

YOU CAN'T WIN AT SOCIAL MEDIA WITHOUT FOLLOWING THESE TACTICS

*We
develop a passion
for Teaching!*



The biggest fear is regret and
if you do not jump when you
are 60 70 80 90 you
Will live the last 40 Years of
your life with an energy of
regret that there could be
nothing you can do about it if
You quit and you go chase
your dream and you fail bad
the fact that you've worked at
Rolex for 10 years is still
going to
Be on your resume the
number one resource in the
world is attention but
attention sits on

The phone you may not like it

you might have a point of
view on it you might think
Social media is bad good I
don't care what I care about is
that if you

Have any hopes and dreams if
you want to achieve you must
learn what is happening
On the phone social media is
Disproportionately the most
important platform for
everybody in this Arena
here's why

It stay with me now it is
Free the platform is free of
course you can run ads on it I
have a company with
3,000 employees globally that
spends billions of dollars

spending money on it
However we only spend those
dollars when a client will
listen to us after we post
something for free that
Does well my friends for the
last 15 years for the last more
than 15 years

I've built my entire Financial
foundation on social media it
is

Disproportionately one of the
biggest economies in the
world what is happening on it
right now over the last 2 three
Years is profoundly important
for all of you to hear and hear
by show of hands how many
people are in the B2B

business

Not the b2c business for
every person that is standing
keep standing please if you
don't mind it's good for your
blood

For every person that is
standing in this room right
now that is in
B2B marketing is always a
very complicated thing in
B2B because the reality of
B2B is it's more of a sales
Organization than a
marketing one you all know
that I already see you shaking
your heads as we stand here
today in
December of 2024 by far as I

look around this stadium and
see all the different people
Without knowing what B2B
sector you are in I know for
fact more than the sun
Will come up tomorrow that
the biggest opportunity for
you to actually double your
business is your commitment
and

Your organization's
commitment to producing
content at scale on
Linkedin you can sit down
but please keep the lights on
cuz I want to see the
Faces of the people that just
stood up the biggest thing that
will grow your

Business in 2025 is directly
correlated on how much
Money time and energy you
decide to put into making
pictures and videos to post
On linkedin for free the
amount of attention in the
B2B

Sector and I'm fortunate
enough to be an investor in 50
or so B2B companies in
Stages C to series D I also am
very fortunate that I work
with some of the biggest B2B
companies in the world with
My marketing firm visas and
Chase and Brands like that
the amount of
Attention that sits on linkedin

globally globally here us
Europe APAC Asia Africa
The amount of attention that
sits on linkedin is stag ing the
amount of
People that just stood up that
are actually posting one to
three posts a day on
Linkedin is almost zero the
supply and demand of
attention

On linkedin is the opportunity
linkedin today is in the same
place that Facebook
Was in 2012 before people
understood what what was
happening there here's the
Biggest point that I need
everybody to understand the

Algorithm has changed
everything in social media for
20 years i've been building on
social

Media but i've treated it and
everybody had to treat it like
email marketing you

Would try to get as many
people to follow you as
possible like I did it took me
20 years to get 50 plus
million

People to follow me and then
every time I would post
people

Would see it that was
remarkable for 15 years 3
years ago everything
Changed Now by show of

hands how many people here
have never posted on
Linkedin raise your hands
raise your hands
Jesus this is going to be very
motivating to all of you I
have spent what are we in
2024 s years of a
Lot of time and energy I have
a 30 person team that makes
content with me for my
Brand and I have amassed
five to six million followers
on
Linkedin which puts me in
the top 25 people followed on
linkedin and all the
People one more time raise
your hand if you've never

posted on
Linkedin the fact that
everybody that just raised
their hands could post a video
or a written article or a
picture

Tomorrow with no followers
and if it is remarkable content
that piece of content

Could reach more people than
I could is why the last two
years of social media

Have been transformational I
need everybody to understand
what I just said for 15 years

It was a certain game it was
like email marketing how
many people here have done
email

Marketing raise your hands so
you'll understand this build a
list and i've been doing emails
since

1996 before some of you
were even born and in
1996 and 1997 and 1998 for
my dad's liquor store I used to
get 90% open

Rates on email for the people
here that do email marketing
you know that's a staggering
Number but that's because
back then marketers hadn't
ruined the

Email now 30% 35% 28%
good that's how
Social media was for 15 years
three years ago everything

changed because of Tik
Tock as a matter of fact I
would argue that social media
is now no longer with

Us now it is interest media
the content that you're
interested in comes to you

In the algorithm not you
following things that you're
interested in or

People this is an incredibly
detailed thing that I'm focused
on for all of you in this
attendance because it is the
Single variable that can
change the outcome of
whatever your ambition is
here we now live in a world

where an
Individual piece of content
one piece of content can
absolutely
Change the outcome of what
you're trying to achieve there
are so many people here
Who have big goals and
dreams and wants and are
missing the biggest
opportunity
That sits in their pocket I ask
you I beg you I beg all of you
to take social
Media content very seriously
in 2025 because in the next
10 years when
We go to glasses instead of
phones this world will go

away and many of you will
Regret not taking taking
advantage of the single
biggest platform that has
Attention that is actually free
you want to get attention on
the highway you pay
For Billboards you pay for
Direct Mail you pay for
television you pay for print
Ads you pay for Google
adwords this platform is free
and the amount of reach
That is now achieved with
good content is staggering
and it is very very impactful
On all of your hopes and
dreams please stop treating
social media as this nice

Little thing it is now the
primary platform of attention
and all of you if

You're at this conference I'm
going to assume you're
ambitious if you're at this
conference I'm going to
assume you

Want something good to
happen if you care about
those things you must finally

Take these platforms
seriously please

[Applause] if you decide
tomorrow that the world is
screwed up that it's hard that
you're

Unlucky then that's how it's
going to be and if you decide

that you're capable
That there's opportunity that
is the way it's going to be so I
promise you in a
World of Bitcoin and gold
and money and fame and all
the natural resources that
These countries like we
talked about earlier are
fighting over the number one
resource in your life is your

Perspective I am thank you I
appreciate that I you know I
wish

I genuinely wish what I'm
about to say I wish everybody
here actually understood it I
have never seen as you heard

in the

Intro i've been very fortunate
to invest in some of the
biggest companies in the
world i've never seen
anybody build

Anything successful from a p
place of cynicism and
pessimistic framework it
Has never [Applause]
Happened so if you are
cynical or pessimistic as you
sit here

Today just one tremendous
piece of advice you must stop
hanging out with
Other cynical and pessimistic
people you must learn how to
limit

That the toughest one is a
parent or a sibling or a spouse
or your partner but
I promise you the number one
resource in your life is your
perspective and you must
protect

It and finding ways to limit
your time with people that are
Negative is a very big
challenge when it's the people
closest to you but there
Is a direct correlation on how
much time you spend with
those people and how much
Spend time you spend with
positive on the offense
excited people and you must
manage that

Resource

Understood thank you

[Applause]

Brother you know it's funny I
don't know why but I kept
looking at the word Dubai
today just looking at it and I
broke it

Down in my mind I'm going
to break it down for you right
now I'm going to start with
the letter

D when I see see that letter it
goes into a very specific place
for me and

That place is the word
determination I'm always
fascinated by

Why someone gives up I'm

just always fascinated why
Someone would give up I
think it's based on insecurity I
think too many people in
This room give a [__] about
strangers opinions which is a
huge mistake

I ask all of you as you head
into 2025 to realize a couple
of things that
Are grounded in
determination I ask myself
why am I determined number
one I

don't feel like there's an
alternative what am I going to
do not be ambitious sit around
and cry the biggest
disease in our society today is

entitlement people in this
Arena and in
this country and in this world
think that someone else is
going to do it for
them I can promise you in
America it has become a
major problem these people
are
confused and think politicians
are going to fix [__] for
them the reality is is that
there's been
a lot of prosperity financially
over the last 20 years and
collectively the
universe has gotten soft that is
for this room our biggest
opportunity there are just so

many people that want it
without putting in
the work it's
true this is why I love the
Soviet energy in this room
Russians know how to [__]
work it's true it's
true my Russian mother
looked at me at I know you're
on [__]
delay my my Russian mother
looked at me when I was 12
and she said all right that's it
I'm not buying
you [__] for the rest of your
[__] life that gets you to
work real
fast my friends determination
matters determination really

matters and
I ask you as we head into
2025 to focus on it you
I got a good one for you this
one's going to be very fun to
say In This Crowd when I see
the letter you the
first thing that comes to my
mind is underrated I am very
fascinated by how
many of you do not
understand that it is better to
be underrated than
overrated many of you want
to start a business so that you
can get money to
buy buy fancy [__] to look
successful in front of others
you need the material

items for your self-esteem
you need the car and you
need the watch and you need
the bag and you need the stuff
I ask you to think very
carefully
why underrated is better than
overrated I believe too many
of you want
to look the part versus being
the part I believe believe that
for many of you
it's more interesting to look
successful than actually be
successful as a nice Russian
boy I know that is a disease in
Russian
culture yeah and so I ask all
of you as you head into

2025 don't worry about
impressing others don't worry
about what people
think about you I promise you
when you're 90 years old and
you're at the end of your life
you're not going to
give a [__] what the stranger
or the neighbor thought about
[Applause] you underrated is
better than
overrated

B big I ask all of you why not
dream

big back yeah back to the way
I started this talk life is about
perspective I've been very
fascinated over the last 20
years of how many people

refuse or don't even know
how to
dream big if you don't dream
big you have no chance of
getting anywhere the bigger
you dream the more likely
you will go now don't confuse
dreaming big with
delusion if you're delusional
if you're not putting in the
work it's not going to happen
you can't sit on your couch
and
dream big you've got to back
up your big dreams but I do
believe that way too
many people short Change
themselves I believe deeply I
believe what I'm about

to say I believe almost
everyone in this room is
actually capable of much
more
than they think that many of
us unfortunately
unfortunately have been
surrounded by parents or our
society that mitigated
our dreams I actually believe
one of the most practical
things in the world is to
dream big you have to be
careful because sometimes
when people
hear that they just make up
ridiculous ideas I'm going to
be the
next Elon Musk okay John

you've got to to be
realistic but if I accomplished
anything in this talk today if I
got one

person in this Stadium to
dream a little bit bigger than
they used to dream I
believe it is a substantial
accomplishment because I
think it has a tremendous
impact on their life and I
ask all of you to just dream a
little bit bigger as you go into
2025

[Applause] a was very easy
for me when I saw
it I think about authenticity a
lot I think authenticity is a
very

important word and and it's
also word that comes very
hard to people very similar to
what I talked about earlier of
people needing things
for their insecurity I'm
fascinated by how much
people struggle to be their
full selves I I I I think about
this a lot
actually I wish I wish
everybody here
was comfortable enough to
always be themselves in
every situation even at a
conference like this when
you're meeting
people or introducing yourself
people feel like they have to

boist or they have to act
different bigger than it's
it's a very interesting
framework there's something
that is incredibly
profound when you decide to
become authentic it's
liberating but more
importantly and this is very
important if you care about
business and life when you
are authentic
you become fast see my
friends life is like
sports if you know anything
about sports whatever the
sport if somebody comes
along and they're much faster
F than everybody else they

become incredibly
dangerous speed when you
are fully authentic and you
are not worried about being
liked if you're not worried
about being judged if you're
authentic self allows
the people that should be
around you be around you
versus the people you think
you want around you you
become fast you become light
it becomes easy I'm glad you
get

that the other thing about
authenticity that's important is
if you heard me
earlier in this speech and you
decide that it is time to make

content you being authentic in
your content will
disproportionately grow
your audience so many
people are struggling to grow
on social Media
cuz the audience can smell
them they know it's not fully
them they
can tell that they're being sold
to or they can't taste the real
person it just
feels like everybody else the
more authentic you are the
more upside you
will have I implore all of you
to go into your authenticity
understood
[Applause]

I want to spend a lot of time
on the word that comes to
mind when I see the word I
the letter excuse
me this is going to be fun one
for me I I've started talking
about this a little bit more and
I have a feeling this is
going to be the part of the
speech that really helps a lot
of you going
forward the word that I'm
obsessed with when I see the
letter i is intuitive
intuition I've been thinking a
lot about this I don't know if
any of you think about this I
always think what do all of
us not know that in 75 years

humans are going to laugh at
us for not knowing
today we know so many
things that a hundred years
ago humans knew nothing
about what is it today as we
sit here that in 75 to 100 years
humans will make
fun of us for not knowing you
know like I don't know that
earpods are drilling
cancer into our brain and we
should have never had cell
phones on our head maybe I
hope
not what is it in a 100 years
that people make fun of us or
wonder why we
didn't know and if you asked

me my number one thing is
that I believe over
the last 100 years in society
we have become too focused
on the
brain I believe that in the last
100 years we have been too
focused on the
brain and have completely
forgotten about the
[Applause] gut I don't know if
a lot of you have
been following over the last
15 years in medicine maybe
you or somebody in your
family has been affected but
over the
last decade thank God doctors
are paying more attention to

gut
health there's a lot of people
who are finally thank God off
of horrible
medicine because people are
really focusing on the gut
health that's
beautiful that excites me I
want everybody in this
audience to
see the gut from a different
angle I believe that too many
people in
this room make too many of
their decisions based on the
rational framework of the
brain I believe that in 75
years we will be laughed at
for focusing too much on

the brain and nothing on the
gut I believe that many of you
have walked
away from the best decision
of your life because you did
not trust your

[Applause]

gut I believe that intuition is
incredibly underrated in our
society I
believe that if you made more
decisions based on what you
feel that many more
things would work for you
more relationships more
business decisions
more Investments your gut
and intuition is
your disproportionate

Advantage it is not
replicable it is
not commoditized it is your
core advantage in
[Applause] life I I hope me
talking about it and I
I'm the reason I asked for the
lights is I'm watching you I
see some of you I see that
some of you are getting it I
hope

this encourages you to go
down the path I would argue
I'm getting to such a crazy
place that I'm struggling I I
you

know I Believe In Balance
just you know gut is fine but I
like to look at rational stuff

too but I would be lying
to you after 20 years of a lot
of success and a lot of failures
it's very
obvious to me how this game
is being played I'm struggling
I'm trying but I
keep trying to bring the
rational stuff but I I I promise
you you it's you know
it's funny when I come and
fly across the world to do a
talk like this I wish
I knew all of you very well
what you would know about
me if you understood of what
I'm doing here is when I fly
here I
say to myself when you know

I'm very I saw Casey today I
saw Randy today I know
they both spoke yesterday I'm
very friendly with them
obviously some great
speakers I sit to myself and
say what is
the one thing I can say how
many people can I get to
think about something
different why am I here
what value can I bring to you
I I wish you understood how
fiercely
that burns inside of me when
we talk about this last part
intuition I can feel a lot of
you right now where you
know whether it's the

relationship you're in whether
it's the job you
have whether it's a business
decision or investment I know
you know it's not
right I know and I wonder
what the [__] can I
say to give you the courage to
get out to
jump so many of us just sit in
our [__] we sit in it we sit in
our [__] G
no we sit in it we sit in
it and I ask you I ask ask you
if I'm poking at you
from stage right now to please
have the courage to get out of
it if you follow
your intuition your life will be

better it'll be
better than you that means a
lot to me my friends the
current math the

mathematics about being a
human being the current
mathematics of actually
becoming a person sitting
here us is

400 trillion to one the
mathematics of you sitting
here

and being a [___] human
being is 400 trillion to
one now let me ask you if
you've won the the
ultimate Lottery of the
universe cuz I just want you

to know every single person
here won the
ultimate Lottery of the
universe literally your mom
could have gotten up
for another glass of wine and
you would not be sitting here
literally so I'm going to ask
you if you literally won the
single biggest lottery
in the universe are you just
going to [__] sit and waste
your [__] life
[Applause]
away my friends most of the
people here will not achieve
their Destiny because
they were scared do you want
to know what the number one

weapon in the world is
fear fear is the number one
weapon in the world and the
only thing that can combat
it is hope and love you must
first and foremost if
you're sitting here and you
think you're coming to this
conference to hear some sort
of thing that's going to help
your business or your life you
must hear this
loud and clear nothing
nothing all the remarkable
speakers in these two
days nothing they say will
help you if you don't love
yourself nothing if you are
unfortunate and your

mother and father or someone
else has instilled in you that
you are not great
you must not cry about it you
must start to fix it you must
start to fix
it it is 2024 there has never
been more
opportunity in the world than
today ever this internet thing
this blockchain
thing this is supreme
opportunity our great
grandparents had
nothing of opportunity
compared to us it doesn't
matter where you
are it doesn't matter where
you were born to who the

opportunity the American
dream is nothing compared to
the opportunity of modern
technology every single
person here legitimately has a
chance to achieve

whatever they want but you
and how you see it and most
of all your relationship with
yourself is your jail or your
[Applause]

freedom okay I'm going to
take it from way up here to
way down here I'm going
right back my friends I'm
going back I'm going very
tactical every person in here
must I

either themselves or have a

team create content for them
on whatever they are
trying to achieve if you want
to be the mayor of a town if
you want to sell
t-shirts if you want to build an
Empire you must understand
the Tactical details
that's going on you must be
self-aware not everybody here
is going
to do good video it's okay one
of the biggest mistakes right
now is that many of you don't
want to do social because
you're scared of video first
why are you scared of video
you're scared of video
because you are insecure you

are scared that people are
going to say you don't look
good or that
you're stupid you literally my
friends my number one goal
in life at this point
is to get everybody here out
of high
school high school is over not
for everybody but high school
is over and unfortunately
many of you still live as
grown-ups like we're in high
school you cannot live your
life based on other people's
opinions if you live
your life based on other
people's opinions you will
never do anything once you

get over that hump you
need to understand there's
three ways to create content
video audio or the written
word you can decide for some
of you you're very good
writers for others like
me the camera is comfortable
for others it is audio but you
must going into 2025
if you came to this conference
you must pick your medium
of choice and you must
start creating content around
your opinions your interest
your expertise
the opportunity is too
profound I want to remind
you the odds of you sitting

here right now and being born
were 400 trillion to
one you were not born for a
very long time and I don't
know if you heard when
you die you were dead
forever we've got this little
[__]

thank God 100-year window
now with modern medicine
maybe [__] Elon or someone
else will figure out how to
keep us alive forever I don't
know but I'm telling you right
now please I
beg you stop wasting your
100 years on
dumb [__] like [Applause]
insecurity little bit of random

stuff that might help someone
because that's my biggest
Obsession before I leave
number one trend of 2025 live
selling on social media I don't
know if you've seen live
shopping Tik Tock shop
many of you if you pay
attention to what's going on in
China

it's been going on for a long
time between Tik Tock shop
between whatnot
between what I think Amazon
and Walmart and Facebook
and Instagram if you SE how
many people here sell a
product you sell
something raise your hands

stand up I need to get a sense
please please don't sit stand
up if you sell something a lot
good I'm glad I said this
before I left my friends listen
to me please this is
one of the few things I'm
good at everybody here when
you go home you
must search what's going on
with live social shopping
what social media was in
20078 9 it was coming live
shopping is coming every
person standing should be
selling their product on live
social shopping the people
that move first in
2025 will make the most

money it's how it works you
can sit thank you please
listen to me live social
shopping next not for next
year but for
3 four years from now and
you should start next year live
social shopping is big now
but for next year I need you to
start paying attention there's
something very big going on
and for some of the
entrepreneurs here you're
going to take
advantage of it and you're
going to do very well how
many people here are they
themselves
an influencer or they're in the

influencer marketing business
raise your hands okay I have
some good or bad news
depending on how you see the
world in the next three or four
years

one of the biggest Trends in
our society it's already started
you can do pretty well next
year but it's going to get
much bigger is the concept of
virtual influencers

these are influencers who are
not real people they are AI
avatars what influencers have
done to famous people virtual
influencers are
going to do to influencers if
you understand what

intellectual property is if you
understand what I'm saying
again if you don't understand
what I'm saying I have good
news you can go to chat GPT
or

Google and Learn Type in
Virtual influencers start
getting educated
especially if you make all
your money as an influencer
you need to know what I'm
talking about it won't be
tomorrow but in the next 24
36 48 months this is going to
be a big Trend it's a
big opportunity but it's also a
big vulnerability you must
pay

attention to Virtual
influencers live social
shopping virtual
influencers the third one I've
already touched on I'm going
to say it again cuz I'm going
to pound it into your head
into your head organic social
media posting how many

people here spend media
dollars on social media to
create a CAC and an LTV
because you sell something
and you're running math raise
your hands good my friends I
grew up in that
game for the last 20 years the
best KAC and LT numbers in

the world now are based on companies that run a very heavy organic social media play and when that content does well they slightly tweak it for performance and then they spend media the top performing companies on CAC and LTV around the world right now will not spend \$1 on media until the creative has proven to be successful in the algorithm because that is doing the creative testing not your best practices A and B testing and then they pour money on it it will be the

standard it is the biggest
opportunity and it is why I've
been yelling at you for
organic social media the
algorithm now is so
good it understands the
quality of the creative and the
quality of the creative
has always been the variable
of success please dig into
these three
things please understand how
these three things are
happening right now live
social shopping organic social
media to make your
performance media better and
finally virtual influencers
none of those things are

achievable if you're anxious
none of those things are
achievable if you're
depressed none of those
things are achievable if you're
not good please so many of
you are in the
business of Band-Aids when
you have cancer if you are
here and you are ambitious
and you want something big
you have to understand it
starts here

here [Applause] here you will
burn out you will give up
you must get good and good
is based on a couple of very
simple things one
gratitude

let me promise you one thing
way too many of you are sad
or worried or
jealous or envious of what
you don't have and you take
for granted what you
have everybody here who's
trying to achieve money
Fame success I promise you
if you achieved it but the
person you love the most was
sick you would not be
happy we must in our lives
simplify the reason I am
Unstoppable in
business is cu I don't care
about
it detach your self-esteem
from your Financial and

Professional success and
watch your Financial and
Professional success grow we
must simplify we must
lean into gratitude and we
must start to fall in love first
of all with
ourselves if you don't love
yourself who the [__] is
going to love [Applause]
you in three and A2 years I'm
going to be flying like I did
for 12 hours today we're back
and one of you in this room
are going to email me I know
this because I get 20 of them
a day and
whenever you were going to
email me and say hey Gary I

just want you to know I saw
you
speak in Dubai in December
of 2024 and I did
x i today at this point in my
life live for that email I am at
the mercy of you doing
something about what I just
talked about I ask you to do
something about
what I just talked about
unfortunately in these last 15
years years I have learned that
a lot of you feel like
you're doing something by
just being here this isn't the
game what you do
tomorrow is the game so I ask
you to execute thank you

duai thank you [__] love
[Applause]
[Music] you yeah we ready
two
ladies and gentem this not the
answer we have answer in
question I want you to give
me an advice

for a person like me which is
also applicable to any person
maybe 7 year
maybe 14 years old three
advices that we can
Implement right now and
instantly
get results I'll go very liter
girl if you're 28 the biggest
vulnerability you have at 28 is

you think it's over I am
shocked by how many people
between the ages of 28 and 35
think it's over

Society has done such a bad
job in teaching people
patience and so number one if
you're 28

or 44 definitely 14 and even
65 patience is required
because people

are sloppy when they want it
too fast number two it's the
thing I ended with

brother the number one
opportunity for every person
in this Arena including me
is the next post on social
media for free it is the biggest

opportunity in the world I
keep watching it every day
and I keep watching people
not take it serious and number
three it's by far my
favorite advice for someone
in their 20s you take your two
index fingers and you do
this too many people listen to
everybody but themselves
that's it thank
you so much so what's your
name my friend my name is
Amir Amir uh my
question is regarding be
content while uh using be
dresses is not that much
popular among people and
not everyone

try offer this like creating
content pleasure it it's fine
how do you see the
future because uh the moment
that Cas and you started your
journey it was 10
years before it gets popular
and everyone recognize
YouTube and all these things
but uh today once we are
talking
about we old glasses and we
content no one knows
anything I want to know your
opinion I think it's coming but
I think
the biggest mistake that
people make is timing the
world is infatuated with

tomorrow the world is RO
rantic about yesterday and the
world is very bad at
today I don't know if you
watched The Meta event
about the glasses a few
months ago I'm in the video
I'm one of the few people that
got to see the product that
they're unveiling in seven
years it blew my mind it's
coming but the problem is if
it's really here
financially and commercially
in 9 years you waiting 9 years
has to be
viable so to me what do I
think about VR I think it's the
big I think the glasses

that Facebook is creating is
the biggest vulnerability
Apple has to the phone but
I also think we're talking
about 5 to 10 years not 5 to
10 months and how all of
us as individuals play that
professionally is very
important because I've
watched many people go out
of

business before the thing
happened too many people go
out of business before the
thing happens it's all timing

Uber
was called Magic cab 6 years
earlier the timing was wrong
it's timing and

execution it's coming but I
want you to be alive for when
it's here thank you so
much you're welcome hello G
how are you admire you
to your professional speaking
I'm a public speaking coach
and I have an
important question from you
how do you see the future of
communication of human
and um how do you see the
communicational and and we
our
customer yeah look AI robots
technology it's all
coming but I believe that the
number one
underrated and I talked about

being underrated I truly
believe the number one
underrated thing in the world
is the
human being I really believe
that we're here still and so so
it will
evolve technology will evolve
many people you know how I
talked about virtual
influencers in 10 years 15
years
people are going to marry
virtual influencers marry
virtual people it will
happen but I still think that
there's a place for you and I to
sit down and have a
conversation for me to be

here do I
think in 15 years I could be in
my living room right now and
this could be a hologram I do
but I think the world
this is very important I'm so
thankful that you asked this
question because I'm going to
make a point that I hope hits
people it's a very important
framework that will really
help you I believe that
the world is infatuated with or
or or
it's going to be all virtual or
all in person the world is
based on
and how do I see the future
they'll be digital all of us do

zoom and Google
Hangouts now and it will be
in person and so I think it's
going to be and not
or thank you hello my name
is s I was so scared
to speak uh in the front of
everyone I normally speak
French it's
really difficult well good
news your English is much
better than my
French so I think you're
amazing you know what I
decide to stay here in
the summit it was so difficult
I just lost my this friend on
Friday and on
Wednesday is the last day that

I can see her again so when I
quit Dubai I will I
will be late also so that's why
I decid to stay inby to finish
my I'm so sorry
story thank you so I will hope
to do
short my story it look like
yours so my
parents cross the way
Cambodia and uh sent help us
and I GRE up there and now
I'm a salary in the
manufacturing of watching
Rox please don't ask me to
buy
a Rox for you I just salor
good good news I keep it very
simple but now it's my 10

years that I work there and I
want to do something
for myself I have a bing for a
long time but I'm so scared to
keep the job and I
took r a lot of in my life I
jump in I
have very good news for you
if you quit and you go chase
your
dream and you fail and you
fail bad the fact that you've
worked at Rolex
for 10 years is still going to
be on your
resume this is this is I want to
finish cuz this is for you and
everybody here
the number one mistake

people make is they're scared
to jump because they're
worried but they don't realize
jobs are always
there jobs are always there
but let me tell you what the
biggest fear I have in
life the biggest fear is regret
and if you do not jump when
you
are 60 when you are 70 when
you are 80 when you are 90
you will live the last
40 Years of your life with an
energy of regret that there
could be nothing you
can do about it you must
jump because you can always
go back to a job no that

I'm okay well that's good that
makes the decision for you
my husband's team work
there also well as long as they
don't fire him you're
good no the thing is I really
want to start something but I
don't know where
to start well you have to start
with believing in what you're
doing just
wanting to do something else
is not enough you must have
an actual plan you
need to know what you're
going to sell never leave
without knowing what you're
doing just the feeling of doing
something different is a

vulnerability you must spend
your time and energy you
must take this grief that you
feel now
the loss of your friend and
you must turn it into a
positive energy because
they're looking down at you
right now
and that is what they are
hoping for you
hello I'm I start from zero and
now I have half
million followers yes my
question is what steps
can help us create deep
unique and meaningful
content not uh be like
everyone by not being scared

for the content to
fail my friend the biggest
reason that everybody looks
like each other is because
they're scared for the post to
not get enough
likes the algorithm is
controlling you instead of you
controlling the
algorithm it's fear it's it's this
it's the entirety of my talk the
reason I am
me is I don't care if my post
does horrible my self-esteem
is not wrapped
up in my [___] post
welcome nice to meet you I
please your energy i r my
energy very easy my friend I

talked about it earlier
gratitude I'm very simple
when she said I can't buy you
a Rolex she can't buy me
a Rolex cuz I don't want a
Rolex my my energy is very
easy you know I my I rest my
energy by the thing
I started my talk with
perspective you know you
can sleep 10
hours you can meditate you
can exercise you can eat well
but if your soul is not
simple you are vulnerable and
[Applause]
so the reason I can conserve
my energy is because at a
very young age I got

comfortable with losing I
promise all of you your
relationship with failure is an
incredibly incredibly
important part of
your life I'm able to conserve
my energy because I waste
none of my energy
worrying what any of you
think about [Music] me now
that also shows up in another
way
it shows up with humility you
know what's one of the
greatest gifts in the world one
of the biggest Powers
humility because I don't
worry about when you make
fun of me or if you think I

suck it also makes me not
hear you
when you tell me I'm the best
and I'm the greatest by not
being susceptible to
to the booing I'm not
susceptible to the
cheering when you're not
worried about anything
except the health of your
family you have unlimited
energy.

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