

Mike Smerklo (book review)

[00:00:04] This is the Investor Connect podcast program. I'm Hall Martin and the host of the show in which we interview Angel Investors, venture capital, family offices, private equity, many other investors for early stage and growth companies. I hope you enjoy this episode. Hello, this is Hall Martin with the Best You today here with Mike Smerklo, author of Mr. Monkey and Me. Mike, thank you for joining us again.

[00:00:32] It's good to be here again. Thanks for having me. Right. Last time

[00:00:34] We talked, we were discussing Next Coast Ventures, and that was

[00:00:38] Back in twenty

[00:00:39] Eighteen this time as he published a new book, Mr. Monkey

[00:00:42] And Me. Yeah, it's

[00:00:44] Been a really interesting experience basically about the mental aspects of entrepreneurship.

[00:00:48] So a really interesting

[00:00:49] Life experience

[00:00:50] And hopefully it's being

[00:00:52] Helping somebody

[00:00:53] Out there. Great. Well, I

[00:00:54] Read the book and enjoyed it thoroughly,

[00:00:56] And I know you started with Know Thyself. And since you're an

[00:01:00] Entrepreneur and help entrepreneurs, do you think that is the basic foundation of successful entrepreneurship

[00:01:05] Is knowing yourself? Yeah, the book was

[00:01:08] I wrote the book, all proceeds go to charity. I remember if I didn't mention that, but I wrote the book based because I didn't see content that was helpful for the average entrepreneur getting started or trying to get through

[00:01:19] The ups and downs. And it was based on some things

[00:01:23] And mistakes I made the lessons that I saw other people doing. And now in Mexico's

[00:01:26] Ventures, having invested

[00:01:28] Over 50 different

[00:01:29] Companies watching

[00:01:30] To see what patterns emerged in terms of successful entrepreneurs,

[00:01:34] I came

[00:01:35] Into the job as a venture operator, as a venture capitalist.

[00:01:38] I thought there's got to be a few

[00:01:40] Attributes that people do.

[00:01:41] Well, it turns out

[00:01:42] That I don't think there's a personality type that succeeds in entrepreneurship,

[00:01:45] But I think

[00:01:46] There's several mental

[00:01:47] Characteristics as to

[00:01:49] Self-awareness. I do think it is the foundation for entrepreneurship. I think the most important one, even though the firm is not a

[00:01:55] Pyramid, it is by the

[00:01:56] First and most important one for successful

[00:01:58] Entrepreneurship. And so what

[00:02:00] Questions do you pose to founders to assess their self awareness? Is that's a key element to being successful, it sounds like.

[00:02:07] Yeah, it's a

[00:02:07] Lot of this is going to come and is made a little more

[00:02:09] Challenging. But our typical

[00:02:11] Process is looking at an opportunity, the solution, and then really trying to be a one on one time with the entrepreneur to

[00:02:17] Understand what makes her

[00:02:18] Tick and how she's thinking about the business and how she what she wants to

[00:02:22] Do with it. And usually somewhere

[00:02:24] Along the

[00:02:24] More personal discussions

[00:02:26] About what in this case she wants to do

[00:02:28] The business, you start to get

[00:02:29] A sense for how well they know themselves. Are they thinking about where their gaps are?

[00:02:33] And some questions around where do you need

[00:02:35] Help most on

[00:02:36] The team? Where do you think where is your risk?

[00:02:40] Where do you think this could fail? Simple questions like that tend to show more

[00:02:44] Than tell me about

[00:02:46] How you're going to grow sales or what the market opportunity

[00:02:48] Is great. Or use

[00:02:50] The acronym Shape SJP

[00:02:52] To identify

[00:02:54] The different elements that go into

[00:02:56] That. And when

[00:02:57] I look at that, it seemed like that echoed the philosophy of the Stoics, which emphasizes self-awareness and self

[00:03:03] Control. Do you subscribe

[00:03:04] To the philosophy? At some

[00:03:06] Level? I do.

[00:03:07] And there's a I tell you about a quote in there, which is great Marcus Aurelius

[00:03:11] Quote about just waking

[00:03:13] Up. And it's part of the expectations because I think a lot of people come into entrepreneurship

[00:03:16] And think this is

[00:03:17] Great and they see Shark Tank. And I get a great idea and I'm going to raise lots of money and then it'll all be easy. Or my case, I always thought would someday would

[00:03:24] Be easier for you to do this

[00:03:26] Big or this big. I would take a public that's made it easier

[00:03:29] And show reality

[00:03:30] Is it never does. And the

[00:03:32] Coleby from the St. Cloud

[00:03:33] Sphinxes basically wake up every day and

[00:03:35] Expect in shorts

[00:03:36] And get kicked in the head. And the more you embrace that and

[00:03:39] Think about it, then you realize

[00:03:41] That you're really locus of control is around your mental

[00:03:44] Aspect and how you respond

[00:03:46] To things versus

[00:03:47] Trying to change

[00:03:48] Or make everything happen the way you think

[00:03:50] It should. Well, you emphasize

[00:03:52] A lot authenticity in the journey. How did you dig down to find your authenticity?

[00:03:58] Well, can

[00:03:59] Lead. It didn't come easily. I talked about this in the book. I mean, I was I grew up

[00:04:02] A poor kid from Toledo, Ohio.

[00:04:06] I didn't have the best pedigree education wise. And I carried a lot of that baggage with me. And so I always had this feeling

[00:04:11] Of like if I really know what I'm

[00:04:13] Doing as a CEO or as an

[00:04:14] Entrepreneur and I think the

[00:04:16] Early years of my time

[00:04:17] There, I look to

[00:04:18] Role models, I look to tell the story had two really interesting role models. I was fortunate to work for a guy named Ben Horowitz for

[00:04:24] A couple of years, a legendary entrepreneur, now one of the

[00:04:27] Name partners that interest Horowitz in Silicon Valley.

[00:04:30] And I'll set another very important

[00:04:32] Mentor who was very kind of sales driven alpha

[00:04:34] Male. And I found myself

[00:04:36] Kind of go in between the two

[00:04:36] Of them. And it was only

[00:04:38] Really a couple of years

[00:04:39] In and of

[00:04:41] Time to tell the whole story, because

[00:04:41] In the book where I just found

[00:04:43] Myself struggling, I felt exhausted.

[00:04:45] I'm not really showing up the way I should.

[00:04:48] I'm not being vulnerable as a leader.

[00:04:50] And I think

[00:04:50] It's holding me back and holding my

[00:04:51] Team back. And I

[00:04:53] Don't know if I ever mastered authenticity,

[00:04:55] But when I started being

[00:04:56] More aware of that and I got a coach to help

[00:04:58] Me with it, I watched

[00:05:00] My leadership team start to flourish and continue the business start to grow even

[00:05:04] Faster. Right. Well, in

[00:05:06] The book you talk about, for every founder, there's some parts to the startup that they fit well and it's comfortable in other parts. They don't fit well and is uncomfortable.

[00:05:15] Where did you find the

[00:05:16] Most comfortable fit

[00:05:16] In a startup? Yeah, I see.

[00:05:19] And it's a really important point and it kind of goes back to that in the shape is knowing where you're good at. And to

[00:05:23] Me, I love

[00:05:25] Engagement, I love meeting customers, so all of my comfort zone

[00:05:30] Was on sales and marketing and customer engagement. I think I

[00:05:35] Also really enjoy the employee communications and motivating

[00:05:38] Teams. Those are the things I was really good at. I enjoyed.

[00:05:42] There are some things

[00:05:43] That I enjoyed,

[00:05:44] But I probably wasn't really good at another thing because I just really wasn't good at. And that's where you got to go. OK, I got to get some help in a year or

[00:05:51] Two to supplement or make up for those

[00:05:53] Weaknesses or

[00:05:54] Shortcomings. Well, you also

[00:05:56] Talked about finding the right goals and

[00:05:58] How did you find

[00:05:59] The right goals

[00:05:59] In your journey? Well, I think it's

[00:06:01] Still going well. I don't know if I've ever been able to really do that. What I found a couple of different things.

[00:06:06] I found two

[00:06:08] Very different aspects.

[00:06:09] One, small, incremental

[00:06:11] Goals tend to get you going. And it's something I use every day in my

[00:06:14] Life, whether it's be a daily

[00:06:16] Goal or weekly

[00:06:17] Goal. And I'm not talking about

[00:06:18] Self-improvement goals, but just what are you trying to

[00:06:20] Accomplish, breaking that down

[00:06:22] Into small steps and then using that to create

[00:06:25] Momentum? And I'm a big believer

[00:06:27] In that momentum is a

[00:06:28] Massively underrated

[00:06:30] And incredibly important, powerful part of our life.

[00:06:33] Certainly entrepreneurship. And then the other thing

[00:06:34] I began to realize over

[00:06:36] Time is I said these

[00:06:38] Goals for accomplishment

[00:06:40] And wealth

[00:06:41] Accumulation and company size.

[00:06:44] And for a while I thought that once

[00:06:47] I achieved those, I got to those

[00:06:49] Levels. This inner

[00:06:50] Voice, which is the real star of the book, Mr. Monkey, would

[00:06:53] Go away and then I would

[00:06:55] Suddenly wake up in a nirvana state

[00:06:56] Of self

[00:06:57] Acceptance

[00:06:58] And

[00:06:59] Self-congratulatory

[00:07:00] Mode. And what

[00:07:02] In reality happen is every time I hit one of those goals

[00:07:05] In the

[00:07:05] Way I set higher ones. And so I was

[00:07:07] On that hedonistic treadmill,

[00:07:10] If you will, just trying to get

[00:07:11] More. And it never, really never got satisfied.

[00:07:14] And I finally started to come to

[00:07:15] Grips that that's an inner

[00:07:17] Voice in my head, Mr. Monkies, telling me that I'm never going to be good

[00:07:20] Enough. And so the

[00:07:21] Biggest thing was starting to realize that voice was

[00:07:23] There and then trying

[00:07:25] To address it versus trying to achieve one more

[00:07:27] Goal. OK, well, so

[00:07:30] What was the best thing you did to prepare for your entrepreneurial journey? The long journey. And when you look back on your experience, what was the best thing you did to get ready for it?

[00:07:39] Well, I had this goal going out of business school and I said, I want to run a company someday. And as one of my mentors joked about my hands, I didn't have a really good idea

[00:07:47] To do it, but I wanted to

[00:07:48] Do it. I just had it burning.

[00:07:50] Burning in my in

[00:07:50] My career

[00:07:51] Would do it. The best thing

[00:07:53] I did was go work for

[00:07:54] Two really

[00:07:55] Great accomplished

[00:07:56] Entrepreneurs. And I see

[00:07:58] This all kinds of entrepreneurs where they feel like if they're

[00:08:00] Not taking the time to go learn

[00:08:03] The trade, if you will, they are wasting their

[00:08:05] Time. So the last thing I did was I had read all

[00:08:08] About entrepreneurship and all these different things. And then I went to work for Dan Horowitz and Marc

[00:08:12] Andreessen and I.

[00:08:13] It was literally

[00:08:14] Like kind of thinking about

[00:08:16] Running a marathon and then going to Kenya and training with a two hour marathon runners. This is the real deal.

[00:08:24] This is

[00:08:25] How the

[00:08:25] Pace, the

[00:08:26] Chaos of what it means to be an

[00:08:28] Entrepreneur. And I learned

[00:08:30] More in my two years there that I even realized. And I think there was something for me to go and see it firsthand.

[00:08:37] I have great role models, figure out what I

[00:08:39] Thought I'd be good at and what I would do

[00:08:41] Differently. And that

[00:08:42] Set me on

[00:08:43] My journey to what percentage

[00:08:45] Of entrepreneurship is is mental toughness just being ready for

[00:08:48] Mentally?

[00:08:49] Well, I'd be really careful in this because the book is about mental tenacity and toughness. But I also say, don't fool yourself. You have

[00:08:56] To have a pretty

[00:08:58] Big market to go after.

[00:08:59] You have to have

[00:08:59] An innovative solution that customers

[00:09:01] Want and you got to

[00:09:03] Focus on building that and repeating it.

[00:09:05] So that said,

[00:09:07] If you have two companies with exact same of all of that stuff and access to

[00:09:11] Resources, I think mental

[00:09:13] Aspect, mental toughness is almost always the difference between success

[00:09:16] And failure.

[00:09:18] Every category that we look at in Mexico's

[00:09:19] Ventures, there's 10

[00:09:21] Companies trying to do the same thing.

[00:09:22] At least they have the same

[00:09:24] Access to

[00:09:25] Resources, similar

[00:09:26] Business plans or

[00:09:28] Solutions sets. The ones who win in our

[00:09:31] Experience tend

[00:09:32] To be ones who have

[00:09:34] That mental

[00:09:34] Edge, who can get through the

[00:09:35] Ups and downs,

[00:09:37] Who can think

[00:09:37] About how they build their

[00:09:38] Team, get the right help

[00:09:40] And really drive the business

[00:09:41] Forward. So I think all

[00:09:42] Things being equal, it is the number one criteria between success

[00:09:45] And failure. Well, you

[00:09:47] Referenced it in the book, but there are many peer mentorship groups out there, such as YPO

[00:09:51] And others. How did you get the

[00:09:53] Most out of the time you spent in those groups? What did you do that led to making that an effective

[00:09:59] Effort to question?

[00:10:01] How would it really taught me and I was still in my wife.

[00:10:04] It really taught

[00:10:05] Me too many things. But one, I was just being around peers and then your own peers

[00:10:10] Trying to

[00:10:11] Run, run growing

[00:10:12] Businesses, you could be

[00:10:13] Realized, gosh, we all are struggling with a lot of the

[00:10:15] Same issues. We all don't know everything. And then what it really

[00:10:20] Taught me, though, was the power of

[00:10:21] Vulnerability and. More than I could sit down with

[00:10:24] Piers and say, gosh, I'm struggling with X, Y, Z and sometimes X, Y,

[00:10:28] Z wasn't should we expand

[00:10:30] Internationally?

[00:10:31] It's like, hey, I'm

[00:10:32] Not trying to be a good dad or I'm not getting enough time with my wife. Like, how do you handle that?

[00:10:38] So that level of

[00:10:39] Vulnerability

[00:10:40] And

[00:10:41] Curiosity, having peers say, OK, here's what I did, or here's how I do that I have a date night or whatever the

[00:10:46] Example is, then getting real

[00:10:49] Specific things that you can bring back to your

[00:10:51] Life. So a lot

[00:10:52] Of those tips to me were rarely are

[00:10:54] They even

[00:10:55] Today. Rarely is it should we go do X, Y and Z. Business wise,

[00:10:59] It's more

[00:11:00] About how you shop as a human and how you can get better and think about the world a bit

[00:11:03] Differently. Have you ever had

[00:11:06] A professional coach? And if so, what was the most surprising benefit you got from it?

[00:11:11] Yes, I was going to tell a story about one of the worst, lowest moments in my my entrepreneurial journey.

[00:11:16] I had literally

[00:11:19] Fired and hired and fired four head of sales in a four year

[00:11:21] Period. And my board

[00:11:23] Didn't say this, but it was pretty clear that if number five didn't

[00:11:27] Work out, it was going

[00:11:28] To be me that women, not the head of

[00:11:30] Sales. And so I went to

[00:11:31] See a

[00:11:32] Legendary Silicon Valley leader and

[00:11:35] Coach Bill Campbell is no longer with us, but he's coached everyone

[00:11:39] From Steve Jobs to Tim Cook at Apple

[00:11:42] To the founders of Google. So literally just that

[00:11:45] Guy, a really wonderful

[00:11:46] Human being. I sit down and have a

[00:11:47] Beer with them tonight. I'm exhausted.

[00:11:51] Well, you look like hell,

[00:11:52] What's going on? I tell them what's

[00:11:54] Going on and

[00:11:55] He says, well, who's your coach?

[00:11:58] I don't have a coach. I'm trying to buy our head of sales.

[00:12:02] Tiger Woods has the coach.

[00:12:03] Steve Jobs has a coach. Why the hell? Excuse me. Heck, but he was

[00:12:07] Very good country

[00:12:09] Guy. But he said, why don't you have a coach?

[00:12:11] And so there was a

[00:12:12] Light bulb moment for me to really start thinking differently about getting

[00:12:15] Professional help for the

[00:12:16] Rest of my time as a CEO. And even now, I use my wife resources to have a coach. So I've had a coach for the last 15 years.

[00:12:25] I've gotten

[00:12:26] So much out of

[00:12:26] That, everything from specific

[00:12:29] Things like how do I run a team meeting? How do I think I'm showing up to my team versus how I am showing up

[00:12:34] To my team? How do I

[00:12:35] Be more vulnerable, how to be more aware of what's

[00:12:37] Happening, all of those things and many, many

[00:12:41] More. But I

[00:12:41] Would say self awareness

[00:12:43] Is probably coming through

[00:12:44] My coaches. Right. We talked a

[00:12:46] Moment ago about working at Loudcloud and how the there's a lot of energy and it was the real

[00:12:52] Deal. What was it

[00:12:53] Like to work at Loudcloud as far as what did what do you take away from that? That was

[00:12:58] Maybe not what you

[00:12:59] Expected or what was really the reality piece of working in a high

[00:13:03] Growth, high

[00:13:04] Velocity

[00:13:05] D.c. firm? I come into the

[00:13:07] Job from the sidelines. I'd been a financial advisor, investment banker and an accountant to start my career. So I kind of

[00:13:13] Had the outside looking in. What was it like? What I had no

[00:13:17] Idea when I got in was just and I say chaos of just the pace and every day feeling

[00:13:22] Like we're going to go out

[00:13:23] Of business. When you watch it from an investment banking sector or if you watch Shark Tank, you think, well, look, they came up with a great idea

[00:13:30] And they went and did it

[00:13:31] And now they're millionaires.

[00:13:32] The reality

[00:13:33] Is, it's like being on a roller coaster ride that never stops going one hundred thirty miles

[00:13:38] An hour. And I think so.

[00:13:39] The first part of me was just that realization

[00:13:42] That the chaos never

[00:13:43] Goes

[00:13:43] Away. And then secondly, I

[00:13:46] Learned a lot about culture from

[00:13:47] From Ben Horowitz.

[00:13:49] He had this great thing I'll never forget. I was one of the early non founders. And Ben said to

[00:13:53] Me the first 30

[00:13:54] To 40 employees are all that

[00:13:56] Matter. And I looked at

[00:13:58] Him and we were trying to scale the business massively. Mike Huckabee, how can only be 30 and 40

[00:14:02] Employees is it doesn't mean that

[00:14:04] Number forty one is

[00:14:05] Important, but the culture

[00:14:07] Will be determined by the first 30 or so

[00:14:09] Employees because I'll

[00:14:11] Benchmark

[00:14:12] You meet, will interview the

[00:14:13] First cohort,

[00:14:14] Then you'll

[00:14:15] Go interview. And by the time we get past

[00:14:17] That, the culture

[00:14:19] Will be

[00:14:19] Established. And to me that was

[00:14:21] One of those never expected to learn

[00:14:23] That took that into my

[00:14:25] Own entrepreneurial journey and thought so incredibly hard

[00:14:28] About the first key

[00:14:30] Hires and then how you establish a culture and then how that culture has to

[00:14:33] Scale when the business gets

[00:14:35] To hundreds and thousands of

[00:14:36] Employees. Right.

[00:14:38] So you referenced Ben Horowitz's book and the Mr. Mackey and me.

[00:14:42] What did

[00:14:43] You find most insightful from the book since you worked with

[00:14:46] Him? Well, when Ben is

[00:14:47] A legendary storyteller, when I wrote this or monkey me about it, it could be like a third or the third one tenth as good as Ben's book that I think he's a great storyteller,

[00:14:55] Too. It was accurate

[00:14:57] Because I

[00:14:57] Lived the first seven chapters, but I think Ben does a

[00:15:00] Really good job

[00:15:01] Of

[00:15:02] Crystallizing

[00:15:03] Again to

[00:15:04] This

[00:15:04] Uncertainty moment. But he calls

[00:15:06] It in his book,

[00:15:07] The Wake Up at 3:00

[00:15:08] In the morning in a literally a cold

[00:15:10] Sweat, having

[00:15:12] Looking at

[00:15:12] Almost no options. And why that's

[00:15:15] Important for me

[00:15:16] Now is I just think

[00:15:18] I don't want to discourage people from being

[00:15:19] Entrepreneurs, but I do

[00:15:21] Want them to realize and there's a great quote from Elon Musk, which I loved, went from his I a couple of days

[00:15:27] Ago, where he said being on tour is like

[00:15:29] Eating glass. And we use that to our next guest. I was like, oh, my gosh, you musk using our

[00:15:32] Terminology and

[00:15:33] Terminology. But it really

[00:15:34] Speaks to just

[00:15:36] Knowing that you're going to go through dramatic ups

[00:15:39] And downs. And I go back

[00:15:41] To the marathon, being a friend said, do you happen to run a

[00:15:43] Marathon? You wouldn't say, oh,

[00:15:45] Well, I could be fun. You'd say, no, you're going to train and you're going to body is going to change and it's going to be exhausting.

[00:15:51] So I just want to give

[00:15:51] People that attitude of entrepreneurship. And I think Ben probably does it better than anybody.

[00:15:57] Right.

[00:15:57] And so in general, who are your role models and why?

[00:16:00] My role models

[00:16:01] In professional

[00:16:02] Role models, I have massive

[00:16:05] Admiration for

[00:16:07] A guy

[00:16:08] I've never met from until night. And does another great

[00:16:10] Book shoot talk about the longitudinal

[00:16:13] View of building

[00:16:14] A company? My role models are people that have gone through the journey

[00:16:18] For a long

[00:16:18] Period of time. They stayed the

[00:16:20] Course and they've maintained

[00:16:23] Some form

[00:16:24] Of ethics and values. And so when I look to leaders

[00:16:27] Or folks like that, I look at there's

[00:16:30] A lot of really the press likes to highlight all the bad stuff that happens, but there's a lot of great

[00:16:34] Leaders that build great

[00:16:36] Companies, do it over a long period

[00:16:38] Of time, have a

[00:16:39] Balance between their

[00:16:40] Family and being good humans. So I don't

[00:16:45] Know if I have a pretty long list of folks who fall in that category. Those those are the folks I look to. I'm. To figure out what to

[00:16:51] Do well, in the

[00:16:52] Book, you mention an interesting exercise, which is to ask someone to talk you out of something you're not

[00:16:56] Sure about. Why do you think that's effective? Yeah, it gets to

[00:17:00] That view, again,

[00:17:01] Of the Pollyanna ish.

[00:17:03] This is going to be

[00:17:03] Easy to run.

[00:17:05] You start an enterprise and grow it. It's going to be the hardest

[00:17:08] Thing you do.

[00:17:10] And so if you don't have conviction,

[00:17:13] It doesn't mean about

[00:17:14] The idea because the idea may change. But if you don't have conviction, if you aren't just a little

[00:17:17] Bit crazy about your

[00:17:20] Commitment

[00:17:20] Levels, then you're

[00:17:22] Probably going to

[00:17:22] Fail. And so my

[00:17:24] Recommendation that I write in the

[00:17:25] Book is go three or

[00:17:27] Four people that you really

[00:17:27] Respect and tell them your idea and see if they can

[00:17:31] Talk you out of it. And if you start to

[00:17:33] Waver, then

[00:17:34] Maybe the idea is not that great or maybe your passion isn't where

[00:17:37] It is.

[00:17:38] Because I found on my own when I was in the

[00:17:41] Heat of it, the more I

[00:17:43] Got told no, which was a lot. And that is going to happen a lot to any entrepreneur.

[00:17:47] I just got

[00:17:47] More

[00:17:48] Mad.

[00:17:48] I used to keep a stupid yellow sticker on my desk of all the people I was going

[00:17:52] To prove wrong. That's a little

[00:17:54] Bit of a dark side of

[00:17:55] My my inner motivation.

[00:17:57] But I think understanding that

[00:17:59] That's kind of the

[00:18:00] Level of you need to have intense that you have to pursue your dream through all the ups

[00:18:05] And downs to do

[00:18:06] So. I like to shape formula. I think it's a great concept. What's the next step for it? Where do you plan to take it?

[00:18:13] Well, I wrote the book again.

[00:18:15] I wrote

[00:18:16] Just to try and help entrepreneurs, and I felt it was a gap in content,

[00:18:20] Just too much

[00:18:20] Short form

[00:18:21] Content. The templates

[00:18:22] That Jeff Bezos does before 5:00

[00:18:24] A.m. now, he's

[00:18:26] The second or 1st wealthiest person in the world. Given on the day like that doesn't really help the average entrepreneur.

[00:18:31] And there's a

[00:18:31] Bunch of content out there around

[00:18:33] A business plan,

[00:18:34] Which is

[00:18:34] Helpful, but it doesn't talk to

[00:18:36] About the day in, day out of entrepreneurship. So that's why

[00:18:39] I wrote the book. I've been promoting it as

[00:18:42] Part of my my day job is quite busy running co managing a venture capital firm in Austin, Texas.

[00:18:47] But I really been promoting

[00:18:48] It mostly because I hope it helps and

[00:18:50] Beat every dollar

[00:18:52] Of proceeds. Goes to help. It goes to a scholarship. My wife and I set up

[00:18:56] For

[00:18:57] Underrepresented and diverse students interested in entrepreneurship. And so I'm out here trying to get people to buy the book when I hope it helps.

[00:19:03] But to every

[00:19:05] Dollar of proceeds goes

[00:19:06] To help a student who needs it. It's good to know when the last few minutes

[00:19:10] That we have here, what else should we cover

[00:19:11] That we haven't? Well, anything

[00:19:13] Else I'd bring out is that there is a website under my name like Sarco Dotcom.

[00:19:17] That's my handle. All the

[00:19:19] Social outlets

[00:19:20] At the website

[00:19:21] I would encourage people are entrepreneurship to go

[00:19:24] Check it out. It has

[00:19:25] A free quiz that'll help you think about being entrepreneurship and writing

[00:19:28] Readiness for it. It's got some

[00:19:30] Blog pieces about what I'm passionate about the mental aspect of entrepreneurship.

[00:19:33] And so you will check that.

[00:19:36] That would be great. I'd also highlight the books available on Amazon.com

[00:19:40] And next to

[00:19:41] Adventures in Austin, Texas. Practive looking for great entrepreneurs. We got all our themes that we invest in. That's on our website at next week's venture.

[00:19:48] So sound a little bit

[00:19:50] Like an advertiser or one of those high

[00:19:51] Speed commercials. But next up, ventures.

[00:19:54] We're always looking for the next

[00:19:56] Amazing cohort of

[00:19:57] Entrepreneurs. So if you got something, please contact us.

[00:20:00] Right.

[00:20:01] So based on those two websites, which is the best way for listeners to get back in touch with

[00:20:05] You, probably the like

[00:20:06] Circle dot com for information on Mr. Monkey Me and about the mental aspects of entrepreneurship.

[00:20:12] That's probably the most

[00:20:14] Content about what we talked

[00:20:15] About. Right. Well, all

[00:20:18] Of those in the show notes want to thank you for joining us today. And you back for a follow up soon.

[00:20:22] Thanks. I'll always enjoy it. Really appreciate you taking the time.

[00:20:26] Investor Connect helps investors interested in startup funding. In this podcast series, experienced investors share their experience and advice. You can learn more at Investor Connect, Doug. Alti Martin is the director of Envestra Connect, which is a viable one C3 nonprofit dedicated to the education of investors for early

[00:20:51] Stage funding of opinions

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