

Primary Care Cures

Episode 65: Tucker Max

Ron Barshop:

You know, most problems in healthcare are fixed already. Primary care is already cured on the fringes, reversing burnout, physician shortages, bad business models, forced buyouts, factory medicine, high deductible insurance that squeezes the docs and it's totally inaccessible to most of the employees. The big squeeze is always on for docs. It's the acceleration of cost and the deceleration of reimbursements. I want you to meet those on this show that are making a difference with us Ron Barshop CEO of Beacon Clinics, that's me.

Ron Barshop:

Imagine a world where every patient has tele access to every doc and every nurse. Imagine a world where meds are bought at wholesale, pennies a pill versus dollars a pill, surgery imaging, same idea. Zero measurable doc burnout or infection risks exists. Imagine a world where you get an hour with your neighborhood doc and they know your kids names and they know about your health. Imagine where it's all paid for by the boss, he gets a massive ROI for offering this and their post COVID heroes in this story forever.

Ron Barshop:

Like I did zero turnover, half my absenteeism, again, only eight candidates these days, and they flocked interviews to get free health care and it cost me only \$105 a month. And the Net Promoter scores are in the 80s versus the 50s among PCPs. Well, this is the world I'm describing as direct primary care. And our guest today knows all about it because his wife was deeply involved in this. Currently there's 1200 clinics in America with 2000 providers that offer about 300,000 members last count, but that's probably way down now after COVID that are in direct primary care world. It's a small world.

Ron Barshop:

Imagine a world wherever wins, doctors and nurses and PAs and MAs. You don't go to medical assisting school now to learn medical terminology when you're actually processing money all day long, and that's 13 out of 14 days. Imagine a world where every patient and employee wins where every employer wins. Starting this hero's journey I'm talking about where population health wins, and people are actually getting healthier in healthcare. It's not transaction care anymore. And costs are actually lowered doing all of these things. It just sounds impossible, but this is my world I live in. And imagine a world where bloat and administrative waste and fraud just literally disappear. And we're talking about somewhere between 750 billion dollars and a trillion and a half dollars, just disappears.

Ron Barshop:

Employers could use a \$1 trillion buried treasure in their health spins to eliminate crime in their neighborhood like our guests did on show 42 RosenCare. So you're going to remember Ashley Bicho. They have invested in their neighborhood in crime went to zero, graduation rates of high school went up to 100% and college graduations rates went up to 75% in a very, very tough neighborhood.

Ron Barshop:

They've been doing that since the 90s. And their turnover is one fifth of that of other hotels. And imagine a world where dramatically less meds are prescribed. In fact, radiology is down 65% in this world, surgery is down 80% in this world, ER visits 50% less, overnight stays 30% less, and specialist visits down 62% because primary care can handle a lot of this upfront. This is the world I live in. This is the world we've been measuring for 10 years. It's called direct primary care.

Ron Barshop:

Imagine that world because it's coming at you. Now I want you to imagine a world with you as a best selling author. God knows you have the time now, don't you? I have five maybe six books in me maybe seven books in me. I've completed two of them. One of them really sucks and one of them I think is going to be great. That one I went ahead and recorded to audio perfection. I have the titles of the book cover design. It's all completed. The ISDN members, all this stuff I didn't even know about, I didn't have to ask because I had somebody holding my hand called Scribe Media, and that's going to be our guest today. It's an actual team literally holding my hand every step of the way. And this company is led by a literal rockstar of an author himself.

Ron Barshop:

Today, you get to meet Tucker Max, and he doesn't really need an introduction, because he pretty much is well known already by you. But he shares the rare air with only three other American authors and you may not know that. Brene Brown, Malcolm Gladwell and Michael Lewis are the only other three American authors that have simultaneously had several New York Times bestseller books on that list at the same time, he literally created a whole new genre called fratire. It's a new thing that is about writing about blending college, it is the sex booze and brutally honest humor into a book.

Ron Barshop:

And today he's a family man with his amazing wife, Veronica, who actually had a DPC practice and has a very large group of nurses that look to her for entrepreneurial leadership. But more importantly has three gorgeous kids. And Tucker is the cofounder of Scribe Media, as I said, He's teaching 900 plus people a day, literally thousands of people last week on a Zoom call on how to write a book for free. This is like a \$5,000 value that you can get for free because Tucker has lost his mind. Tucker, welcome to the show.

Tucker Max:

Thank you. Thank you, Ron. My wife still has her direct primary care practice and believe it or not, they've actually increased subscriptions recently. They have a bunch of businesses coming to her now because of Coronavirus.

Ron Barshop:

Okay, I can imagine this is a dream time for DPC. It's actually kind of a golden era. So Tucker, I have one favor I asked you at the beginning of the show before we got on the air and I said I want you to be Tucker unfiltered. So if you have children in the room, cover their ears because you're going to hear... I've got an over and under with Jeremy that we're going to hear at least 30 F bombs, he's got the over and I got the under.

Tucker Max:

It depends on what we talk about, like some things I'm not passionate and other things I am, it depends.

Ron Barshop:

If I've done a good job, do I get a lot of F bombs.

Tucker Max:

It depends. Maybe, I only drop F bombs when I'm excited or angry. Those are the two reasons.

Ron Barshop:

Okay, well, let's hope we get the former, not the latter. All right, well, so we're going to talk about your journey because it's been an amazing rise with amazing crashing and self destruction. And so you've mastered this wisdom piece called self destruction and have a lot to teach us there. And I think maybe a lot of people right now in their 14th day of self isolation are maybe feeling like a prisoner. Maybe they're feeling like, they can't even get outside their room like my son. I went to go visit yesterday in Austin, literally felt like he was trapped and he didn't... When we went outside, he saw people jogging and biking and walking together and actually commuting with their dog. He was like, "I didn't know people could do that." He was amazed. So there's a lot of people that are sort of trapping themselves, aren't they right now?

Tucker Max:

Yeah, definitely. We go on walks every day. I mean, we're not stupid about it. We don't go to the grocery store and all that but that we go on family walks every single day. Yeah, creeks, nature walks, stuff like that.

Ron Barshop:

And the kids got to love getting out of that house too right?

Tucker Max:

Of course, they love it.

Ron Barshop:

Yeah. And Veronica's not going crazy, not trying to be a homeschooler every day.

Tucker Max:

No, no, we have granny in town. Thank God. She's basically got the kids doing art. They're young enough that they just finger paint and do art and then run around outside and they're fine.

Ron Barshop:

Yeah. How old are your kids?

Tucker Max:

Five and a half, three and a half and nine months?

Ron Barshop:

Oh, wow. That's awesome. Well, so let's talk about what... You've lost your mind completely. You're giving away what you used to charge for, for free. Tell me what were you thinking my friend?

Tucker Max:

Yeah, so we have an on site, an in-person workshop that we charge \$5,000 for, where we basically walk people through every single step of our process on how to write your book, and then we kind of get taken by the hand guidance, getting feedback on everything. And so once Coronavirus hit, we realized, well,

everyone's going to be stuck at home. They're going to have a ton of time, and everyone wants to write a book anyway. So this would be the perfect time to get online and teach the world exactly how to do this.

Tucker Max:

And so we decided to do it, we decided to teach exactly what we teach in the workshop. Now the thing we aren't giving away obviously is our time. People are still going to come to the workshop and pay because the real benefit of the workshop is you're getting individual time with editors, individual feedback, you're getting all of that kind of stuff, which is really this serious value add. But now you can learn our entire process and work through it with the templates and everything totally for free.

Tucker Max:

So there's two big benefits for us. The branding benefit is huge. People think... I spent five days online for like three to five hours a day, every day last week teaching this, we had thousands of people show up like into the multiple thousands, I think 5000 was the peak. And so all these people now think we're amazing. That's number one. Number two, we actually got a lot of sales off of this. We're predominantly a service firm. So people come to us to like Ron said, hold my hand and kind of do the work for me, not the thinking work but the back end stuff for the book that's annoying that has to get done. We do all that.

Tucker Max:

We had over well into the six figures in sales, we've had this week because of what happened last week, like people who were on the fence about working with us are thinking about it. They saw me and my team teach this and they saw how knowledgeable and professional we were, and how much we knew and they were like, "I'm in." They were totally sold. That's number two.

Tucker Max:

And then number three is this actually really hurts our competitors. And that's not really the main reason we do it. This is just an added benefit. But most of our competitors make most of their money from selling information. They sell courses on how to write books. We don't. Most of our information, in fact, all of our revenue really is services. We help people with the editing, the publishing, the marketing, that kind of stuff. So if we can give away what they sell, it brings their clients to us and puts them in a really bad position. So they either have to pivot to be like us, and they're not going to be as good or they need to go into a different business. So it dramatically increases market share for us.

Ron Barshop:

I'm trying to think, I have lost count of how many different people I've been handed to. But I know I have Natalie, my editor, she's sort of the quarterback. I know I had an artist then I had person that helped the artists with the blurbs on the back. And then that's a whole nother person. And then I had your partner and he's like the marketing guru and then I had a couple of different editors, maybe three different editors. There's the Chicago style to make sure that the words are all looking like a book and then there's content editors, did you really need to say this because I have no idea. I'm lost. I don't know what you're saying right now.

Ron Barshop:

And so you got kind of macro editors and micro editors. Then you got the final editor who sort of I call it the diamond polisher. You know, they get it really nice. So I had at least seven or eight people in almost every step of the way, I felt really nurtured and taken care of. I've shared with you that writing a book is like the most joyous birthing of a baby that has zero pain, but all the labor and deliveries on the back end when you're trying to perfect it because we entrepreneurs have ADD of the worst kind. And oh my God,

and you told me the same thing when you wrote your four books, painful at the end, wonderful in the beginning, right?

Tucker Max:

Yep. It's always, always how it works.

Ron Barshop:

Oh my God. And when I say painful, I mean, like excruciating. I wake up in the middle of night and kind of call her back sometime.

Tucker Max:

Ron, I've written seven books, I think. Major books that I published. I hated every single one by the time we got to the editing process and the publishing process. I hated them, hated them. It's sort of like it reminds me of, my wife obviously has had three kids. We've had three kids, and we did home births for all three. And when she gets pregnant, she's all excited. And then as a baby's growing, she's excited. But then about month eight to nine, she's like, "Get this damn parasite out of me."

Tucker Max:

But then when it comes, labor's terrible and birthing is painful and awful and she hates it. And says I'm never doing this again in the worst state, but then once the baby actually comes out and she's holding it, she like loves it and whatever. And it's so funny to talk to her now, because a lot of couples who are thinking about doing home births, friends of ours, come talk to us, because my wife's done three. And my wife will say things like, "Oh, it's amazing. You'll love it. It's wonderful." And I look at her and I'm like, "Honey, you were there. I remember you screaming and all this stuff." And she's like, "Yeah," she's like, "I remember that. What you're saying is true." She's like, "I just have no emotional connection to it."

Tucker Max:

Which is exactly true with the book. You love your book when you start it. You hate it when it's coming out, like the process you're at now. And then when it comes out, you love it and you forget all the pain that came in the middle. You just forget because-

Ron Barshop:

Let me get you a shortcut to get past the labor and delivery last 12 hours.

Tucker Max:

How you rest.

Ron Barshop:

No, this is amazing. No, you rest but I'm telling how I got... The first time was so painful. The second one I did, I actually went into an audio recording booth with a guy that really knows how to get the written word, or how to get my personality out of me, I should say. And so I've got a Greg Otterholt, I'm in just south of Seattle and COVID country now in Washington State. And I am literally talking into a microphone like I'm doing right now. And he is making me say it again 72 times. "Now try it this way." So I can imagine Jim Carrey recording a cartoon would just be massively painful, but that's what it was like.

Ron Barshop:

And finally got out of me, where sounding like I'm on a Hallmark Channel talking about my book. It's like, "We're going down to the merry go round," and he had every version of my voice. So that pain actually wrote the book for me and I gave it to Natalie. And I said, "Here, this is it. Do not change one word, period." And so I went past all of the, actually bypassed your three editors. And I've now got the book finished in a way that makes me happy... In other words, I went audio first. Does that make any sense at all to you?

Tucker Max:

It does that. So you kind of did that on your own. We actually sell that service. That's our high end service called Scribe Professional. And so what we do is we take people just like you who are brilliant, but don't like writing and are kind of to ADD to write. And we have a structured process where we interview them. And all they have to do is get on the phone for about two hours a week. And they just talk about what they know. And oftentimes, they don't even realize they're being guided, they don't realize that we're following a process in the back end, because it feels just like a conversation to them.

Tucker Max:

But what our editors do is we have a very structured way to first get you dialed in on basically your positioning, which is why are you writing the book, right? What do you want to get out of it? Who's the book for? And why are they going to care? And we have a very specific structured way to do that. Once that's clear. Then we kind of get the structure and then we interview, do a kind of a short outline, and then interview you to get all the content out. And so what you did is a great way, it's just a cheaper, easier, not easier. It's a cheaper way to do what we sell the most people. That's probably 70% of our business is the interview process.

Ron Barshop:

So one of your competitors on the West Coast who rhymes with [shmaynek 00:15:07], hey, I felt like I was being up sold across sold the whole time I was with him, like, here's the package, but then you really need this, but then you weren't going to have this and it's 75 grand when I'm through talking to him. And it's like... So he make me up for some kind of a mark. And I'm really frustrated that I had like this upsell. And I didn't really get a hint of that from you guys until one moment, and I called you and you said, "Ron, I would never do that. That's not part of our model. That horrifies me." And you took that away from your whatever process y'all had, because I think I might have asked for some of that.

Ron Barshop:

And they said, "Well, that'll be an extra." And I went, "Oh, my God." Now what I'm just telling you, if you're going to do business with Tucker you're not going to get up sold or cross sold, just tell him what you want up front, tell him you're made of money and you want to do this process because it's going to be much easier on you and you'll have a lot more fun. If you want to do it my way, which is a little bit cheaper and harder you've got to actually write something down on and you've got to be prepared for editors to just chop it to shreds. And that's what's going to happen.

Ron Barshop:

But I loved writing this book, it came out to me like a like a baby. I couldn't sleep for three days and boom, happened again the second time. And I've already asked permission from three other people that I want to write about their companies. And they've all said, "Oh, hell yeah, we love what you're doing." So I really see what I'm doing as a series and that will never have an ending. But what is your favorite book you wrote? And what made it your favorite?

Tucker Max:

So this is going to sound a little pompous. But it's just the truth. My favorite book is always my next book. The ones that... I'll tell you why. Because the ones that I've written, I feel like they were a great expression of who I was at a time and place. And then once I get it out to the world, it's no longer mine. It was entirely mine in the conception, entirely mine in the writing, then in the editing I really start thinking about the reader and I edit for the reader because if you don't, then you'll just have a really cool book that no one else cares about.

Tucker Max:

And so once I get through editing, then the book has really kind of stopped becoming mine. And once it's out it takes on its own life, and so it becomes this product that the world and now they make their own opinions about it and they have their own determination, their own whatever. And so my favorite book is always the one I'm working on now because it's the only one that's actually mine. That's a very elitist, snobby writer answer, but it's just the truth. Like my favorite book is the book I'm working on right now with this Dr. Dan Engle. We're doing a book on... He's big in the psychedelic medicine using that as a adjunct for therapy, and has helped me immensely and so we're kind of doing the book that teaches people how to integrate that. And I'm just obsessed with his book because if I'm going through the process, his process and the kind of the process of the therapy and it's been groundbreaking for me.

Tucker Max:

And then I'm also writing the story of it and so I'm completely enveloped in it and I love it. By the time it comes out, I'll hate it. And then it'll go do what it does. It might be a huge hit. It might be okay. It might change a few lives, it might change the world, I have no idea. But after that, it's just not up to me anymore.

Ron Barshop:

I'm going to predict that if you're talking about psilocybin, you're going to change the world.

Tucker Max:

It's MDMA and psilocybin are his main sort of things.

Ron Barshop:

It's already changing the world. John Hopkins is going to do a little bit more research and then we can know that for a fact but what I'm worried about with psilocybin is that we don't have big drug companies able to make a living off of it. So it's just going to kind of be a word of mouth kind of thing.

Tucker Max:

We can talk about this if you want. I invested in field trip, which is one of... There's about eight to 12 big companies or companies trying to do this space. I think where they're going to make money is, for psilocybin specifically is there going to have clinics because just taking the mushroom is beneficial and can be amazing. But you really want, set and setting are important and what's called integration which is the therapy before and after. The mushroom by itself is a catalyst for change. It's not just a magic pill, right? And you got to have to go through a whole program.

Tucker Max:

And so I think the companies that pair the medicine with the programs are going to do really, really, really well. That's the company I invested in field trip. They're in Toronto, they already have clinics.

Ron Barshop:

I tried it and I did the five grams, I dried it out. I know it's the right product, it had zero effect on me other than I was a tiny bit giddy, so I didn't see what everybody else sees or if it had the effect everybody else affects. But the people I've talked to that it did affect it's literally life changing for life. I mean, it's not like a... You don't need to go back and do it again a year later. It completely changes their outlook on how the world works and the universe.

Tucker Max:

Yeah, there's different medicines for different things like MDMA is very, very different. You can use LSD for therapy. There's other things, ketamine works really well for certain people. Nothing gets rid of suicidal ideation better than ketamine. There's other five MEO-DMC like I'm kind of deep in this world now because of this book. If mushrooms didn't work there's other medicines that may help. But again it's set in setting an intention like if you don't go in with the right intention, they're not going to have a huge impact but if you do then they can.

Ron Barshop:

Oh my God, the Tucker Max that wrote the first book is going to look at mushrooms a whole different than the Tucker max who writes the eighth book, isn't he?

Tucker Max:

What's so funny is I didn't do any of this stuff when I was young man, I like literally only drank. I have never done drugs recreationally in my life. And now here I am doing them but doing them therapeutically to like talk about my childhood and get grief out and all this crazy stuff that... Dude 15 years ago, the idea... I was 29. If I told myself, 44-year-old me went back to 29-year-old me and said, "Hey, you're going to be doing a lot of drugs in 15 years, but all for therapy," there's no possible scenario to believe that.

Ron Barshop:

So let's get into that a little bit Tucker, you went through a great rise early in life, and you came down with a great fall when the movie that was created about the fratire didn't succeed. Can you tell us a little bit about that journey and how you recovered and maybe you're still recovering? And maybe the psilocybin, etc, is helping you with that.

Tucker Max:

Yeah, so my first set of books. My first five-star books did really, really well, they kind of broke out. It was early on in the internet, and I was one of the first ones to kind of capitalize on this. And then my books hit a certain cultural Zeitgeist, all the stuff that most men and women do in their 20s, drinking, hooking up, acting like idiots. I did the same thing. I just wrote about it in an honest way under my real name. And I got all the praise for that and then all the controversy, because there's all kinds of people who think that, that sort of lifestyle is wrong and you shouldn't do it and it's immoral and blah blah blah.

Tucker Max:

And so I got both. And then there was a movie made about my first book, it didn't do very well. And that by itself is not a big deal, but it was totally soul crushing to me, which should tell you kind of who I was at the time like very narcissistic and grandiose. But it's so funny to say. A movie made about my... I had a movie made about my life before I turned 34. And the fact that it wasn't a massive blockbuster was a soul crushing, life changing moment.

Ron Barshop:

Now you want to talk to your 32-year-old self and say you freaking idiot.

Tucker Max:

It just tells you how deeply narcissistic I was. But then also, like narcissism is just a defense to deep wounds and other psychological, emotional issues, which I didn't understand at all the time. And so the movie didn't do well. I had still had plenty of money, like everything was fine in my life, I was just emotionally crushed. That's how I started my therapeutic journey, like figuring out why... I still had all these amazing, best-selling books, I had all the success, I had all these great... I had a great life objectively. But I still felt terrible. Why? It was a long, long journey to really understand that at a core level, I didn't really like myself. And I didn't understand why. And I had to understand that a lot of that had to do with my childhood.

Tucker Max:

And my parents made a ton of mistakes and weren't very good parents, but blaming them isn't the solution, I had to understand, recognize what happened, and then work through those issues. Even if someone did something to wound me, it's still my issue. It's not theirs, right. And I still have to work through that. I started talk therapy, I spent four years, going four times a week at that, and then as I just kind of... Which worked great, but then you can only talk your way through so much. You have to feel your way through the rest. And I had spent 35 years avoiding pushing off, not feeling my emotions. It took plant medicines for me to connect with my emotions. These things are not the only way to do it. It's just the way that worked for me.

Tucker Max:

And so I did MDMA therapy about two years ago, a year and a half ago. And it just broke me open man, it was totally game changing. I had no idea I could feel that people love and all that kind of stuff. And then from there, man, I kind of went down that rabbit hole and realized, one, I had a ton more therapy to do, but two, none of it was thinking. I knew all my problems. I knew what they were. I knew how my mom and dad weren't there for me. I knew how they were narcissistic and blah, blah, blah. And they were just working through their own blah. They didn't get me through... I had to sit and feel it. And so that's what I've done the last year and a half is felt all those emotions and let them go so that I can just, now it's dude, I'm so calm. I'm so content. Happy is the wrong word. I'm much more just settled and centered-

Ron Barshop:

How about you like yourself again. You're full again, your cup is full.

Tucker Max:

The reason you don't like yourself is because you aren't accepting the whole self. And so I had a lot of pain and grief that I was pushing away. And I just had to sit and feel it. And it was overwhelming at first man. Just for me LSD therapy helped with the grief specifically, just me specifically. And I remember I was working with a guy and I took a very small amount of LSD and then you start talking about some stuff. And then I just basically spent eight hours heaving, full body racking sobs, like eight hours, and I woke up the next day and I could not have felt better. It was like I had been carrying around 1000 pound backpack that I set down.

Tucker Max:

And then it was so easy for me to go in and really recognize both painful truths about myself. Things I had done wrong, things I hadn't done wrong, things I was shaming myself about, all of that stuff I was able to like, see it, let it go and integrate the whole self like the weaknesses, the vulnerabilities along with

the strengths and the great things and all that kind of stuff. That's how you like yourself is you have to accept your whole self and that is not-

Ron Barshop:

I'm going to give the listener a Scribe Media tour through what I think can help you get where Tucker's Scribe... I've never actually recommended any product or service, but I'm going to recommend the ManKind project, which is something I went to about 12 years ago, a weekend. Can't talk about it, but I can tell you that I go every Monday or Tuesday night, and I have a group and we go through what I call psychodynamic, remembering of your life, your past life, your childhood, your hurts and your wounds and you really physically go through exactly what Tucker's describing. Women Within is the female version of that and Boys To Men is the teenager version of that.

Ron Barshop:

My wife before we got engaged, I said, "You got to go do this." My teenager who is going through a rough freshman year in high school, I said, "You got to go do this." And he and I can talk in a language now of clearing and of giving each other space and I always thought this was like kind of California talk or kind of woo woo talk, but I got to tell you, I call it my antistroke, antiheart attack club because now I have a group of men that I love that are like brothers. I can go to Corpus, I can go to San Antonio, I can go to Wimberley, I can go to Houston and I have a group of men that know me and love me and accept me and I can cry openly and heave like you did Tucker in front of a bunch of strangers before that are now brothers. So that is a process like Scribe Media is for getting through your emotional pains.

Tucker Max:

That sounds amazing. Humans heal together. And all the medicines were helping me do it that exact same thing. That's incredible. I've never heard of that.

Ron Barshop:

I invite you to a Zoom meeting next Monday night you can come see what it's all about. This cost literally nothing unless you want to go to the weekend, and that's a little two hundred bucks. But I've been doing it for literally years and I don't have to join anything. I don't have to pay any membership. It's amazing. Well, so Tucker, let's talk about when you finally woke up to the new you, you wanted to embrace. Was there an incident or a moment? Or was it you meeting Veronica? Or was it you just sick of living this life? What sort of shook you up?

Tucker Max:

There wasn't one moment. That's how it works in the movies because you have to visualize these things. There really wasn't one moment, if there was a moment it was the day that I realized the movie wasn't going to be a hit. Like that was really hard for me. That kind of started the journey. And what's funny is I didn't... There's a narrative for a lot of who people think, "Bad boys change for the love of a good girl." That's not true. I had to have my shit together when I met Veronica or she wouldn't want to be around me. She wouldn't want to date me.

Tucker Max:

I had to do a lot of work to even get to the point where I could be in a good relationship. It was honestly really what it was man is just the realization that this can't be what life is about. When I was poor and broke and a nobody, and everyone thinks, when I'm poor broke and a nobody, everything will be fine when I'm rich, famous successful or whatever, some version of that and I got way more rich and way

more famous and way more successful than I ever dreamed I needed to be. And I felt a little bit better, but like 10% better.

Tucker Max:

And so that doesn't work. So what now? It was just a constant question in my head. This can't be what it's like. And now it's funny, I'm getting now to the point where it's like, I'm realizing this is, I have the life that I wanted and that it is what I want. It is enough. The next step is letting go of all the desires, which is that's a Buddhist stuff, that's a little tough. I'll get there eventually I think But right now I'm like, "I have this amazing wife. I have an amazing family. I have great kids." I don't just love my family. I actually like them.

Tucker Max:

Coronavirus is great. I love spending more time with my kids. This is fantastic. I have no problem with that. It's amazing for me actually. And that's the big thing for me is getting to that... I had to get in touch with myself and my past and all my shadow and all my dark stuff and process that and let it go to be able to sit in the light that I have in my life.

Ron Barshop:

When we checked in, I saw your face 18 inches from the camera and mine was about 18 inches. And so you think about life, when's the last time you were 18 inches or 36 inches apart from somebody and look them right in the eye the whole time they're talking. This is a different way of communicating that's actually more intimate in a strange way even though we're miles apart.

Ron Barshop:

And then this family thing I was walking with a friend who was a great business associate, actually knew you in college. And I said, "Do you remember her?" And you said, "Man, I was with a lot of women. I don't remember her. Sorry." And her little kid came up with the nanny on the sidewalk from the opposite direction. I said, "Hey, Max, what are you up to man?" I said, "Are we going to get to go and play silly string again next time I come over Sunday." And he goes, "Yeah," I said, "You want to do that right now, I know." He goes, "Yeah." And I said, "Well, we can't do it right now because it's just we can't touch each other and it wouldn't be right." And he goes, "Yeah." I said, "What is all this about? What is going on here." And he goes, "This is God giving the planet a rest that it needs." Isn't that beautiful, five-year-old. God I want to be a grandpa.

Tucker Max:

That's pretty amazing. I know.

Ron Barshop:

And then the other beautiful thing that's come out of this is that you are now maybe going crazy with Veronica and the first day or two or three or maybe four and maybe you want to instead of handing the hairdryer, you hand her a gun, you know to blow her hair. But by the fifth or sixth day you kind of hit your rhythm and you get your blocks of time and it all seems to work out. But I love spending time with my wife, we're having like a second honeymoon. It's really been a nice break.

Tucker Max:

It's so funny. I think all Coronavirus is doing, all the impacts of it is just showing us who we are. So if you had a good relationship, then it's getting probably better. If you didn't, it's like, okay, it's just revealing is all it is.

Ron Barshop:

What is the most... One of my favorite things that you have said on the internet Tucker is... And by the way, if there are modern guys they would be named Izzy, Newton and Willie Shakespeare going to St. Edwards University. But what did those two guys do during this pandemic of their time to create great works? Tell that story. It's amazing.

Tucker Max:

It's just that they've lived about I think it was like 60 years apart or something. So there are multiple pandemics in the 16th, 17th centuries especially in Europe, and Shakespeare during one of the pandemics wrote basically his two of his three iconic plays. Wrote King Lear, Macbeth and Tristan und Isolde when he was essentially quarantined. Same thing and was funny, Newton is even better. So Newton was... The equivalent of what we would call a grad student at the time at Cambridge, and was sent home for the year because of a plague outbreak.

Tucker Max:

At home, actually, for two years, he spent two years at home, he had all the time in the world to think. And he came up with essentially his two great contributions to the world, calculus and his theory of gravity. It's not really true, but the images of the apple falling on Newton's head and he understands gravity, that happened at his house in the country side. It didn't happen at Cambridge. This time away is a blessing if you use it that way.

Ron Barshop:

I'm not smart enough to remember the Latin words that went in there but Newton called it his like opus, his grand opus, this is going to be his time of great discovery and great production, and I am finding that as 100% true of me, I never worked as hard as I have during this virus. It has to do with connecting with people, going on walks with people, but it really has to do with creating the next version of what healthcare can be. And I couldn't be more excited and I couldn't have found smarter people to work with. So every day has just been my grand opus, personally, I feel as on fire as I ever have been in my life. Are you finding some of that yourself?

Tucker Max:

Absolutely. Constraints force creativity, this is going to be an amazing boon for our business because we should have put this free book's workshop out a while... We had plans to, it just we had never done it. And so this forced us to do it and we had a massive response. And so that's like the world being like, "Okay, do more of this." So, that's literally the next year, my only job essentially is creating great content that people want and helps them and putting it out to the world. That's it. I'm not working on the business anymore or even in it, I'm just promoting what we are doing and sharing what we are doing, and helping other people do what they want to do. Because that's what's going to end up helping because the business is strong enough now, I don't really need to be in it anymore. That's what brings us all the attention.

Tucker Max:

And then also... We had 5000 people go to the workshop last week. 5000, overwhelming majority will never be clients of ours, which is totally cool. But a ton of those people in nine months are going to produce or a year are going to produce their books. And then those books are going to change their worlds and other people's worlds and whatever. And that's why we started this company is to help these people do it. So if we can help millions of people write their book, and then a few thousands, 10 thousands becomes clients of ours, great, cool. No problem. Everyone wins.

Ron Barshop:

Do you do you feel like you've hit your life's purpose that you're sort of operating that sailboat on full tilt or timing or do you feel like you've got your best years ahead of you?

Tucker Max:

I think best years ahead. This is one of those things, if you do enough... Even if you do the psychedelics for therapy, you get a lot of the weird weirdness like going to other universes and seeing the future and who knows how much of any of that is accurate, maybe none of it is. But I'll tell you, one of the things that I've seen pretty clearly a couple times is that this is a stepping stone to something else for me. And that this is like a training ground. And so was what I was doing before, like what I was doing before I had to do, and I had to go through that and I had to learn all those lessons. And then this is sort of a staging ground for something else. I don't know what it is. And one of the things I've learned how to do is surrender to... If I was religious, what I would say is I trust in the grace of God and I'm not going to... I trust in God's plan.

Tucker Max:

The way I express the exact same concept is to say I'm going to surrender to the universe and not try to control or no, I'm just going to show up. I'm going to do the best thing that I can and help people where I can and then whatever it leads to at least.

Ron Barshop:

Okay, I got a challenge for you, ready?

Tucker Max:

Yep.

Ron Barshop:

I was having a picnic with Terry, we had a date night. A couple of nights ago, we're on the front lawn of one of the beautiful museums here in Houston. There's nobody out, we're having a picnic from our favorite restaurant. We've got our favorite drink. And it's just a beautiful evening. And I asked her the question, what would you do if the person was sitting right here to express gratitude to the person that meant the most to you in your life? And she said, "Well, that would be this guy, because he gave me a chance in my career and look at my career it's been flowering, and I would call him and say that to him," and I said, "Call him right now." And she's from Chicago. She's like... You're from Chicago, aren't you?

Tucker Max:

Yeah, I spent seven years there. So basically.

Ron Barshop:

Okay, basically she got... You know how Midwestern friendly and polite they are, maybe true or false.

Tucker Max:

Of course.

Ron Barshop:

So she's like, "I would not dare take his family, this is like 6:30. I dare not take his family time away from him." I said, "Terry he would love to hear from you, just give him a call. Come on." And I'm pushing her.

She's going, "No, please I'll call him in the morning." And so I said, "Honey, I'm going to call my professor from college who taught me the love of the word, the written word. He wrote a book called Writing With Style, John Trimble's class had 400 people trying to get 14 slots and he completely changed the trajectory of my life. I love writing because of him. I have always had a book in me or two or three because of him and I'm going to call him right now."

Ron Barshop:

So I call up John Tremble and this is my challenge to you. I would like to challenge you, Tucker, next time I talk to you to tell me you have made that call to the person who had the biggest impact probably not your father and mother, but somebody outside of that circle. And tell them how much-

Tucker Max:

What if they're dead? I know exactly who I want to call but they're both dead.

Ron Barshop:

That would be tricky.

Tucker Max:

Like there's no psychedelics that could help me with that, man.

Ron Barshop:

I'm sorry. You're going to have to get another answer from somebody. But I call this guy and let me tell you what happened, there was a miracle. First of all, it's a miracle just giving gratitude to anybody but giving gratitude to someone that important in your life. So, "Hey man, John, how are you doing? I haven't talked to you in three decades and I'm so glad that we've connected tonight." "This is not good Ron. I'm like pull and plugged, blinding headaches. I can't sleep. I've lost 14 pounds in the last 14 days. I don't know what's going on." I said, "Dude, classic adrenal fatigue. I'm not a doctor, I just play one on TV. I pretend to be one on these shows, but I'm not a doctor. But adrenal fatigue. You've got it. My friend whose daughter is a world champion bicycle, she had it. Exactly the same thing. She's 11 years old, and now she's back on track again with a few supplements."

Ron Barshop:

"Here's the doctor I'm going to have this functional medicine guy call you, he's the world's best that I know. And here's the supplements on whole foods he'll probably suggest you take for adrenal fatigue." And he called me the next morning he goes, "Night and day Barshop." He goes, "I didn't expect a student from 45 years ago in my past to call me and save my life." He goes, "You literally saved my life. I was just giving up hope everyday more and more."

Ron Barshop:

And so what turned into a gratitude call and a call of love turned into just... And then he reminded me that his favorite book he ever got of all time was a book called Pattern Language, which is all about how to build a house for the maximum architecture for living life. And he built all his houses based on this book I gave him. And then I told him some stories how he had changed my life. And every morning when I wake up and write, I think of him. It was just beautiful. So if you can maybe pick that third person, Tucker, maybe that fourth person.

Tucker Max:

Okay I will, I will. Let me think about it, I will.

Ron Barshop:

Living but not dead. It's not one of those living or dead challenges, unless you have a medium. So Tucker, I can't tell you how much I've enjoyed talking to you. We'll do this again. But if you have a book and you and I think it's safe to say Tucker that everybody listening has a book in them. Isn't that true?

Tucker Max:

Yes. Even if you don't have a business book, which a lot of people don't, what you have is your story. And I think every single person on earth should tell their story in a book, even if no one reads it outside of your family. Let me give you a really quick example of why. I am 25% Jewish. I learned this about five years ago when I did 23andMe. My dad is 50% Jewish, and my granddad is 100% Jewish. Both my dad and my granddad were raised and grew up thinking they were Catholic, because my great grandmother, my dad's grandmother, her and her husband, my great grandfather immigrated from Hungary right before World War I during one of the many persecutions before the big one in World War II, and they left came to Ellis Island, anglicised their name, moved to Los Angeles, just decided they were Catholic and never told anyone.

Tucker Max:

And so at this point, I would pay anything to hear their story, to be able to read their story and understand why... Ashkenazi Hungarian Jews running from one of the many persecutions coming to America, all of that stuff. That's infinitely valuable to me and my grandfather, their son fought in World War II, was like one of the Flying Tigers like his stories, we don't have either one. They're all dead. And so at a minimum, your descendants will want to know where they came from and understand you at a minimum. But what you'll find is if you write that story, your story about your pain and your truth will be someone else's manual on how to get through theirs.

Ron Barshop:

Dad was 20 years ago this month discovered he had basically terminal cancer. And so I went to my EO forum and by the way, Tucker speaks at EO Chapters and YPO across the country. He is an amazingly funny and clean speaker if you ask him to be, but just killed it here in Houston a few months ago before... Remember those days when we used to have meetings Tucker. Remember that?

Tucker Max:

In-person meetings where we go to restaurants.

Ron Barshop:

Way back when. Seems like 1000 years ago. So the point is that my father had, we knew he was dying, and my EO forum said what you need to do is get him on video. And so I had done the book for my grandfather at his funeral. I didn't want to wait that long for dad. So I said dad here's 67 questions and I think it was called the Book of Why. They give you these great questions and I said, "Let's get together and do this on tape. And then I'm going to ask 16 of your best friends that know different shades of Phil Barshop what their story is about you."

Ron Barshop:

Because I did that at a funeral. It turned into a book for my grandfather, our family still treasures. So I got all these great stories. Well, I did it with dad. And it turns out his friend stories were better than him. Like he was super charismatic and fun and charming and all that. But his friend's stories were just fricking

hilarious like drop dead, pee in your pants hilarious. And so we made a video of that instead of 16-hour video for these grandkids with ADD, we just turned it into an hour edited video and we gave it to each of them for their bar and bat mitzvahs. And that was my present to them, say life history, wisdom history from their grandfather as seen through the other eyes in his eyes.

Ron Barshop:

And then about a year ago, so there's a real estate luncheon that honors him in San Antonio. They asked me to take that video and just sort of turn it into a six-minute clip. We turned that into 10 wisdom pieces for the real estate community of San Antonio that with this organization he founded called the Real Estate Council. And so his story has actually now had a ripple effect in 10 kids lives. And now 400 real estate developers lives in San Antonio. And it was just such a sweet moment for me to get in front of a group of strangers and tell his story one more time. So you're exactly right, Tucker, get those stories down. Have you ever sat next to somebody in an airplane that looked scary boring, and then they turn out to be incredibly interesting?

Tucker Max:

Of course, of course.

Ron Barshop:

Okay. So we've all had that experience. Dick Abbott is famous for saying that, "What would you do..." The guy that can make a boring interview interesting. "What would you do if you found the world's most boring guy, and he was on your show? How would you handle that?" And he said... What do you think he said to answer that.

Tucker Max:

He probably said there's something interesting about everyone and I will try and find it.

Ron Barshop:

So the caveat is this guy had literally nothing interesting. He is literally the most boring guy on a 10X factor. And he said, "What I would do with that guy is try to come up with why he became so boring in his life, what's the trajectory of a life of the most boring guy on earth?" That in and of itself is an interesting story. So if you're listening and you think you're the most boring guy or girl on Earth, you're not and Tucker's here to tell you, there's a book in you.

Tucker Max:

Totally.

Ron Barshop:

Absolutely. I think we've done a pretty good promo for you. What do you think?

Tucker Max:

I couldn't agree more.

Ron Barshop:

Okay, well, this was fun and we'll do it again. And we'll be watching your career and sharing your friendship and your dinner table I hope for a long, long time, and I've enjoyed getting to know Veronica, and I hope to get to know your kids once this is all over.

Tucker Max:

Thank you, man. Excited.

Ron Barshop:

Okay. All right. Thanks again, Tucker. Thank you for listening. You want to shake things up? There's two things you can do for us. One, go to primarycarecures.com for show notes and links to our guests. And number two, help us spotlight what's working in primary care by listening on iTunes or wherever you get your podcast and subscribing and leave us a review. It helps our Megaphone more than you know. Until next episode.