

COREY AND MARI PODCAST

Mari: Ok great, so we're recording. So this is Corey, umm-

Corey: -Good to be here thanks

Mari: Yeah, I'm so happy we got to do this before I leave

Corey: Yeah me too, I had a great time in December on my vacation and I think you'll really enjoy it here.

Mari: Yeah?

Corey: Absolutely

Mari: So just need to, like explain why I invited you to give me this interview, um; I went to this meeting with 50 people here in Chiang Mai where and all 50 people are making money buying and selling stuff online

Corey: Mhm

Mari: And I saw that you had, like all the answers, for all the questions *Laughs*

Corey: Ahh, okay. Yeah you're speaking about the little FBA meet up we had *Laughs*

Mari: Yeah

Corey: I think there was about 40 people there and um, it was quite a bit of question and answering going on

Mari: Yeah

Corey: It was good it was people from all levels there - beginners and experienced guys so, it was good

Mari: Yeah, and you were so good patient and helpful and teaching people this and teaching people that and I thought - 'that's the guy I need to explain to people how he's making money buying and selling stuff'

Corey: Yeah, well it's good that we're recording this so your listeners can go and listen to it multiple times if they want to

Mari: Exactly! And then when people ask you questions where you can just say - 'ok well you can listen to this podcast it's all there'

Corey: There you go

Mari: *Laughs* So first I want you to tell us a little bit about your story. Like, where were you born?, and how did you get here? and, career transitions; anything you want to share with me

Corey: Sure, sounds good. so, my name is Corey, I'm from Pennsylvania it's a state right next to New York in the United States. Pretty normal childhood I guess. When I was 18 I went in the military, I did that for 4 years; afterwards I went to university. And uh, just after finishing that up I did some private contracting for the U.S.embassy. And um, I got burned out doing that, I did that for about 2 years and you know it was like 12 hour days, 14 hour days and um, it was just um, I had no wife and kids, I was just working and working and I wanted to take a break and try something new. So well that's how I got into uh, e-commerce and that's pretty much what we're going to talk about here

Mari: Right. So when you said that you were working like, with private contracts and stuff I thought although you're working with US embassies and that private, you were dealing with private corporations? Or?.

Corey: Oh right I worked for a third-party company, not the US Embassy itself, a third party company.

Mari: Ok. But what were you doing? Where -were you working with sales? Just so -for people to understand like, where do the sales come in?

Corey: Um, you know it really has nothing to do with sales up until 2013 I didn't do anything with the internet with the exception of checking my email and uh Facebook, so yeah I just worked with different diplomats, and did some stuff for them

Mari: Okay, interesting. So it's not necessary for the person to have, uh-

Corey: -Oh no, no. I mean I did this coming from zero. Yeah, so none of my previous work was, you know, -really had anything to do with this so that should be some inspiration for your listeners there

Mari: Right

Corey: I broke into something brand new I had no skills with.

Mari: Yeah and another thing that would inspire them to continue listening is that story that I heard that you sold two companies for almost \$400,000.

Corey: Yup

Mari: Is that the right number?

Corey: No it's uh, 365 total. Right so um, I started my first company in 2013 and I started my second company in 2014 and I ended up selling both of them, about 6 months ago so yeah that was really cool because one of them was over a year old and the other was about 2 years old so I sold one for 140 K, and I sold the other one for 225 K. Right

Mari: Wow

Corey: Yeah that was really big eye opener for me because I used to be under the impression that having a career or having a long term pattern like that would be the way to success but uh, yeah I did that much faster than I anticipated

Mari: Oh my god congratulations

Corey: Yeah thank you. So um, yeah I wish I could have kept it all but of course uh, 10% goes to the broker you know I went through a professional broker and then being American I have to pay federal taxes too, so, but other than that it was really good

Mari: Great experience

Corey: Absolutely, yeah and you know I learned so much just from the process of building those two companies from nothing, putting together the proper PNL, proper branding, proper trademark, and um, speaking with a professional broker, getting them on the market and they both sold within two months so it was pretty fast.

Mari: 2 months?

Corey: Yeah, pretty fast turnaround yeah

Mari: Oh my lord. I want to go back to this but before, I just want you to finish telling me like a little bit about more of your background. Umm, do you think, like, are you the kind of person that, -because a lot of people think like, 'I'm not a commercial person, I don't know how to do cold calling..'-

Corey: -Right. Introverted people. Yeah

Mari: Do you think that they have any chance with this?

Corey: Yeah, absolutely. You know I consider myself pretty reserved and an introvert also. You really don't have to have any personality type and be successful with this kind of thing so don't get scared away just because you're shy person I'm a shy person too

Mari: Ok that's good. So until 2013 you hadn't done anything online?

Corey: Like I said just checking email and Facebook

Mari: This is like less than three years

Corey: Yup, absolutely.

Mari: Oh my lord, okay.

Corey: I did go through a training program after I finished my last contract which we talked about I went through E commerce training program and that was pretty much a um, 'I'm brand new at this, let's learn how to do it' step by step program

Mari: And how did you find that program, Google?

Corey: No um, one of my friends he used to-, went to-, in my university city, I used to go to the University of Myrtle Beach and I made quite a few friends there and one of them I always kept in contact with after and left and he, out of the blue, really just forwarded me this URL about this training course and I looked into it, I followed it's I did my due diligence, so I was like why not yeah let's give it a shot

Mari: Did you like it?

Corey: I did, I did. Um, it was lacking a little bit information but, again that was two years ago. The courses that they have out now are pretty much A to Z

Mari: Okay

Corey: So that's actually a benefit to everybody listening that you have now is you have mentors, now you have more complete training programs than I did it because I made a lot of mistakes my first year and lost a lot of money because I wasn't associated you know with the right people or mentors

Mari: Hmm. Interesting. Like what? Can you mention a few examples?

Corey: Yes sure I'll tell you a couple of scary things that happened to me. So um, my first product I manufactured it came from China and then it was a heart rate monitor. The particular heart rate monitor I paid for had shipped to the United States, I paid \$ 6000 for this entire production. It got to the uh, customs in California and it turned out that this thing was not FDA approved.

Mari: Oh

Corey: So it actually ended up getting destroyed at the customs, so that was \$6,000 I just set on fire.

Mari: Oww.

Corey: That was the real eye opener for me.

Mari: And that was how long after you had started?

Corey: That was three months after I had started or something like that.

Mari: Oh. Oh man

Corey: Yeah so that was a really bad start but you know, I kept at it, and um, you know, I learn from my mistakes that's all you got to that's how I got to where I am now.

Mari: So that's probably one of the things they teach in the course, like check if it's FDA approved

Corey: Well they do now, they do now. But no I didn't learn anything about that in the beginning but these things are pretty common knowledge now.

Mari: Uh huh.

Corey: Just like patent checking and things like that also

Mari: Okay

Corey: -Trademark checking.

Mari: Okay. And do you know any course that you would recommend, or a few?

Corey: You know, I, instead of recommending you a course I could recommend you some resources. Um, there's a lot of great uh, a lot of great um, Facebook groups and websites out now. You can check different Facebook groups like '[Freedom fast lane](#)', like uh, '[the amazing seller](#)'; I think those are good places to start because there's a wealth of information on those places

Mari: 'The amazing seller' and..?

Corey: 'Freedom fast lane'

Mari: 'Freedom fast lane'?

Corey: Yeah

Mari: Okay, cool. Umm, and how much do courses cost?

Corey: Uh my course was pretty expensive because it was the only one available back then. I paid just under \$4,000 to go through that course. Again, that was in the beginning, and um, there's a lot more options out now that are much cheaper and um, you need to pay attention and make sure you take action and don't just go through the courses.

Mari: Mhm. Yeah. *Laughs*

Corey: Because an idea is not worth something if you don't do something with it

Mari: Exactly, and that's a pitfall that a lot of my clients fall into; like, they just decide they're going to do this Masters course, they want to do a transition every time they think of transition they think they need to take a course, and, I'm like, 'be careful with that'.

Corey: Yeah absolutely, remember um, anybody selling an informational product, they want your business so you're going to have to make that decision for yourself. And um, you know what?, as much as it might suck in the beginning just going in there and getting started is really good because you're going to learn so much along the way. It's the 'ready, fire, aim' concept

Mari: 'Ready, fire, aim' I like that

Corey: Yeah, get going, get going before you're comfortable

Mari: Yeah. Just like me with this podcast like bumping my head everywhere but I just prefer to do it than do -

Corey: -That's the fastest way to learn, yeah. Just don't lose \$6,000 through trying out the process.
Chuckles

Mari: Ok *Laughs* Yeah. So, ok, so from the beginning, you said 2013, you took the course, your friend this html and you started this right?. From the start you were full-time, doing this? or, did you have another job? Like a part-time job?

Corey: No no I just finished my last job contract and I started doing this full time but I tell you what it was a lot of waiting because, some things when you do this is out of your control - you need to wait for shipping, you need to wait for your forwarder to get back to you, you need to wait for your production to be completed, so yeah I wish I had another job at the same time I was starting this just as a backup plan but um, now I do full time yeah

Mari: Okay, so you're actually like suggesting maybe people like, don't go full on, since they want to start slowly, and build trust?

Corey: Yeah, yeah I would definitely if you have a career or a job I would stick with that until you know you start getting the um, the cash flow going in and you know the less money you take out of the business the better because now you can reinvest all that money into marketing, and advertising and more inventory; because the key with this is you want to spend money to grow, you don't want to just take money out to be alive so, if you can have your job to be alive and then start your own business, that will eventually replace that job, that's what I would recommend

Mari: Mhm. Even to give you more trust to think the job right

Corey: Yeah absolutely. And you know, you want to make sure you diversify it too, so for example in my world, ecommerce, you would want to make sure you're selling on different channels, you got a really killer website, and uh, not all your eggs are in one basket

Mari: Right. So what are the popular channels for people, like today?

Corey: So uh, for e-commerce you got your eBay Amazon jets Etsy and it's also super important to have your own website. It doesn't matter if you set up your shopping cart on there with Shopify or WooCommerce, you should have something, - you should have the ability to sell on your own website because nobody can take that from you

Mari: Okay

Corey: The other channels can disappear because they're not yours but your own website's great

Mari: Mhm. Cool. And, so the one that you use the most- do you have one that you use the most? Or is it like, the same number of eggs in each basket?

Corey: No no, I can honestly tell you a very high percent of my sales to come from Amazon just because there's so much search volume on there

Mari: Okay

Corey: They're going to have competition, there's going to be other things in the future but that's where most of the sales come from, the highest percentage of sales come from there

Mari: Okay. And you were telling me before we started recording that it's dangerous to focus only on Amazon like a lot of people do right?

Corey: Yeah. I hear a lot of people calling their private label or physical products businesses- Amazon businesses and I absolutely hate hearing that because it's small minded to think that way and it can be dangerous to think that way too

Mari: Mhm, yeah

Corey: Because if, like I said, that channel disappears, so does your entire business

Mari: Yeah, it can block your whole process right?

Corey: Yeah

Mari: So the way I understood, with all my umm, 'stupidity' let's say, in this, in this field, - you actually buy the product, you sell the product but you never see the product. You repackage it a lot of the times?, or you don't?

Corey: I mean, when I'm shipping over units from Asia to California I mean, I'm making thousands and thousands at a time so I don't physically get to see all of them but I have my shipping forwarder, I make sure they do an inspection, I make sure it's everything I expected. Now in the beginning of course I see it because you have to order samples, make sure it's up to par, make sure it's what you're looking for and be able to customize it accordingly.

Mari: So that's how you would start? How, how would you suggest like, me, let's say - I never did this in my life. How much money do I need to have to start? And how would I pick and choose the first products for me to work with?

Corey: Okay. Well, how you would start is by finding a product that you want to sell, and then you would have samples sent to your door, and then you would customize those samples, you would see what factories were the easiest to work with, -not necessarily the cheapest factories because usually the cheapest factories are not the best. You want somebody who is high-quality, someone who is consistent, somebody who is easy to work with, somebody who can customize your products accordingly, and yeah, that's the best way to get started as far as product selection. I can't really say how much money you would need to get started because that would depend on what kind of product to you want to break into. Um, I think in, -the company in 2014 I started, I think I started that one with about \$3,000, but um, I was paying like \$3.50 per unit.

Mari: Mhm. And what were you buying?

Corey: You know, in respect the buyer, the people I sold my businesses to, I don't really want to go into deep into that, to respect them, but they were both sports and outdoors products.

Mari: Sports & Outdoors?

Corey: Yeah

Mari: So how would a person usually pick their products? Like, is it because of reviews?, they see it's a really popular one?

Corey: No no there's so many, so many things you need to look into. You need to check your search volume, you want to check your competition, you know, you want to check things like this because-

Mari: -What's search volume?

Corey: So search volume is how many people are looking to buy that

Mari: Okay

Corey: So if you find something that's more particular that not so many people are looking for, that's generally easier to break into. If you're selling something that people are buying so much of, that can be really hard to break into because there's already so many people who are selling something similar to that product.

Mari: Okay

Corey: So for listeners who are just starting out and they're interested in doing something like this, I would look for a product that doesn't necessarily have a lot of search volume. Like something that's easy, - that's gonna be easier to break into. Something not so popular but something still possible for them.

Mari: Okay. And what about the fact that they are, let's say, a lot of people that are gonna listen to me are in Brazil, and we were talking like we don't know, I don't know and you don't know don't know anybody who's doing this in Brazil.

Corey: Um not yet but I bet somebody will shortly. I mean there's people all around the world that are doing this, uh, you know whether it's you know an ecommerce store or something else on the internet or something else digitally. There's more and more people every day who are getting, -breaking into this scene so it's only a matter of time before more people in Brazil get on to it too.

Mari: Right.

Corey: You know I've got some friends in San Paulo and Rio de Janeiro and um-

Mari: You got that pronounced right! *laughs*

Corey: Oh you know, so-so. And uh-

Mari: -You're speaking in Portuguese?

Corey: I do not know Portuguese

Mari: And you haven't been to Brazil right?

Corey: I have not, no. I will though I promise

Mari: You should come in July for our conference

Corey: In July?

Mari: Yeah!

Corey: Ok, I'll get the details of that from you, make sure of it, yeah.

Mari: Yeah! Maybe you can even talk

Corey: *Laughs* Right. Well you know, most Americans don't speak a second language, I speak a second language now, so I'm sure I could learn a third really quickly.

Mari: Oh you mean for you to talk in Portuguese? Wow!

Corey: Yeah I could learn it I'm sure.

Mari: Yeah, but no I've got most of the people um, speaking English there and we're going to have some kind of translation.

Corey: Oh cool. Yeah um, so on those strings also, definitely if you don't have such prime English skills yet, definitely get going on that it's just because with that way now you can make international friends,

and now you can speak to different factories, and now you can just communicate with the whole world so I would definitely recommend you learning English if you haven't done that yet

Mari: That's a great thing to say. You know that according to the last British Council survey that I checked, only 8% of Brazilians speak English?

Corey: Oh wow. Well I hope to see that number increase, just like I'm sure we're going to see the digital crowd in Brazil increase so-

Mari: -I totally, I totally want to get into that typical with you but I still want to explore just a little bit more of the business side of things here. Okay so the person goes in, chooses -how many products do you think they should choose? Like, three products? One product?

Corey: Umm, I mean, I would start with one, and like you should get two or three on the board pretty quickly, because when you have, -when you're selling more than one product you can upsell, and it also solidifies your brand better you know? Makes it look more like a real brand and more like a premium product you know what I mean? So-

Mari: Right. Okay. And then you have your own logo, you have your own..

Corey: Yep, you want to have your own brand name you want to have your own website you want to have your own logo, and if possible you want to trademark these things, make sure you're not infringing any patents because this is, this is your brand, there's nobody who can touch this name except for you.

Mari: So, when you sell that product the person who's buying that product actually thinks she's buying that product from you, like a stupid person like Mari here that doesn't know anything about Amazon. I go to Amazon and I buy stuff there and I didn't even know that maybe the person who is delivering it to me is not the person who actually produced it, like I never thought of all of these-

Corey: -Oh no, yeah, I never thought of all of these things either. Um, you know, there's other ways of getting a website, making money online too, you know you could have an advertising platform or drop shipping store or private label brand. Yeah you know I, thought when I bought something on the internet it was coming from a you know a big company with a warehouse and sending it to me but that's not always the case you know, because most private labels they work with factories they don't own, or just you know, making the product per unit with their 'partners', I should say. Your factory should be your partner. Most of these companies don't, you know, don't have their own factories so-

Mari: -So you have certain factories that you work with?

Corey: Yup. Um, I have a couple of particular flag factories that make up my brands, I've developed a good relationship with them.. Um, I have a separate partner who handles shipping, and again these aren't owners of my business, I'm just going with 'partners' so these are third parties who do things with me, and for me, at a cost of course. So you know, I pay the factory to do the production, I pay the shipping forwarder to physically transport the products from the factory to our warehousing, and of course the fulfillment warehouse is a different party also. So everybody gets their fee along the way but when you do, private labels for example, you own your brand, so nobody can touch your brand except for you

Mari: So what's the difference between the Private label and the usual-

Corey: -Like Drop shipping for example?

Mari: Yeah

Corey: Okay so private label like I said you own everything which is great and you can scale that up and you can customize everything accordingly when you're doing drop shipping it's umm you know it could be cool for some people to start out with because requires very little overhead money because you're selling products that are not yours. You're selling big name products that umm people already heard of you know

what I mean? so umm you have a website and you're and you're selling on a website but you're not selling products you own the name to, it's somebody else's

Mari: Right in private

Corey: Like Nike, Adidas all these brands you already know in sporting goods, shoes and clothing. You're selling that stuff. You don't own the brand name with that stuff you're just selling it for them

Mari: I got it, so private label is when I- I actually change the name of that product? When that product- the producer allows me to change

Corey: right

Mari: The name once I'm

Corey: Right yeah, you wouldn't want to say change the name, but develop your own personal version. You know what I mean? Because you don't want to just uh take a generic product you know, put your stamp or your brand on it and umm start selling it you know I want to uh, this is just me by the way, you can do that, you absolutely can do that. I bet there's plenty of places around the world where that's a great idea um in my market place I need to make a more, better version of whatever they're selling. So I really put my heart and my soul and my passion into finding something and making it better with better materials, better fibre, better zippers uh you know, more high quality printing like self-printing for example instead of like uh heat transfer or some sort of stamp or paint so I really go above and beyond to make mine the best I can

Mari: Wow,

Corey: Yeah

Mari: I didn't know you

Corey: Yeah

Mari: Went that deep there

Corey: Yeah, no I go really deep into attention to detail. I find out you know, what can be better and be- and remember I have to pay extra money to make these changes so I also sell at a higher cost

Mari: Of course

Corey: Yeah no you don't have to do that, that's just my particular method

Mari: So, so after you chose that product do you actually go and visit that factory? Just to ask them to do all this? or can you do this through Skype?

Corey: Umm, yeah so

Mari: If that person doesn't have the money to-

Corey: Actually, yeah, no

Mari: Get on the plane

Corey: When I got started you know I didn't have you know the umm ability to get on a plane and go visit factories so, I just uh found my factories on the internet and we started talking on email and then we would go over Skype so we would have a more detailed conversation

Mari: Right

Corey: Yeah, So um yeah you don't need to go visit them right off the bat, I mean you can and a matter of fact my first two brands I still haven't been to visit those factories. I-I did have a uh my- my shipping company go to the factory and check it out, make sure it was a good factory, make sure there were reliable and make sure they were doing the things they said they would do, so

Mari: Hmm, so the shipping com- the shipping companies are willing to do this?

Corey: Yeah, yup. They have uh many different services, one of the services is you know factory visiting and product inspection

Mari: Wow

Corey: Yeah so eventually-

Mari: This is a whole new planet for me

Corey: Yeah, no eventually no when you start being successful, you know you definitely want to go visit them and you know, because that's you know being respectful to them, and definitely get to know them a little better but in the beginning you don't need to do that

Mari: Okay. Have you ever had um this opportunity to meet and to go visit any other factories?

Corey: Um Actually I did not go visit either of the factories for the two brands I sold. However after uh my buyer you know bought the companies they uh went to the factory and they visited

Mari: Okay

Corey: So that was- that was cool. So within-

Mari: That's something you would suggest

Corey: You know the next few years-

Mari: Suggest

Corey: Absolutely yes, but you don't need, like I said you don't need to do that until you get going. You don't need to do that like the first or second year if you're just getting started you know what I mean but once you start you know turning over some serious revenue, it would be worth it to go visit them

Mari: Okay, that cool. It's interesting because I got a call from a former client of mine the other day and he said "Mari you're so close to China." "Would you like to go to China and visit these people for me?" "Because I'm in Brazil, I'm super busy, I can't go there right now, but they're highly interested in buying water from me-" so he's selling water-

Corey: Oh, like bottled water?

Mari: Yeah, and he's looking for - actually if you want to be a part of this anyhow I don't know, he wants me and he's like, "Would you fly to China and do some connection?" I said, "I have no time right now but I can-"

Corey: But which part would you go to? Shanghai? Shenzhen?

Mari: Eh- he said I just- he produced I don't know how many tonnes of water and he just wants to find the person- the right person to sell it to in China

Corey: Wow, hmm

Mari: So I was- I started thinking and I was talking to my assistant like you know people can actually make, cause I see so many people here like looking for ways to make money-

Corey: Right

Mari: But not there yet

Corey: Mhm

Mari: And I'm thinking, you're right here like a plane- a plane ticket to Hong Kong is like a hundred and fifty dollars

Corey: Yeah, it's cheap-

Mari: So-

Carey: Yeah flights over here are cheap. Flights in the US are way more expensive than they are here that's for sure

Mari: A person can actually have that-

Corey: Ability to do that yeah-

Mari: -Job, like I'm the person who's going to go there and visit the factory for you

Corey: Yeah, absolutely

Mari: Right?

Corey: I mean that's a you know, huge advantage for like South America and Asia, uh if you are manufacturing in South America whatever country you can go there very quickly, very cheaply, and same thing for Asia. Uh the United States it's a little it's uh you know if you want to visit the factory in Asia for example you'd have to fly over the Pacific Ocean and uh if you want to go somewhere in Europe, you'd have to fly over the Atlantic Ocean so-

Mari: Right, yeah, Okay great, so there's shipping, there's the factory, there's the warehouse, and that's all in your case in China

Corey: Um for the brands I sold? yup

Mari: So you were buying-

Corey: Those were both- both those factories were located in China

Mari: Ok so all the players were there. Once this product shipped then uhm amazon or whatever partner is involved in that case, gets it over there and distributes it in the US

Corey: So umm. I'll tell you my method, there's so many ways to do this but- I'll tell you my method, I'm not saying it's the best but it's definitely what I do umm, the factory in China would make the product, I would have a US based shipping forwarder, go pick up those products and bring them to the United States from me and then we would take the products from there to the different fulfillment warehouses in the US. So that's three different parties like you said.

Mari: So your US based player is the person responsible for bringing it in from China

Corey: Right, absolutely. So I guess we could say that factory, international shipper, local shipper

Mari: Okay

Corey: Perfect

Mari: Right and then if something happens with the product along the way, is that your loss? Or is that the shipper's loss?

Corey: That is the shipper- The shipper is the one who takes care of all of that for me. They do the legal documents, they do the customs work, they do uh you know the physical transport so that's completely hands off for me

Mari: Great

Corey: It's one less thing for me to worry about. I pay extra by having them do all those things, but now with that out of the way i can focus on the big picture

Mari: so your big responsibility there, like where could you have trouble in the process? Like what's the danger spot there?

Corey: umm well you definitely- like what I said you want to make sure your product design is not patented. You want to make sure you're not breaking any trademarks with your name brand uh you want to make sure, you know if it's a product that the FDA has to review, that it's- you want to make sure that you're in compliance there so umm as long as you know that you have those bases covered then everything should be taken care of for you by the shipping company and the factory

Mari: If the person who gets the product doesn't like it, says oh you know it's not as good as I thought it was. Is that with you or is that with uh-

Corey: so uh, since i use FBA warehouse and you don't have to use FBA warehouse, there's plenty of third party warehouses that will do your customer fulfillment for you. What that means is that they will physically take your product from their warehouse and send it to the customer. So the customer wants a return umm they can have it done automatically without me that's one way they can just click a button then they can just send it back to the warehouse and another way is they could contact me, and then I could try to find a solution for them, whether it be a return or a refund and then we could go from there so we they can do it with or without me

Mari: Okay. So what I'm trying to ask is like what's- there is always a good side and a bad side to every business right?

Corey: Mhm

Mari: So what's the bad side? Like where's the- where's the headache?

Corey: Yeah, sure. Yeah so um for me I would say the biggest headache for me is having to be connected all the time. Because when a customer e-mail comes through I need to make sure that my uh outsourcer team is handling that properly uh you know they're handling reviews, they're handling the customer e-mails, they're handling my feedback and um if they were to have a problem they would tell me and I would step in only if they needed me to do that. So my headache has just been being connected all the time and maybe spending a little bit too much time on the computer.

Mari: Okay good that you've got into that, because now I want to look at a little bit more of your routine

Corey: Cool

Mari: Like how many hours do you actually have to work?

Corey: It differentiates, like you know umm if you're doing a launch, you're going to be working quite a bit because you know you need a contact. uh with the factories you know your samples, you're going to be doing your research, you're going to be doing your graphics work cause you need to take pictures you

know you're going to be doing your design work. You going get your marketing prepared, whether it's uh you know Facebook, Google, Pinterest, you know however you decide to go about. So you're going to be doing quite a bit in the beginning and but you know the goal is eventually once you start selling is you want to automate it, so you're going to want a team of uh you know workers or outsourcers who would do a lot of the menial stuff for you so you could focus on the big picture.

Mari: Okay

Corey: So as far as how many hours I put in, it- you know in the beginning I could be working all day and night, because there's different time zones I have to work on there umm you know once you get selling then you can you know tone it down a bit and uh you know put in as many hours as you want or don't want depending on what you want to do, or how fast you want to grow

Mari: Mhm, Okay but on average you would say that you work a regular eight hour shift a day-

Corey: Mnn, I can't say eight hours

Mari: -or maybe twelve hours?

Corey: I wouldn't say 8 hours, I would say probably...right now, where I'm at right now with my new brand, I'm probably putting in between 4 and 6 per day, I would say.

Mari: Okay. And you're here, in Chiang Mai, right? So, we're here at punspace where I've been doing amazing interviews this week.

Corey: Yeah, this one is really cool, I'm impressed.

Mari: It was your first time, right?

Corey: Yeah, first time for during the day when I wasn't all locked down or certain areas were open at nighttime.

Mari: Have you ever worked from a coworking?

Corey: I have, yeah, absolutely, some places I've lived in, the only place you get solid internet would be an office or coworking space.

Mari: Like where? That's what I was going to ask you, like, where have you been?

Corey: Where have I lived? Okay, so besides the United States, I've lived in the Philippines, I've lived in Moscow, Russia...

Mari: Wow, that's different.

Corey: Yeah, absolutely.

Mari: You had a Russian girlfriend, tell us. The only reason I have friends that go to Russia is for their women. (Laughs)

Corey: Of course, yeah.

Mari: Most beautiful women in the world.

Corey: Of course, yeah. It's a pretty interesting place. I don't know, I mean Brazil, Brazil's very high up there, where all the beautiful girls go. But, you know, excuse me, I really thought I had turned this off and I don't know why it would do that to me.

Mari: That's okay. Don't worry.

Corey: Yeah. Okay, where else? Now Thailand, so that's three places. United States, Philippines, Thailand, and Russia. So the advantage of me working in the Philippines, actually, is similar to Thailand, up here, up north, there's a lot of likeminded people I can be around, people that motivate you, people you can help, people that can help you. Not so much of that in Moscow, there wasn't really anybody doing the digital scene over there, however, it was great in the Philippines especially, because I met some really good locals, and actually, this really great girl I met there handles my customer service now. And it was nice, I got to meet her in person and make sure, you know, she was a decent worker, not just a ghost I met on fiverr or – what's that other website?

Mari: Upwork.

Corey: Yeah, Upwork, that's another one. Or Odesk.

Mari: Yeah, Upwork bought Odesk.

Corey: Yeah, exactly. So.

Mari: So, interesting that you mentioned that, though, because I hired my first virtual person in the team around 4, 5 months ago. And she's an American based in Taiwan, I was in Brazil when I first hired her, and so we worked for three months together, and I was so in love with her work, professionalism, punctuality, all my clients loved her. And I was here, she was in Taiwan, I said, look, just come. Let's work a month together in the same building, we need this, and now I love her more.

Corey: Right, I understand. And that's really good because when I first started working with my girl in the Philippines, I trained her on how to do everything, which is great because now she can take on other clients and stuff if she wants to, make more money if she wants to grow and do bigger things, but you know what's great about now for people who are new and just getting started, is there's a whole batch of people out there who already know what to do, don't require training. You can just tell them, oh, hey I'm

selling on these channels, and you'll find somebody, oh cool, I know how to do customer service, commenting, etc. etc. So. You don't really have to train them anymore, they can be ready to go for you.

Mari: Right. Yeah, Upwork and Fiverr blow my mind, like.

Corey: Yeah. I was using both of those, in the beginning, when I wanted one job such as graphics or press releases, and stuff like that.

Mari: So what was your first experience hiring someone, was it this girl?

Corey: No, no, when I was getting started, I was having somebody do my logos, my branding, my packaging. So just to get something going, like I said, ready, fire, aim, just to get something going, I went on Fiverr and had somebody just make basic graphics for me, and we had to do like two or three revisions, but by that time it was ready to go so we could start production pretty quickly.

Mari: And the person was where?

Corey: Actually, I believe this particular person was in Hungary.

Mari: Okay. And since then, you've always worked with other professionals through Upwork and Fiverr?

Corey: Well, actually, now, I founded American team, who does my things now. Obviously, they're a little more expensive than Fiverr, but you know, I tell them something one time and it gets done immediately, the first time, correctly. So, yeah, I mean – but don't get me wrong, there's plenty of great people on those other websites we mentioned.

Mari: Okay.

Corey: It's just, I've found one company now that's literally everything for me. So it's a one-stop shop, I don't have to go around to different people for different things now.

Mari: Awesome. So you kind of outsourced a whole team-building part of the business to this one office in the states, like you don't have to build the team anymore? Cause it does take a long time.

Corey: Yeah, you eventually come to a point where your time is worth money, so you're going to have to decide, do I want to do it the long, cheap way or the quick fast way? So you're just going to have to make that decision. And of course, in the beginning, I'm starting out with doing the long, cheap way, of course.

Mari: Okay. Yeah.

Corey: And that's quite fine now, it's still fine today.

Mari: Okay. So now I'm curious about, like, you as a digital nomad. When did you ever know this existed?

Corey: Yeah, so this course I took in 2013, one of the big points is you can do this, and you can do it from pretty much anywhere. As long as you stay on top of it, you treat it like a real business, you know what I mean? I want to stress this too, there's no such thing as – if you want to be really, I mean, anybody can be moderately successful but if you want to be really successful, this is a full-time thing and you need to be dedicated to that. So you can be in different countries and work in different countries, doesn't matter, South America, Asia, U.S., Europe, but you have to put in the time and you have to put in the focus and passion to get things done.

Mari: Right. So when you were doing the course, then somebody mentioned the digital nomad lifestyle?

Corey: Oh, no, I just, you know, like I said, after I finished my last contract with the embassy, I wanted to take a break, so I was in the U.S. taking the course, I got started, I learned things the hard way, I thought I was gonna quit so many times but I didn't, you know, I stayed with it. I just lost so much money that first year with silly mistakes like we talked about earlier. But yeah, so I wanted to go somewhere where I could meet other like-minded people, you know, be warm, because, you know, it's getting really cold in my neighborhood up there. So I ended up going to the Philippines, I based out there, I met some great people, had a great time, you know, went to the beach and just – it was really great, it was life-changing for me, actually, 'cause I'd never been to southeast Asia before then. So, yeah, I did that, and you know, as much fun as I had, I definitely made sure I put in the work first. So.

Mari: And you managed to do that?

Corey: I did, yeah.

Mari: So, at this point, you didn't even know that what you were doing was called being a digital nomad?

Corey: No, no, I didn't even... I still don't utilize that word too much, I just say working mobile, for example, but I guess it's actually become a real term, so. I guess that happened by accident, I suppose.

Mari: I think it happened by accident to a lot of people, but I still prefer to call myself "online entrepreneur" too.

Corey: That works. Yeah. Depends what vibe you're going for.

Mari: Yeah. Sometimes I think I'm too old for being a "digital nomad."

Corey: Yeah, sometimes it looks like the young kids, 21, 22 run the computers.

Mari: But you know what--

Corey: No offense to anybody. Like I said, it's not, "oh, look at me, traveling the world and making a little bit of money on my computer," like this is a full-time thing, if you want to be really good, successful, and

have something built for the long-term, that's – you really want to put in the work, the focus, you always want to be constantly learning, and you know, you want to surround yourself by other like-minded and successful people, too, because I would say what got me to where I am today is not just learning the hard way, but really just being around the right people. Not being around poisonous people, people who party too much, but people who put in the work and built successful businesses their way also.

Mari: And this is a good place? Chiang Mai?

Corey: You know, I'm still new here, I can't give you my...

Mari: You just arrived here, right? This is your first time ever?

Corey: Yeah, I've only been here for probably about 30 days so far.

Mari: Okay. You're gonna love it more and more. I'd say Chiang Mai is like Japanese food, because the first time you try it you don't like it so much, first week I was here, I was like "Nah," I was expecting so much more, you know? And then, second week, you're like, "Mm, it's not that bad," and then third week, know, "I love it, now I can't get enough of it."

Corey: Yeah, I understand, I know there's lots of places too, not just here, but I think this is a great place also, but there's plenty of places – I know guys who are in Budapest, guys in Barcelona, guys in Taiwan, Philippines, Saigon, Vietnam. So, I mean, this is – there's plenty of people who work remotely, or popping up in little colonies all over the world.

Mari: Right. Great. Now, what about your routine? For you to keep that discipline going, right? Like, meditation, exercise, drinking, food, where are you in that?

Corey: So, my day usually starts probably between 8 and 10, so I wake up, immediately go eat breakfast, I do nothing, I don't ever check email, look at my phone, or anything until after breakfast is complete. Because that's just a mental thing, you know what I mean, you don't want to wake up to a catastrophe and just dive into it, spending hours fixing it before doing that, so. I wake up, I don't touch computer or phone, I get dressed, I go eat breakfast, I come back, I check my systems, make sure everything's operating properly, and make sure I'm not needed for anything. I then immediately stop, I go to the gym, so I'll go to the fitness center for, like, one, two hours, then I'll come back and I usually eat again, like, right after that. So after that, that's when game time starts for work, that's when I will get situated and go do things that I need to do. Now, remember, everyday tasks, that shouldn't be me. I'm just making sure there is nothing strange going on, you know what I mean. So first thing I'll do is I'll check sales, I'll make sure the website's operational, I'll make sure, you know, all the outsourcers are doing their jobs with comments and emails and things like that. So after I verify everything is going well, and that should only take a couple minutes, you know what I mean. That's like going outside to make sure your car's still there, that should only take a couple minutes.

Mari: That's a good analogy. (Laughs)

Corey: So that's when I get into the big picture stuff, right after that. You know, what do I want to accomplish, do I want to get building on some social media stuff, do I want to get building on a PPC program, do I want to start on a production, make a bank wire, things like that. So, the growth stuff is what happens immediately after that.

Mari: Right. And then you'll work until you're done?

Corey: Yeah, yeah, sometimes longer, sometimes shorter. Not too long that I lose my mind, but eventually I get...I finish up around four hours or after that. So then, after that, after work stuff I try to completely clear my mind of anything work-oriented, so that way my evenings can be free and relatively stress-free.

Mari: Right.

Corey: Yeah, so really all I do is go to the gym...

Mari: Have you tried meditation?

Corey: That's actually something I wanna ask you about, because I haven't. I actually did one meditation workshop, and it was really cool. But it wasn't here, it was in the U.S. So I think that would actually be a great thing. Because, you know, when you're running your own business, there's so much more stress involved than a regular job, because you know when you have a job, you get a paycheck, right, so your money is not at risk. So you just get a paycheck, and you're like, "whatever," you know, you could be at a job you don't really care about, whatever, you don't really try hard because you're gonna get the same paycheck, you know what I mean? But, you know, when you're running a business, it does matter because it's your money that's on the line. And, obviously, you care more, when you're the one who decided to wire 3,000 of your own dollars for your first production ever, that's a bigger deal to you than just getting fired from a job you didn't like in the first place.

Mari: I bet, yeah, I totally agree with you. I totally think meditation works perfectly well with our lifestyle, you know, putting in our own hours, choosing our own countries to live in, blah blah blah. For me, it was a life-changer. And since you're here, I totally suggest you do a silence retreat. I don't know if you've ever thought of that. That was like...I started meditating six months before I did it, for like 30 minutes every day, using guided meditation type things--

Corey: You mean something similar to Headspace or Calm?

Mari: Yeah, that kind of thing. I started with Headspace, and Sam Harris had one or two guided meditations that I can share with you, a 9 minute one or a 26 minute one, and...I am Miss Anxiety, like trust me. There's nobody more anxious than me. And I used to bite my nails, I used to have much more weight, and after I started meditating, I – the reason I started was not because of me. I started because of my clients, because people hire me and pay me to help them produce more. So I started reading all these books on productivity, and every book, number one, meditation, I was like, fuck, I'm going to have to do

this. How can I tell people to do it if I don't do it, right? So, same reason I started the podcast. Some of my clients really need to have their own podcast. So how can I coach them on this without me going through the – I'm always going through these things without me wanting it in the beginning, and then after I get into it, I'm like, "Wow, this is cool, I actually like it, I'm gonna continue." So I stopped biting my nails, I stopped eating so much, and I became...like, I remember, every time I used to drink, in Brazil we drink so much, and every time I would have these blackouts. I don't have blackouts anymore. I've struggled with this for many years, I hated it. The other thing, I froze my eggs, cause I'm 40, and I wanna have kids in the future, and I don't wanna have it now. So I froze my eggs twice, the first time I did it, I was 37. I was under financial market stress, and then the second time I did it was last year, I was 39, and I doubled the number of eggs.

Corey: Whoa! That means your body's happy with the way you're treating it, then?

Mari: My doctor was like, "What did you do?" And I was like, "You probably should start telling your clients to meditate."

Corey: Make the changes you did, lead by example.

Mari: Yeah. I read a book that changed my life called *The Instinct to Heal*, by David Servan.

Corey: I need to write this stuff down.

Mari: I'll send it to you, don't worry. So, he's a neuroscientist, and he has this amazing book, you should totally read it. All my clients read it and they love it. And then, I'm sure you're going to start meditating. Like, the next day. I'm going to be doing one, seven-day retreat, I'm going to do one per year. So the first one I did was a ten-day one in Surat Thani, the second one I'm going to do now is in Koh Samui, it's a seven-day one. So, you're welcome to join me, although we won't be able to talk. (Laughs)

Corey: Yeah, how does that work, silence, like, you don't speak, or?

Mari: You don't speak at all, you have 150 amazing people from so many countries, you can't even know anybody's name. You go to bed at 9 pm, you wake up at 4 am, vegetarian food, you turn in your laptop, cell phone, everything when you get there--

Corey: You can't eat meat?

Mari: No.

Corey: Ugh, think you might have lost me.

Mari: You can't smoke, you can't eat meat. Ten days – by day 3, I was desperately wanting to leave, 30% of the people had already left--

Corey: Because they had to go home or because they were freaking out?

Mari: Each person, I think, has a different reason to freak out. My reason was the no talking. Because I like interacting with people. And, like, if you look at people, you're eating in front of them...it's so weird that you can't say anything.

Corey: Yeah, that sounds like some Silence of the Lambs type stuff. I'd need to test it with a 24-hour one or something.

Mari: There's a three-day one. But I suggest you go for the full package, because – the only reason I stayed there was because I actually went on my Facebook before I went in there, and I told all my friends, "I'm gonna do this, please send me good vibrations so I can stay until day ten." And all I could think of, when I was willing to quit, was like, what about all those comments and all those supportive words that I got, you know, I need to do this for them if not for me.

Corey: You know, some people do that, I think, you know, when you announce your goals, it makes you work towards them because now you have – you know, there's a word for this, I can't remember, but you know, when you tell people your goals, it kind of forces you to do them now.

Mari: Exactly. That's how I am. I've heard other people say, "No, I like to do it, and then tell." I like to tell first.

Corey: You know, I can tell you, when I first started, with this career change, when I started building my own business, I wasn't telling anybody what I was doing, because I didn't want to look silly if I failed. But now that I've actually got success from it, I don't mind talking about it now. I wanted to prove it was actually a workable, good thing before I started talking about it.

Mari: Right. Okay. Yeah, see, that's an interesting way to do it.

Corey: But there's no accountability, that's probably why it took me so long. I would say it took me about one year longer than most people to get to where I'm at right now, because I was reserved for the first part until I noticed things were working.

Mari: Reserved, you mean – like if you had been out there talking to more people--

Corey: Yeah, absolutely. I could have done this faster.

Mari: Oh, interesting. Yeah. Okay, so the other thing I wanna know more about is the whole story of you selling these companies, I think this is so amazing, 'cause I struggled – when I decided to sell my language schools in Brazil, I think I stayed, like, a year and a half trying to sell these schools, and I didn't have – I had one or two offers, but nothing really serious, and then I got to the point where I was like, for fifteen years I invested so much energy, so much time and money into this, and now nobody wants to buy

this, but we didn't have this kind of thing that you – that I want you to talk about, like, people, you know, digital solutions for this...

Corey: I couldn't have done it by myself. Maybe I could now, but...at this time, there was no way I could have done it by myself. So, like I said, I started my first business in 2013 with my partner, I started the second one in 2014 by myself, so that's two separate brands I had, and we decided we wanted to, you know, sell, and move onto different things with our lives in 2015, so what we did is contacted a broker who specializes in selling websites and businesses in general. So, they already had some experience selling physical businesses, like brick and mortar, and then also digital.

Mari: Can you say the name of the company?

Corey: Yeah, I'm going to give you two resources. The broker I used is called websiteclosers.com, my broker's name is Grier, he's a great dude, you can definitely contact him through that website. And you can mention Corey, too, if he wonders how you got his contact you can say Corey from this podcast. Another source that my friend just used is called [Empire Flippers](#)?

Mari: Oh, I've heard of them, they were actually sponsoring the summit, right?

Corey: Yeah, yeah. Now, what's cool about them is they are all digital, I believe. So there are so many different ways that they could sell your business that you aren't even aware of, (unclear 51:11). I do believe they take a higher percentage of the winnings, so I would have to – if I was to use them the next go-around, I would have to do, might do diligence, but I've heard good things from other people so far.

Mari: Okay. Great. So you, now, when you started the business, did you know you were going to sell it?

Corey: No, no, I had no idea. And that's why there was so much work I had to do when it came time to sell. So, what we needed to provide, is I needed to have a copy of all my bank statements to prove I was actually making money, and then I had to organize those numbers into what's called a profit and loss statement. So from the very beginning of time until current, I had to make a spreadsheet, so each and every month I lost as much money and made as much money. So that's what buyers need to see, you know, they need to see your brand, they need to see your website, and they need to see, most importantly, the numbers. And then you're good after that.

Mari: Right, so what you're saying is that if you had known that you were gonna sell it, it would have been easier because you would have kept these numbers from the start.

Corey: Yeah, absolutely, of course I do all these things now, but I would have been more organized with bank statements, I would have been more organized with the PNL, I would have made sure – yeah, so by the way, you need to be organized with your bank too, because you need to make sure that whenever you do a wire, it comes from your business bank account; whenever you have a subscription or something, that all needs to come from your business bank account. You shouldn't go to like, McDonald's,

and be like “oh, I’m hungry” and then use your business card for that, no. Only business transactions should happen on your business account.

Mari: Oh, I’m happy you said that. Because that’s something everybody does, like use your personal account for so long, right, and then it’s impossible to.

Corey: Yeah, so you definitely want to do that.

Mari: Okay. Cool. Now, are you planning to stay abroad? Do you want to go back to the States eventually, are you...

Corey: Oh, yeah, I didn’t think that far. Really, the only goal I have right now is to continue to grow my new brand, my new brand really exploded and made way, way, way more progress in the last three days than I expected, so.

Mari: Can you talk about your new brand?

Corey: Sure, it’s a health and personal care product, and it’s paying a lot per unit for, but I made it the absolute best I could on the market, I brought it to U.S. and made sure all my legal checks were in a box, and I got to, I think we’re at 32K within just 32 days of selling, 32K in revenue.

Mari: 32K for residents who don’t understand, that’s \$32,000 per month.

Corey: Right, right.

Mari: Wow.

Corey: So I have to be on the top of my game and make sure, you know, the next inventory order is already in production, I need to make sure all – everything’s operational, because, you know, that’s great for starting out, I need to make sure I keep that inventory in stock, I mean, have more inventory too, ‘cause I wanna grow bigger with advertisement and things like that, so. I got a lot of work to do. So the next year, I’m going to try to stay pretty stationary and really just focus on doing that.

Mari: Yeah. I hope these noises don’t stay in our...

Corey: Yeah, I know. We’re going on one in the noises, first noise was me, second noise was you.

Mari: Oh, well, I don’t care, it’s informal. It doesn’t have to be like a studio type thing.

Corey: Right. Not talking president...

Mari: Yeah. So, when you say \$32,000, what’s the percentage of profit in this thing?

Corey: So, my profit margins right now are, I think, about 40% profit margins.

Mari: Are you kidding me? I think I'm going to ask you to teach me. (Laughs)

Corey: Yeah, no, looking at the numbers, looking at cost of inventory plus my monthly operational expenses, my profit margins are at about 40%, but please remember, with my method of building a business, I take no money from it for at least a year. So I want to take every penny I make – it doesn't matter if I make between \$10-14 per sale, I don't want to keep that, I want to take that money and I want to put it back in the business, I want to buy more inventory, I want to make the website better, I want to, you know, get more sales channels coming in, so.

Mari: That's awesome.

Corey: Yeah, that's what I would recommend – do everything you can to reinvest for a minimum of a year.

Mari: But 40% profit is really, really good.

Corey: Yeah, that's generally where I try to be, I want to make – an absolute minimum, I think you should try to make at least \$10 profit per sale. And, I remember, it might not be that for the first couple months, because you're still doing your ranking, you're still getting popular, you're still getting reviewed and tested by customers, so. You know, your first couple months, that could be a complete loss, but that's a dive you're going to have to take to get the eyes of people.

Mari: Right. 'Cause you have to be cheaper, 'cause you don't have any reviews yet, right?

Corey: Oh, yeah, for sure. It's not a tested product, it's not ranked on Google, it's not ranked on any other channel. So. You need to keep your prices lower, make a little bit less money up front, you know, you might wanna do some giveaways too, so people could try it for free.

Mari: Oh, really?

Corey: Yeah. Things like that. So. Yeah.

Mari: So that's common?

Corey: Yeah, it's pretty much mandatory. I shouldn't say common, it's, like, mandatory. So.

Mari: But how does it work, like, you send it to anybody, or?

Corey: There's different programs--

Mari: Or buy one get a second one, or something?

Corey: Yeah, you could give coupons out, there's different places on the internet you could put coupons, or you could give away things to bloggers, stuff like that, so. In many cases you're going to have to do that.

Mari: To bloggers, that's interesting. 'Cause then you get their followers. That's cool. Yeah, that's for every business I think, right?

Corey: Yeah. 'Cause, there's no such thing as businesses you can start – well, maybe there is, but at least in my world, you can't start, or just immediately start taking money out of it, you need to, you know, grind for the first three months without expecting any profit, and then, you know, build for a year before you actually can take money out of it.

Mari: Right. And where are most of your buyers?

Corey: For the things I sell right now, most of my buyers are in North America, but, I mean, it's the wide open west in South America, it's the wide open west in places like Europe, Germany, UK, dare I say Australia perhaps, different places in Asia now that they're getting the mail system operating here. So just for what I'm doing, and where I've been is North America, but I'm seeing people do crazy numbers in other parts of the world now, so I can't say that's where you wanna start, might even be easier to start somewhere else.

Mari: Somewhere else like where?

Corey: Like I said, South America, parts of Asia or Europe.

Mari: Yeah. Like, I don't know, do you think it makes sense for you to – let's say, I'm here. Let's say I wanna start. Should I look at local products here in Thailand? Or should I go to Amazon since I'm a beginner?

Corey: I would just cruise through Google and Alibaba, you know, find something you like that doesn't have too much competition, and if you're branding, that's something I would do. Something with lower search volume, something in lower demand, but something you can break into and start making money quickly and things like that.

Mari: So not necessarily where I am?

Corey: No, no. It can be anywhere. Yeah, no, you can...I've never been to, like I said, my first two businesses, I've never actually visited that factory, my new business I haven't visited their factory yet – I will in the future, but I haven't been there yet. So, I mean, you can...once you figure out what you want to sell, you can find a factory anywhere, it doesn't matter where.

Mari: Right. And you're doing so well now with this new product because of the history, the background that you already built for yourself with the previous--

Corey: The skills I've gained by building and selling--

Mari: The skills you gained. And not necessarily, they don't actually see that this is a guy who's been doing this for three years and he has I don't know how many thousand positive reviews, they don't get to see this in your Amazon or shopify or whatever, they don't have this history there, right?

Corey: Right. No, of course not, no. Actually, my name is not attached to any of my brands, so there should be no way – I mean, I'm sure there's some super spies out there, but there's no easy way for somebody to just find out, you know, I own my brands.

Mari: Ok, when I say you, I'm talking about your brand. They don't know that this brand has been out there doing e-commerce for three years.

Corey: Yeah, there are ways you could check that. Most channels are still operational up to this date, you know this product has been around for so long you can find this information but it's not important. Meaning, it doesn't matter who you were its who you are right now. If you've been selling this really cool basketball for five years and somebody just come out and start selling a way better basketball than you. if you are both doing equal marketing it doesn't matter about the history of him because you're going to be the best now.

Mari: Do you have a partner no or are you doing it solo?

Corey: I am solo now I had a partner in my first business and you know. We both worked well together learning and we both mutually decided it's time to sell I've been solo since then.

Mari: So what about the experience of having a partner?

Corey: It's cool. You'll have to make that decision yourself, everybody is different; some people like to work alone, some people like partners you know because everybody has different skill sets. Some people may be good at something else, you may be good at something different. So I mean yeah, it really up to the people. What kind of person they are and what they want to do.

Mari: So you don't think that-I mean if you consider pros and cons of having a partner?

Corey: Well you know, it's kind of like the pros and cons of being married I suppose, you have to mutually make decisions you know what I mean and those decisions are not always going to agree.

Mari: Yeah in a way you kind of feel safer that you have that person there.

Corey: Yes in some ways especially when they know things that you don't or have different skills you don't. diversify you the ability to do things.

Mari: Ok what's next? how long are you going to stay in Chiang Mai? What's in the future for you?

Corey: You know what, I'm absolutely going to stay in this area like I said for at least a year because I just want to focus on doing growing my business. I'm going to sideline all the fun stuff I want to do for at least a year and just really be dedicated. So I'll probably be in South East Asia for at least a year maybe taking some trips mostly winter time, November-December. To have a healthy lifestyle like we talked about and to build.

Mari: So when do you allow yourself to travel? Like do you do what some people do like I'll work my butt off for three weeks and then I'll take the next week off

Corey: So I would say about 60 days in or 90 days in so I would go in for 2-3 months and then I would go relax for a little bit and then come back to it after that.

Mari: Ok, because we have to enjoy our freedom sometimes you know.

Corey: Yes, it's not fun being in a different country of doing exotic stuff if you're in front of a computer all the time.

Mari: Exactly

Corey: It's your mental health your physical health and not just your business health.

Mari: Totally, and are you here-, I'm asking you this because tomorrow I am interviewing the guys from igluu. Are you here on a work visa, a business visa? a tourist visa? what kind of visa?

Corey: So right now, I'm just on a tourist visa. I can stay for like 60 days at a time. I am looking to get another visa, but I mean even with that 60 days that's an excuse for me to take a little break and go do something for a weekend or something.

Mari: Forces you to cross the border, I take it's those persons that do these visas runs, I mean like hello, why don't you just take the chance of going somewhere for real.

Corey: Yeah! exactly, I mean I am looking to get a long-term visa, I am sure I could but for right now I'm just going to do it like this.

Mari: Ok

Corey: Yeah!

Mari: Cool! well did I forget something important I hope not!

Corey: Anything you want to talk about, I am open to transparency.

Mari: Well, I guess my last question would be because I really love how you managed to sell your company so fast.

Corey: So the broker actually, so they put together what's known as a sales package, they take your numbers your PNL, your business bank accounts, they verify everything that you have is correct and true. together you write up a really cool document about who you are, what you're selling, why you do it. You know frequently asked questions and answers that a buyer may want to see. And the brokers job is to find and fit buyers. so they have a whole list of people that what they do is buy businesses so they bring those qualified people to you and what they do is have a phone interview with you and decide and make that decision if they want to buy.

Mari: right, cool. And they take care of all of the paperwork?

Corey: Yeah they do. You know, you come up with a mutually agreeable contract, both of your lawyers would take a look at that, make sure it's what you want and then you would do the transaction through a closing agent. So I develop a document that has all my passwords and identity information and things like that that they are going to need to take the business from me. And of course, I give that to the closing agent, they give the money to the closing agent and then we trade.

Mari: Oh, interesting; very practical.

Cory: Yes just like closing a house, for example, you do it through a closing agent.

Mari: Ok, Do you see yourself selling your company? Now?

Corey: Everything I do, I build to sell. There are two things you should do when building a business and, there should be only two things that are your ankle. One is complete automation, so you are just alive

and taking in the cash flow and profit from the business, growing it at your leisure, it's no longer a stressful thing. The second goal is that you build to sell, so you need from the beginning whether you're just doing it for the cash flow, whether it's a disrupter business, or passion business. No matter what you're doing, you must have those two goals, and personally, I like to sell so everything, so everything I do, I build to sell.

Mari: Cool.

Corey: I mean the other one sell for I mean 365 broker fee was 10% and then there was some closing fee which likes turned out to be about \$2000 something like that. So yeah, I sold my first two for 365. I really think I want to sell this one for half to a million depending on how quickly I can get to that and what I want to do.

Mari: And you were explaining that they pay 2-5 years multiplied by the profits right?

Corey: Every deal is going to be different especially in the online world. Generally, for a business they would take your last year of profit, multiply that by three and then add on the cost of your existing inventory. If you need to rewind that let's do it again. But that's generally what it is. I took a small dive on my pricing because I suppose the contract was pretty draconian. My deal was that 90% money up front on closing day and then 10% of the money in 30 days after I train you on how to operate. Because I want to sell these businesses wash my hands and then have free time to go do something else. I don't want to be dragged into consulting for a long time or things like that. I didn't want to be apart of the business for the one year or two years, No. I want to just take a small dive on my winnings and just move on and get most of my money upfront.

Mari: Cause I imagine the people that are buying want to force you to stay longer.

Corey: Yes, generally yes. You know the buyers that brought this in both cases are really easy to work with people but some buyers are very stringent on what they want from you.

Mari: And I actually met a guy here a few weeks ago that said he brought three websites and then he place a bunch of ads and he's making like \$10,000 a month with these three websites just from these ads.

Corey: Yeah, cool sounds like he has a website for content that everybody subscribes their ads to, which is another great module for people to get into.

Mari: So what's that called

Corey: You know that's not my speciality I don't claim to know a lot about drop shipping, I don't claim to know a lot about websites that makes money from advertising. I just follow my process, you know what I mean. I do things that make progress in my business module and that's what I go for. Especially on the

internet and in the world you are constantly bombarded with information. So you need to decide is that information something important to me right now. because if not, I shouldn't let it into my life if it's not something that's going to change what I am doing right now.

Mari: Yeah, I totally agree.

Corey: So I can't give you information on that

Mari: Because I'm in the position of trying to give options to people. I have to superficially know a little about each thing.

Corey: Right

Mari: Sometimes I just have to go home in the afternoon and sleep because my brain feels like

Corey: Overloaded

Mari: Oh my God

Corey: Fried computer

Mari: Yeah, when I finally think I got it, I learn about something totally new, like, "how did I not know about this"

Corey: Yeah exactly. You know you cant be a football player and whats another sport; and a --- specialist, You cant be both of them at the same time you have to pick one place you want to put all your energy in.

Mari: Right

Corey: At least in my case any how.

Mari: So I have two more questions and then I'll let you go.

Corey: Right

So one of them, for the future. That's a question I always ask people on their first coaching session with me. Like your how old again?

Corey: 29 this year.

Mari: 29, I'm so old. 29 five years from now your going to be 34. Whats like your dream 34? what does it look like? Waking up in the morning to do exactly what you're doing now or are you doing something totally different? where are you?

Corey: So by age 34, I built up this new company that I sold it for a million dollars my buyers are happy. I have a good trunk of net worth in my bank account. So, I'm relaxing at this time.

Mari: At the beach

Corey: Yeah, probably, and taking it slow, thinking about what my next big project is going to be. Because I just I need a break, I mean like i've been doing this hard core. I feel like I havent taken a break in a lot a years. So i think I have been doing ecommerce non stop, almost daily since 2013 and after immediately, i started my new business immediately after selling my other ones. So i just want to take a break after I sell this one.

Mari: You should, you deserve it, you deserve it

Corey: Yeah these gray hairs are coming in nonstop

Mari: Ok, my second and last question. For a person, because I have a lot of clients in that position that's stuck so they cant seem to find- they are afraid basically, They are afraid of quitting their jobs, they are afraid of putting money into this new thing. People who are hiring a career coach to make a career transition. what is it you would tell them, first thing for you to do?

Corey: Well, so like you said if you're afraid to leave your job and go for a new business, then you should do both at the same time. you should keep you job and do you business and understand that your not going to have much of a social life during that time. As far as money leaving your bank and maybe never seeing it again that risk, I don't really have an answer for that because every time money leaves my bank it still terrifies me to this day.

Mari: You just have to take the risk.

Corey: Yeah exactly. So it's you know what I mean when it's your own money you know I've had transactions 3000 maybe 5 but I've had transactions 40,000 at a time, yeah, I still haven't gotten used to that yet so I wish I could give you an answer but I just do it.

Mari: Yeah well, that what entrepreneur are all about right? taking the risk you just said building a company to sell that apart of being an entrepreneur not attaching too much to the business in a way that you can't sell it in the future.

Corey: Yeah, Like I said, two goals, in the end, automation or selling. and it doesn't matter what kind of business your doing. I think if you build it that way it will be fine. But You know I think with big risk comes big rewards too. Remember the risk I took in 2013 I lost a lot so the big risk I took I got none of that back that was like 6000 plus 2000 in a stupid mistake I made. That's \$8000, I'm never going to see again but it ended up working for me because I didn't stop I just kept trying new things.

Mari: Why did you not stop?

Corey: Well I guess I didn't want to go back to a real job. Yeah, that's probably it.

Mari: Did you have to get a loan when you just started?

Corey: I didn't, Cause as I said I didn't have a wife and kids, I didn't have any money to spend on anybody else so I had all that money to spend on myself so I just used my own money to start up.

Mari: Ok cool, Corey thank you so much for your time it as awesome

Corey: It was a pleasure being here and I look forward to seeing good things coming up from the brazilian DN and remote workers coming up soon.

Mari: Yeah, I know you said you wanted to stay here for a full year but if you change your mind and decide to get one of those breaks in July and come to brazil

Corey: Yeah, We'll take about that after the interview.

Mari: Ok

Cory: Thanks, everyone.