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## SPEAKERS

Michael Lassen, Edroy Odem, Scot McKay

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### Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters, you're listening to the world-famous Mountain Top Podcast. And now, here's your host, Scot McKay.

### Scot McKay 00:18

How's it going guys, welcome to yet another episode of the world-famous Mountain Top Podcast. I'm really excited because today I have on one of the more cerebral guests who we've had on three times before, this is actually his fourth time on. And we're going to talk about a topic that is near and dear to the hearts of just about every man out there. And something we should actually talk more about also, and haven't talked about enough on this show. Before we get to that, I want to remind you guys to head [The Mountain Top podcast.com](https://www.themountaintoppodcast.com) where you'll find show notes, pictures of our guests and also be able to get on my calendar to talk to me for free for 25 or 30 minutes about what's on your mind. If you guys haven't done that yet. Be sure to get on my calendar won't cost you a dime. And I'm exactly who you think I'm going to be at play a fictional character on this podcast, or anything weird like that. I put my pants legs on one at a time just like all you guys. Also if you're on YouTube, I'm at Scot McKay x at Scot McKay Tiktok. At Scot McKay, Instagram is the outlier where I'm at real Scot McKay. I wasn't as early adopter on that one. So looking forward to connecting with you guys. Also finally, if you haven't yet joined The Mountain Top summit Facebook group, you need to go to Facebook and do that we're having a great time. And looking forward to seeing you there. As mentioned today, I have a returning guest His name is Michael Lawson. He is from love freedom first over in Denmark and one of the smartest guys I know we always have great conversations today we're going to talk about ready for this guy's you may want to sit down for this. No, I'm kidding. Take a stand. Take a stand for something. Michael Lawson Welcome back, my friend.

### Michael Lassen 02:04

Thanks so much. It's a pleasure to be back. And yeah, like you said, it's always fun to be on and

having this type of conversation, which actually seems more like conversations between to good and smart friends, more than a podcast or interview. Yeah,



Scot McKay 02:17

man back atcha. We've always had good and smart conversations you and I together from when we met in person, man, it goes back probably 14 years now. In Norway at a conference we spoke at together and been friends since and it's always a pleasure. And I love sharing your wisdom and your knowledge with these guys, every time you're on Michael, because you're always thinking about something that maybe other people have thought a little bit about for sure. But you're always thinking sort of out of the box about it. And this idea of taking a stand for something is certainly a lot of men wish they were in a better position to do and today's socio political climate. But it seems kind of scary to a lot of guys and reasonably so. And it's not because, you know, we as men are a bunch of wussies, it's just we kind of have to weigh the cost benefit analysis of everything we say, online or offline nowadays, right? Yeah.



Michael Lassen 03:13

And, you know, that's the whole thing started with me noticing a lot of things going on, both around the world and in my own life. And also, like I shared last time, maybe been making a quite drastic transformation going from being a coach and a mentor into being a singer songwriter, and social V engineer, who's actually trying to make a difference in this world through songwriting and other things. And so the willingness to take a stand is really stems from the question is that, where do I possibly need to take a stand? And what am I willing to take a stand for? And the reason why I think it's, it's so powerful, and potentially also needed is that it can actually be sort of a shortcut to do it early on. Because if you wait so long, or the longer you wait, if you need to take a stand on something, the more difficult it's going to get, the more courage it might need, which you might not have that level of curves that will be necessary. And also a thing that I would also like to bring to the table today and also get your feedback on is that not taking a stand really builds up a lot of internal anger quite often, and anger that you sort of, you don't act positively, outward or inward on and you just turn it on the inside. It's one of the most detrimental and really negative forces you can ever imagine. So that that's where it started with me thinking, Okay, we need to be ready to take a stand and instead of waiting for it to be necessary to do so. Let me play around with it with the energy behind it and the concept and look at it more sort of as a not a precautionary thing, but more proactive thing, and really looking at our lives, relationships. And what have you businesses, jobs, what have you. And look, where can I take a stand? Where do I need to take a stand? Yeah,



Scot McKay 05:14

I think all that's incredibly interesting, starting with the simple fact that well, you know, I'm raising my hand as I bring this up, when I left the corporate world and went into dating coaching, it raised a lot of eyebrows, people pretty much thought I was crazy. You're taking that to a metal level, you're leaving coaching to go into singing and songwriting which I'm sure is just making people flip out saying, Don't do it, no, have a real job, make some real money, but you know, kudos to you for always thinking out of the box, like I said, even with regard to your career, and I'm sure you'll be successful at whatever you do. But in all seriousness, you

brought up this idea of anger in context with making a stand. And certainly when people men or women really, but especially men, bottle, something up inside, there comes a point where you know, it's kind of like shaking a Diet Coke, a warm Diet Coke that is up and then opening the cap and watching it spray everywhere. It has to kind of get out and explode at some point. And hopefully, it won't be in some psycho criminal level, like Michael Douglas in the movie falling down an axe murderer or something like that.

 Michael Lassen 06:25

Yeah. So I have a first of all, you know, I don't want to sound or portray to be any type of scene or whatever, for making this transition. Because there is some things that are much, much easier in the music industry. So for example, we met at a conference in Norway back or 10 years ago, where we both vote. And I think there was about 200 people in the audience. And for example, if either of us have had one person really love our presentation, and 199 go, that was, that just sucks. That would have been a problem, it would have been a bad problem, actually, probably they would have canceled our hotel rooms and canceled the flights.

 Scot McKay 07:05

Or on your own buddy. Yeah, but but

 Michael Lassen 07:07

in the music industry, if one out of 200 love one of my songs or love my songs in general. That's, that's amazing. That's a huge Korea. So there is a benefit censored. But it's interesting that thing that for example, songwriting is an example of is that you can't be liked by everybody. And nor should you. Because if you want to write something that matters, or if you want to be a person who matters, you just can't attract everybody, you can make everybody love you. On the contrary, the more you're willing to push people away, the more you're going to attract the right ones. And of course, we're talking taping right now, but we're talking everything whether it's songwriting, dating, job hunting, what have you, what

 Scot McKay 07:55

does apply to dating also, so many men are trying to cast a wide net for any chick with nice boobies who can fog a mirror and wondering why none of these women are answering their online dating profiles or whatever messages they're sending them or responding to them even when they meet them in public. But the more we embrace who we really are focus in on our identity and go searching for a woman who matches up with us. Interestingly enough, when those women are looking for us as well, we tend to find each other more quickly and easily than if we're mistakenly casting this wide net. So I mean, it's the same thing. I don't think what you're talking about in terms of being a singer songwriter, first of all people have to like your music, and then they have to resonate with the message. Oh, yeah. 100%, you know, exactly. I mean, there's evidence that the music matters more even than the message, you know, when you go to foreign countries, or hardly anybody speaks English. And the latest American pop song or British pop song is at the top of the charts, even though nobody knows what they're

saying. You know, I mean, there's something to be said for that. But you're kind of coming from a more folksy perspective where your message really is the key to the music. And I'm guessing it's kind of like being a stand up comedian, you can get away with saying something a lot more explosive, and potentially, I guess, divisive than someone who say a politician.

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Michael Lassen 09:13

Yeah. And I sort of am attempting to sort of make an art out of doing that in a in covert ways. Where, for example, I've written a song that were four verses really digs at for worship leaders. That shouldn't be, but I don't it on the surface level, it sounds completely like a song about having bad dreams. But if you dig a little bit deeper, there's actually some hypnotic elements into it and double meanings that will make it so I don't get cancelled. But people who knows what's going on, they will listen to it and they'll go, oh, wait a minute. I get a wow, that's amazing. How did he come up with that shit? And, and in many ways that I think that's, for example, you can use that in marketing, I love the term dog whistle marketing, where you put out a message, and it's literally only the right people who will hear it or will notice it. Everybody else might think, oh, yeah, whatever. But the right people, they will, they will get it. And that's sort of what I'm aiming for with with some of my songs, because I realized from the beginning, there's no way I'm going to write and let it be, it's, it's already written as an amazing song, why try to recreate something that perfect, you have to do whatever it is that in my case, I have on the inside, and I want to get out there. And I had this experience that I want to share a story about how I related to all of this, because I wrote a song recently, I think I sent it to you, it's called time to take a stand. Actually, I wrote to just to see if I could write another one. And so I sent it to a friend who was a music producer in the US, and he liked it. He was like, Okay, there's some Oasis vibe, there's some Beatles vibe. And yeah, I take the lyrics to it's straight, and it has suggestive power powers and cetera, et cetera. And then I send it to another friend of mine, who's a music professor, because I was interested to see what he could hear. And he completely trashed it. Like, utterly. It has no originality, it was used, cause there was nothing new in it. And I was like, mother fucker. What, what are you talking about? Because I knew it wasn't a bad song. And initially, I got angry. But very quickly, I use, you know, my own medicine, so to speak, of transferring that into looking at how can I use this in a positive way? Without it being about, you know, getting even or getting back at him? or what have you? I was I said, Okay, well, if I could write a song that would impress somebody like him, and be loved by other people as well, what would you do? And it was funny, because that was the time where we, we reconnected and you mentioned an artist. And so I went in and I listened to the first song, I think it's the most popular one. And there was one called change, and it resonated with me, and I just sat down, and I wrote probably the best song I've ever written. And it's a song that has elements I've never heard about in a song, it has positive affirmations, it has hypnotic elements, pacing, and leading from NLP, it even got a sort of marketing principle of describing what a certain situation will look like from the outside. And so the song is about being single and being frustrated. And then it's about tapping into the hope and the belief that you are going to find somebody you resonate with. And so for example, the verses are written in minor has this sort of dark energy, a little sad. And then the chorus is positive and written in major. So it has a lot of elements. And once I finished it, I was like, wow, that's a good example of actually channeling anger, or being angry into making it something that's heartfelt, and creating something positive out of it. And it's interesting, because I haven't sent it to him, the guy who trashed the other song, and I won't, and I won't even mention that I won't give him credit either in the upcoming album, but I think it's an interesting way of the of how to optimally deal with

anger. It's not about turning it inside a negative way. It's not about beating yourself. It's not about looking for revenge or anything else. Anger is such a powerful emotion if you can transform it, or the insight into something positive. Does that make sense? Yeah,



Scot McKay 13:54

it makes perfect sense. Several things there. First of all, the artist who came to mind when I listened to your music, and I'm dating myself here, as I often do nowadays, is Robyn Hitchcock. Yeah. Robyn Hitchcock in the Egyptians who probably hit his apex of fame in the 80s, a very quirky singer songwriter whose best work was done with an acoustic guitar. And lots of very strange inner woven lyrics that often come off like sort of a dreamscape, you know, and almost every one of them politically loaded or socially loaded in some way yet, kind of like what you were saying. It's sort of a dog whistle. That phrase dog whistle man that was so Derrick air like when Hillary Clinton and Donald Trump were running for president, and it's such a genius concept to interject into any political discussion, because when you say the opposition party is sending a dog whistle to its base instead Essentially, you can take anything they actually said and twist it into what you were hoping they would have said, so you can beat them with it. You know, everything becomes racist, everything becomes sexist. Everything becomes we want billionaires to get rich. Just because this guy said something. What he really meant was this and it was a dog whistle to his base. And it kind of fell out of vogue because people to start rolling their eyes at it. Yeah, when spoken out loud like that. It's like, Oh, he didn't really say that. Why don't you stick with what he really said, because what ended up happening is basically, well, some iteration of the psychological law of trait reversal. People started thinking the person who was talking about dog whistling all the time was the one who was really lying, not the person they were trying to project it on. But in a song, because it's quote unquote, art. It's more or less to be expected that I'm going to dog whistle. I mean, how much fun would it be to go all Arlo Guthrie on everybody in the year 2024 Just call things out like they are in my song. I mean, you know, Why think that time came and went, we got to be a little bit more creative to sell people on the idea of listening to our music nowadays, especially if we can somehow I don't know, trick, or at least influence those people who may not agree with us into at least listening to our songs and giving them a try. You know, I think that's kind of where the secret sauce is and what you're talking about. But it's interesting to especially hear you talk about having written a song about the frustration of not getting the woman you want, and how that's dark, and has this ominous tone. But when you open up to finding the right woman, and you I don't know, I guess in your song, you had to have done some sort of self work or some kind of introspection insofar as you're finding the right woman after that. And he literally changed the piece of music itself from a minor key back to a major. And to me, that's just how art should flow. So I love it. What should guys be making a stand for nowadays, Michael, that everybody just kind of is saying is not worth it? What really is worth it to make a stand for? Where are we going to make a difference to men? We don't want to just beat our head against the wall, right?



Michael Lassen 17:12

Yeah, I mean, I have my answer. But first of all, I think it's important that everybody asked themselves this question after listening to this, I would argue that the two primary thing is love and freedom and love in terms of relationship, where I think one of the cool things that I know you're big on is that a woman needs to feel safe around you. And what I think is that the earlier and on a positive note that we as men take a stand, the more she can feel that she can trust

us, because she know whether it's consciously or unconsciously, that we're not gonna walk around and build up something internally that all of a sudden is gonna come flowing up, like she's probably experienced before with other guys. Or maybe she even have self awareness enough to realize she's done. So having these smaller, quote, unquote, ways of taking a stand, and really positioning ourselves for what we're willing to accept and not accept, coming from a positive place. Not a negative place, and, and criticizing, and judging and stuff. I think that's really important. And we're gonna go back to that. The other thing is also the freedom because certain things are happening around the world. And for example, if we live in China, there's just not as much freedom as there is. In the United States, for example, in Europe. And I know a lot of people are concerned that things are gonna, gradually started to change and seemed like they had. So I think freedom is really, really important. The such an important part of being happy is having freedom. So I would say that it's love and freedom, we have to be ready and willing and having the courage if need be, to stand up for whatever it is that's truly important for us.



Scot McKay 18:58

One of the things that has been talked about in passing on this show, but certainly is a little bit off topic when we're talking about masculinity, and dating and relationships with women is how the term democracy in American politics seems to be imposed upon us as synonymous with freedom. Everything is a threat to democracy on both sides of the aisle. And law. cracy is simply our ability to choose who we want to lead us. That's just a subset of freedom. So if we're gladly surrendering freedoms in various parts of our daily life, for the sake of preserving democracy, then ultimately, something insidious is going to be in control and that's something we've talked about at length around here with other guests. But I see where you're coming from. And I think that's especially important visa vie what you also said about how attractive it is to women. When a man is knows his cause, knows what he believes, knows what he's passionate about and already knows it has already figured it out. Because then he doesn't look at Johnny come lately with his new view on life that he didn't have just two weeks ago, or he doesn't look flaky like, Oh, here's the new big thing that I support. I mean, you know, I was thinking everybody who is anti COVID, Vax is from the devil, you know, year and a half ago, then all of a sudden, if you didn't support Ukraine, you were evil a year ago. And now if you don't support Hamas, or Israel, or whatever side, you know, the people closest to you, that group that you want to be part of is supporting, you know, that's your new thing. And it just seems so flaky when people go from cause to cause to cause. And in reality, none of these causes even really affect their life, personally, all that much. It's just what they're told to believe and what they're told to be passionate about. I think it's a lot safer, a lot more secure to a woman, when she figures out this guy knows what he believes he knows what he's passionate about. And she can hitch your wagon to that. Whereas if he's just another flake, who's being influenced by the latest meme on social media, not so much. And I think that's an important talking point in this conversation about men standing up for love standing up for freedom. And I agree with you, by the way, on both of those accounts, I think those are two very worthy causes to stand up for, obviously, because I've gone on a little mini rant here about it. But I love how you're kind of exhorting men to lead with that and dammit, get it figured out before you expect to find a woman who's one of you, and who is going to connect with you. Yeah,



Michael Lassen 21:39

and I would say, probably the third thing is to stand up for your passion. Yeah, and this is

something I see. Some people start to realize the need, both on sort of an internal level that they need to connect with their passion, obviously, this context, in terms of masculinity and dating, and connecting with the right women is super important to have something you're passionate about. Because if she feels that she's gonna take all of that on her, and she's going to be responsible, that's not going to work. And she knows it. And, you know, we all know it. But taking a stand for your passion and giving it an important part of your life, just like I did with my songwriting, I just realized that, wait a minute, this is my biggest passion, I, I really love to help people. And that's what I've done with coaching for so many years. And I also realized, wait a minute, I can actually do this with songwriting. And it's my biggest passion doesn't mean I'm saying goodbye forever to coaching. It says, I want to focus on my biggest passion first, and then see how I can fit everything in around it. So standing up for having a deep and powerful passion. I think that's really important too. And the reason why I think it's also important is actually interestingly, now because of AI, because it's very few people these days, who aren't on the line, kind of have a threat of AI being able to replace them. But an important point I feel is that the only way we can compete with what AI can do is through something that is passionate, driven, hard driven, and personality driven, like from the bottom core of who we are, because that's one thing AI can never ever compete with. And for example, it's funny with music, because AI has been programmed to be able to do a lot of hip hop songs and Drake's AI dragon stuff. And the fans, they can tell the difference. They love both. And then when they did it with, for example, Nirvana, everybody was sort of like, oh my god, this wouldn't even make it into a besides session where they were high on acid and try to channel Soundgarden from the 90s, or whatever. I mean, tapping into that passion and taking the stand for it is, I believe, ultimately what we need to do in order to safeguard us from being opposition by what AI can do. Does that make sense?



Scot McKay 24:10

Yeah, I think that's a fascinating take. I have this dark suspicion, that saying AI will never be able to feel and have passion like humans, or be able to create the magic of individuality the way humans do. And it's always going to be relegated to sort of logical garbage in garbage out. Might be akin to saying in 1920 Nobody wants to hear actors talk. I mean, I'm thinking you know, that technology will catch up with this at some point, but right now it is the safe space. Produce, producing from the heart. Being creative, letting the nuance of your humanity flow through whatever work you're doing is really the antidote for AI right now. I mean, we're at a point right now where AI can't even spell. I mean, infamously, and hilariously, we know that. But it is advancing at a rapid pace. And I want to make sure it's duly noted that you brought that up in the context of how important it is to find your passion. And have it be a real passion so that you can meet a woman who, again, can hitch your wagon to that, right. As you were talking, I'm thinking about the importance here to differentiate between being flaky and evolving. You know, I mean, I just went on a mini rant there about how people support the current thing, you know, with all their heart because they were told to, and next month, that's subject to change based on what the headline is, right? Yeah, I think that's flakiness. I think that's lack of character. But I also believe, equally strongly that every one of us as men can develop new passions, we can evolve current passions, we don't have to simply get us some passion, and stay there at that state, or even at the same intensity towards it for the rest of our lives. Example, we all know about people who support the current thing, you know, whatever Halo, it is around their social media picture changes from Ukraine. I don't like Elon Musk to whatever. I am a bit of a renaissance man, I am passionate about lots of things. And one thing that I have noticed is when I get around the people in my little echo chamber for a particular passion. It's really, really curious to me, how many human beings really only have one passion,

and they're all in on that. For example, when I go to BMX races, you know, the term is factory dad that they use for guys were just a little too serious about tuning up their kids bikes and making sure you know, they go 1/10 of a second faster around the track. And I mean, you know, I'm also raising my hand a little bit because I love to tinker with that stuff. But there's so many dads who that's their whole life. There's so many families, that's their whole life. It is BMX racing, BMX racing, BMX racing, and I'm like, Damn boy, right. And then we go to our dog races, you know, with our Whippets, you know, which are fast dogs who run and very agile. And it's amazing how many people at these Whippet events just live in brief, that dog breed. I mean, they got Whippet stickers on the back of their car, Whippet hats, they have eight weapons at home. We know a lady who's not married, doesn't have a husband, but she has eight weapons. I mean, you know, it's like, this is crazy, but not to them. They found their little echo chamber, they found that people who agree with them, and that's what they're into. And I mean, when I do improv on Monday nights, I go there and it's like, wow, some of these people are just a little too into doing improv, right. But not it's what they're passionate about. It's their thing. But we as men, if we have that renaissance man attitude, where we become a jack of all trades, and a Master of some, as it were, you know, that kind of is sort of the secret to casting that wide net as it were to find the right woman without simply casting an infinitely wide net and looking for someone who's simply nice and will sit with me and watch Netflix like everybody. Yeah, putting down there.

 Michael Lassen 28:15

Yeah. And for example, I think one of the big opportunities is also looking at, I would say it's, especially in businesses, but also in general is looking for how can you combine passions, like for example, I combine my passion of coaching and with songwriting. And I've created a show called The Love checklist, where I talk about having a checklist of love and I play songs that are matched to it, for example. And for example, with my songwriting, I'm using hypnotic elements and double meanings all the time because I know how to do it. And it's fun for me it's like it this my heart and my mind on fire when I come up with something that hasn't been done before. Like for example, I have this and I really hope this song which which is called a sample second time. One of the lyrics is that if I shall pay you in my spirit animal, guess what? I will give zero fucks well, right, that's, that's an animal but I get to say I gives you a fosse on television potentially, without having to be censored. So all

 Scot McKay 29:20  
these Scandinavia you do like

 Michael Lassen 29:24

Yeah, well, I mean, it will be interesting to test it in America for sure if you get by leapt out, but I am talking. I am talking about the animal Fox in this instant, but it hasn't the double meaning. So for example, that's one way where I combined two passions of mine and create something that's unique. Oh,

 Scot McKay 29:43



you mean a fox? F O X? Yeah. So

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Michael Lassen 29:48

yeah, exactly. So wait a minute, let me give you the full context. So yeah, please. So the first verse go level always come I'm gonna warn fear, there's no need for any debates. There's no way you can lock down my freedom send a bill, I'm crashing the gates, little hinder. And then it comes if I should pay you in my spirit animal because I just crashed the gates, guess what I will give zero fucks because Fox is my spirit animal. So that's how I can get away with it. I see clever. And then the last part is the you can plan to make my life a living hell, your plans just got way too many bucks. And that's that's the type of reference to who and World Economic Forum who wants us to eat a lot of bugs instead of real meat? Yes. But hey, nobody can cancel me on that. And this is something I'm super. When I wrote this, like, you should have seen me I was giggling, you know, I was having the time of my life. Because it's literally it's not only one passion, it's combining two passions. So if that could be a takeaway for a couple of the listeners of just opening up to the potential of actually, well, if I could combine two of my passions, how would I do it?



Scot McKay 31:03

You know, as you're talking, and I believe this has come up in passing on this show, in a previous episode somewhere. But it bears repeating. If you have two passions, and you know, probably as a valid aside here, if you're good at something and passionate about it, and it pays the bills, you probably just found your calling, that's the three legged stool of you know, what should I do for a living. But if you're passionate about two relatively unrelated, or at least tangentially related courses of action, or trains of thought in life, or you know, things you could potentially get good at, and you become the master of interlinking. Those two passions, you may be a unique voice in the world for doing that. 100% Yeah, I mean, so in other words, if I'm just another person who says, Hey, here's how you get more followers on Instagram, well, you know, I've got 5000 competitors, right? If I'm really passionate about the food that my doggies, and I'm passionate about Instagram, then I can become the dog food influencer on Instagram. Yeah, and maybe the greatest one ever. And there's only like four or five other people who really have any traction with it. That's kind of an example of what I'm talking about. The other thing that came to mind when you were talking a few minutes ago, and I think this is a valid point, is when we're talking about taking a stand for something, I think the first thing almost all of us guys think of, because we're hardwired to think this way is it's going to be something that is controversial. It's going to start fights, it's going to give us a battle that has to be waged in one, I'm not so sure we have to take a stand for something that's just going to create controversy, and bring out the haters. Rather, I simply think you can be a product evangelist, or a voice crying out in the wilderness trying to raise awareness about something really cool. Like if nobody in the world knows about kite surfing, and you're passionate about kite surfing, and you want to bring kite surfing to more people in the world. I don't think you're going to draw haters because of that. Unless they're psycho, you know what I mean? But you're standing up for something. I'm all about kite surfing. And I want you to be excited about it, too. But there's no controversy there. But I think that still counts is what we're talking about taking a stand for something. Yeah,

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Michael Lassen 33:30

that's what I mentioned the beginning that it doesn't have to be anything big. And sometimes when you do it on smaller scales, or before it becomes something big, it can be very, very powerful.



Scot McKay 33:40

And you're right about that. But what I'm saying is, it doesn't even have to be controversial. You don't have to start a fight just because you stood for something. But you do bring up another point. A lot of people are trying to be the next big thing. They feel like they have to be an international celebrity. Are they failed when really, if we carry one, eight billions of our weight in this world? Yeah, we're, we're something we're valid. You know, we're contributing to society, whatever that takes. It can be something very, very small. But if you're the freakin man who's doing it, and somebody's benefiting it, and you're leaving the world a better place because of it. Hey, you're in, in my book, you're a success. Yeah.

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Michael Lassen 34:19

And it reminds me of the saying that if you have five people close to you, that that's all you need for happiness. And that's the thing and especially used in the coaching industry, where if you have 1000 people that resonates with you, you should relatively easily be able to build a nice living from that. And then I remember one time I was at an event, and I was introduced to a young female. She was almost graduating in whatever Coaching Academy, but she didn't believe she could do it. And then I basically told her, You know what, I told her this thing about only having 1000 people and then I said, you know, there's this a couple of years ago, so I think that was 9000 People in the Flat Earth Society, there's probably a lot more now and pay members every month. And I said that there's 15,000 people who pay every single month, who's part of people who have been abducted by aliens and molested. And I think I mentioned a couple of others. And I said, So if people are willing to connect with that, and pay for that month to month, 1000s of 1000 people, do you think you can find 1000 people? And she just laid out like a freaking Christmas tree? Because that changed something on a branch? Oh, wait a minute. Yeah, there's 8 billion people on the planet, which I also mentioned to her. Of course, she felt she could resonate with just 1000 people in her tribe with what she was doing and who she was. And



Scot McKay 35:43

you know, what, perhaps this is the mic drop for our entire conversation today. In order to be motivated and empowered to go attract those 1000 people. It only took one person to encourage her to do that. Yeah. How about that? I mean, that's something to take a stand for right there. They get an encourager of others. It's almost like a force multiplier, if you think about it for your own passions, when you help motivate those people who are passionate about the same things you are,

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Michael Lassen 36:12

yeah. And sometimes people are willing to do more for other people. So even having those 1000 people in your mind, whether it's on an email list or whatever, just as a concept, being willing to take a stand for them. And one question I don't think it was with her was somebody else. She wasn't feeling ready for getting a message out there and said, okay, but you know, that there's people who are waiting for your message and your personality? Yeah. And I said, Well, how do you think they feel about the fact that you're not ready? Because they're ready? And



Scot McKay 36:45

oh, yeah. And you start thinking about things, kind of, from a completely different perspective. Like what I would tell guys, for example, is what about that woman? Who is the woman of your dreams out there? And you're gonna be the man of her dreams? How long does she have to wait for you, man? Yeah, what are you doing? Right? Yeah, exactly. His name is Michael Lawson from love, freedom first. And now the love checklist show. And when you go to The Mountain Top podcast.com, front slash love freedom, write down his one word, you're going to be magically teleported to love freedom. first.com. And Michael, what are the guys gonna find there?



Michael Lassen 37:23

Well, they're gonna find out about what's going on specifically, and they're gonna be able to listen to maybe both songs called Time to take his time, or maybe I'll have to change the title on one of them. But then they they'll get a way into my world and listening to the songs and hopefully it will inspire them to go out there and take us down for whatever is needed in order to get to the next level that they want to need to go through.



Scot McKay 37:49

Yeah, man. And indeed, the guys will be able to listen to the songs we've been talking about here, which I think is great. Michael lason from Denmark, as always a wonderful, interesting, and dare I say intelligent conversation. Thanks for joining us again. Hope to have you on again soon, man.



Michael Lassen 38:04

Yeah, thanks so much. It was a pleasure. Yeah,



Scot McKay 38:07

yeah. And gentlemen, please head on over to mountaintop podcast.com I gotta tell you something. The guys from heroes soap sent me a couple new bars of their soap. One of them is honey bourbon, and the other one is lemongrass. Man. They are completely different from each other. And both of them are just amazing. You can use one bar of hero soap and I take a shower a couple times a day and a bar of soap lasts like a month. It's like unbelievable. It's like

Willy Wonka's everlasting gobstopper of soap if I can draw such a strange analogy, when you go to [mountaintoppodcast.com](http://mountaintoppodcast.com) and click on the button for hero soap at the website, you will be teleported to their site where you can use the coupon code mountain 10 To get an additional 10% off same holds true for the guys at origin Jocko willings company gentleman, best boots Best Jeans ever. Also at the key port mountain 10 get you 10% off the 21st century's best everyday carry item. This is not your grandfather's swiss army knife. So all three of our fine sponsors we hope you'll support them all. They certainly are fans of this show and support it. Also when you go to [mountaintoppodcast.com](http://mountaintoppodcast.com) Lots of new goodies there including master classes. Gentlemen, the master classes are where we throw down on the last Wednesday night of the month on one very specific area of getting better as a man getting better with women. There is almost 100% universal acclaim for what goes on in those master classes. So hey, sign up, check in, get involved with getting better in that area of your life. That's why it's called a masterclass so you can master it. All that and more is there for you at [mountaintoppodcast.com](http://mountaintoppodcast.com) And until I talk to you again real soon, this is Scot McKay from X & Y Communications shines in San Antonio Texas. Be good out there

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