to do cookies or do a financial plan."

I have a – one of my girlfriend's very good friend is Federico. He has a day job that I don't think he likes. I don't know if – I'll just share it. But he doesn't like his day job. But he loves – he helps

my girlfriend. She pays him to do her personal finances, and he loves it. You can tell he glows up on that. It's like, "Huh." Farnoosh, that is the thing. It doesn't have to be some secret thing that you have to find out there. You already have it in you, but you have to get started and then stick with that.

The other thing is asking. So take Federico or yourself or anyone, for instance. It's, "Hey. I'd like someone else to be my customer. I'd like someone to come on my show. I'd like someone to work for me." Most billionaires that I've interviewed, they say the secret to success – it's not secret because I'm telling you, and I don't like people to tell me their secrets. I'm like, "That's not a secret." But it's sales and what is a sale? Sales is asking. So the more in life that we can just practice asking for things we think are good for others, the more we can get things for ourselves.

Federico today, right now, could text my girlfriend or text one other friend saying, "Hey, I love doing your personal finances. Let me at least walk you – let me see what yours looks like for free even. If you like it, you can pay me 50 bucks a month, and I'll do your finances and investing every month for this year." I think people miss out on that disconnect of that one customer is what can lead to a million or a billion or a trillion-dollar business.

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**FT:** Right. I have clients right now in my group coaching program who want to build multifaceted content platforms. They want the podcast and the book and the blog and the clients and this and that. What they're really struggling with in their early stages is where do I show up first. What do I start with first? Do I – there is a bit of a – some things build on each other, but you have to start. Is it – do you start with like a TikTok? Do you start with your podcast? What do you recommend, especially for those content creators who are overwhelmed?

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**NK:** You have to start today. So let's just get there because people use that as an avoidance technique. "Well, I don't know which platform. Let me research more," meaning they scroll on TikTok more.

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**FT:** You make TikTok richer, not you, right?

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**NK:** Yes. The way that I like to approach it, there's two key things. You do the platform you're using the most. I do YouTube. When I started YouTube a few years ago, I started because I liked it. But I just used my phone, and I think people use another excuse. I don't have a microphone. I don't have a camera. I literally just used my phone, and I recorded myself shirtless post-workout, which let me be very clear if you're listening audio. It was not impressive of a body. It wasn't like I'm some ripped dude. It was like –

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**FT:** It wasn't a thirst trap.

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**NK:** No. It was the opposite. It was like a dehydration trap. But I just posted the video, and I liked it, and people seem to respond to it. Honestly, I tried every platform at the same time. So I launched that on YouTube, and I was like, “Hey, I really like this.” Let me be clear there. I liked making content. I've been doing it since 2000. The year right now is 2024, so 24 years I've been doing it because I like it. If you want to be a content business, you also don't have to be in front of the camera.

There's a guy, Jeremy, on our team who now has a freelancing agency. His whole agency is thumbnails and titles. I would be surprised if he doesn't make seven figures doing it in the next few years.

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**FT:** I believe it.

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**NK:** I did every platform, and what I recognized by doing every platform is that you can't win doing every platform. So six months in, I said, "I'm only going to do YouTube." Do it as an experiment. A lot of times in entrepreneurship, think of yourself as a scientist and try as an experiment. So test it. If it works, then invest in it. I said I'm trying to do all these platforms. I'm not doing great there. Let me just do one and see if I can excel in the next six months. By focusing on one – and to be clear, I spend now maybe 10 to 20 hours a week watching YouTube because I love it. I love –

I remember someone years ago tell me they watch a bunch of it. I'm like, "What do you watch there?" Now, it's just like, "Oh, man. Don't get me started on that." I love the platform, and that's what I focused on. I did not do a lot. Almost anything on Twitter, I did not do anything. So how do you find your platform? Look at the one you're using the most, and look at, relative to the work you've done on it, are you feeling the results are worth it? I did a podcast for years, and I did feel like, hey, I'm putting all this work, and the audience isn't really growing, and it felt a little bit more I wasn't really winning relative to the work. So YouTube was like, "I put in the work, and I get a really great return."

The other part I would say for everyone out there, and this is the more important part I would say, so as long as you get started today, do the law of 100. So commit to 100 posts. Commit to 100 videos. With my YouTube channel, I loved it, and it was getting results. But until pretty much the 98th video, most of my videos were getting 5,000; 10,000 views, which is still a lot. But because I didn't quit too soon, which we all do, I said I'm going to do at least 100, almost the video – I don't think I would have quit, and the reason I like this 100 number is because it really gets you in a habit of it. Then after 100, you could decide.

Towards the end, I did this knocking-on-doors video. When you're making content, one of the things I always think about and if you see my content, it's always who. My viewer is an underdog. It's someone even if you have a day job, but you thought there's more for you to do in life. As you create content for this who customer, it's about what content do you want to make and what do they want because all the content I was making was what I wanted because it was

easy. But they wanted to be inspired. So knocked on doors in my neighborhood in West Lake in Austin, Texas and put out that video. Then within a week, it was a million views. But that's after three videos a week for a year. Or maybe it was, yes, more than 100 videos.

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**FT:** It's a test in your consistency. I think that there is so much value. Even if you decide after the 100th video or post or podcast, "I'm not doing this anymore." Think about what you have learned in those 100 attempts, whether it's like you got really good at editing or really learn a lot about your audience and who they're not and as much as who they are. I mean, there is a lot to learn as well in that process. It's not just win or lose.

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**NK:** It's fun. It's super fun, and I would give you one other suggestion. I reply to every single comment. For the first year, more or less, it was me. I don't have a team that does it. Even today someone emailed me, and they're like, "Tell your team thank –" In the book, I have a part one. It's called the dollar challenge, and it's to get people in the habit of starting. You can Venmo request me a dollar. I sent someone a dollar last night. This morning, he goes, "Oh, tell your team thank you for that." I'm like, "I am the team."

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**FT:** My team my Venmo. Oh, my gosh.

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**NK:** The point there, though, is that –

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**FT:** I don't want to know if you have a team who's managing your Venmo.



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**NK:** We do have teams. Yes. I think the point is like connect with your audience. Reply to these people. Engage with them one by one. I think people never get to millions because they never start with one.

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**FT:** It goes a long, long, long way, I will say. I respond to all my DMs. I don't have a team, and I've talked about this on the show before. The idea of scaling to an eight-figure business, that was never my goal. I like being a solopreneur. I enjoy my processes. Of course, I have contractors, and I have partnerships. But by and large, I'm the only full-time employee.

For those listening, I would love your thoughts on when to know you are built for the eight-figure business. I do think it comes down to personality. Some people just love to talk about their 15 interns and their 22-staff team. That gives me hives. That says to me like at some point, it becomes personal. The business is no longer what the market commands or wants. You have to also decide for yourself how far you're going to go.

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**NK:** When Facebook was started, Mark did not think the vision was where he is. I think that's a misconception. I've noticed where it's like, "Ah, I didn't want to start this big thing." Well, one, most people haven't gotten started. As you start, your vision should change because you're evolving as a person. Same with AppSumo, my goal with AppSumo was to get to my freedom number, which was \$3,000 a month, so I didn't have to work for anyone again and I could live abroad. That was what I was able to do, and everyone else can do it.

I guess the question I wonder for you, though, is what's holding you back from wanting to do that. To be clear, I don't care if you're eight or seven or six or nine. But it sounds like you're like, "Oh, I don't want to have all these people and stuff." But on the other side of that, what are some of the benefits of hiring a team or people that can then help support you? So if you want to take off months, then they're able to run the business for you.

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**FT:** Yes. I guess I wouldn't mind being on the other side of it immediately like, "Ah." But it's the process of like building and scaling and growing and hiring and firing. I think that complexity is not where I – I think it would just be too difficult for – the payoff for me just isn't like, why, so I can have like a bigger house, so I can go on more vacations. It's like I like the way that my life is run. Yes, maybe going abroad for a month sounds great. I can probably get there at some point the way things are. It's not like I don't invite growth. I'm growing all the time. I'm evolving all the time. Things are changing all the time. It's just that the human resource part of it is not something that I think that I would do well at.

[00:27:52]

**NK:** It's the best and worst part of business. It's definitely the best and worst. I don't know. It sounds like similar to your original – what you commented earlier in the show, where like, hey, you got fired, laid off. I'm –

[00:28:05]

**FT:** Yes. I like to say fired. It's more dramatic. Yes.

[00:28:07]

**NK:** It's way more. But that led you then to then start a thing. So I wonder, how do you experiment more with potentially hiring slowly and finding if that makes a difference for you or not. For me, I love hiring people. I think it's literally the best thing on earth is that I get to interact with people way better than me, literally better than me, way better. I hate people who always say that. "I want to be the dumbest person in the room." I'm like, "Do you because it doesn't feel good?" Then when you – but it doesn't have to be. By the way, it doesn't have to be all at once.

One of the ways I like to think about AppSumo is that where do I want to end up at the end of this year. This is something everyone can copy. Write down December 31<sup>st</sup>, whatever year

you're listening to the show, where you want to end up. Maybe for you, “Hey, I want to be able to take a month off, and everything is great. That would be my end-of-the-year goal.” Then you can work backwards from that.

For me, with AppSumo, I wanted to be able to leave for an entire year, which it's an \$80 million-dollar-a-year business, which is kind of crazy, which I can't believe it's this big even. But I also want to be able to leave if I want to spend all my day with my son and my partner. So what's then required to work backwards from that, and that's what we've been able to set up in the business. But it's also it didn't happen at once. The first year, it was just mostly me. Then it was hiring one guy for free, who's now my CTO and my business partner, one of my best friends, Chad. Then we hired this guy, Matt, the year two who could do sales, even though he didn't know how to sell.

It's an evolution that I don't think it has to be all or nothing. But I think the gradual progress, I find it super rewarding. I think it'd be interesting for you to explore that.

[00:29:40]

**FT:** Yes. I'm open to it.

[00:29:43]

**NK:** Yes. Because the analogy I think people have is like if you go on one date, you're like, “Oh, I don't want HR problems.” That's like going on one date and you're like, “Well, I'm going to be celibate because this person sucked.” But the reality is like you might actually find – it sounds like your husband where you're like, “Wow, I found someone who's amazing, and they're excited to be a part of this, and they like doing all the things I hate.” So maybe a question I love to ask you, how would you love to spend your week? If your week is exactly how you want it to be, what does that look like?

[00:30:10]

**FT:** Gosh. I have two kids, six and nine, so I can't exactly disappear, although that might be what I really want to do. I want to Gone Girl it, man. No, I just think like I would probably like to have more stretches of time where I'm not tethered to an electronic device. I think that's what I would like to do, and I think there's a fear that if I'm gone for too long. I have friends who were like, "I took off November on Instagram," and they got DMs from people like, "Are you okay? Is everything okay? Are you still alive?" Because when we don't show up on social and places like that, people start to worry, and that's where're we're at. I just think it's funny that you're like, "We work so hard so that we can disappear. That's really the goal. I want to be able to travel and explore and disappear."

[00:31:04]

**NK:** Yes. I mean, I didn't want to be on social media, so I don't post a lot of my girlfriend or even that we're pregnant publicly. That's only – the show, it's coming out in February. I don't even want to spend a lot of time on social media. Guess what? You don't even have to do that. You do have to get it going, but then it's, "All right, can I hire someone?"

This is crazy. I have a 17-year-old that works with me. His name is Jay. He lives with his parents. I'm 41. Jay loves social media. This guy gets it. So Jay contacted me and Jeremy. He put together a presentation of everything I'm doing wrong, a 30-point presentation. He's like, "Hey, your Instagram sucks, and your email sucks." I'm like, "Yes, because I don't care about it that much." "Here, let me do it for you." So he did it as a free trial. By the way, that's a great way to work for anyone. Now, he makes more than all of his other high school students. Pretty quickly, Jay will make more than his parents.

[00:31:55]

**FT:** I hired a 17-year-old last year. She did the same thing. She reached out to me and was like – she didn't insult me as much as your guy did.

[00:32:04]

**NK:** No, no. Jay's awesome.

[00:32:07]

**FT:** She was like, “I think we can really raise your numbers.” She got me – we’re no longer working together, but it’s mainly because I just couldn’t. What I found with social media is that what I really need is another Farnoosh. I am really good at coming up with the ideas and the content. But it’s just by the time I was giving her all the directions and everything, and all she had to do was edit, I was like, “I’m just going to learn how to edit because that seems to me like the only missing link, and it saves me time, actually, if I just do it myself.” I don’t know. I’m kind of a nut case about it.

[00:32:43]

**NK:** It’s not – actually, by the way, that’s super common, and I don’t mean – the book starts with frequently made excuses because when we recognize that things we’re thinking are unique and realize that there’s answers to it, it makes us feel seen and understood and, also, that it’s ultimately solvable. It’s very common in entrepreneurship for people that are – I’m not saying you’re stuck even but that are, one, stuck at some level. Or they’re doing a lot of things they don’t really want to do. They’re like, “I don’t want to do customer support. I don’t like doing really the sales at all.”

What I would notice, though, I’m curious for you to keep experimenting and really thinking about how your dream week is like. My dream week is I don’t do anything before noon at all, right? I don’t want to do anything for noon, no meetings, nothing, unless you can choose to do it if you want. Then I have two hours, three maybe of AppSumo meetings. Then one day a week, I’ll make some content. And then I just like to be around smart people who like to do these other parts of the business. **[inaudible 00:33:36]** and Kellyn, they love project management. Oh, my God. They’re so phenomenal at it; spreadsheets, to-dos, coordination. I’m like, “Oh, you –”

[00:33:42]

**FT:** Oh, my God. That breaks my brain. I had an operations expert come in, and she was like, “I’m going to create these systems.” I was like, “Listen, I use iPhone Notes and I’ve been –”

[00:33:52]

**NK:** Oh, that's a good one.

[00:33:53]

**FT:** Notes, that's it. I just write everything down, and I'm a taskmaster. Maybe sometimes it moves into Excel, but that's about it. She's like, "I know so many millionaires, entrepreneurs who are just like you." I'm like, "Yes, because you got just find out what works for you."

[00:34:10]

**NK:** Totally.

[00:34:11]

**FT:** I love executive functioning, but I think some sometimes we overcomplicate processes.

[00:34:17]

**NK:** Do you have an assistant?

[00:34:19]

**FT:** I did and I go through phases. So I had an assistant. No longer do. It just depends on my workload. My business, there are periods where things are very consistent and on – the wheel is turning and not a lot of overwhelm. Then I'm launching a book. Suddenly, it's all the things that I was doing, plus this other thing, and I need support. I completely value assistance and even interns. I was big on that in the beginning of my business, and they've helped me scale.

I think once – 20 years in, you learn where your attention is needed and where it's not, and when to bring in help and when to not, and where to make investments and when to not. So I credit just aging, I guess, is really the point to this.

[00:35:12]

**NK:** Well, I just – I have to comment you're doing great. I think you're doing great.

[00:35:15]

**FT:** Thank you.

[00:35:16]

**NK:** The fact you literally come –

[00:35:17]

**FT:** My week looks similar to yours. I don't start podcasting until noon most days.

[00:35:22]

**NK:** Yes. Well, first off, for anyone who's at least gotten started and for someone like yourself who's created something that seems that you're proud of is, really, we should give ourselves more props. That's why I want to recognize you for getting going on that. If it's something I think for – I've seen my buddy, Adam Gilbert. He runs [mybodytutor.com](http://mybodytutor.com).

[00:35:41]

**FT:** Yes, I know him.

[00:35:41]

**NK:** He was doing – yes, I love Adam. He's my best friend, and he does everything himself, and he did that for about seven years. Then he had two kids, and he said, “I want to have more time with my kids.” That was a catalyst where he's like, “Well, instead of me having to coach and me doing this and me doing that,” he started slowly. Now, he coaches the coaches. Then he got a programmer. Then he got an operations. But it wasn't all at once.

It sounds like everyone goes through their own journey of how that fits and works into their life. But I think the cool part of entrepreneurship by getting started and having it, I'm sure you recognize it, too, is you can ultimately control a lot of how you want to live your life, which is such an amazing luxury.

[00:36:17]

**FT:** It is. It is. Thank you so much for being such an inspiration not only through your action but also your words, *Million Dollar Weekend*. Everybody, check out the book. I love what you say about just starting because up until that point, it's all just theoretical. Someone corrected me the other day because I was like, “Oh, I'm starting these digital workshops. I'm going to fail. I know it.” He was like, “You're going to learn. That's what's going to happen. You're going to learn.” Failure, let's call it something else because that word feels like a non-starter for a lot of us. Instead, just say it's an experiment. You're a scientist. You're going to learn. That's how I'm approaching it, and I'm really having a lot more fun because of it. Thank you for coming on the show. Everybody, check out *Million Dollar Weekend*. We'll put the link in our show notes.

[00:37:02]

**NK:** Thank you.

[00:37:03]

**FT:** Appreciate you, Noah. Happy New Year. I can still say that.

[00:37:06]



**NK:** I don't know why we turn our holiday lights off. They're so cool. Why not just all year long have your holiday lights on?

[00:37:10]

**FT:** I mean, now you can wear white when it's not Labor Day. I feel like you can just say what you want. As long as it's in good spirit, I'm here for it.

[END OF INTERVIEW]

[00:37:21]

**FT:** Thanks to Noah Kagan for joining us. His book is called *Million Dollar Weekend: The Surprisingly Simple Way to Launch a Seven-Figure Business in 48 Hours*. Stay tuned for Friday's episode of Ask Farnoosh, where I'll be answering your money questions. It's not too late to submit them. You can go to [somonypodcast.com](http://somonypodcast.com). Click on Ask Farnoosh and drop me a question there. You can DM me on Instagram @farnooshtorabi. You can always email me, [farnoosh@somonypodcast.com](mailto:farnoosh@somonypodcast.com). I'll see you soon. Until then, I hope your day is So Money.

[END]