Corey Andrew Powell ([00:00](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hello everyone, and welcome to Motivational Mondays, the podcast presented by the National Society of Leadership and Success, now impacting over 2 million members. I'm your host, Corey, Andrew Powell, and I'm really excited today to have a very inspiring guest with us, Mr. Jason Feifer. Now Jason is the editor in Chief of Entrepreneur Magazine. He's a celebrated podcast host and author of the book Build for Tomorrow. He's known for his unique insights on adaptability, entrepreneurship, and personal growth, and Jason has dedicated his career to helping people thrive through change. Jason, welcome to Motivational Mondays.

Jason Feifer ([00:34](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Well, thank you so much for having me. What a great introduction.

Corey Andrew Powell ([00:37](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Well, thank you. Well, you know, that's your life, man. You're doing all this great stuff, and we thought we'd just make sure that you are, um, you know, here to share that with us, so it's an honor for us too. So I do wanna jump right in and ask you, you know, to, to start off, so you are now the editor in Chief of Entrepreneur, which is a really big accomplishment. So, but your journey to get there, I just wanna know, was this a role you always envisioned yourself in or was it just by some bizarre osmosis you landed there?

Jason Feifer ([01:03](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh, it was so by some bizarre, and, you know, I don't think of it osmosis. I think of it actually as a zigzag payoff.

Corey Andrew Powell ([01:11](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([01:11](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Which I'll tell you about in a second. So first of all, just to orient people, because I know, uh, media consumption is an ever-changing thing, especially for the next generation of consumers. So maybe you don't even know what Entrepreneur Magazine is <laugh>, so That's true. So, entrepreneur is a international traditional media brand. We've been around for 45 years. It's basically the largest, like, it's the world's largest magazine and media company that publishes, specifically focused on entrepreneurs. And editor in chief means that I'm the guy who directs all the content. I oversee basically everything that we say and produce, and am the person who goes out and represents the brand and meets with entrepreneurs and gets out there and helps people.

Corey Andrew Powell ([01:54](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([01:55](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So that's who I am now. I started, I graduated from Clark University in 1998, which I, no, no, no. I, I graduated high school in 98. In 2002. It doesn't matter. It makes me sound old. Either way, <laugh> and I became a local newspaper reporter, community newspaper reporter. I, I got a job at a tiny, tiny, tiny paper, 6,000 circulation in North Central Massachusetts covering nothing, just absolutely nothing. And I got to where I am now by being open to a couple things. Number one was this recognition that I eventually developed.

Corey Andrew Powell ([02:36](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([02:36](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

That the greatest opportunities were going to be the ones discovered along the way, not the ones that I anticipated and lasered in on.

Corey Andrew Powell ([02:46](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([02:47](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

I have met way too many people over the course of my career who had a specific idea of what their career should be, and then turned down lots of opportunities along the way towards that singular path and sometimes never got there, and sometimes got there and discovered that they hated it. And then either way, were left feeling very lost. Malcolm Gladwell once told me to, um, he said, self-conception are powerfully limiting. If you have too narrow an idea of what you should be, then you will turn down the opportunities along the way that can define who you really are. I'll ask, I'll add one other thing, Corey, which is, I'd said zigzag pathway. My belief is that the greatest opportunities come in a very non-linear bounce around zigzag kind of way in which you pursue one idea and then you meet somebody and it leads you towards something else. And then you learn something over there and that creates another opportunity for you here. And it, it doesn't seem to make sense, but what it ultimately does is it allows you to gather a collection of skills, not just one skill, not just deep dive into one thing, but a collection of skills and insights and people and knowledge. And it is that collection over time that creates a great career.

Corey Andrew Powell ([04:06](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm. No, I love that because, you know, so often people get stuck in this idea that they don't look traditional on paper.

Jason Feifer ([04:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([04:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

I mean, I went through that when I was trying to kind of fi first start getting corporate jobs, but my whole path of getting there was so unconventional as an artist in New York City and all these things that kind of, there was no real rule book on how you sort of wow a, uh, a hiring manager with, I was a singer and dancer and waiter in New York City for 10 years. But you're right. I mean, it's the journey that I didn't, if you embrace those experiences and you can kind of take some of the highlights of what you've learned from them, then that's sort of where you sort of, I guess, extract whatever your life's experiences are and see if they're marketable

Jason Feifer ([04:46](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And you create a through line for yourself. You need to have a conception, and this can evolve over time, but you need to have a clear idea, a mission statement, if you will, of what you do and what value you hold for other people. And I realize at the very early stage of your career, it's hard to define that.

Corey Andrew Powell ([05:08](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([05:08](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

But I would challenge you to come up with right now, e uh, whatever stage of life you're in, to come up with a mission statement for yourself. And here's how to write it. It is a short sentence. It starts with the word I, and then after that, every word is carefully selected because it is not anchored to something that's easily changeable. So, for example, I once defined myself as a newspaper reporter. That is a terrible way to define myself, because that's way too easily changeable.

Jason Feifer ([05:46](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

I could have very easily lost my job in newspapers. There was s layoffs, constantly layoffs in newspapers. Also, when I did identify as a newspaper reporter, which is what happened, I love the idea of being a newspaper reporter when I did identify as a newspaper reporter, and that became my identity. Then when I hated working in newspapers, which I did, I stayed because I was too afraid of giving up that identity.

Corey Andrew Powell ([06:11](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm.

Jason Feifer ([06:11](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

If my identity was being a newspaper reporter and I wasn't a newspaper reporter, then what was I, I was nothing. So we need a better way to do this for ourselves. The language that I have been using for myself for quite a while is this, it is not. I'm a newspaper reporter. It is not. I'm a magazine editor, which I technically still am now. It is. I tell stories in my own voice. That's me and what I have discovered back to the zigzag path. What I've discovered is that telling stories in my own voice turns out to be an incredibly transferrable skill. So I have found success in media that way, but also people hire me for consulting because what I do is I walk in and I hear their problems, and I think about other people who I talk to who faced similar problems, and I tell the story of how that person solved it, and then I use the insights from what that person learned to help the person I'm talking to now. It's the same skill, right? Writing for the magazine and helping people as a consultant and making podcasts and building companies, it's the same skill for me. It's about telling stories. It's about digesting complex information and then sharing it in simple and understandable ways. Think about that for yourself. The more in which you have a clear idea of your value and how it transfers, the more in which you can find that value expressed in all sorts of different career opportunities.

Corey Andrew Powell ([07:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm. Yeah. That's excellent because again, it's aligned with something we really stress a lot here, and I stress a lot when I talk to young people, which really is to get them to think about they are an actual brand.

Jason Feifer ([08:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yes.

Corey Andrew Powell ([08:02](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Versus the fact that they're just another person sort of in the rat race looking for a career. And I, a lot of young people don't realize, like the minute they leave their home and say hello to someone, someone is interacting with their brand.

Jason Feifer ([08:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([08:14](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Even the way you say hello to them is going to leave an impression of, am I gonna mess with this person's brand again or not <laugh>. Right. I mean, and so it's a very similar thing, and I think at the core of that, and tell me what you think.

Jason Feifer ([08:23](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([08:25](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

At the core of that means, you really can't know how to answer that question that you just said about that, that statement, unless you know who you are first. Authentically.

Jason Feifer ([08:34](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yes. And I really love the use of the word brand that you just used there, because let's take what is a brand, you know, people say personal brand, but you, if you take seriously what a brand is, abr, a brand is actually just a simple, repeatable, scalable thing.

Corey Andrew Powell ([08:51](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([08:51](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

That that's all a brand is. Right. Coca-Cola as a, as a brand, it is a, it is simple. You know exactly what you're getting and you know exactly what it's, it's language and messaging is, it is repeatable, I can say over and over and over again. Coke and happiness. Right? Like that's how they want you to think of that, of that brand. But also the colors are repeatable. It's very familiar and scalable. Once I understand what that thing is, I can repeat it infinitely, everyone can have a Coke.

Corey Andrew Powell ([09:17](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([09:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

You can be that too. You should be that too. You should think about what are you representing out in the world that is easy to understand and that you can repeat and that will grow with you. Mm. Yeah. So when I think of myself, for example, you Corey are not talking to Jason Feifer right now. I know that's my name and I know that's who was booked on this show. But frankly, what I am doing when I am on this show right now is what I do in all professional capacities, which is that I have spent time narrowing myself down to what I think of as a 5% character. That 5% character is the 5% of me that is most relevant to the audience that I'm in front of. And sometimes that's a real audience in the traditional sense. Like right now, like you and I are having a conversation, it will be distributed to an audience, but sometimes it's that I'm just in a room with a CEO and that's my audience. But either way, the full Jason Feifer does not walk into that room. 'cause the full Jason Pfeiffer is too complex. There's too many things going on. Right. And most of them are not relevant to the CEO and they're not relevant to this audience. So who cares? Instead, I'm gonna narrow down to the thing that is most relevant, and I'm gonna think, Right, the simple, scalable, repeatable. How does this character talk? What does this character think? What energy does this character bring into a situation? Once I know those answers, I can embody that every single time.

Corey Andrew Powell ([10:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([10:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that's how it becomes scalable.

Corey Andrew Powell ([10:49](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah, absolutely. And even for me, I always think in that regard, the whole know your audience thing seems like a little cliche, but I'm consistent across the board. So I'm gonna be the guy that shows up just like this, and I'm gonna have the same point of view, same perspectives. They're not going to change based on the environment.

Jason Feifer ([11:06](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([11:07](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

But perhaps my delivery will change.

Jason Feifer ([11:09](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([11:09](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Perhaps, uh, my, my way of communicating will change.

Jason Feifer ([11:12](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([11:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Adapting to my audience. But, um Right. I'm gonna be the same guy that shows up all the time. And so it's very funny, I was watching, uh, Rachel Maddow recently, and I realized after like years of watching her, that in this sea of news anchors that kind of all come, especially the women, they come on and they're wearing different blouses and different blazers, but sometimes pink, sometimes blue, sometimes neutral, whatever. Rachel Maddow is like the exact same haircut, a black blazer, a black turtleneck. And I realize, like, I've never seen her not look like that. And it's a complete representation of she's this, she's there sort of as this vessel of communication. She doesn't want you to be distracted by anything else, <laugh>. She's not going to muck that up, if you will. And so I just, you know, happened to kind of realize that right in front of my face, a great example of a person that created a brand and it's a physical presence of a brand that's not convoluted, very clear to understand. And so I think even that clarity is important too, when we're trying to define what we look like, what we sound like, how we communicate the materials we put forward. I mean, there's a lot going into that that I don't think people really understand.

Jason Feifer ([12:14](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

I think that's absolutely right. It's a great observation and now that someone hears it, they can see that in every successful person.

Corey Andrew Powell ([12:21](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([12:22](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that's not to say that you have to be locked into one thing forever. You definitely don't. But the reason to go through this kind of thinking is to be intentional about the decisions that you make.

Corey Andrew Powell ([12:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([12:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So my 5% character, quote unquote, has changed over time. I don't have to make a decision now, just as you listening here, don't have to make a decision now that you must embody and carry forward for the next 50 years. You don't have to do that. That would be crazy <laugh>. But what you should do is be intentional about the decisions that you're making now and then learning from how people react to them.

Corey Andrew Powell ([13:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm.

Jason Feifer ([13:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Because if you're all over the place, if you show up in 10 different ways on 10 different days, then it's really hard to see what people are reacting to and what's succeeding and what's not.

Corey Andrew Powell ([13:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm. Yeah.

Jason Feifer ([13:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

But if you say, this is how I'm gonna show up and this is what I'm going to pursue for some period of time, if you treat everything in life as an experiment, then you can gather data.

Corey Andrew Powell ([13:26](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm. I like that

Jason Feifer ([13:27](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah. I mean, I, I I, I was talking to that, that insight about treating everything like an experiment that comes from a woman named Katie Milkman who is at Wharton. And she studies how people change behaviors. And I had asked her, what is your advice for someone who is feeling stuck in something? And she said, the problem is that we often think that every decision that we make has to be a long-term commitment. And when it's a long-term commitment, it is scary and you don't wanna get into it. And so we don't make the change, we don't try the thing, but what if instead we think of every new thing that we're gonna try as simply an experiment. And you can set terms for experiments. You could say this is a three month experiment. This is a six month experiment. And the wonderful thing about an experiment, as anyone who is taking any science classes knows, is that the point of an experiment is not for it to be successful, the point of an experiment is to learn something.

Corey Andrew Powell ([14:32](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm.

Jason Feifer ([14:32](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And so you can go into a new thing for three months and say, I will run this experiment for three months and I will learn something. I remember my girlfriend in college was thinking about being a neuroscientist, and she got some internship somewhere and she discovered that she would hate being a neuroscientist <laugh>. And, and she considered that to be an excellent use of her time because that internship was an experiment that gave her data that told her to pick a different direction.

Corey Andrew Powell ([15:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm.

Jason Feifer ([15:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that was just as valuable as if that internship told her to be a neuroscientist.

Corey Andrew Powell ([15:06](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah. I have a friend who actually was in pre-med and was, had spent a lot of years in the pre-med courses.

Jason Feifer ([15:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([15:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And very similarly, it got to the day where they had to actually <laugh> cut open a cadaver

Jason Feifer ([15:19](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

<laugh>, I couldn't do it. <laugh>.

Corey Andrew Powell ([15:21](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Right. Three seconds. And he's like, okay, I think I just wasted four years of my Yeah. He was, I just wasted four years of my life, but I'm happy to know I ain't doing this for a living <laugh>.

Jason Feifer ([15:29](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([15:30](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So, but it was that, that moment of clarity. And you bring up a point that I hear when I speak to, when I speak to so many successful entrepreneurs, uh, or just people successful in their field. Yeah. Very often they were given an opportunity and they didn't know if they could do it, if they had the skill and they were kind of terrified. But instead of saying no, they said, yeah, I'll, I'll, yes, I'll do this and I'll figure it out when I get there. Adapting the same mindset that you just mentioned, which is, if I don't like it, <laugh>, just go on to something else. I mean, what is the harm and trying something, and then you gain that wonderful data you mentioned. But I think fear is the thing that stops us, like you said, from doing it.

Jason Feifer ([16:12](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Totally. Mm-hmm <affirmative>. So two things here. Number one is what you just said there, reminded me of this great advice that I got from Ryan Reynolds. So, uh, a thing about being a magazine editor is that you get to interview a lot of celebrities.

Corey Andrew Powell ([16:23](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([16:24](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So I interviewed Ryan Reynolds. Uh, what you may not know about Ryan Reynolds is that in addition to his acting career, he also started a very successful advertising agency.

Corey Andrew Powell ([16:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yes.

Jason Feifer ([16:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

He became a majority owner in a whole bunch of different businesses, meant mobile aviation engine. And we were talking about that transition and he said it was not easy 'cause he didn't know anything about business. And what he learned was, these are his words, I love them. He said, to be good at something, you have to be willing to be bad by. Which he means that we often make the mistake of thinking that when we go into something that our ability to pick it up really quick or to be as good as the people who we see do this will tell us whether or not we belong. And that's not true. That's not true. Because actually everyone is really bad at the beginning of something.

Corey Andrew Powell ([17:20](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([17:20](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So to be good at something, you have to, and Ryan's words be willing to be bad. Which is to say that the thing that separates people who are successful from people who are not successful is not whether or not they were good at the beginning, but rather whether or not they were willing to tolerate being bad long enough, <laugh> to get to good. That is what actually separates us.

Corey Andrew Powell ([17:40](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Jason Feifer ([17:40](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Now, once you appreciate that, you can start to feel emboldened to go into unusual, uh, paths and situations. So I, I have a concept, which really should have been the way that I answered your very first question about like, how did I build my career? Because really what I did was that I built my career off of something that I now call, though back then I didn't have the language for it. Now I call it work your next job and work your next job goes like this in front of you right now, no matter what it is that you're doing and forever more throughout the entire rest of your life, there are two sets of opportunities. Opportunity set a opportunity set B opportunity set A is everything that is asked of you. So if you have a job right now and you go to that job and you have a boss who has expectations and you need to do things that they ask you to do that, that's opportunity set A do a good job at the things that are asked of you. Opportunity set B is everything that is available to you that nobody is asking you to do.

Corey Andrew Powell ([18:42](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm.

Jason Feifer ([18:42](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So opportunity set A, everything that's asked of you. Opportunity set B, everything available to you that nobody's asking you to do. My argument to you is that throughout the entirety of your life opportunity set B will be more important, infinitely more important. It's not to say opportunity set A is unimportant, you have to do a good job or you'll get fired and there goes your income <laugh>. But if you only focus on the things that you are already qualified to do, then you will only be qualified to do the things that you're already doing. And opportunities set B is where growth happens. So what could that look like? It could be anything. It could be taking on and volunteering for a new role or responsibility at work. It could be that you like listening to podcasts and you say, you know, maybe I should start a podcast and then you start it. But nobody's asking you to do that or take a course. So whatever it is that you wanna do, I have found throughout the course of my career that pursuing those opportunity set Bs, stepping out into the unknown because I found it interesting or because I thought it would be nourishing even though I was gonna be bad at it at first. That is ultimately what opened doors to the next phases of my career. I was at Fast Company Magazine many years ago. We started, I was a print editor, print magazine editor. We started a video department. I volunteered to stand in front of the camera and be one of the on-air talent. Was I good at it? No. Did I know anything about it? No. I got a bunch of advice from the director. I tried my best. Did I get a TV show out of it? No. But years later, years later, when I was interviewing to become editor-in-chief of Entrepreneur Magazine, one of the things they really liked about me was that by that point I was pretty good on camera. They knew that I could go out and I could represent the brand. And that made me a safer bet. And that is also frankly why I am on this show with you right now. Because I learned these skills about talking this way on a microphone to sound really engaged. And also I'm make, I'm maintaining I if you can, if you're watching the video, I'm maintaining eye contact with the camera the entire time, which is not an easy skill, but it's something that I just happened to learn years ago and now I can do it. And I wouldn't have had any of that if I didn't pursue opportunity set B.

Corey Andrew Powell ([20:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh, I love examples like that because, you know, we have a lot of people who can be talking heads on podcasts or people who have all these sort of like anecdotal things about, oh, here's how you do it to be successful. Yeah. But when someone has really done it and put it in the work and can show those sorts of examples, they really resonate. And the reason why this was such an important interview for me to do today with you is because I resonated with so much of it on my own journey. Especially the part about being in media. Like I have a very similar thing where I had a chance just to be on a podcast because someone liked my, my posts on social media.

Jason Feifer ([21:30](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([21:30](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that led to doing a podcast where I'm a co-host. And that led to them one day, you know, telling like maybe three years in when he thought I was comfortable. Three years it took, yeah. I got a call from CNN to take over one of his on air gigs. 'cause he had so many, 'cause he does like pop culture commentaries. He goes, call my friend, I can't do this one today. I'm too busy, but he's ready. And I get this call and I'm like, oh, you know, and I panic and freak out. And I call him, he goes, of course you got that call. I told him to call you. I was like, oh my God. So I just chilled out, jumped on the air, did my thing, talked about J LO's wedding and went back <laugh> to my life.

Jason Feifer ([22:04](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([22:04](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that led to more, and that led to more. And so, you know, outside of this podcast, I had this whole other thing where I do commentaries on like major news networks.

Jason Feifer ([22:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm.

Corey Andrew Powell ([22:14](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And it would not have happened if I had not done exactly what you just said. I mean, I just said, you know, I, I said yes to something and then I figured it out. And then that became skills later on that I actually now have, are real line items on my resume. Which, I mean, I just can't get any more of better examples than you and I both telling everyone how this works. 'cause it really does work. It

Jason Feifer ([22:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Really does work. It's true. And you know, back when, back when I was at my first newspaper job and I was feeling really stuck 'cause I, I was at the small newspaper and I wanted to do big things and I, I didn't, I didn't exactly know how to get there. I didn't even have a good definition of what it was that I wanted to do. I, you know, that would've been a good time for me to start thinking about opportunity set Bs, but I didn't even know what opportunity set B to pick, you know.

Corey Andrew Powell ([23:08](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([23:08](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

That that's, it's like, it's easy for us to say, well go explore, but like, explore what, so I look back now at what I did and the logic behind it, and I realize that I, I had followed a really useful little format, which I'm gonna share with you, which was, okay, so let's just situate you. I'm at my first newspaper job, tiny little newspaper. I'm a year out of college. I'm getting paid $20,000 a year, and I'm looking for something bigger. And I decided what I wanna do is I wanna write for larger publications. I just wanna be bigger. It's all I knew. And I wasn't getting those opportunities. You know, the New York Times, the Washington Post were not like calling me and saying like, Hey, we really loved the coverage of the sixth grade play. You know, that you wrote <laugh>.

Corey Andrew Powell ([23:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Jason Feifer ([23:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

You should come cover Washington. So instead, uh, what I did was, I I, I didn't have the language for it back then, but what I, what I now realized I did is I asked myself three important questions. And here it's what do I have? What do I need? What's available? What do I have? What do I need? What's available? So let's break that down. What do I have? Well, back then, what I had was, I had a job, paid me not very well, but it paid me. And it allowed me to develop a skill, which was going out and interviewing people and turning their insights into news stories. What do I need? Well, this is interesting. If what I wanna do ultimately is write for larger publications. And I guess what I need is really two things. I need to learn from people who are better than me. Uh, at this, which I didn't really have access to at my tiny little newspaper. You know, there's a bunch of reporters who were my age and, uh, an editor who wasn't very good. And I needed to work with people who were more skilled so that I could absorb their lessons. I needed better editors. And then I also needed to be able to prove to people who work at larger publications that I can work at their level. And I wasn't gonna get either of those staying where I was. So now the third question, most important, what's available, I really love the word available. You've heard of me use it a bunch of times, right? Like, opportunity set B is what's available to you that no one's asking you to do. This is also what's available. The reason I like the word available is because it has to shrink you down to what is practical. I do not mean what you wish was available. I do not mean what you think might be available in 10 years. I do not mean fantasy land. I mean, literally what is available right now, if you reach your handout, what is it that you touch? That's what I'm talking about. That's what you need to focus on. And in this case, well, I thought was, well, what's available in media, the way it works is that people are either on staff or they're freelancers.

Jason Feifer ([25:58](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

A freelancer is basically just a contractor. Someone who might write a single story for $500. Uh, and, and that's it. You know, and freelancing was available. I technically could write a freelance story for the Washington Post. I'd have to convince somebody to let me do it, but like, I could do it in a way that they would never hire me for the Washington Post. So I decided at that time, a year into my first job out of college to quit. I quit that job. And then I went back to my bedroom in this dumpy apartment in Holden, Massachusetts, literally next to a graveyard. Rent was $500 a month <laugh>. And I started to cold pitch editors and I said, this is what's available to me. This is how I'm gonna do it. I'm going to prove to someone that I am worth at least $500 worth of risk, just take $500 worth of risk on me.

Jason Feifer ([26:47](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that after a lot of effort and a lot of rejections, is how I got my first story in the Washington Post, and then in the Boston Globe, and then the Associated Press, and then the New York Times.

Corey Andrew Powell ([26:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Wonderful.

Jason Feifer ([26:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that was the stuff that eventually helped me grow as a writer and then also helped prove to other publications that I could work at their level.

Corey Andrew Powell ([27:05](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([27:05](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that was what was available. So you wanna think about opportunity set B, you wanna think about like, how do you find that next thing? The answer is you start with where you are and you think about where you wanna go, and then you ask yourself what's available.

Corey Andrew Powell ([27:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm. Whew. I mean, that is just some good, I mean those three points there of advice all combined that just make so much sense. Again, the fearlessness aspect I think is a big component here. I think people are afraid of, of rejection though.

Jason Feifer ([27:34](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([27:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

You know, you did the whole cold calling thing and that works. Right. But there's gotta be a level where you're saying, I have to be able to accept the rejection if you're in it for the long haul.

Jason Feifer ([27:45](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([27:45](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

You may get a thousand nos before you get that one. Yes.

Jason Feifer ([27:47](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([27:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Not everybody is, is made for it.

Jason Feifer ([27:51](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

No, everybody is made for it. Oh, okay. Everybody's made for it.

Corey Andrew Powell ([27:54](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([27:55](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

It's just that not everyone has acclimated to it.

Corey Andrew Powell ([27:58](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([27:58](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

That's the thing.

Corey Andrew Powell ([27:59](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Okay.

Jason Feifer ([27:59](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

So look, uh, there, there's a, there's a, uh, an exercise that my friend Noah Kagan, uh, likes to suggest to people, which is to go into coffee shops. This, this is extreme. I, I don't think that I would do this, but.

Corey Andrew Powell ([28:13](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Right, right.

Jason Feifer ([28:14](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Go into coffee shops and then ask for a free coffee <laugh>. Just, just, just go into coffee shops and ask for the free coffee. You're gonna get rejected over and over again. Somebody might actually give you a free coffee, but you're gonna get rejected over and over again. And the point of it is to get really comfortable asking for something that seems a little outrageous and then getting turned down. Because what you discover is that there are really no stakes here, and there are really no consequences. What's the worst that can happen? They say no, and then you leave the coffee shop. Okay.

Corey Andrew Powell ([28:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Right.

Jason Feifer ([28:49](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Not that bad. And as you do more of that, the reason he he suggests doing that is it's like a, it's what he's trying to do is help people become entrepreneurs. And to be an entrepreneur is to have to get into sales, which means to be rejected a lot. And you need to acclimate yourself to being rejected. Because once you realize that rejection isn't personal and it isn't all that important, then it doesn't really matter.

Corey Andrew Powell ([29:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([29:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And the more in which you do it, the better at it you get. And so I really do believe that everyone can be rejected. In fact, everyone is rejected. Whatever your life experience that you bring to this podcast right now that you're listening, you have been rejected.

Corey Andrew Powell ([29:32](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh, sure.

Jason Feifer ([29:33](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Maybe today, <laugh>. And, and, and yet you, you stand here as a full human being who can live to be rejected again tomorrow.

Corey Andrew Powell ([29:42](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Jason Feifer ([29:43](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And that's fine. So I did it and it was uncomfortable, and then it became less uncomfortable, and now it's just fine.

Corey Andrew Powell ([29:53](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah. You know, and I will just tag onto that too. I, I spoke to a young millennial, or no, uh, young Gen Z um, entrepreneur who's, and I speak to a lot of them, which I'm always so fascinated by these younger people who are like literally making like a million dollars now <laugh>. And I'm like, wow. I, apparently I didn't get that memo and she had X generation. But one thing that I thought was amazing, um, one girl said to me that she, or young woman I should say, said that she began to call people back who rejected her. Non-confrontational.

Jason Feifer ([30:23](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah.

Corey Andrew Powell ([30:23](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Just, hi, it's me. I applied for this, or I reached out to you for X, Y, Z, and you told me no. And if I can have a few minutes of your time, I would love to know what made you pass on my offer or me or what it was, because I'm gonna take that back and I'm gonna do better next time for whoever I pitched to. And it was amazing. And she's young, and so I love the fact that Great. As opposed to being angry or upset. She's like, no, I need this data, as you mentioned.

Jason Feifer ([30:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([30:48](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

That free data so I can be better. So it's just, um, such a great information. Right.

Jason Feifer ([30:54](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh God, that's a really great thing that she did.

Corey Andrew Powell ([30:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([30:57](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And what she'll learn is a couple things. Number one, she'll learn that it was never personal.

Corey Andrew Powell ([31:02](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Right. She said that

Jason Feifer ([31:03](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yes. It was never personal. It was always just, you just weren't the fit for the thing that we were looking for. I I, I reject people every day. You know, people wanna get stories about their businesses, an entrepreneur, and I, uh, sometimes I will say no, and then they'll come back to me immediately and they'll be like, ba, ba, ba, ba. But, you know, like, but we're so impressive, but ba but our sales are this. But, but, and it's like, look, I, me rejecting you is not me saying to you that I think that your company sucks. It's not me saying that you aren't worth attention.

Corey Andrew Powell ([31:39](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Jason Feifer ([31:39](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

It's just me saying that I have a specific job to do over here. And what I'm seeing from you doesn't specifically match my narrow set of needs. That's a that's all I'm saying. I have a specific kind of story that I look for, and I have a specific idea of how I'm serving my audience. And what you shared with me is not a fit for that. It doesn't mean that you're bad, it doesn't mean that you're not successful. It's just, that's it. And, and that's the case for basically everything. Nobody is personally rejecting you. They're just looking for a, for a match between their specific narrow needs and whatever you were bringing. And they didn't see that match. And that's fine. So that's the number one thing that she's gonna learn.

Corey Andrew Powell ([32:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Jason Feifer ([32:18](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

What number two she's gonna learn is that people are very, very receptive to answering this question. And she will learn a lot and she'll be able to improve a lot. And then the third thing that she might learn is that actually asking this question might be so powerful that someone might change their answer and eventually want to hire her.

Corey Andrew Powell ([32:35](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm. Yes. That, that's a great point because she did say one of the clients, she was able to go back and actually do her like, fine tune the pitch. There you go. And come back. And they took her, they took her call much quicker. They responded faster. And they finally said, well, you know, we've never done that. It was like an influencer pitch she was giving them. They said, we haven't done that before, but we were gonna give it a shot. Let's see how it goes. You know, and she got, got a client out of it, and she was a, a former, like a Mickey Mouse Club, Disney Radio cl you know, she just, Uhhuh Uhhuh had this whole other world and she's, she began to kind of just go out in the world and try and make her own opportunities. And she became a very big influencer in that space. So, um, wonderful words of advice. And I will ask you, um, as we go through a close here in our interview, I do wanna ask you about your book Build for Tomorrow.

Jason Feifer ([33:19](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Mm-hmm <affirmative>.

Corey Andrew Powell ([33:20](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

And, um, I would love to know the, the mission behind that book and what do you hope people take away from it?

Jason Feifer ([33:27](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Well, the mission is pretty simple. I think that the most valuable skill that you can have in your career and in your life is adaptability. It's what I see as the through line between all the successful people that I have met and interviewed and worked with. And I wanted to understand what were they doing to develop what I call their unique personal relationship with change, which enables them to grow and build in ways that others can't. And my book is a guide to what I learned. I I, I break it down into four sections through what I call the four phases of change, panic, adaptation, new normal, and wouldn't go back. And I've been told by so many people that reading this book really helped them orient to a, a, a big change in their life. Or to see opportunity where they hadn't before or to just be less afraid of the major changes that are happening. This is, this has become foundational to the way in which I think about myself and my own, my own work. I mean, I've told you repeatedly as we've been talking, that the thing that you pick today doesn't have to be the thing that you do tomorrow. It's just about picking something to start and grow. I, I, I've reinvented myself so many times and it is important for us all to be so intentional about how we do that. So anyway, thanks for mentioning it. The book is called Build for Tomorrow. You can get it wherever, you know, you can get it in hardcover or on Amazon. You can get it, uh, uh, on, I read it, uh, audio on Spotify or, or Audible or whatever. Um, I'll also mention what other thing, uh, which is free, uh, because the book is, uh, a book so it costs money. But, uh, free is my newsletter. I write a newsletter each week. It's called One Thing Better Each Week. One way to be more successful and Satisfied and Build a career or company that you love. It's a lot of communication tips and adaptability tips and, um, you know, uh, uh, um, overcoming anxiety tips, just like everything that you run into as a problem as you try to be successful in whatever you wanna do each week. I just give you one way to solve that problem. So you can find that at one thing better email, which is a web address. So you just plug that into a browser. Uh, one thing better email.

Corey Andrew Powell ([35:47](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Excellent. And we'll make sure everyone does have that when the podcast airs. And just so you know, I signed up for that news.

Jason Feifer ([35:52](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh thank

Corey Andrew Powell ([35:53](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

You. Because I was like reading everything. I'm like, oh my gosh, this is so good.

Jason Feifer ([35:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Thank you.

Corey Andrew Powell ([35:56](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Like, everything is so good. And I will just leave you with one of my favorite things you say as well.

Jason Feifer ([36:00](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm.

Corey Andrew Powell ([36:01](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Um, that I was, when I was like reading your bio and on your site, um, problems aren't your enemy.

Jason Feifer ([36:06](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yes. They're not.

Corey Andrew Powell ([36:07](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

We love that. Not your enemy. And we sort of tapped into that. But, um, it's again, the, the data, right? It's, it's an opportunity to learn. That's really what problems are. Would you say that's like, that's how you would assess that?

Jason Feifer ([36:17](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Yeah. Well, I, I, I think people think of problems as an invalidator of solutions, right? It's like, I gotta go out in the world and I'm gonna do a thing and then I'm gonna run into problems. And that means that I wasn't doing it that well. But if we think of problems as opportunities and also as just a thing that will always exist in the world problems, well then we should never ask ourselves of any situation. Is this perfect? We should ask, is my new problem better than my old problem? <laugh>? That's what we should ask, is my new problem better than my old problem? Because when we do that, we track progress through problems, we make room for problems. And we also remind ourselves that, I mean, look, you're gonna graduate college and you're gonna go out in, into like the, the, the, the, the whatever the working world, I dunno, good phrase for it, but whatever, like, the reason you will have a job or the reason you will create your own job is because there are problems to solve. That's it. If there were no problems in the world, then you wouldn't have a job. Because we don't need anybody to not solve problems. We need people to solve problems. So problems aren't your enemy. Problems aren't a problem. We are going to always have them. We will always create them. The question is simply, are we doing better at creating better problems?

Corey Andrew Powell ([37:30](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Hmm. Wonderful words of wisdom from Mr. Jason Feifer, editor in Chief of Entrepreneur Magazine, and of course, podcast host and author of the book Build for Tomorrow. Thanks so much for being here today on Motivational Mondays. We really appreciate it.

Jason Feifer ([37:42](https://www.temi.com/editor/t/W5IhiXZJ2bxuOOaGsvx9P5BdcUw24FQxMI5gDDIBsDaAjrjHYfACtmVT4dSjbczvpUtLJBVe6BmA0Xl7wZFdoIHDmPM?loadFrom=DocumentDeeplink)):

Oh my God, thanks so much. This is so great.