3BOOKS - TANK SINATRA

[00:00:00] **Tank:** Okay.

[00:00:02] **Neil:** Okay. I hit record on this. I hit record on that. Did you hit record on your thing?

[00:00:07] **Tank:** I'm gonna hit record right now. It's recording.

[00:00:10] **Neil:** Okay,

[00:00:11] **Tank:** All right. So wait, no, let's do a real one. All right. That's mine.

[00:00:19] **Neil:** Okay, and here's mine. All right. Uh, tank Sinatra. It is a treat. It is a pleasure. Finally, we've been trading emails since 2017.

[00:00:33] **Tank:** are you gonna tell people how I stalk to you to, uh, to begin this relationship? Or, you know, not embarrass me?

[00:00:39] **Neil:** no, I mean, I, I I didn't, I would never have said stalked. I think you just were a really kind, gentle soul who reached out to me in 2017 and said, I got a new, I got a new, you emailed me and I checked back the email. It was like, I have a new book and it comes out today, . It was like,

[00:00:55] **Tank:** No, that's not our first email.

[00:00:58] **Neil:** Oh

[00:01:01] **Tank:** Yeah, that's not our first email, dude. Our first email when your TED Talk came out, which was when? 2000. Yeah, so it was like 2011 I think, or 12. I had a website called, I found money today.com

[00:01:16] **Neil:** Yeah.

[00:01:17] **Tank:** you were partly the inspiration for that because I saw your TED Talk and I won a Webby award for that. So this was, this is going back way, way, way far.

[00:01:25] I saw your TED talk and emailed you and was just like, yo, I don't even know what to say here, but thank you for doing what you're doing. It was kind of one of those things,

[00:01:35] **Neil:** Oh, please tell me. I wrote back

[00:01:38] **Tank:** Oh yeah, you were great. Yeah, of course.

[00:01:40] **Neil:** Okay. Okay.

[00:01:42] **Tank:** I'm always like, I, I'm always impressed by the, the ability and ease with which you can contact someone on the.

[00:01:51] **Neil:** Yeah.

[00:01:51] **Tank:** and the then the ability and ease with which you can reply and make someone's day. The people who do that are my favorite, and I try to be that for people. Now when someone dms me on or sends an email and they're just like, Hey, nothing really to sell or to say, I just wanted to say thank you for making me laugh, or Thanks good news or whatever.

[00:02:11] Um, yeah, I, I always respond if I see, oh, yeah,

[00:02:16] **Neil:** Wow. And you don't find this, I mean, you've got like millions and millions of people following you. Do you not feel like it's overwhelming to just try to keep up with that?

[00:02:27] **Tank:** well, I don't think of it

[00:02:29] **Neil:** I have far less followers than you, and I find it hard to keep up with it.

[00:02:34] **Tank:** It depends on how you define keeping up with it. I don't, um, I don't, the numbers are too big for me to comprehend. So let's say the number of direct messages I get from someone who warrants a response. A lot of times people will send me a meme they made or a picture of their dog, or a good news story they found, or a video they found for influencers in the wild.

[00:02:56] And I don't respond to all of them. It would be impossible.

[00:02:59] **Neil:** Right.

[00:03:00] **Tank:** But if someone is like, Hey, especially on, thanks. Good news. Hey, I was having this kind of a day and then I found your page, and now I'm having this kind of a day. Yeah, I'm gonna respond to that a hundred percent.

[00:03:11] **Neil:** Yeah. Yeah. And, and you know, the other thing to just sow into this is you've always been amazed as a vi at the ease of which you can connect with somebody and the ease of which they can respond. But then I'll add in just to kind of. Be hit for critical about my past self. It's like, but even hearing us talk about it, not that many people will do, will do that kind of letter.

[00:03:31] We'll, we'll sort of send that kind of message. So when I think what you're saying is when they pop out of the woodwork, you know, you can tell when someone's written, you know, personal because we also get covered in like, you know, hi, uh, tank. I've been suspected, your website and I have discovered three things you will wanna improve for your seo.

[00:03:48] You know, you get a lot of that stuff and it looks real for a second, you know, but, but you're saying if you get a nice letter, which aren't art, you know, you'll get a lot more than me, but it warrants a response.

[00:04:00] **Tank:** Oh, for sure. Yeah, so I, when I was younger, I was very into the Long Island hardcore scene, like music, mosh pits, you know, crazy people, crazy

[00:04:11] **Neil:** I could feel like I could see you in a mosh pit

[00:04:14] **Tank:** Oh yeah. I

[00:04:14] **Neil:** and, and, and, and, and both in, in many ways. Like also, like, you'd be a really important person to like lift people up in the crowd surfing

[00:04:22] **Tank:** Yeah. I was a helper, but I was also a destroyer, you know? But there was this band Mind Over Matter, who there was the, the drummer was from this band Neglect. The singer was this guy George Reynolds. It was just like a, it was a side project for a lot of these guys, but it wound up, they wound up becoming really well respected and well known in that scene, even like internationally in Europe.

[00:04:43] And, you know, neglect was a very big band. But anyway, not to get sidetracked. Um, I w when I first got sober, there was this album that I rediscovered called Auto Manipulation, where it just felt like everything that this guy was saying was directed exactly at me and what I needed to hear really.

[00:05:06] Insightful, introspective lyrics. The music was great. It was not like a your typical like, you know, rough, tough, hardcore band. They were very artistic. So I was able to locate that guy's email, George Reynolds email, and I wrote him an email. I said, Hey, just a heads up, like I'm 22, I'm in early sobriety. I lost three people very close to me this year.

[00:05:29] This album has really given me some insight and, you know, helped me out in some tough spots. Obviously he responded, but what he told me was that that album is special to him because three days before they recorded it, that he had a car fire and he lost all of his lyrics. So we had to kind of just make everything up on the spot, which meant to me that his soul was doing the talking, not his brain.

[00:05:52] And that's why it resonated with me and we developed a friendship after that. So if someone has a positive effect on me, I try and tell them if I can, if they're reachable, you know,

[00:06:03] **Neil:** Yeah. I love that. Yeah. For, it's interesting the story because for me, I remember, you know, uh, I wanna say 6, 7, 8 years ago, I reached out to Seth Goden, you know, and I, I, I, you know, kind of figured out his email or I, maybe I guessed at it or something, and he wrote back right away. And I just thought to myself, well, if this guy who's huge, you know, he is written 20 bestselling books.

[00:06:27] And his email was, now that I think about it, his email was kind of buried on the website somewhere, and he wrote back to me. I was like, I, I always want to be doing that the same way until he stops. So every, every year or so, I just double check that, that Seth Godden is still reachable. And if he is, I'm gonna, I'm gonna keep, you know, my, my email address on my website.

[00:06:45] But it is, it is, you know, It's I, I also have inbox overload as I'm sure you do too, because nowadays it used to be that you have an email account and then you've got your text messages, and now you've got DMS on every single different platform. Like, don't you feel like there's just too many doors open to access you?

[00:07:02] I mean, at the same time, isn't it?

[00:07:07] **Tank:** There is. There is. That's a good way of, I mean, horrible, but good way of looking at it. It's just you're very exposed. You are very reachable. But even with that, most people won't. Reach out unless there's a reason for it, unless they, they feel compelled to. So just because, especially at this point, just because you can access somebody doesn't mean you want to or that you're going to.

[00:07:30] So if they, if they take the time out, especially to write something nice, I try and respond. Gary Vaynerchuk, who's always been very responsive too, Gary Vaynerchuk, mark Cuban and Neil Pacha are the three,

[00:07:42] **Neil:** Yeah, well, there was always that, there was always the apocryphal tale, although I think it was true that, you know, it was Steve apple.com. Anybody could email Steve Jobs, and he thought of his inbox. I, as I understand, as a, as a way to sort of connect with what people actually thought, because if he got all kinds of hate mail about like a new font or a new, a new app update or something, he was like, well, that was just better information than he could get from his deputies and his lieutenants and his whatever.

[00:08:07] So there's something to the idea of being open enough that you understand and you're connecting with what's happening in the world, but close enough that you can actually do your work. And that's important because as I was researching you, I just over and over and over just fell into your content and I'm like, no, I need to, I need to go deeper on these books.

[00:08:25] And I'm like, I'm like deep into tanks. Good news. I'm deep into influences in the world. I'm deep into your, you know, your, your Tank Sinatra account, which I think is just called memes

[00:08:35] **Tank:** Tank Sinatra Memes is a, a little trick that I employed to make it more searchable, but Tank Sinatra's still the at, but memes is like the, the under name or

[00:08:44] **Neil:** Oh, so memes is your search engine optimized name?

[00:08:47] **Tank:** yeah.

[00:08:48] **Neil:** Yeah. Cuz if you type in memes into Instagram, it comes up first.

[00:08:52] **Tank:** I should come up. Yeah.

[00:08:54] **Neil:** you, how do you define a meme by the way?

[00:08:57] **Tank:** Oh, I wouldn't even try. I don't at this point. It's too, it's anything funny or educational. , um, I mean, first and foremost, they should be easily digestible. You should be able to get a meme in however fast you can read. Sometimes it's three seconds, sometimes five, seven. But if it's taken longer than that, it's probably crossed over into some kind of sketch or, um, article at that point.

[00:09:22] But it's anything quickly digestible. But as Richard Dawkin puts it, as Richard, Richard Dawkins put it, um, it's any idea that proliferates across a society in any form. So it's kinda, he, he mimetics was his way of

[00:09:38] **Neil:** Memetics, right?

[00:09:39] **Tank:** like, you know, so that, so genes replicate genes, you know, do this and that ideas do that too.

[00:09:44] How do they do it? Nobody's really figured it out. I'm still amazed, pretty constantly by what does go viral? What, what doesn't go viral.

[00:09:53] **Neil:** You mean you at this point, you know, I, I want to say, what is it, 10, 11 years in.

[00:10:01] **Tank:** well, I was making memes on Reddit in 2009, but I didn't, I didn't really start, I didn't start Tank Sinatra until 2000, early 2016. End of 2015. Uh, end of 2015.

[00:10:13] **Neil:** Right, which is not that far after Instagram sort of tipped right.

[00:10:18] **Tank:** Yeah. Like three years or so. Well, three years after Instagram

[00:10:22] **Neil:** but you're saying even now, you don't know what will go popular. What, what won't,

[00:10:27] **Tank:** bro, not even. And anybody who does is a liar and trying to steal you buddy, and say, I'm gonna make you a piece of viral content.

[00:10:35] **Neil:** Isn't that interesting though? Like, you make more memes at, at a more successful, you're the biggest meer in the whole world and you don't know what's gonna be popular. And in the book industry, it's the same way. I mean, I just published a book, it's like, and, and nobody really knows what's gonna sell ever.

[00:10:51] No . You got it. Nice.

[00:10:53] **Tank:** yeah.

[00:10:54] **Neil:** Yeah. So, and, and then still, even now, it's like, you know, you can't figure that out. So. Well, one thing

[00:11:00] **Tank:** knows. And you can even, you can write seven, eight books and then all of a sudden your second one just starts selling like crazy for, for no, nobody. Listen, dude, it, I wish I could tell you what it is. The, the closest anybody has ever gotten to it is explaining it. The closest anybody's ever got to explaining it is Ryan Holiday in his book, perennial Seller, where he talks about, just forget the marketing plan, forget the budget, forget the, all that advertising nonsense.

[00:11:31] Put 100% of your creative effort into making the best product you can, and then just put it, just see what happens. Go from there. Like guys, like playing holiday and Stephen Presfield seem to have my favorite understanding of what will create momentum, and that's just consistency and, and quality.

[00:11:49] **Neil:** Well, at the same time, like, I gotta say though, if you, if you overdo it, if you, if you tweak it just too much,

[00:11:55] **Tank:** Oh yeah,

[00:11:56] **Neil:** you know, everybody can tell. They're like, this is, this person's trying to copy that guy's skateboarding, listening, listening to, uh, you know, um, uh, Fleetwood Mac, you know, you see, you see so many, you're like, this guy, this is copying that.

[00:12:07] Or you could, there's something about a thing that if the person tries too hard, it also just totally craters. It just doesn't work.

[00:12:14] **Tank:** yeah. You can tell. And it's fr and it's very painful to watch when someone is, uh, trying to manufacture virality.

[00:12:23] **Neil:** Yeah, well, I'll tell you what we think on this podcast has gone viral over thousands of years, and that is books. Okay. And then it's a 57% of Americans have not read a book in the past year. However, we plunder on, we plunder on Tank, and you have been kind enough to have a great long conversation with me over email about which books are most formative.

[00:12:43] I honestly, I honestly was surprised at first though that like you went so deep because I'm like, how does somebody who's making memes full-time have the attention span to be reading books? Because I always hear, and maybe something you could address before we get into your formative books. I always hear like, I don't have the attention span anymore.

[00:13:00] I can't focus for longer than a page. I can't, I can't because I've, my mind has gone to mush because of TikTok and Instagram. But here you are the most prolific creator on Instagram and you're reading a to.

[00:13:13] **Tank:** Well, I think that, so Stephen King talks in his book about, I think the name of the book is on writing. Um, it, it's very easy to read a lot. It's also very easy to not read at all. It's like my phone is in my hand. I read, I micro read, I guess, or microdose reading, you know, for, for lack of a better word, trendy.

[00:13:38] Uh, so pissed. I said that. Whatever. What are you gonna do?

[00:13:41] **Neil:** good. And microdose reading. I like that. I like that Microdose. That might be a new, that's a good one.

[00:13:46] **Tank:** yeah, when it, when it comes to self-help or non-fiction, I really, for the most part, I don't read in chunks at all. Like, I, I recommended, I believe reading is the number one thing you can do to have a better life. Period. End of story. It's not even close.

[00:14:03] Nothing else is even close. Um, I just feel like a different person when I'm actively reading as a discipline. But like, I recommended a friend of mine was struggling. I said, bro, why don't you try reading, um, you know, just every day discipline, no matter what. Like, doesn't matter how much it is. And he goes, yeah, I just, I can't, I find I sit down, I can't get through more than like 10 pages.

[00:14:24] And I was like, 10 pages. Who the hell is asking you to read 10 pages? Read a paragraph,

[00:14:31] **Neil:** I know. I tell people to read two pages because if you read Animal Farm, it's only 94 pages. I mean, you're, you're ahead of everybody if you just stick to a couple pages a night, right?

[00:14:41] **Tank:** Oh yeah. And it adds up a cumulative effect of it. But there are non-fiction books that I've torn through, like David Goggin's memoir, Kevin Hart's memoir. These stories that were just you, there was a story to it, not just information like I treat. Um, you know, I treat these books like, like textbooks or like devotionals daily readers, but I'll read them multiple times throughout the day where if I find myself scrolling for too long or being mindless for too long, just open up the books app on the phone and have some vegetables with your french fries,

[00:15:14] **Neil:** Oh, that's what you, oh, that's what you use. Use the books app on your

[00:15:17] **Tank:** Oh, oh yeah. You know why, so I know we're jumping ahead, but Frankenstein was one of the books that I read on the books app, and I could not understand what was going on at. , the words that were used in that book were so ornate and, you know, selected or selective.

[00:15:35] **Neil:** Yeah. That's my version right

[00:15:37] **Tank:** You could, um, you could just click on it.

[00:15:39] You could click on a word and look it up instantly in the app.

[00:15:42] **Neil:** that's true.

[00:15:44] **Tank:** So I kept a, a running note of, uh, of words that I was learning at the time, and I was like, it occurred to me. I was like, oh, this is why they make you read tough books in high school. Because every I, I've tore into another book right after that.

[00:15:58] It was like, you know, child's play. I was

[00:16:02] **Neil:** Yeah. You did , you climbed up the hill, so now you're riding down it. Well, I, I, I love this opening kind of exposition that we've had just on reading and how, how kind of it mixes into the work you do as a Meer, which I think is a job title that, you know, just hadn't existed probably a, a decade ago.

[00:16:19] And, and you've given us five books. I wanna jump into them now, and we may as well start with The Greatest Salesman in the World by OG Mandino. First name is OG Amazing. And then La La la . Last name is Manino, M A N D I N O. This book is published in 1968 by Ffl in New York. Um, I've got a, I've got this version here.

[00:16:41] I dunno if that's the same version you have or if you read it on the books, on the books app, but it's like a small, little like skinny white paperback names in like a purples font at the top, the greatest salesman in the world, in an italicized red, thick kind of font. Throughout the middle, it says the bestselling author of the Return of the Rag, picker and the bottom.

[00:16:57] It says, you can change your life with the priceless wisdom of 10 ancient scrolls handed down for thousands of years. The back basically is a reprint of the front. It says over 2 million in print, but this guy, a Mandino, born in 1923 in Massachusetts, died in 1996 in New Hampshire. American author, best known for this book and.

[00:17:15] It was a big time speaker and big philosophical messages that every person on Earth is a miracle and should choose to direct their life with confidence congruent to the laws that govern abundance. What is it about? Well, it tells the story of , a poor camel boy who achieves a life of abundance. The instructions are to read this book, scroll by scroll, three times a day for 30 days straight.

[00:17:36] Only after doing that per scroll are you supposed to move to the next book. So it says on, right on Wikipedia today. If you, if you read the book the way it says to read the book, it'll take you 10 months to read it. You know, if you're reading it every day, you can file this 1 8 1 3 0.54 for 20th Century American Fiction Tank.

[00:17:53] Please tell us your relationship. Tell us about your relationship with the greatest salesman in the world by OG or OG Mandino.

[00:18:00] **Tank:** Yeah. Um, it, that's a great analysis of the book. I mean, it w it's enough to make you wanna read it, and if it doesn't, maybe it's not for you. But I, there's been so many different touchpoints with my life in this book. Um, first was when I just, I forget who told me to read it, but after I read it, a friend of mine who owns a company said, yeah, that's mandatory reading for all of our employees.

[00:18:23] And he had, who, who knows how many employees, but like, I read it the way it was supposed to be read. Um, took me 10 months to read it, sneaking

[00:18:33] **Neil:** You did it. You, you read the same. So when it says, read the same chapter every day for 30 days, you did that.

[00:18:37] **Tank:** Yeah, morning, noon and out loud at night. So you have to read it out loud and it, it, that ties into like, you know, Abraham Lincoln was known for reading the newspaper out loud, and I think somebody asked him why, and he said, it just helps me remember more of it. You know, so when you read out loud, you remember more of it, it becomes two things.

[00:18:55] One, in reality, um, it becomes something you're saying rather than something you're taking into on a more esoteric level. You're a, you're, you're giving the words of vibration, literally with your voice to go out into the universe. So that's more woo woo, whatever, but it just, it, it, it, I implants it.

[00:19:15] **Neil:** it makes sense. You're also hearing it at the same time.

[00:19:18] **Tank:** Yeah. It imprints itself on your soul. That book in a way that makes it impossible to be the same person you were before and after reading it.

[00:19:26] **Neil:** How old were you when you read it?

[00:19:28] **Tank:** 23.

[00:19:29] **Neil:** Your 20th. This is, you're newly sober, right?

[00:19:32] **Tank:** Yeah.

[00:19:33] **Neil:** So you were, you were, you were drinking regularly. I think I heard you say in another interview. I was, you know, I was peeing my pants drunk kind of every night.

[00:19:40] **Tank:** Oh, blackout. Yeah. Crash cars, everything.

[00:19:42] **Neil:** out crash card. You, you're newly sober. What, what, what, what provoked you or got you over that hump?

[00:19:49] **Tank:** Over a witch hump

[00:19:50] **Neil:** The becoming sober.

[00:19:52] **Tank:** oh, I was gonna die for sure. There was no, and I didn't wanna die . So that's, you know, there's two very important pieces that go into it. It's like a, you have to realize this is getting worse, not better. B you have to care even a little bit, even a, you know, a crack in the door is enough for the people who love you to push through and, and say, Hey, let's, you know, let's try this out.

[00:20:16] So, um, when I got sober, my cousin was killed in a motorcycle accident. My best friend died of a drug overdose and my aunt was killed at a car crash. Just so happened that these were. , you know, people that I cared about very deeply. Cousin, it, it happened to be the cousin who was closest to me in age. It was one of the only two boy cousins that I had on my mother's side.

[00:20:37] All the rest were girls. And my aunt was just like a riot. Aunt Eileen was just like the, the funniest, kindest, um, she had a very Jennifer Coolidge vibe to her. She was very like, just on you just wanted to be around her, you know? So when these people died it was like, oh my god. End in early sobriety when life is, you know, if the wind blows the wrong way, you're in tears, over some nonsense.

[00:21:02] So this book I found, and I was working in Manhattan and I was able to read it in the morning on the train and then at night, uh, in the afternoon at work and then, uh, on the, on when I'd get home. But like, I will greet this day with love in my heart is the second scroll. So basically saying

[00:21:22] **Neil:** Yep.

[00:21:23] **Tank:** there is no force that can overcome love.

[00:21:25] No sales pitch, no rejection. Just like you should be greeting everybody and maybe not saying it, but with your eyes saying, I love you. Not in a weird way, just in like a, like I love you. Like, why not? What do I have against you? I don't even know you. And I was working in Manhattan and I would use that on the subway, on the street, and it really did make a difference for me at that point in

[00:21:48] **Neil:** What, what was, how? So, so first, the first scroll is, um, uh, I will form good habits and become their slave.

[00:21:56] **Tank:** Yep. So that's the first one you

[00:21:58] **Neil:** The second, the second. And, you know, that's a pretty trendy topic today for sure. And, you know, and then the second one is I'll greet each day with love in your heart. And you're living in Long Island, you're taking the train them to Manhattan for work.

[00:22:09] What kind of

[00:22:09] **Tank:** Yep. I was doing sales for Dale Carnegie at that

[00:22:14] **Neil:** Wow. Okay. Amazing. And yet we don't have a Carnegie book on here. This is interesting. So you're doing sales for Dale Carnegie, you're going into Manhattan, and then you're looking at people on the subway, , and on the train with love in your heart, when you say, it made a big difference for me, how? How so?

[00:22:30] **Tank:** because there, do you know the St. Francis Prayer? Are you familiar with that? So in it, it's a big recovery prayer. It says in it, essentially paraphrasing, it's better to love than to be loved. It's better to understand than to be understood. Basically, when you are the vessel for these virtues, you are the one who benefits.

[00:22:49] So I, I felt much better walking around, loving everybody, even if it was on a surface. Cuz you could, it's very easy to walk around New York and hate everybody. Very easy. They bump into you, they're in your way. It's raining. Somebody, you know, drops whatever pig bends down. They're not walking fast enough, they're walking too fast.

[00:23:08] So to, to be able to flip that instantly after reading this. . It just made so much more sense, and it made me feel better to love everybody than to be loved. I didn't even need the, the reciprocation I was giving out so

[00:23:24] **Neil:** Do you think you had to have something, uh, oriented in your brain a certain way, um, through genetics or through, uh, your experiences to be able to do that? A lot of people read this type of book though, and you know, they can't just do that. I mean, look at everybody like,

[00:23:38] **Tank:** I don't wanna make it seem like I did it perfectly, I didn't, but it was a great starting point.

[00:23:42] **Neil:** yeah,

[00:23:43] **Tank:** Great starting

[00:23:44] **Neil:** And so you re you're 23, you're newly sober. You read this book now take me from, from there.

[00:23:51] **Tank:** so I read the book, um, I'm doing sales at the time, so I'm feeling like, okay, this is a good book to read, but it had way more of a impact on my life than my sales career. Then I'm at Barnes and Noble a couple years after I read it the first time I see a trilogy. With the greatest salesman in the world, the Greatest Miracle in the world.

[00:24:11] And another book, I don't think it was Return of the Rag Picker, although it might have been. And they had an intro in there for him, written by him. And it talked about how, um, oh, it must have been the greatest salesman in the world. Part two, the end of the story,

[00:24:25] **Neil:** Yeah.

[00:24:26] **Tank:** cuz it was, uh, a greatest salesman in the world.

[00:24:29] Kind of like trilogy book. So the Greatest Miracle, greatest Salesman, greatest Salesman too. And in it, it talked about how he was a raging alcoholic on the verge of suicide before he decided to sit down and write the greatest salesman in the world. And I was like, of course, of course. That's why it struck me in the, in the gut.

[00:24:48] Then listening to Matthew McConaughey's, uh, memoir Green

[00:24:53] **Neil:** Yeah.

[00:24:54] **Tank:** I decided to listen to because of who he is and his voice and how he delivers material. One of the greatest decisions I've ever made, that guy should win every single award possible. For that audiobook. It was just, there's never been an audiobook like it, and probably won't be one after it.

[00:25:11] He's, he nailed it. So he talks about the greatest salesman in the world being formative in his life in that book.

[00:25:18] **Neil:** Wow. So, and, and not only that, but you've got your own trilogy now.

[00:25:22] **Tank:** Yeah. Thanks. Andina takes good news. Influences in the wild. Very different, but yeah.

[00:25:29] **Neil:** I love that. And it is a great, it kind of all comes together. I was gonna ask you, and one of the questions I wrote down was like, Hey, there's these scrolls that are about sales that comes out in the sixties, so we're talking like, you know, 55 years ago, really this book is published and you know, I know you did sales, um, for Del Carnegie.

[00:25:45] I know you've sold other things. You've sold Fence, uh, before in in Long Island. You were doing that as you started, as you started these websites. Um, or as you started these feeds or accounts, what do you call them? And, um, How do you think sales has changed today? I mean, what, what, what, what are the, what would you see as the tenets of, of, of selling today?

[00:26:07] It seems like to me everything's inversed and everyone's selling themselves. I guess that's what Influencers in the Wild is kind of all about. But what do you see today as kind of working when it comes to putting something out there into the world for others to either buy or connect with or, or want, or what works today?

[00:26:27] **Tank:** Yeah. Um, I think a, a sincere desire to improve somebody's life through whatever you do is inherent and important and must be there. Otherwise, you're just a scumbag and you're f you know, uh, defrauding people, but education, excitement, like, um, my friend Joe, I don't know if he made this up or he heard it somewhere, but he was my boss and mentor at the fence company, and he would say, sales is just a transference of enthusiasm.

[00:26:56] So if you're not excited about it, you don't expect them to be excited about it either. And on the back end of that, the more excited you get somebody, the more money you can get from someone. Like, I remember some guy literally ran to get his checkbook during an appointment with us. I was kind of trailing Joe and he's like, bro, did you see that?

[00:27:18] I go, yeah. He like sprinted out away from the table to go get a checkbook because in his mind it was like, if I don't give this guy a check right now, I'm gonna lose out on this amazing opportunity for this incredible company to do my fence. Who would've thought fence would be so invigorating? But he had that ability to be able to do that to people.

[00:27:39] Um, and I don't mean do it to people in a negative, just like he was, you know, it was his company. He was, but his why was very different than. Mine, like his father passed away. Now he had to take care of his family, so it was like, it was imperative that he succeeded in this business.

[00:27:57] **Neil:** yeah. I like, there's so many little, little tidbits of wisdom in there. A sincere desire to improve somebody's life. You know? I, uh, are you, because you're all, are you, you're all in. I've heard you say, I don't like the fact that, uh, mark Zuckerberg controls so much of my income. I've heard you say that before.

[00:28:12] **Tank:** Yeah. But I trust him anyway. You know

[00:28:14] **Neil:** Well, that's kind of what I mean is that you're, you aren't trying to get people from Instagram onto other platforms or into other areas that you could control. You're, you're kind of living on Instagram.

[00:28:23] **Tank:** Yeah,

[00:28:24] **Neil:** Um, other than the board game of course, which I know has done. It's just done well. But, uh, I don't know if it's just me being sour kind of where I am, because not like I'm ca talking to you just come, coming out of the book launch.

[00:28:35] And like, everyone before I started was like, you know, book talk, book talk, book talk. So I've like spent so much time like reaching out to influencers on book talk, which are, you know, people that are like, you know, promoting like books. Book talk is just like a, it's just a, it's just a handle, it's just, um, hashtag within TikTok.

[00:28:51] But, but if you go to the, if you go to the bookstores up here, where I'm in Canada, they say the, the trending on TikTok table, which is book talk, that table outsells all the other tables at the bookstore. Right. And then, and then, so I, you know, I, you know, I, I reach out to people I mail in my book, and then inevitably what comes back is, yeah, it's, it's $700 pay to play.

[00:29:09] Or like, it's like, you know, I want $1,200 and I'll give you one reel, or whatever. Like, it's, it's like all this stuff and I'm just like, yeah, there's something about, there's, there's something about today, 2023, we'll call it. Cuz that's what this will come out. Um, that feels like there's just too much sales everywhere to me.

[00:29:27] Like, it's like everyone's so slick. Everyone's so polished. Everyone's got a LinkedIn profile, everyone's got, I just feel like something about the world it, I don't know if it's, it's just me, but like, it's almost like every single new platform that gets ev developed starts as connection and community and evolves into a mall.

[00:29:46] **Tank:** Yeah.

[00:29:48] **Neil:** You know what I mean? Everything turns into a mall.

[00:29:50] **Tank:** yeah, I'll, I'll tell you a story that will make you feel better, I think, um, about that. So I launched the board game, the influencers in the wild game. Um, and there's, you know, part of the struggle of that is how do you explain to people what the game is about while getting them excited about it?

[00:30:08] Cuz a knowing about it's one thing, B knowing what it is, is a different hurdle. So I reached out to this guy who actually does Gary Vaynerchuk impressions. Very good, very funny. He's a comedian. , um, influencers in the Wild has 5 million followers on it. So when I was coming up, it was like, Hey, if you make this thing, I'll post it on my page, we'll call it even.

[00:30:34] Right? So that's what I was trying to do with a couple of people who I think would do a good job. So I reached out to this guy, does Gary Vanerchuck impersonations, and I said, what do you think? He goes, yeah, just email my manager. He'll get it all sorted out. So I responded to him, I said, Hey, I've been doing this long enough to know that once I get sent to a manager, it's pretty much over for us.

[00:30:56] So unless like you're interested in it, it's gonna be too expensive and I'm probably not gonna be able to do it. And he just writes, l o l Sorry, man. Like either, either say yes or say no.

[00:31:09] **Neil:** Yeah, yeah,

[00:31:11] **Tank:** reach out to my manager so he can extract as much money as possible from you. Either you're excited about it or you're not.

[00:31:17] And if

[00:31:18] **Neil:** Well, this is the, yeah.

[00:31:20] **Tank:** no hard feelings.

[00:31:21] **Neil:** Well, that's kind of what I'm saying is that 1968 you advertised the book with the greatest salesman in the world on the cover room. And this is something that people are aspiring to, to kind of connect in whatever move. And that Now I just feel like we've gotten to a point in the site where like, it's like there's too much sales, you know, everything.

[00:31:35] Even my own product page for my own journal on Amazon is literally with sales for other products. Like, it's just, you can't, and, and the recommendation engine is all like pay for, like, everything just feels like my text messages. I don't know about yours saying, but like it used to be that my text messages are all family and friends.

[00:31:53] Well now I'll, I'll tell you, eight outta 10 of them a day are like, someone's selling me something. I don't know how they, you know, it's like spam and it is just, we, there's too much.

[00:32:02] **Tank:** Well, you know, if there's good and bad about that, the good part is that for each sale that's uncomfortable, or each sales interaction that's uncomfortable, that means that somebody who would not have been able to do something else or do what they love is now doing what they love. Um, . But on the other side, yeah, it's annoying.

[00:32:22] Like if, if you reached out to me and said, Hey, tank known you, you know, in a satellite fashion for a long time,

[00:32:31] **Neil:** either five years or 10, depending Who's counting?

[00:32:34] **Tank:** yeah, it would really help me if you posted about this book somewhere. I know it probably wouldn't, but if you came to me like that, I would say, all right, let's figure something out rather than, um, go talk to my manager.

[00:32:49] If Comedy Central comes to me and says We have a show we wanna promote, I'm not saying, oh, I love Comedy Central. I'll post about it for, for nothing. Cuz essentially it is an advertising platform. But I get to, I don't know, I just feel like people who don't pick and choose and are not smart about it will not last.

[00:33:10] And I'm not saying that it's, they will, that, you know, I'm better or I just prefer the way I do things because. . I think that the energy behind something has to do with the outcome. So if someone discovers your book and posts about it, like organically on TikTok, like our game wound up in a list of five games that are must have for the holiday season 2022, I sent it to Adam, my partner on the game, and he goes, how much did he pay for this?

[00:33:38] I go, I have nothing. I just got a Google alert for influencers in the wild. He's like, holy crap, this is awesome. It just means more when it's uh, when it's authentic and it means more to me. It means more to him and I, and I have to believe it means more to the person reading it

[00:33:57] **Neil:** It's just a paradox these days because there's so much stuff, you know, that, that every and everybody needs to make a living. So the, we're in this kind of interesting kind of, you always talk about social media so young, and Kevin Kelly, who's been a guest on this podcast, as I was talking about, like social media's only 5,000 days old.

[00:34:12] Like I, it's, it is gonna be a while before we figure out how to use it. So we might be just being in an in between phase where we're trying to figure out how to, even things like hashtag sponsored, it's relatively a new invention. Right? Like hashtag

[00:34:25] **Tank:** years. Three years,

[00:34:27] **Neil:** Right, right. I been saying before that you couldn't tell at all.

[00:34:29] Right. Like, it, it wasn't even a, a thing. You had to, you're supposed to tell people.

[00:34:33] **Tank:** And I don't, I don't know that it matters that much. Like the guy that all came from, it goes back to the, the quarterback saying, I'm going to Disneyland. When he won the, the Super Bowl, that was a paid advertisement.

[00:34:47] **Neil:** No way.

[00:34:48] **Tank:** Oh yeah.

[00:34:49] **Neil:** I did not know that

[00:34:50] **Tank:** Nobody knew. Nobody cared. It was like magical, you know, and it worked big time.

[00:34:57] So I still, that still rings out in my head as, as fresh and familiar, but I don't know. It depends on how it's done. It really,

[00:35:06] **Neil:** related to, it's also related to trust. Cuz my first job when I was 23 as the exact same age as as you were when you were reading this book, I was working at Proctor and Gamble and I was working on Cover Girl Outlast lipstick and the guy who sat beside me at his desk said the number one, this is, this is Proctor and Gamble.

[00:35:20] I mean they're the masters of marketing and they, there's no company in the world that knows how to market better than Tide and, and Covergirl and, you know, bounce and, and Olay. And I said, what's the number one advertising vehicle? And he said to me, it's Radio DJ Co-Pro Promotions. I said, we paid the radio DJ $500.

[00:35:36] We send them covergirl s and they talk about it free form. And because it's the DJ that everybody trusts in the morning. Everybody buys the makeup. And I was like, but did they say it's an ad? Did they say they're paid for it? It was kind of this interesting thing. But the DJ is giving up some of their trust in order to sell.

[00:35:52] And so that's the other element here that for people like you and people like me that are making content, we always have to be very careful about like, what do you put where? Because you're also communicating, you're trying to build trust to the A level where people kind of, you know, I, I've seen reviews about your, your feed, and people are like, I smile when the alert goes off of my phone saying that tanks, good news has a new post even before I've read the post.

[00:36:18] **Tank:** Yeah.

[00:36:18] **Neil:** So the second you say you gotta go to Disneyland, you know a lot of that trust falls away.

[00:36:26] **Tank:** Well, it, it, some of it obviously does just by nature of monies being exchanged, but I'm also very careful about who I work with and who I don't. . And when that guy said to me, Hey, reach out to my manager about this, it was, in my mind, it was his way of saying, I don't really want to do it. You know what I mean?

[00:36:46] I'll do it if there's enough money involved, but I don't really wanna do it for you. So, but

[00:36:52] **Neil:** how do you, how do you decide who to work with then? Number one meme account in the world. You, you know, on your contact page at the top of your bio and all your feeds, it says, you know, contact, you know, BrandFire or whatever, how, and then, so stuff's presented to you all the time, probably more than, much more than you say yes to.

[00:37:07] So you must have either in your mind or on some document, uh, a, a criteria.

[00:37:14] **Tank:** It depends on whether or not they're willing to play by the rules of the page. So for instance, this is like the best example. It's two very good examples of it. Thankss good news is very easy. What has your company done recently? That's good. That's worth talking about. . If it's something, let's do that. If it's nothing, let's maybe hold off.

[00:37:34] Cuz I don't want to do like some nonsense ad like go buy, you know, uh, Puma sneakers cuz they'll make your feet feel good. And this is a good news page like that

[00:37:43] **Neil:** donate 10 cents to charity per shoe or

[00:37:45] **Tank:** E Exactly. So Tank Sinatra. The best recent example is I did an ad for preparation h the, uh, you know, hemorrhoid.

[00:37:54] **Neil:** ointment.

[00:37:55] **Tank:** And I told them on the call, I said, if you will not let me make fun of and be irreverent about itchy buttholes, we don't have any kind of conversation left to have.

[00:38:07] **Neil:** What did

[00:38:08] **Tank:** I'm not gonna tell people, Hey, this is Tank Sinatra. My butt hole is on fire. Make sure you get preparation h wipes. Like I, that's zero chance of that happening. So I made a.

[00:38:19] **Neil:** play by the rules, you mean you have to enter into my ecosystem and you, you basically have put your brand into my world where I get to do with it. What, what, what I will, and you pay me for that privilege.

[00:38:30] **Tank:** Yeah, to an extent. Obviously I'm not gonna make the, the brand look bad, but um, I have to have fun with it. And on Influencers in the Wild, we did an ad for this movie, lost City, uh, with Sandra Bullock and Channing Tatum, and it was probably the best ad I've ever done or seen on Instagram. Like I had footage from the movie spliced together with footage of influencers in the wild.

[00:38:56] I got my editor, the guy who does the podcast for us, he put the sound behind it, he color corrected it. I mean, it looked like the trailer you'd see for the movie on a TV commercial. You know what I mean? It was un it was unbelievable. And I have so much content, it wasn't hard for me to find something that visually and tonally matched up with whatever we were trying to recreate from the trailer.

[00:39:21] **Neil:** I love that. Yeah. It's important to have that internal kind of, um, Uh, process that you can, and you do, you're doing calls with people so you can kind of stretch, you know, you can kind of examine if they're willing to kind of go there. So that's interesting. I like that. It's a, it's a nice, uh, model for us.

[00:39:36] And I like, I appreciate you telling me kind of, you read the book when you're 23, when you were newly sober, and you're going into, you're going into into the city. So this is the Greatest Salesman in the world by Ag Manino. The first of five books that we're gonna discuss today are formatives to Tank Sinatra.

[00:39:50] Number two is Joshua by Joseph Garone. Did I say that right? G I r G i R Z O N E. Published in 1987 by McMillin. I gotta cover that's kinda white with the title of large red caps at the top. And the words, A parable for today, written in black just below. There's a vignette in the middle, a watercolor image of an orange sky and greenish earth with a tree growing and small leaves blossoming with the pale pink patch springing from the tree.

[00:40:18] Now, Joseph Garone was born in 1930 in New York, died 2015, also in New York, known as Joshua Priest. His Joshua series of novels are his most famous. What's there's a lot of interesting kind of summaries of this book. I'll read one of them. Sometimes it happens after 2000 years. The human race may be given a second chance.

[00:40:37] When Joshua moves to a small cabin on the edge of town, the local people are mystified by his presence. A quiet and simple man. Joshua appears to seek nothing for himself. He supports himself by working as a carpenter. He charges very little for his services, yet his craftsmanship is exquisite. The statue of Moses that he cars for.

[00:40:54] The local synagogue prompts amazement as well as consternation. What are the towns what to make of this enigmatic stranger? You can file to under 8 1 3 0.54 for 20th century literature. Hopefully I've teased people a little bit with that bio, but tell us, tell us, Hank, about your relationship with Joshua by Joseph Garone.

[00:41:13] **Tank:** Well, it was recommended to me by a friend, uh, who I admired greatly. His name was Bill Kennedy. He passed away a couple years ago. He had like a widow maker, it's called. He, his heart basically exploded on the beach doing yoga in California. He was on vacation, but he was somebody I met in sobriety, got sober young, stayed sober, imperfect person, but really tried very hard to make sure that he was his best version of himself.

[00:41:41] Not only for him, but mainly for the people around him. You know, he'd say things like, you're living the life that you choose, uh, be kind to yourself like every time we hung up the phone. And he was just one of those people who like, again, I, I respected greatly. Um, he recommended this book to me. If I walk, walked past that book in a bookstore, I would never pick it up, ever.

[00:42:05] That cover is just like, Ugh. What is, what is

[00:42:08] **Neil:** It's like a Hallmark card kind.

[00:42:11] **Tank:** exactly? So the book, and this is the synopsis that he gave me that made me wanna read it. And I'll give the same synopsis because it doesn't really give away anything. This happens pretty early in the book. But basically, this guy, Joshua appears in a town, Bethlehem, but it's Bethlehem, Pennsylvania.

[00:42:30] And he's single, he's nice. Everyone loves him. The kids love him. He loves the kids. He's not creepy with anybody. He's just like, the women love him. But not in that kind of way. He's just like pure love, right? He's a woodworker. Um, then he starts visiting the all the local places of worship, the synagogue, the mosque, the church.

[00:42:51] And this time the Catholics reject him and the Jews accept him. And it just, at that point, to me, cuz I've long thought, like I, I realize as you're laying these books out, the greatest salesman in the world has a, um, a. A Christianity twist to it. Um, sermon on the Mount certainly does, and Joshua does as well.

[00:43:13] And I'm not Christian. I just love the teachings of Jesus Christ. But I don't like think, I don't know, I have major hangups with certain things that are pretty important when it comes to Christianity. Like he rose from the dead. He's the one son of God. I don't know about all that. All I know is that everything associated with what this man said seems to be about pure love and selflessness, which I aspire to.

[00:43:38] But um, but Joshua, it was just like, what would, what would happen for real if Jesus came back with the Christians of today who are imperfect, let's say, I don't want to, you know, make them a monolith cuz everyone's different. But would he be accepted or would he be rejected? Like if some guy came back and was like, no man, love everyone.

[00:44:02] Uh, let people live the lives they wanna live. Don't judge, blah, blah, blah. The Christians, especially the political Christians, would crucify 'em again, probably, you know, which is sad to say, but probably more so the truth than not. So this book was kind of like, what would happen if that happened? What would it really look like?

[00:44:23] **Neil:** Yeah. Were, were you, so were, you weren't raised with any religion form. Religion or,

[00:44:28] **Tank:** I was raised Catholic, but Catholic is even like even harder for me to subscribe to cuz there's even more rules than Christianity. You know, the fact that, you know, the fact that, let's say this historical figure, Jesus Christ lived and said, yo, guess what? You don't need religion anymore. You can go right to God.

[00:44:47] You can have a direct relationship with God. You don't need the rules, you don't need the laws. And then someone was like, that's great. Let's make a religion based on this guy's teachings. Is is crazy to me. You know, I just don't like it. I don't like the religious aspect of spirituality. I never have, even as a kid.

[00:45:04] **Neil:** I don't like the religious aspect of spirituality. Yeah. I'm just trying to unwrap that sentence in my head.

[00:45:12] **Tank:** Well religion is, you know, uh, these are all cliche saying, so, pardon me for saying that, but religion is manmade. Spirituality is God-given,

[00:45:21] **Neil:** say cliche. I say meme either way.

[00:45:23] **Tank:** yeah, yeah. . But um, like the religious guy sits in church and thinks about fishing. The spiritual guy goes fishing and thinks about God. Those kind of, you know, comparisons

[00:45:37] **Neil:** So you describe yourself as someone who's not religious, but likes the, the, the, the spiritual elements that come through some of these religious texts.

[00:45:45] **Tank:** Sure. Yeah. Cuz they're all trying to say the same thing. They're all getting to the same point. And that's that you are not the center of the universe and the less you act like it, the better you'll feel.

[00:45:55] **Neil:** Mm, mm-hmm. . Mm-hmm. . How do you learn how to do that?

[00:46:01] **Tank:** pain. So much pain, just, you know, being obsessed with self, finding it, wanting, um, maybe even getting rewarded for being obsessed with self, but then finding that wanting, like it's never really what you're looking for. When I feel the best about myself, it's when I am not thinking so much about me and what, you know, what I can do or what I can get out of a situation.

[00:46:27] My wife is a great example of someone who like really exemplifies religion and Christian and spirituality cuz she's not religious, but she does go to church. But we had a conversation one day and I was very torn up about this whole potential of life being a simulation years ago. I, it was, I was like, oh my God, what if it's a simulation?

[00:46:49] So I a, I would think about it in the morning, waking up and she, uh, she said, I said, what do you think about in the morning? She's like, well, usually I wake up because, because. Bennett is crying. That's our youngest son. So I wake up, I get him, I change him, I feed him, I get him going for the day. Then usually during that time JJ wakes up, so now I gotta take care of him and then Liana, and then, you know, you're up.

[00:47:15] And then I'm trying to just get everyone outta the house, take care of the dogs. And it occurred to me while she was talking, she never once said anything about herself. It was all other people, you know. She's like, why? What do you think about when we wake? When you wake up? I was like, whether or not we're in a simulation, uh,

[00:47:37] **Neil:** Yeah, which is an indulgent thought is what you're saying. I think, you know, it's, it's because you're thinking about your yourself and whether this is real and whether I, you know, there's a lot of, uh, me centric elements to thinking about things that way.

[00:47:50] **Tank:** Yeah, we, we both did body building shows. She did a bikini contest. I did a body building show. I did two of them. And I couldn't take it anymore. I couldn't. Thinking about myself that much. The mirror, the pictures, the coaching, the food, the cardio, the weight. It was just like I've had enough me for a lifetime.

[00:48:08] **Neil:** You even posted shirtless photos of yourself way back in the day on Instagram.

[00:48:12] **Tank:** Oh yeah.

[00:48:13] **Neil:** Just a little bit, but then you, you got off of it. And even this morning, you know, I'm talking to you on a day where you posted this morning on influencers in the wild, like a, a woman who had stopped her car on the Brooklyn Bridge to get out and like, you know, pose for Instagram and then causes huge traffic jam on the Brooklyn Bridge.

[00:48:28] And you actually wrote, um, nothing. You know, this is, this is the, this is the most angry that a post has made me in a long time or something like that. And it would obviously, because the person's put themselves at the center of the universe and everybody else just has to wait while they created traffic and to post for, and it's a remarkable photo, I dunno where they got that image from.

[00:48:46] Almost like it's from like outer space or something. Like where, who's got a camera at the top of the bridge?

[00:48:51] **Tank:** I don't know. Or like a building close by or something. I don't know. I have no clue. But yeah, like. . And when I, when, when I write that, when I say I'm mad, I don't wanna like, I don't want people to think I'm really raging, but like most of this stuff is fun, silly, goofy. This was like, man, you're a piece of garbage.

[00:49:09] You're a ba, you're like, you're a selfish, inconsiderate, rude person. And that is not something that I value in other people. Like, you're an idiot, for lack of a

[00:49:20] **Neil:** And how do you take that, the video image, the proof of that, and then how do you, because I always have this challenge in my head when I see stuff like this tank and I'm like, I don't know that person's whole life. I don't know their whole situation. I don't know what happened before. I don't know what happened after.

[00:49:34] I don't know the context. I always like wrestle myself mentally out of any place of judgment. I just get to that place where I'm like, I just don't know. It's the whole thing that, like Leslie always says, you know, the person that cuts you off on the highway, like might be speeding to the hospital with their pregnant partner, you know?

[00:49:49] **Tank:** Sure. And I, I'm with that also there. that point in time where, you know, people were going viral for not wearing masks in supermarkets. It was at one woman in Trader Joe's.

[00:49:59] **Neil:** I remember the exact shot. And so for people that don't know, it's like a woman getting told off because she was wearing a mask, right?

[00:50:06] **Tank:** yeah. And people would look at her and think that, that's consi inconsiderate. Yeah, sure. Or maybe she was on her way home from work. She's gotta get the kid off the bus. And she has a husband who beats her if he doesn't get, you know, his food for the day and she didn't have a mask and she was just trying to sneak in and sneak out.

[00:50:20] Now you gotta ruin her life. Like that's, I, I always do the same. I'm glad to hear you say that cuz I don't hear that a lot thinking about what is the story behind the story. But even at my most understanding, forgiving, I can't imagine a dire situation where you would have to stop your car on the Brooklyn Bridge and take a picture.

[00:50:46] **Neil:** well, you also constantly wrestle with moral issues like this with your posts because having a, a, a platform as large as you do, which at the time of recording is, what is it? 9 million more than that.

[00:51:00] **Tank:** 10 total.

[00:51:01] **Neil:** million now. Sorry. Yeah. Okay. Gotta get to the, that's what I was like, I was like, it just changes every time.

[00:51:04] Cause I've read so many articles about you and it's like, he's got 1 million and I read another one. It's like he's got two. You know, so you've constantly gotta wrestle with this because at least one article I read said, you know, the very first kind of meme that you caption was, you know, don't invite this guy to Thanksgiving.

[00:51:18] And it was a kid that had written, I come, I come in pies as instead of I come in peace, right? But it's C O C O M E instead of c u m. And I was like, you must constantly be having to wrestle with these little moral dilemmas of like, whether or not to not take down someone. But you know, you're, there's always, if you come at it from the place of like, it's a joke.

[00:51:40] We're having fun. I get that's always gonna work, but you must also get yourself into some pickles. So,

[00:51:47] **Tank:** Yeah. Well, I find that contextualization is very important, especially on influencers in the wild. Like there have been maybe two or three times where someone asked me to take down a post that they were in. Um, most of the time they just want to be tagged in the caption, which I don't do either, because that doesn't look great.

[00:52:06] It looks like they submitted it, and that's not a good look either.

[00:52:09] **Neil:** Oh, interesting. So if someone is in the post and they ask to be tagged, you say no.

[00:52:13] **Tank:** I say write a, write a comment that shows you have a good sense of humor about this, and I'll pin it,

[00:52:21] **Neil:** Right,

[00:52:22] **Tank:** you know, because then it looks like. , then it looks like a, you're in on it, you're in on the joke. When people are not in on the joke. Like there was a point in time where the, the protests were going on, and there was a girl who, um, was filming herself at these b l m protests and then leaving, you know, and I posted a video of her and I put her in a really bad spot.

[00:52:47] And I, I wish I didn't do that, but I was also trying to elevate the behavior, not the individual. Like, I saw a comment from some guy, he's like, we gotta find this girl's address and to find out where she works. And I was like, no, you don't, dude. No, you don't. Go read a book. Like do something good for yourself.

[00:53:06] Don't spend time trying to ruin somebody else's life just because your life is not the way you want it to be.

[00:53:12] **Neil:** So this is, this is really, really, really fascinating to me because I know it sounds like a minor detail, but you've had to explore the sort of dos and don'ts in a really public way for a long period of time. So the place you're at now, you know, years and years later with many examples is one example is you don't tag, you ask them to comment, you pin it, and so that they're in on a joke.

[00:53:32] That's one principle. Is there other principles like that? Like, uh, is there an internal do dos and don'ts list? Is there some, is there some gray zones where, you know, some, most people would say yes, but you know, tank always says no and here's why. Like, are you, these are the, and, and I'm not asking it the right way, but there's, there's, I know there's gotta be stuff for, you're just right on the line and you're just trying to figure if you post or don't post, or how you post it.

[00:53:54] How do you think

[00:53:54] **Tank:** yeah. Well, all the pages are different. So the, the point I was trying to get to before, but I got lost in my own sentence, was

[00:54:01] **Neil:** might have been me,

[00:54:02] **Tank:** Yeah, no, it was me. Um, the caption I write determines the direction of the post. So if I, if I lead people in an angry direction, like I know that I'm not even looking at the comments on that New York post.

[00:54:17] **Neil:** Yeah. Yeah. Yeah.

[00:54:20] **Tank:** If I make it fun and light and say, oh my God, this is so silly in different ways, then it's like a good time. Everyone's having a good time. If there, I remember there was one video of a girl who was blocking a stairway. Uh, she was on the landing in between two different flights of steps and she was getting mad at people walking by while she was doing her photo shoot.

[00:54:43] And I was like, yeah, maybe don't stand in the middle of a stairway during a busy day in a busy building and you won't have to get frustrated. And that led people to kind of echo what I was saying. And then she asked me to take the video down and I was like, yeah, I'll take it down. I probably shouldn't have led people in that direction, but, um, yeah, it's tough because

[00:55:04] **Neil:** So if you were posting that today, what would you say? What would you comment, or how would you, how would you label something like that?

[00:55:10] **Tank:** I have no idea. I'd have to look, I'd have to see it again and I might not even post it. I don't know, because it wasn't like that great of a shot. It wasn't like a fantastic. Fantastically spectacular video. This was very early on. You know,

[00:55:25] **Neil:** But what are you submitted to? What are, what are the submissions you get today that you don't post that most people would, they're obviously thinking you would, cuz they're sending them to you in some cases.

[00:55:36] **Tank:** yeah. Everybody thinks I'm gonna post their thing. It, it, I know there's a hundred percent chance I'm not posting something. If in the description it says they were doing this for an hour, because it's never visually entertaining, it's only entertaining that they were doing it for so long. But I'm not gonna post an hour of it.

[00:55:57] I'm gonna post 10 seconds of it, 15 seconds of it, you know. But if, if, if somebody looks out of place or they're underdressed or overdressed or people around them look uncomfortable or confused or perplexed, those are fantastic videos. Those are the ones that are gonna do.

[00:56:16] **Neil:** Right.

[00:56:17] **Tank:** It can't be cuz people are so blood thirsty today.

[00:56:20] Neil, if I post a, a video of a girl standing in the middle of a street in New York City taking pictures of herself or taking video, sometimes I'll do it, sometimes I won't. But like if I post that, people are gonna go, she's just having a photo shoot. What's the big deal? No, that's brand new. That's like an 18 month old philosophy where if somebody who is not in this world or was frozen in time and came back to life, they'd go, what the hell is that person doing?

[00:56:55] But it's so commonplace now that the type of stuff that does well is really extreme, you know?

[00:57:05] **Neil:** And this is where I get to a place I'm at, which is probably a little different than you maybe, but I'm just like, you know when Steve Jaws put that camera on the front of the iPhone, like that was trouble. I felt like that was trouble when it happened. And I feel like it is. It is. Turn, you've talked about this book has taught you about pure love and here we are living in day and age where you cannot get more.

[00:57:26] I mean, Leslie and I, my wife sat, sat down at a fancy restaurant in Toronto the other day, and sitting beside us was three very, very young, pretty women. And they were not talking to each other, the entire male. They were all on their phones. And I was like, what? What is happening to us?

[00:57:41] **Tank:** Yeah. We're just, you know, we're completely obsessed with self, but in, in their defense, um, it may be new and may not. I really struggle with the whole kids these days kind of thinking like, oh, you know, blah, blah, blah. I'm an old man now. Like, I do it, but I don't like it. Um, one of my favorite images is of people always glorify the old days because they're not recent and you don't remember what they were.

[00:58:12] Like, really? You know, you'll remember the good stuff for the most.

[00:58:16] **Neil:** Well, yeah,

[00:58:18] **Tank:** it was in, well, I'm talking about in people's personal lives. Um, my mom swears on her life that I never cried as a baby. That is absolutely false. Uh, it can't, it cannot just can't be true. You know? So there's an image of a, a row of people on a standing along a, a building, all looking at their phones like this.

[00:58:46] And then it's like, I'm so glad I grew up doing this. Not this. It was one of those memes, like one of those jokes, and there was a picture below it of somebody from the thirties or twenties, like a bunch of people, a row of people standing along a building, staring at the newspaper. So don't tell me that we are different now, or wor or worse off somehow.

[00:59:08] We still don't love being uncomfortable. We still don't love awkward interactions with strangers. We still look for any reason to go away from social interactions and into what we're comfortable with. That's something you think that two cavemen who came across each other in the woods, one of 'em wasn't staring at a bush, so he didn't have to grunt at the other caveman.

[00:59:28] Of course he was. It's just the way we are.

[00:59:30] **Neil:** Well, the, but then what, what do you, I love this and I'm, I'm eating it up. And a lot of people say that, you know, nostalgia has actually been weaponized today, so MAGA and Brexit, and they, they point to a lot of these global, um, kind of moves towards populism as, as really kind of what has happened is a figure has really c kind of brought together the nostalgia for something that may or may not have ever existed.

[00:59:52] Right. Um, uh, then what do you say then, I love this argument and I wanna just keep taking one step further. What do you then say to the, but now we've got AI and technologies that have gotten to a kind of a, a new granular place of hacking our minds that are just past the point where we are even aware that it's go, it's happening.

[01:00:11] I will say, I went into TikTok for this, b this book launch, and all I know Tank is I gotta delete it. And the reason I feel so strongly about that is, I was just losing myself in the time and I was just like, it's feeding me stuff on the four you page that I don't even know that I want. But of course I want it cuz it's smarter than me.

[01:00:30] And so yeah, it's the newspaper and yeah, it's the phone, but now it's something, I think it's almost like, it, it's, it's, do not feel that it's at a point now where it's just a little bit more advanced than us. Like that's, that's the part that kind of scares me.

[01:00:44] **Tank:** More advanced than us. No, I don't think it's more advanced than us. I think that ultimately every person has the ability and the duty to say, I gotta put limits on this thing because people have been escaping discomfort forever. Drugs, alcohol, books, movies, sex, uh, exercise, whatever.

[01:01:06] **Neil:** love

[01:01:06] **Tank:** So the, the fact that you're spending more time on TikTok than you're comfortable with is just, uh, it's a, it's a pain that needs to be managed.

[01:01:15] **Neil:** Yes.

[01:01:16] **Tank:** if you were to ignore a pain in your knee, which people do, uh, to the tune of, you know, torn acls and whatever,

[01:01:24] **Neil:** Yep.

[01:01:25] **Tank:** that's not, that's not your body's fault. That's your fault. Like the, the pain was trying to tell you, Hey, something's, something's wrong here. You should look at it. Yeah, yeah, yeah. I will. I will, I will, I will.

[01:01:36] But that's not for me to say, Hey, you gotta do this. Somebody listening to this. Oh no, they're, they're, the algorithm is programmed to take over my life. Well, best of luck with that. I don't know what to tell you. If you've surrendered your life to the bots and Mark Zuckerberg and, you know, bite dance, then there's not really much I can say anyway.

[01:01:57] But somebody like you understands what I'm saying, and that is that, yeah, like it's, of course, it's gonna try to suck your attention away from more important things, but so is everything. You're, you're the person. So is it, is it more advanced than it's ever been? Yes. Is it more advanced than us? No, I don't

[01:02:18] **Neil:** Yeah. And the other thing I always kind of point myself and other people back to is like, just, just keep taking personal inventory on what feels good. If, if for me, Neil Pass, reach out. Like I know going out into the forest and bird watching feels good. I know being together with family feels good.

[01:02:33] I know, I know. Just like being in a large group, like a concert, you know, where you don't check your phone because you're watching the music with people, like that feels good. So if it, if you can just keep checking in with yourself as you go through the life that we, we have designed for ourselves. You know, there's a reason that after two hours on TikTok I feel worse.

[01:02:53] And after two hours reading a book, I feel better Right there that you've said, nothing feels as good over long term is reading. So there is that, making sure that we don't lose the ability to do our, our checks with ourself.

[01:03:05] **Tank:** yeah. But you're also talking about a, a highly self-aware person who cares about their life. Unfortunately, that's not the case for everybody. They feel unlucky or un blessed or whatever, and they don't realize yet. Cuz I think that nobody's beyond this point, nobody's beyond, um, saving themselves or being saved or whatever.

[01:03:27] You're in, you're in charge of your. , which is both devastating news to hear and incredible news to hear. You know, it's devastating. Oh my God, I gotta do everything. Yeah, everything.

[01:03:42] **Neil:** I love this side, and I like the where the conversation's going. I want to keep holding some of these open threads that we've had as we keep moving into your third book, which is Sermon on the Mount Colon. The Key to Success in Life by Emmett Fox, published in 1938, OMG by Harper and Roe. Another cover divided in three horizontal sections, gold, white, and red.

[01:04:04] The top is in gold from the spiritual leader who revealed the true power of positive thinking. Middle is white with the author's name Emmett Fox in the huge big black and gold caps Sarah font. There's a testimonial for Maryanne Williamson, who I don't know who that is, but it says, Emmett Fox was one of the world's greatest metaphysical teachers.

[01:04:21] His works have contributed profoundly to the spiritual understanding of millions of people. Who is Emma Fox? Born in 1886 and County Cork Ireland died in 1951, and Paris is an Irish new thought, um, spiritual leader of the early 20th century. Primarily through the years of the Great Depression until his death in 1951, he was ordained into the Divine Science Church, affiliated to new thought, and held massive services in New York City for up to 5,500 people a week.

[01:04:48] So a Preta Sinatra Tank, Sinatra. His works are often used in AA meetings. Now the summary. What did Jesus teach distilled from years of study and lecture affirmed by nearly a million readers over the past 50 years? Emmett Fox's answer in the Sermon on the Mount is simple. The Bible is a textbook of metaphysics and the teachings of Jesus express without dogma.

[01:05:11] Important to note based on our chat, a practical approach for the development of the soul and for the shaping of our lives into what we really wish them to be. File this Wonder. 2 2 6 0.904, the Lord's Prayer slash Gospel slash Bible Tank. Tell us about your relationship with Sermon on the Mount by Emmett Fox.

[01:05:32] **Tank:** Yeah. Um, so Sermon on the Mount was, you know, used and quoted and was the inspiration for a lot of. 12 step writings, teachings, whatever. Um, I think Sermon on the Mount, I think Emmett Fox in general, just kind of like Ryan Holiday, bridges the gap between ancient stoicism and modern day problems. At that time, Emmett Fox was helping bridge the gap between spiritual, psychological, emotional, devi de deficiencies or, um, deviations, and this book, or the collection of books called The Bible that had a lot of answers that seemed to be, you know, applied easily or readily and effectively to this problem of addiction and alcoholism or any kind of addiction, you know?

[01:06:23] Um, so he's, somebody like Drake has a line where he says, I'm the type to, to say a prayer and then go get what I just prayed for, or something like that. There's the old Muslim, uh, you know, saying, Tie your camel to a post or, or pray to ala, but also tie your camel to the post. Kind of like, what, what are you responsible for in this life?

[01:06:46] And what are you not? And uh, he's, Emmett Fox has just done the best job that I've seen of explaining it pretty detailed in a pretty detailed manner. What can you affect in this life on both the scene and the unseen realm? And how do you do that? And he's just, I mean, good luck reading more than 10 pages of that book. Good luck, dude. Like you, if you're really reading it with any kind of intention. I don't think you could get past more than two or three pages before you go, holy crap, what did I just read? Especially reading it for the first

[01:07:23] **Neil:** I like a book like The Prophet or something like that.

[01:07:26] **Tank:** Yeah,

[01:07:27] **Neil:** small, slow, digestible pieces.

[01:07:30] **Tank:** Yep. My, my sponsor said to me, this is what made me wanna read this.

[01:07:33] So there's always a point in time where someone recommends a book and then I go, all right, that sounds like something I wanna learn more about. Um, he said, if, if most Christians were honest today, they would choke on the first two words of the, our Father we're really the first word. Because our means our, not mine, and my friends and the people that think like me, and the people that look like me, um, our father, not your father, like ours, not yours, our means, our collective.

[01:08:03] Anybody who says so. Um, and it just like, it. Anything that, that, like it says without dogma, any kind of spiritual teaching that not only doesn't need dogma, but also like, like points out holes in it. I really like . I really do. I think men, women have done a tremendous job of misinterpreting. These beautiful things that were designed to help anybody who came across them.

[01:08:32] And they go, yeah, I like that, but it would be better if it said this. Um, well, maybe, but maybe not. Also, maybe things are written the way they're written for a reason, because that's what the person meant to say. That's why I love books, because I'm talking right now and I'm being thoughtful about what I'm saying, but I'm not revising it in my head.

[01:08:54] I'm not putting that much thought into it. A book is like, you've written books, you know how much thought goes into saying what you wanna say.

[01:09:02] **Neil:** And, and, and my books are, you know, l i t e, you know what I mean? My books are like, you know, one paragraph essays about warm underwear to the dryer, but I even still, they take a year of editing. Right. But, uh, they're nowhere near the type of depth of literature that I like to read. You know what I mean?

[01:09:17] Because cuz I, you know, we ingest things. But you're right that the ca the, the care and the thoughtfulness that goes into making sure the words are right, you know, arguably a lot of these religious texts are being edited for thousands of years.

[01:09:29] **Tank:** Yeah, cuz what else is a book? But words. So if you're not paying attention to the words as the author, you're not really much of an author in my opinion. But Sermon on the Mount, um, he explains The Sermon on the Mount is like a, a speech that Jesus gave where he, you know, blessed are the, the meek for they shall inherit the earth.

[01:09:46] That whole thing. He explains what each word means in the speech. So like a, a word, like, um, a word like blessed or the poor in spirit. So poor in spirit doesn't mean somebody who is down on their luck or ho hum or wearing a hood and kicking rocks. Uh, poor and spirit means you're not forcing your way on the world and the people around you.

[01:10:18] It means your devoid of control. Controlling mechanisms. That's what it meant when he said that. whereas I just misinterpreted everything. I think

[01:10:28] **Neil:** Well, yeah. And, and, and, and one interpretation colors in, you know, uh, and, and what, what, what sticks with you in your brain, you know, will be, will, will be different than what sticks with somebody else in their brain. But this book provided you a translation and an interpretation that made things kind of hit home.

[01:10:46] **Tank:** Exactly. So he says that the true significance of the word meek is a mental attitude for which there is no other single word, blah, blah, blah. Um, it is a combination of open-mindedness, faith in God, and the realization that the will of God for us is always something joyous and interesting and vital. So I thought Meek was just like, you know, sad face, you know, like loser kind of thing.

[01:11:11] It's not, it's like I, I don't know. The, the book is dense. I'll say that. That's, that's a word that I'll use to describe this book. It's spiritually.

[01:11:24] **Neil:** How many kids do you have now?

[01:11:26] **Tank:** Three, I have a stepdaughter and two sons.

[01:11:29] **Neil:** Two. Son. How, how do you think about imbuing their life with, with spirituality?

[01:11:36] **Tank:** Um, I wanna do it in a way that is exemplary, not prescriptive, not, um, you know, you gotta do this or you gotta think this way. It's kind of like, I don't want to force my experience. It's just like you said, maybe I'm interpreting something one way and somebody else is interpreting a completely different way.

[01:11:56] And because of that, the reinterpretation of the interpret I interpretation means something different for each of us. So I know that,

[01:12:05] **Neil:** no objective reality.

[01:12:07] **Tank:** I mean, yeah, there, there's it. It's tough to say there is for any one person. Um, I want my children to be open-minded. and action oriented and that's it. Like I can't, I don't know if I can ask for much more than that

[01:12:26] **Neil:** Wow, I like this. So you have come up with a couple kind of values that you care enough about that you, you know, wanna talk to your kids about. They're open-minded and action-oriented. How did you determine those two?

[01:12:40] **Tank:** I just made it up right now when I was thinking about

[01:12:42] **Neil:** And, and what, but, but I know I like that because, but hey, what comes to mind first? And I'd asked you, how do you abuse spirituality to your children? And you, you were not hands off, but you were like, you know, this is, this is my search, my journey. But for them, I want them to be open-minded and action oriented.

[01:12:56] I, I, I love those two. I just wonder how, how those two values, obviously those values must be near to you in some way.

[01:13:02] **Tank:** sure. Because, um, if you're open-minded, it means that you will hopefully not judge another person's way of thinking or believing, which I think is important. It's important to take everything that you want from something and leave the rest behind. Whereas certain people who are Christian or Muslim or spiritual or yoga people, it's like, nah, this is it.

[01:13:28] This is the way, the way I do it is the right way to do it. It's like, well, just by virtue of human limitations, that can't be true.

[01:13:37] **Neil:** Yeah.

[01:13:38] **Tank:** It you, it can't be. Right. So thank you for your concern, but I'm going to continue on my own path. Like I don't,

[01:13:45] **Neil:** our human tendencies is we want answers,

[01:13:48] **Tank:** oh, yeah.

[01:13:49] **Neil:** We want, we want someone to say, don't eat carbs just as badly as you want someone to say, definitely eat car. You know what I mean? We, we crave the absolute because it's, it's easier to follow a directive than to explore the endless sea of gray that is everything.

[01:14:04] **Tank:** Yeah, no, it's, listen, uh, multiple times during this podcast, you've said things that. Are really important. But also the underlying theme is that they require effort and consideration on the part of the person. And that's what people sometimes, not people in general, but if you find yourself struggling, that's probably a huge part of it because you're just not willing to put the effort in that it takes to enjoy your life.

[01:14:31] I don't mean create a life that's enjoyable, I mean, enjoy your life no matter what, because I've been literally dead broke, $0, 0 cents in the bank, living in California. That's when I came up with that whole happy is the new Rich video blog and booking everything. And each year for the last four or five years, I've made more money than I've ever made in my life.

[01:14:54] And I don't find it to be as satisfying as I thought it would be because I still have to communicate with my kids. I still have to communicate with my wife. I still have to have a relationship with myself. I still let myself down

[01:15:08] **Neil:** And if anything, the, the, the desire of the, the making of money has its own magnetic pull, potentially away from some of those things. Naturally.

[01:15:17] **Tank:** Sure. And you gotta,

[01:15:18] **Neil:** making a lot of money on a brand deal, you might have to travel and do a shoot or whatever, and then you have less time with your kids.

[01:15:24] **Tank:** yeah, you gotta manage it. Um, on a daily basis, you gotta say, okay, here's what I wanna do today, and if I do that, then I'll have considered it a good day. My therapist just said something to me that changed my paradigm completely around happiness. Do you know who Ralph Marston is?

[01:15:42] **Neil:** No.

[01:15:44] **Tank:** He's an author. He sends out a daily email.

[01:15:46] I don't get it anymore, but I used to, and I really like him. Uh, he's got away with, with ideas

[01:15:51] **Neil:** how do you spell his last name?

[01:15:52] **Tank:** Marston, m a r s t o n.

[01:15:54] **Neil:** Okay. Marcy. Yeah. We'll put on the notes.

[01:15:57] **Tank:** he said something along the lines of like, I don't remember what the lead-in was, but he goes, if this is true, then it should follow that. Happiness is not a, a happiness is not a transaction.

[01:16:08] It is a choice. , right? So, yeah, okay. It's not a transaction, it's a choice. I can choose to be happy no matter what, but I got lost in the sauce in that saying, I've had it in my mind for so long. And then my therapist said to me recently, he goes, you know what? I think if you determined your happiness or let yourself be happy based on how much you grow, you'd be a lot happier rather than being happy for a reason, a, B, and C.

[01:16:36] And I was like, oh yeah, that feels great.

[01:16:40] **Neil:** how much you grow? Is that where the action oriented comes in?

[01:16:43] **Tank:** Um, yeah, like, what am I doing on a daily basis to create a cumulative effect large enough that every time I check I'm a better person than the last time I checked?

[01:16:53] **Neil:** Wow. That's a great sentence. I love that.

[01:16:56] **Tank:** Yeah. Not, like, not leaps and bounds. I'm done with leaps and bounds. Uh, for the most part. I think most of the, the learnings are incremental now, but, um, yeah.

[01:17:06] What, what can I do today? to make sure that, you know, like I said, in a couple of weeks, if I need a recalibration or I'm doing the inventory, like you said, I'm happy with what I find. You know, not perfect, never gonna be. I used to wanna be perfect, but that was because I'm lazy and I wanna be done with the work.

[01:17:26] But that's not an option. As you know. unfortunately.

[01:17:31] **Neil:** I know. And I appreciate your openness and you know, you, I've heard a lot of interviews with you where you say, my therapist said, and I really appreciate how much you, you talk openly about therapy. I've been, um, I've been seeing a therapist. It was twice a week. I think I, I was going through my divorce 2009 or 10, and then, you know, uh, the frequency has just changed over the years, whether that was, you know, uh, getting more, more frequent, less frequent.

[01:17:54] And then my therapist retired, which after a decade together, it was just a huge blow. And then I went through the journey of trying to find a therapist again. And I even interviewed Lori Gottlieb, uh, on this podcast, who, who, who wrote, uh, maybe you should talk to someone. And I interviewed another therapist and I called, I called her Kate, the therapist.

[01:18:11] She runs a, a mental health bookstore here in Toronto. And I went through this honestly long journey because it's a really complicated thing to try to find a new therapist. And then I found someone, and. And I just, I, I, I, I really like him and our conversations, but I don't feel like the progress is made.

[01:18:29] And now I'm like, do I need to look for another therapist to, you know, I, and then I'm like, so there's something about the finding of a therapist. I don't think as a side we've come anywhere close to cracking and that's just like a conversation topic maybe for another day. But you know, for anyone listening, like if you're on that journey, like I kind of am like, don't, don't despair.

[01:18:48] Just keep doing like go to psychology today.com, you go search for therapists in your geography. Make it a little wider radius and, and wider radius. And now it's virtual so you can maybe do it on the phone. I've decided, I discover, I'm like, I just wanna do phone calls now. You know, I just wanna do phone therapy cuz it's a little bit easier if you're traveling and so on.

[01:19:06] So

[01:19:07] **Tank:** Yep.

[01:19:08] **Neil:** I just like how much you share about that. Thank you. Um, Let's go, let's move on. Cause we got a lot, we got a lot of books and, and you know, uh, I want to kind of move through them all. How about we do, it didn't start with you by Mark Wolin, W o l y N n 2016 book. I've got it here. The cover is like just an outline of a, of the front of a face and it kind of, there's a red and the blue and they kind of intertwine like a double helix down the middle.

[01:19:36] Uh, how inherited family trauma shapes who we are and how to end the cycle. At the top, there is a blurb by Sharon Saltz. Uh, author of Real Happiness, a Bold, creative, and Compassionate Work, and there's an award on the front that says the Nautilus Book Awards winner. Okay, I thought I was gonna say national, but it says Nautilus says Tara Brock.

[01:19:56] Mark Woon is a wise and trustworthy God on the journey toward healing. I'm reading the back now. It says, depression, anxiety, chronic pain, phobias, obsessive thoughts. The evidence is compelling. The roots of these issues may reside in the traumas of our parents, grandparents, and even great-grandparents, and even probably beyond that.

[01:20:12] The latest research affirms that traumatic experience is passed onto future generations and that this emotional inheritance hidden everything from our gene expression to everyday language plays a far greater role in our health than ever previously Understood. File this one under 1 55 0.924 for social influences under psychology and developmental psychology tank.

[01:20:36] Tell us about your relationship with it. Didn't start with you by Mark Wolin.

[01:20:42] **Tank:** um, that book. Was just like, uh, I was in on a reading tear during the pandemic and I don't remember where I saw that book originally, but, uh, it may have been book talk, who knows. um, did you, did you read the book or, or skim through it? Are you

[01:20:59] **Neil:** I skim through it. I have not read it in, its, its total totality. No,

[01:21:02] **Tank:** Okay, so there are two or maybe more very important parts in there. One is that, um, when you, for females specifically, when you, when you are an, an egg in your mother's womb, she is in her mother's womb. So physiologically there are at least three generations

[01:21:27] **Neil:** because a, a, a female baby in utero has their eggs inside her still at that time before being born.

[01:21:34] **Tank:** full supply. So when you were an egg in your mother's stomach, she was in her mother's. . And that means any kind of stress or trauma that she went through during that time would literally be born into your d n a. So that's like, that was a theory, I think that was put forth. And then what they did was they took mice, I'm sorry, you know, mice and people who are gonna freak out about this, but they let a mouse smell strawberry aroma and then they shocked it and they checked the cortisol levels.

[01:22:06] So obviously the cortisol spiked through the roof. When it got shocked that mouse gave birth to another mouse. Um, and then that mouse gave birth to another mouse. They let that third mouse smell strawberry and measured the cortisol through the roof. No electric shock, no nothing. So just the smell of strawberry produced the same response.

[01:22:30] It would as if it were shocked. So they, they noticed this first with. Descendants of people who were in the Holocaust, in the gas chambers. I think they showed them pictures and they measured their cortisol and it was like, oh my God. Like they were reliving it. Um, and that's what spurred this whole interest in like, um, how far down the line does not traditions, not stories, but like information passed in the d n a, like in the greatest salesman in the world.

[01:23:01] He talks about this kind of a little bit and he says that, you know, you're more prepared and you have more intelligence and knowledge in you than the greatest emperors of the world. The greatest scientists in the world, like we're all born kind of with the knowledge that e equals mc squared, whereas it took Albert Einstein his whole career to get to that point.

[01:23:21] That's like two plus two is four now. So how do you build upon previous successes? But with this, it's how do you undo previous traumas? And I had a very special experience with this book. . Um, my, my grandfather was a cop Irish, crazy, like just angry guy, right? He used to scare the crap outta my, my mom and all sisters just, you know, oh, I'm going to work, blah, blah, blah.

[01:23:52] Like really salty kind of guy. He was always like that up until, uh, until till the day he died. And I always held a little bit of a resentment for that because, because that I was raised in a fearful household where, you know, my mom would say, if you go in the street, you will get hit by a car and, and die.

[01:24:10] Not if you go in the street and there's a car coming and you don't see it, and they don't see you, and they are going too fast to stop even when they do see you and you get hit and we don't eat to a hospital, then you might die. It was like your foot touches the asphalt game over. So that, because my mother was scared of losing me and she was fearful, she instilled fear in me.

[01:24:31] Um,

[01:24:32] **Neil:** I, I have so much of that with my kids.

[01:24:35] **Tank:** Yeah. Yeah. Um, that's all to say that my grandfather was orphaned at four years old by his mother. Not, they didn't die. She just put him in an orphanage. Him and his sister, he was four years old. Heartbreaking dude. I cried. This is like, while I'm reading the book, I was like, oh my God, dude, what if this guy, this little poor four year old kid, my son was three at the time, looking at the ceiling of this orphanage, wondering why his parents didn't love him enough to keep him.

[01:25:06] It like broke my heart. So a, it's, it undid all of that resentment instantaneously for me because it was like I was holding onto it and then I was like, wait, no, he had a life before us. And what was his life like before that? What happened that made him this way? Um, . And then in my mind, I was able to go comfort him as a little boy and say, don't worry, when you get older, you're gonna meet a great woman.

[01:25:32] My grandmother was, I mean, the best. So it was a little weird the experience I had with

[01:25:39] **Neil:** So wait, wait. You, so you just to say you were reading the book and you, you knew that story before,

[01:25:45] **Tank:** yes, but I never like,

[01:25:47] **Neil:** you could feel it somehow differently while reading it

[01:25:49] **Tank:** it became real as I was reading the book, it

[01:25:53] **Neil:** and you don't know, I'm assuming you don't know what happened to the mother who abandoned him.

[01:25:58] **Tank:** well, uh, unfortunately, I don't know what happened to the mother, but the father he found later on in life, he went and knocked on the door to go meet them and the husband's new wife or the dad's new wife slammed the door in his face, told 'em to get outta there. So not only was he rejected once in a devastating fashion, he was rejected twice in a way that definitely shaped his life negatively.

[01:26:21] And for that, my heart softened up for. with those thoughts.

[01:26:26] **Neil:** Yeah, absolutely. And, and as to that story we were talking about half an hour ago about, you don't know what's happening with the person on the racing to pat cut you off on the highway, who knows what happened to his mother and that person's mother or father and that person's mother or father. But it's amazing how illuminating that the, the, the generational trauma can be towards you today.

[01:26:47] Like I say, I have so much in that, in me. It's like, you know, my mom. When she grew up in Kenya, there were no domesticated dogs. Dogs were a wild feal animal that ran around the street. So my mom to this day, and you know, she's in her early seventies, she's petrified of dogs. Well, as a result, hey, I'm not a dog person.

[01:27:08] you know, I'm, I'm just, you know, I, I'm just not a dog person. I, I, I never, I never, when the dog walks by 'em in the street, like my wife and my kids will go up and like pet it and nuzzle it and I just like, stand back three feet. Cause I'm like, I don't want them to inherit my fear of dogs. I don't want them to inherit my fear of dogs.

[01:27:23] I don't want them to inherit my inability to connect with animals. But Leslie, my wife is like teaching them that. And that's amazing. But I'm trying to stop the generational trauma. And that's just one example of many, a lot around safety and being petrified of cars and lots of, there's millions of other things, but we're only, this is the first generation where that phrase is a word.

[01:27:42] Generational trauma is not a phrase anyone said before this generation. I mean,

[01:27:46] **Tank:** No,

[01:27:47] **Neil:** so.

[01:27:48] **Tank:** it's part of the evolution of, you know, the collective evolution of humanity is ideas presenting themselves. Like my kids will know now that generational trauma is a thing much like, you know, equals mc squared. It's science and spirituality. That's the other thing that I love about these.

[01:28:07] I've been, um, faithful in my belief. Like I, like I remember going to Catholic school and I was like, yeah, Jesus, Santa Claus. Definite. No, I don't have any questions about it at all. I just believe it. And then I was about as atheistic as you could possibly be without claiming to have proof of non-existence of God.

[01:28:33] I was like really agnostic, let's call it. Um, but in my older years and more recent, you know, uh, learnings, I just feel like science and spirituality are so much closer than anybody on either side will admit. And I like things that mix it together, like this generational trauma. It's a little esoteric in woowoo, but they all have also done empirical, uh, experiments that prove that it's true.

[01:29:03] So how do you deny that?

[01:29:05] **Neil:** Well, I mean, I completely agree. Why do we need to say, um, I have the thing where I say people should wake up and write down, I will let go of, and the way I always describe it is, say, You know, through, through, I say Catholic, you know what this is, you know what I'm talking about. You know, the Catholic confession chamber.

[01:29:22] Bless me father. I said, but then, and everyone's like, awkward, right? And then I say, but it's not just Catholic Buddhism. Mor did, you know, almost every world religion has a form of repentance or confession baked into the religious practice. And then I say, if you don't buy the religion, let's look at the sign.

[01:29:36] And then I say a couple studies. So once again, I'm presenting something to do, but through the, through the lens of like, let's look at it from any perspective.

[01:29:44] **Tank:** Mm-hmm.

[01:29:45] **Neil:** I mean, for those that are listening to this that have not seen everything everywhere all at once, you've probably seen it knowing you, Mr. Uh, pop culture kind of, you've probably soak up everything like a whale eating plankton.

[01:29:56] Um, you know, uh, that, that, that movie kind of addresses healing intergenerational trauma in the, in a, in a, in a contemporary film. It's really fascinating.

[01:30:07] **Tank:** Yeah, yeah, that movie was a lot for me. Um, visually, I had a hard time with it, but I also am a huge fan of any story that tell any, any art that tells that story, whether it's, it's a Wonderful Life, Scrooged, the Family Man, interstellar, anything that like, mixes, spirituality, and love and science. Um, I mean, those are my favorite movies.

[01:30:34] My favorite movie of all time is a movie called iHeart Huckabees, which I don't know if you've ever seen it or

[01:30:39] **Neil:** I have seen that movie.

[01:30:41] **Tank:** but man, did that movie change my life for the better at a time when I was having a hard time, um, pinpointing what I believed in and dare I say how I believed in it, like I just couldn't, even for me to anybody who believed.

[01:30:58] Like people un Reddit especially will be like, oh, sorry, you're flying spaghetti monster. Daddy didn't blah, blah, blah. Like, why would he let there be war? It's like you're so immature in your approach to belief. I can't even have a conversation with someone like that. My sky daddy. It's not like that at all, but iHeart,

[01:31:19] **Neil:** Daddy.

[01:31:20] **Tank:** yeah.

[01:31:20] That's like what people will, uh, jokingly refer to God as, you

[01:31:24] **Neil:** Oh. Oh, I

[01:31:25] **Tank:** you're Scott, you're flying spaghetti monster. All right. I've heard this before. I know you haven't had original a thought, an original thought, now that you use that phrase, but that's why I say I hope my kids are open-minded because anytime you shut off the possibility of anything being true, you're shutting off the possibility of something else being true.

[01:31:44] Like you can't, you're either open-minded or you're not. And I, if I had to, even at the expense of conviction, I would hope that they're open-minded, cuz I've oftentimes thought. Man, I wish I just like believed one way or the other. I wish I was just a conservative, so I believed Kavanaugh, you know, or I wish I was a full-blown liberal.

[01:32:07] So I believed Christine de Bsi Ford. Like I think the gray area is one of the hardest places to live, but the most rewarding cuz you get the most life out of it, you know? But again, iHeart Huckabee's greatest movie I've ever seen. My favorite,

[01:32:24] **Neil:** We're gonna, we're gonna steal that clip for the spinoff podcast, three films, um, . Okay. Let's, cuz I want to keep moving. Let's keep, there's a lot of, it's, there's a lot of nuance in this conversation. I really, really appreciate you going there with us and, and you have such a fascinating vantage point because you're overseeing more, you, you know, you're talking to like 10 million people on a daily basis.

[01:32:44] You get to kind of sense the mood. It's really lucky. It's a really special gift and I'm sure it's not. Un coincidental that a person leading this charge has embraced, uh, uh, such a way of living that is open-minded and nuanced and, and layered and deep. I know you've been called that many times because that allows you to, through your feeds and your channels and your messages, not be committing to a specific viewpoint, but rather to almost like your, your feeds can kind of double as a hug to the world because you are, you are trying to spew a perspective of love, which is, I gotta be surprising pretty, I I gotta be surprising considering the starting point is I come in pies.

[01:33:24] You know what I mean? . But, but, but, but that's, that's where it comes from, right? It's a, it's a, it's a joyous way of living to kind of get to that place. Thank goodness we've got you leading us and now. Speaking of, speaking of taking traumas from long ago, let's go back 200 years, when Mary Wolin, Wolin Craft Shelley wrote Frankenstein or the modern Prometheus published in 1818, Byington Hughes, Harding, Maer, and Jones.

[01:33:50] I, there's many different covers. I know you read it on Apple Books, um, or the, or the books app. I've got, I've got the original 18 8, 18 18 text as a third edition, and the edition is important here with like a, a sh aard of like ice, which is one of the most famous scenes from the book. Um, uh, on the cover.

[01:34:08] Mary Shelley, born 1797, died in 18 50 51 in the uk, English and Elvis. Most notable for writing Frankenstein, considering considered an early example of science fiction, she had a very, very tragic life full of drama. She lost multiple children, uh, a husband plagued by illness. She suffered from severe illness herself.

[01:34:28] This is a seminal novel of a scientist whose creation becomes a monster. Frankenstein tells the story of Victor Frankenstein, a young scientist who creates a sapien creature in an unorthodox scientific experiment. However, this is not the perfect specimen. He imagines it will be, but rather a hideous creature who is rejected by victor and mankind in general.

[01:34:47] The monster seeks its revenge through murder and terror. Follow this under 8 2 3 0.7 for early 19th SE century British fiction Tank. Tell us about your relationship with Frankenstein By Mary Shelly.

[01:35:01] **Tank:** Um, so my relationship with it is pretty surface. It was just one of those books that I never read

[01:35:08] **Neil:** Yeah,

[01:35:09] **Tank:** that I felt like I should, I actually was supposed to in high school, read it. Um, I didn't read it. I didn't even come close. It was just too confusing for me. Too much work. I couldn't seamlessly read it. I kept getting jammed up by word.

[01:35:25] when the pandemic was in full swing and I was just in full blown reading extravaganza mode, I was like, what? You know, what could I read? I googled what has, you know, um, what is, what has this person read? What books does this person re what's top 100 must-read books of all time, blah, blah, blah. And I kept seeing Frankenstein.

[01:35:45] I was like, you know what? I'm gonna read Frankenstein. I'm gonna read that book. Um, and I just committed to it mentally. I said, I'm gonna finish it. I'm gonna start it, finish it, and not read anything else until I'm done with it. And sometimes I'll do that and I'll still abandon the book cuz I'm just like, I'm not getting anything out of this.

[01:36:02] You know? But Frankenstein was so beautifully and well-written. Um, forgetting about the fact that it's so old that's not withstanding the fact that it's considered one of like, who is the guy that I have a hard time reading? Is it Ernest Hemingway?

[01:36:21] **Neil:** sure. Maybe, uh, old man. Old man in the sea. Uh, sun also rises. That's Ernest name. Hemingway. Or it could be Herman Herman. Herman Melville. Moby Dick.

[01:36:30] **Tank:** No, no. Well forget that. I'm, that's out. I'm not, not even close. But yeah, the sun also rises. It was like I tried to read it. I know it was revolutionary at the time. I know he, you know, created a whole generation of people that wrote that way and they weren't writing that way before that.

[01:36:46] But I just didn't care. Mary Shelly's Frankenstein hooked me and I was like, this is fascinating, the fact that, you know, this book that's so storied and so well read. Um, and so Famous is actually good . It's actually a good book. Um, and I also read Fahrenheit 4 51 around that time, and it was like, I was, my brain was in that kind of like, all right, I'm gonna read some poetic shit mode.

[01:37:14] Like I'm just gonna really dig into literature. Not a book like this is literature. and I was, I was very surprised, pleasantly surprised to find that I actually enjoyed the book

[01:37:26] **Neil:** Yeah, I loved it. I loved this book. I thought it was just so vivid and detailed and, uh, yeah, there's a lot of metaphor in it. You know, the idea of creating something that kind of comes back to haunt you. Um, I do, maybe I know more than I know you have said many times, like, I'm often asked if I was to press a button and turn off social media, would I, and you say no.

[01:37:46] And I, I think I embrace your nuanced view, but for me, I'm like, I do wonder about that when it comes to sort of some of the technologies that we've created, um, today. I mean, I, I, I, I'm a fan of the, the movement like center for, uh, humane Technology, Tristan Harris. And, you know, I, I'm, I'm always trying to teach, like, I think that Apple's doing a disservice with the iPhone 14, with the fact that you can't turn it off, the screen doesn't turn off the newest iPhone, the screen, I dunno if you have the screen, doesn't, the default setting is screen. We're good. Yeah. And, uh,

[01:38:20] **Tank:** hold on. Hold on a second. What do you mean screen on? Like the, the light is always up.

[01:38:26] **Neil:** you'd have to turn it off. So, and, and there's many things like that, right. With default settings to sharing, to privacy, to, you know, to, to, um, uh, you know, um, even, even I find even just the privacy on like, you know, um, the default setting when I got the new iOS was, I'll just give you an example, was, uh, to have your phone set into nighttime mode and stuff.

[01:38:47] And then of course you discovered that the other person can then see that you're in that mode because it says deliver quietly, right? And I'm just like, wait a minute. I don't wanna be communicating what mode I'm in to everybody who texts me from ending the blue. And, and I, so I, I went in and I went into settings and I took away that setting.

[01:39:01] And I, you know, but I'm finding it is exhausting to kind of constantly monitor all these settings. I feel like it is a bit of a technological monster that, that we have. Right. I mean, don't you think we're on their phone five and a half hours a day? You're still pulling off reading Frankenstein. That's amazing.

[01:39:17] A lot of people I talked to are like, I don't have time to read. I can't read. I can't focus. I, my brain turned into mush. And you know, there was just a podcast interview. J highly recommend you listen if you haven't already, but the Casey NIS did on the Rich Roll Podcast, and he talks specifically about how he's like, if you haven't got on TikTok, he says, don't, don't.

[01:39:38] If you haven't got on, don't I beg you? Don't get on. Don't let the algorithms figure you out because once it figures you out, you will not be able to resist a ation.

[01:39:48] **Tank:** yeah, yeah. It's, I mean, th that's a Frankenstein for sure, in and of itself, or to be one of those people that's a Frankenstein's monster, which is the correct term for like, I don't know why, um, Frankenstein.

[01:40:04] **Neil:** Frankenstein's. The main character who invents the monster is Frankenstein's Monster. It's not Frankenstein. The guy with the green head with the bolts in his neck.

[01:40:12] **Tank:** Yeah, but Frankenstein is such a better name for the monster than Frankenstein Monster.

[01:40:17] **Neil:** Yeah,

[01:40:18] **Tank:** It just makes perfect sense.

[01:40:21] **Neil:** Yeah. I like it. Yeah, that's what I'm saying about editing. 200 years later, you're like, you know, Shelly, if you're still around, like, you know, let's, let's, and in version four, let's change

[01:40:30] **Tank:** rename him. Let's rename him

[01:40:32] **Neil:** called Doc and the monsters called Frankenstein

[01:40:34] **Tank:** Exactly. But, uh, yeah, there's plenty of, of Frankenstein's monsters out there. Social media certainly being one. But like your, your friend said, you know, it's 5,000 days old. We are barely in. Its, um, as, and you're not talking about an indivi an an individual's relationship with social media.

[01:40:54] You're talking about a species relationship with social media. That's gonna take time to figure out for.

[01:41:01] **Neil:** And, and, and here's another one. Um, how many ads have you seen already where it's it's a human face saying a human thing, and then you realize it's not either, it's not e neither, it's not a human face or a human thing. Like there's that, that is another appears to me, to me, another potential monster.

[01:41:21] Like just what's happening with how fast AI is making the reality feel. Destabilizing. I'm a little worried and I know this is me maybe going to the silicon. Why do I write these awesome things, man? It's because I, I go this place, otherwise I gotta turn my brain the other way. But I think I'm like, it.

[01:41:38] It's gonna be weird in a couple years where you don't know what's real. You just don't know. That to me is like, that is an issue. I was on a morning show this morning and they had Tom Cruise jumping into a helicopter and the whole thing conversation is, is this real or not? Is this real?

[01:41:52] **Tank:** yeah. Well that's, I mean, as you're saying it, The whole, the whole, the, the whole thing about simulation and whether or not we're in one, what I ended on is like, I don't care if it's real, it's real to me. Like it is what it is. Whether I, whether I wake up and I'm covered in goo and somebody unplugs my head and goes, all right, go back to your real life not.

[01:42:15] This, what I'm in right now is very real. So it is, people need to use their brains when it comes to deciphering what's real and what's not real. Like I remem, I still remember when the, the video came out of Obama walking up to the podium and throwing down a skateboard and skateboarding up to the podium.

[01:42:35] **Neil:** Yeah. Or how about the bird picking up that kid and flying away? You remember that

[01:42:40] **Tank:** like, what the hell is this? Why did he do that? And then I was like, oh, it's not real. It's determined. It's designed to make you upset or angry or react in a certain way. The more designed it seems to upset you. The less you have to assume it's real.

[01:42:59] **Neil:** That's fascinating.

[01:43:00] **Tank:** Yeah.

[01:43:01] **Neil:** The more, say that one more time, the more it's des, it seems designed to upset you.

[01:43:06] **Tank:** The more skeptical you have to be of it.

[01:43:08] **Neil:** Oh yeah. Yeah. Um, yeah, I like that. That's great. Fast money to close things off. Hard cover paperback audio or e

[01:43:24] **Tank:** oh man, it's a, I, I'm, uh, I, I'm all, I some, some of those, some books I own all four versions.

[01:43:31] **Neil:** Nice. Nice. That's an author's dream.

[01:43:34] **Tank:** but I would have to, I'd have to say my highest version of myself would say, um, hard cover, because that's the purest, you know, sitting down in a coffee shop with glasses on. I don't even wear glasses, but that's what I, I picture

[01:43:50] **Neil:** you didn't say lenses, . Yeah,

[01:43:52] **Tank:** yeah. Yeah.

[01:43:54] **Neil:** Um, uh, how do you organize your books on your bookshelf?

[01:44:01] **Tank:** I have two different bookshelves. Um, I wanna say I organize it by impact. Like, I keep the, the books that are special to me in one spot, and then the books that are kind of like, eh, I'll read it one day. Or, I didn't really love it in another spot, but I wanna have all the books that like, so it's funny impact, but also vanity.

[01:44:22] Like if someone walks into the room where I have the books that are important to me, they go, wow. Like, you know, you've read some good books. And if that's the conversation, then great. But if they don't know what the books are, they're not important to them anyway. So it's kind of like the way I, same way I organize my brain, important, unimportant,

[01:44:42] **Neil:** Wow. Wow. I like that. That's a nice, easy, healthy discriminatory element when you think, well, no, but you think about like, I'm a big fan of independent bookstores and you know, these bookstores and Amazon's got 200 million books for sale on independent bookstore typically has like less than 5,000. So I guess in a way they're just organized by impact for what, you know, the.

[01:45:03] It's kind of a cool game to play when you walk into a bookstore, which is what did they pick to have here?

[01:45:10] **Tank:** Yeah.

[01:45:11] **Neil:** Right? Like, what? They don't have much space. What did they pick to have, have here, and why? Right?

[01:45:16] **Tank:** Yep.

[01:45:17] **Neil:** Um, do you have a favorite bookstore living or dead by chance?

[01:45:23] **Tank:** Um, Barnes and Noble is fine for me as far as bookstores go. I don't, I don't have any romantic kind of answer.

[01:45:33] **Neil:** No, no, no. Well, Barnes and Nobles appears to be on a bit of a comeback swing, and I like the interview with the, the new c e o who came over from Waterstones when he was interviewed by the New York Times. He's like, they're like, well, how will you know when your turnaround is complete? And he said, when I call the stores and someone answers,

[01:45:48] **Tank:** Oh man.

[01:45:49] **Neil:** I thought that was really interesting.

[01:45:51] It's true. Like if, cuz uh, if someone's calling and said, do you have this or Can you get me that? He's like, not right now. It's like no one called, no one answers. Right? But we've gotta get to a place. And in Canada we had a big national bookstore chain like Barge and Noble called Indigo. They went through a big turnaround, if it was 10, 15 years ago where they were like sign, it was mocked at the time, selling candles, selling blankets, selling picture frames.

[01:46:12] But it's worked out wonderfully because now they have a profitable home section that sustains the still more than 50% footprint. That's books. And now we have a really vital and vibrant national book chain. So, you know, I think loving these national changes is healthy and we need them because I also get emails from people that are like, I live in Indianapolis, right?

[01:46:29] Making up the town, but it's like a big enough city that you know it. And our one Barnes Noble close and we got no bookstores. And you're like, what? You know, like there's, you know, we have to avoid this, this worry of like books becoming a luxury good. And then there's book deserts everywhere.

[01:46:42] **Tank:** yeah,

[01:46:43] **Neil:** How do you make time to read?

[01:46:45] And we've touched on it a few times, but this is our number one question from listeners. How do you make time to read

[01:46:53] **Tank:** Um, I mean, you, you do just that, you make time. There was, I think it was Ralph Marston all again, or maybe this guy Steven Chandler, who said, uh, time is, you know, time is very much a human construct. It's not real, therefore it is not found, it's created. Um, and you create or make time for things that are important to you.

[01:47:14] So reading is very important to me. It helps me stay. in a way that nothing else can. A, because I don't have the time to be in meetings or at therapy five, six times, 10 times a week. You can read every hour and remind yourself. Oh yeah. Oh yeah. Oh yeah. Oh yeah. Oh yeah. Unendingly. I don't, because I'm not psychotic and I'm, I don't, I don't have like, you know, amnesia.

[01:47:41] I do remember who I'm supposed to be very well, but books just help me keep on that path. And as you said, somebody's, you know, mind turned to mush. I don't want my mind to turn to mush. I don't wanna be one of those people who's just like, you see that, uh, you see that video on TikTok and that's all you have to offer the world, because yes, I did see the video on TikTok.

[01:48:04] Now what, what are we gonna do now? you know,

[01:48:09] **Neil:** You have been, uh, incredibly successful from, from the email you sent me 2011 after the three A's of awesome. To the notes we've exchanged briefly over time to all the way to developing this 10 million person platform as the Michael Jordan of memes around the world. There's a lot of wisdom that's been braided through this conversation and your most formative books to close things off to date.

[01:48:29] Would you like to leave our listeners with one hard fought piece of wisdom or advice for anyone looking to grow as a person or to, to create and serve an audience as you have?

[01:48:41] **Tank:** Oh God. Um, I might, you know, go back to what Bill Kennedy said. Um, just be kind to yourself. Everything else gets figured out. Everything else gets worked out as long as you're not, because in in recovery there's like this thought, oh, you know, you have to identify your character defects, then ask for them to be removed and blah, blah, blah.

[01:49:06] And. There was a point in time where I thought that character defects were what I beat myself up about. And then I realized that my biggest character defect was beating myself up. And once I realized that, um, things change for me in a drastic way, you're not doing as bad as you think you're doing a lot better than you think.

[01:49:27] Just go easy on yourself.

[01:49:30] **Neil:** Uh, a message my mom has been trying to pound into my head since I was a very little kid. I'm so grateful to you for reminding me of it. Be kind to yourself. Everything else we'll figure itself out.

[01:49:42] **Tank:** Yeah.

[01:49:43] **Neil:** Thanks, Sinatra. Thank you. Thank you so much for coming on five books today. I really appreciate it.

[01:49:49] **Tank:** Thanks for having me. Good to connect with you. That's it.