



The Mike Koenigs Show Season 1, Episode 1 Dave Asprey from Bulletproof Coffee

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Mike: Meet Dave Asprey from Bulletproof Coffee. Thanks for being here, Dave! Where are you right now?

Dave: I'm on Vancouver Island where I live.

Mike: For people don't know who Dave Asprey is, can you give the audience just a brief commercial about you and what do you call yourself?

Dave: I'm a professional *bio-hacker*. What is that? A bio-hacker is someone who changes the environment around them so they have more control of their biology. I lost 100 pounds, raised my IQ very substantially using technology and changed what I eat, changed how I exercise, changed how I meditate. I spent 15 years and about half a million dollars doing that. I write about it and I run the top-ranked radio show on iTunes in health and fitness called Bulletproof Radio.



Mike: What do you think the biggest health challenge is that is facing the world today? What are you certain of that you can change?

Dave: The biggest health challenge facing the world today is completely non-obvious. My whole career has been around event correlation, figuring out what is related to what but we haven't notice yet. Here, our challenge is our soil. We have ruined much of the soil where we used to grow our food. We're getting less nutrition from our food than we ever did before and we're eating more toxins and we ever did before. That is leading to a whole host of problems; heart disease, diabetes, cancer and just being fat and tired all the time. That's what happened to me and I got tired of being tired and tired of being fat and I hacked it. It's not as hard as it sounds but you have to actually do what works instead of what's supposed to work and actually doesn't.

Mike: You just said something this is completely off script what I thought I was going to ask you but that's really the purpose of this interview. You just mentioned the fact that it's our soil and it's something that is non-obvious. That is something that I found in all of the most successful entrepreneurs and the most successful inventors and innovators. It ultimately comes down to pattern recognition. You can see through the chaos and see the lines. I'm curious to know what your process is and what your steps are in doing pattern recognition. Have you ever thought that through and thought about how do you recognize patterns and see these things and make sense out of them?

Dave: I've studied really carefully. I studied computer science and then I studied decision support systems, which is a subset of artificial intelligence and is how we actually make decisions. How would you help a computer help you make a decision and undoubtedly I have a brain that's got a pattern recognition. For five years, I ran a program at the University of California on how you teach an engineer to solve a problem when half of the variables are invisible. Five years of teaching this to really smart people who are building the Internet as we know it today made me really good at that.

I literally took computer hacking things that we were using to manage complex systems with tens of millions of computers attached to each other and we don't know what he's computers doing but somehow it all works. Our body is not that dissimilar from the Internet that we know today. Years of working on infrastructure that I didn't own or control or having to take control things I wasn't supposed to control taught me a thing or two about taking control of this, my own body.



Mike: I'm going to ask that question another way: Have you thought about giving someone a crash course in observing patterns that you can interpret and turn into a genuine opportunity? Basically, what you're good at doing is seeing that there's a problem, seeing the pattern, figuring out a solution that you can actually productize and making money by building a brand around this concept. I'm just thinking we could spend two hours on this but have you thought through how you see it? What do you observe? How do you see from the outside the edge cases that reveal it? A lot of people just don't see this thing. I'm just curious. Give me a quick overview of the process.

Dave: I'm not sure that this is an easy to transfer process. I've been a venture capitalist on Sand Hill Road. Looked at hundreds of companies probably three quarters of the companies come through they're trying to solve a problem that isn't big enough or isn't painful enough.

What I looked at doing was solving problems that bothered me personally and created a new way of making coffee that didn't have mold toxins in it. No one had thought about it because it was not a recognized problem, but I could see the results of it when someone's sitting down saying I want to solve a new problem, well what's hurting you today? What's the annoyance you have today?

Travis Callan that the guy who runs Uber. We used to sit next to each other a long time ago before he became the Uber guy. It was exactly that line of thinking, what's annoying? You know what's annoying, getting into taxis is annoying. He looked at solving the problem.

The opportunities are literally five times a day I have an opportunity that comes to mind, 'Oh geez someone needs to fix that'. Well I'm not going to do right now because I'm fixing something else. If you don't have that and you're not just constantly ask yourself why, then you could beat yourself over the head until you ask why or until you can find someone who's like that.

For every thousand crazy inventors who ask themselves why and you come up with solutions to problems, there's probably only ten of them who are fully capable of taking the idea, sharing it with someone, and bringing it to the market to change the world. Ideas are not the problem. The problem is execution - that's always been the issue. It's marketing and execution. Ideas are a dime a dozen.

Mike: Derek Sivers talks about the value of an idea. He's got a multiplication table for that and I think it's brilliant. Can you remember the day or the moment when you started your reinvention and got inspired to start Bulletproof?



I think that's really going back to what you just said here you had a big pain you saw it and it was a big problem that no one else saw. Not to mention the fact that if you think about it, I would imagine there must be billions of coffee drinkers worldwide right? This isn't just about coffee. This is a much bigger idea. Bulletproof by itself is a coffee company, you could say Starbucks is one of those. It's a multi-billion dollar brand but Bulletproof is a lot bigger than coffee but let's just talk about again what's the day the moment when you started your reinvention and got inspired to start Bulletproof?

Dave: It goes back to before I started blogging. When I was about 26 I made six million dollars at the company that hosted Google's first servers. I was pretty happy except I weighed almost 3000 pounds or I had weighted 300 pounds, my weight was fluctuating all over the place. My energy was going away. Here I am. I have money but now I don't have my brain. I don't know if I'm going to be able to keep working even because I'm just tired and just discombobulated all the time.

I committed then to spending money and time on hacking my life instead of buying some fancy car. I lost the money two years later when the dot com crash happened. I've been basically taking a mortgage payment every month for a long time and paying it into my own body, into my own mind. I've traveled the world. I've interviewed hundreds hundreds of experts to figure out how do I get control of this bag of meat that I walk around in. That whole process taught me a lot. I sat down after I got my brain back, after I lost the weight and I was still nuancing the system.

I said, you know what, if someone had sat down and told me when I was 16 or 20 or 25 what I know now it would have saved me hundreds of thousands of dollars and just thousands of hours of suffering. Just wasted time and wasted energy feeling crappy. I started writing. I said I'm going to write this blog. I'm already a VP at a big company and have stock options. I'm comfortable. I said, if I get five people who would go through what I went through and I can help them, then I win. That was the start of Bulletproof.

It was actually a mission based company not a financial company. Eventually I said I'm going to make a product. I throw away three quarters of the coffee that I buy because I drink it then I feel jittery and anxious and coffee crankiness. I don't the way I feel there. I just want a coffee that always makes me feel good. My idea was I'm going to solve this problem for me. I'm guessing there's 100 people who care about the purity of their coffee not just the taste but the purity as much as I do. They'll probably buy that and it will help me pay for the lab testing that I'm doing.



That was the start of Bulletproof. I had no idea how many people wanted the coffee. My best idea was putting butter and this brain octane in coffee. I wrote about that in my first blog post. Hey, you want to really amp up your brain? This idea works and there are a bunch of reasons for it. Here you go world. It was a product and an idea whose time had come. Tens of millions of cups of coffee later, yeah Bulletproof Coffee is a real thing. It's a trademark thing. It works consistently, reliably, and people talk about it.

I'm not really a marketing genius. I'm actually a product creation guy where I made a product that works well people talked about it whether or not I have ever met them.

Mike: What is it about Bulletproof that struck a nerve with so many people? When you talk to people the first time about it, you say look, you're going to take a certain coffee that is mold and toxin-free. Put in a blob of butter and then add oil. Of course I guess and people go 'Ew that sounds horrible', because the idea of butter. They've been putting in cream in there for a long time so it's not that far away. But what is it that struck the nerve, or was it just the fact that you had a cult following that expanded started to mean stream?

Dave: It wasn't the cult following it all it's actually in objection to overcome. People are like, "butter in coffee? That would be gross". Just a couple days ago Jennifer Aniston was like, "I would never try that. That's gross". It was funny because half your friends have tried it and they love it. You get this idea that it would be gross but then you talk to people a little bit about the science and then you say are you tired of being hungry all the time. This is going to change your hormones.

The coolest thing I could possibly do is hand them a cup of it and say, "Why don't you just try it one time?" They drink it and there're like, "Oh my god you weren't lying my brain hasn't felt this good in years and I don't have any cravings for sugar! Okay, things are different for me today". That's why this has spread like wildfire. It's just because the biological effects were strong. We've been training people to not eat enough energy so they're hungry all the time. They're distracted by food 24/7 and it's always in the back of their mind. Yet they do not function very well. Your brain doesn't function well when you're lacking energy.

What I thought about what our hormones are made out of. They're made out of saturated fat and cholesterol. What is a healthy form of fat that we should be eating that has been falsely accused? Butter. I say falsely accused in that the American Heart Association changed its perspective on saturated fat and specifically on cholesterol in food.



Now we have this idea where we were all making a mistake and when you drink a cup of this coffee you're acknowledging there might have been a mistake and then you see the results. This is that idea: Control your own health. Everyone feels the difference when they drink it then they can make the decision: Do I want to put milk in coffee that makes me have crashes and anxiety or do I want to put butter and brain octane in these coffee beans that make me feel amazing?

That's what I do every morning and have for a very long time. There's a reason and there's a rationale and it works. It's that second it works thing that drives a home for people.

Mike: It's just quantity of social proof. You've become very good at communicating the benefits and what they are then having the additional social proof that just is building momentum. I think that's the key thing. It's how do you get attention, how do you build momentum. That leads me to the next question which is: Think about the steps that got you to getting major media attention that took Bulletproof from relatively obscure to having major exposure and momentum. You just mentioned Jennifer Aniston for example. I remember I think it was on the the Jimmy Fallon or Jimmy Kimmel Show and there was someone on the show who is drinking the coffee and talking about it.

Dave: Shailene Woodley, yeah.

Mike: How do you get that attention? I know people would pay and do pay a fortune either for endorsements to get some sort of celebrity attachment or just to get mentioned that. It's happening like crazy so why how are you doing that?

Dave: Well I love to say that I have this master plan of media manipulation. I found out about the Jimmy Fallon thing? Someone post on Facebook said, "Hey Dave have you seen Jimmy Fallon tonight?" I'm like really? I'm like holy crap Shailene. I think Shailene's awesome. I've never met her. I've never talked to her before. You know what happened? She discovered Bulletproof Coffee. She loved it and one of her friends probably told her about it. There was no marketing there.

About a month ago on SuperGirl, there was a whole thing where Alley McBeal comes on and it talks about Bulletproof Coffee. I don't even know how much it would cost if I had paid for that but I didn't I was going to happen, it just popped up. That was another friend a guy who used to play Superman, Brandon Routh, who wrote the forward for Bulletproof the Cookbook. He wrote the forward, we got connected because he found the Bulletproof Diet. He tried it and lost a bunch of weight and his



brain turned back on. He's become a friend but I'm sure he said something to a producer somewhere. But this is all organic.

This is grassroots and is not manipulated. This is not paid for and it's not even planned. It's the strength of the product. This would not happen if I was to basically go out and buy whatever street grade beans I could find. The effect wouldn't be there. It wouldn't happen the way it is happening. It's because it works. This is the biggest thing I can tell people don't put all of the wood behind the arrow unless you have a really good tip on the arrow. It's really easy to apply good marketing to a mediocre product but if you do that you're probably not going make money. You'll get people to use it but you want to the maximum good you could do. You won't get the engagement and the fanatical stuff that happens.

The second thing that I think plays a role here is the mission for Bulletproof. It is to help a lot of people not go through all the crap that I went through. That's why we fund documentaries on things that are making millions of people weak that they don't know about and things that we don't sell. That's why we have three or four million people a month coming to the blog and the radio show to learn about stuff that we don't sell because it's because it's part of our mission. People see that, they sense that then they benefit. Whether or not they ever buy anything isn't really my goal. I just want to help them I know that if I help someone become a nicer person because their brain is fully energized well eventually it's going to come back in some way or another.

It's karma. If more marketers had that, how do I help everyone instead of "how do I sell the most of this mediocre widget that I have?" I think the world would be a very different place. I am all about that extreme level of excellence. Stuff that I want to give to my kids. Stuff that I want to use myself. I just do it assuming that some small percentage of people are going to want things that good that I'm going to make them as available and as affordable as I can. Part of my mission is to tell people why they might want to consider moving in that direction even if they don't use my stuff.

Mike: There again it is that commitment, there's no question about it. And it's one thing I was very impressed with when I met you. It's one of the reasons why I wanted to invest in Bulletproof in the first place. The next thing though is as you're building the attention and getting the attention it's just a matter of time before people are going to be taking pot shots at you, the philosophy you have. What are some of the controversy that surrounds Bulletproof right now? What have the naysayers have to say don't think drinking coffee by itself is good for you or they don't feel high fat diet is healthy. What's the science behind this?



Dave: Well it's awesome that one of my favorite things from from naysayers when they call me a quack. You guys got to understand I'm an unlicensed bio-hacker. You just told me I'm a physician when you call me a quack. I could tell you given the ten years of running anti-aging research group, three quarters of the cutting edge people who've spoken who have come and presented lifetime's worth of research that is disrupting the paradigm, they've all been called quacks. One of my life goals is to be on quack-watch. Which is a website where basically the pharmaceutical industry takes pot shots at the people who are making real change. There's that criticism.

Then there's the criticism that's "oh, eating fat will kill you". Well, it doesn't appear that that's the case because I've lost a hundred pounds and kept it off because I monitor my blood work. You can test this in about three months. Try doing what I'm saying and get your blood chemistry. I'll tell you how to do it and it's in the Bulletproof Diet book. If it doesn't work it'll show in your numbers. Then they say, "well hmmmmm".

What's happened now if you look on the back of this, let's say we've got Mark Hyman, MD, director of Functional Medicine, Cleveland Clinic, endorsing the diet. We've got Peter Diamandis, Harvard trained physician and rocket scientist behind Space X. Dr Perlmutter, JJ Virgin okay these are all physicians in positions of influence, although JJ is not a physician she's a nutritionist, but still a very well-known one.

What we're doing here is we're saying is look, a big group of people has noticed this difference. I interview the people including Dominick D'agostino who are doing this research on Bulletproof radio and there's a compelling case that says it works. The cool thing is that it's almost no risk to try this for a few months. What people routinely find is that it became effortless to eat food that's good for me instead of taking willpower. I lost weight but more importantly, I got my brain back. I got my energy back and there's no way I'm ever going to eat vegetables and not putting butter on them again. It was a bad idea in the first place.

The evidence is there for you on a one-on-one basis. It's there when you look at a bunch of expert opinions and you look at hundreds of studies. I've referenced a lot of those in my work. If someone says it's just fat makes you fat, that isn't the case. You can believe that and then you just don't have to eat this way and keep struggling or you can do this. The whole point of our diet is not to lose weight, it's actually to have your brain work all the way. When you get enough energy into your brain your brain stops thinking that you're starving because your energy is flexing all over the place it



starts regulating your fat. It's a side effect of making your brain work that you lose weight.

Mike: Yeah it's interesting because I've talked about this to my friends before but I drank coffee, since 1995. It was Bulletproof that turned me back onto it. I've tried Adderall before, what I can tell you is right now I've got the blood work. Post-cancer, I've had to get regular blood tests and you know my doctor. I have no choice but to optimize really regularly what goes on inside my body. Between the Bulletproof Diet and doing what JJ Virgin's taught me to do moving towards a high quality fat diet has made a profound difference my blood.

The science is there again and that's why I wanted you to to ask that because I can only imagine the chat right now is going crazy, lots of people asking these questions. I want to get into a couple really, really specific things because you said something earlier. These weren't your exact words but you said, "I want to give people 500,000 dollars worth of knowledge and experience that I've experimented on my own body". You've taken the risks. In some of these cases you take risks because of what you've done no question about it.

Also it's time compression if you can compress twenty years into three months know you had better brain function you could be more productive, you can live better. That's why this is the whole theme of this "Amplify Your Life" program. I want to get to a couple of very specific body, brain, or nutrition hacks that you feel provide the greatest benefits with the least amount of work. We're going to apply the Pareto Principle here or even better than that instead of 80/20 I like 98/2. If you have to just had two percent of your normal day to get maximum optimization get the most done can you think of one two or three major hacks? I'm curious to know you discovered them. What's the story behind this discovery?

Dave: Sure. The most important one is Bulletproof Coffee. There's a very specific reason for this that I wrote about in the Bulletproof Diet. There's this part of your brain that is there to keep your meat alive. It's basis has run away from scary things which is a big thing that we do: This anxiety and lack of attention. It says eat everything in you don't starve which is good for the species survival. Then it also says have sex with everything to make sure the species survives. Those are our animal instincts but those animals instincts keep interjecting themselves into our normal thinking of getting stuff done during the day.

Mike: And they offer some specific challenges to society as well but a good way.



Dave: Every single bad thing that happens usually comes from one of those three behaviors right? My hackers are at how do I whack at least one of those on the top of the head. In fact, all three of them are trainable and manageable but hunger is the worst one. You're sitting there in a meeting it's 10AM and someone puts a plate of bagels or cookies in front of you. The little voice in your head goes, "Eat a cookie" and you go, "No!" "Eat a cookie", "No!"

What's actually happening there is you're making decisions. You got interrupted by your body. You made a decision, an interruption decision. Constant interruptions and constant decisions zap your willpower. This has been proven. When I make Bulletproof Coffee I put in the butter, the right beans, and the brain octane oil. Brain octane oil raises ketones. These fat-burning molecules in your body are more effective than fasting. More than coconut oil. More than MCT oil. You get this extra boost of these fat-burning molecules. When they go up to a certain level which is pretty achievable with brain octane, it turns off the hunger hormone called Ghrelin. It turns on a fullness hormone called CCK.

My breakfast hacks my hormones so the voice in my head that tells me eat everything shuts the hell up. That frees up a third of my extra attention in decision making and will power to change the world or to play with my kids or do whatever I'm going to do. It's not wasted anymore. 'Stop wasting things' is number one. For me Bulletproof Coffee absolutely transforms my ability to do what I do as a human. I put brain octane oil a sprinkler on every meal I could take it with me to restaurants especially on the road. I'm just never hungry, ever. I can have a meal I could not have a meal it doesn't matter. I own my hormones. They don't own me. That totally changed everything.

Mike: Okay we'll call that the number one. Are there some other things or even now you're constantly on the edge. Last time we were together in Las Vegas I won't talk about the specifics but you were experimenting with something brand new that isn't even available in the United States yet. At some point when I have you back, maybe we can talk about that. Are there some things right now that you're experimenting with that you're seeing some benefits from that might be on the bleeding or cutting edge? That you're excited about or something coming down the pipe that you think is going to be a game changer?

Dave: Right now I'm working on a bunch of nutritional supplements. I've one called Unfair Advantage that is already out. There are several more along the lines of increasing the cell's ability to make energy. You have these mitochondria inside each cell. They're the power plants and they burn ATP then they recycle it, and burn it again.



It's our own version of photosynthesis from plants. This is how we make our energy. You can make energy from fat or from sugar.

If you can hack that power plant that it's more efficient or that's more energy or that is easier to turn over a new electron, then you can really change things. The part of your body that consumes the most ATP, has the most mitochondria, and thus needs the most electrons, is the front of your brain, the pre-frontal cortex. I'm looking at a systematic way of increasing cellular energy. When you do that you feel that here, in the brain first then here, in the heart second because that's where you have the second most amount of mitochondria.

When you get this done right you can do with exercise you can do with diet small amounts. You do it very heavily with supplements or other technologies. I'm building that stack and it's actually one of the topics of my next book. What are all the things you can do that give you a ton of energy? I've got right underneath me now I'm sitting here in the studio but underneath me is Bulletproof Labs on Vancouver island where I've got hundreds of thousands of dollars worth of equipment that can change the way your cells work. What I'm finding is that you can get way more performance, way more anti-aging benefits, way more stem cells, way more oxygen deliveries by making small tweaks to the signal your body gets from the environment.

That's really what I'm working on. Translating that into activities that you can do at home without heavy duty equipment. Breathing exercises. Meditation. Taking supplements that just tweak small molecules in the body and it's easier to do than everything you're trying to do now.

Mike: All right, I'm going to ask that question again because I'm going to ask for something specific. I know you're doing stuff right now with tools and resources that are available to all of us. We've got the Bulletproof Coffee that is increasing the fat and benefits there. It's pretty obvious again that's something you can measure, you can control, you can actually see in the blood you notice it right away. What's something that you are doing you're seeing right now that someone can actually test out the cells going to be see a benefit right away?

Dave: Let's talk about a box breath because most people especially media would will go into sympathetic mode. This is fight or flight mode. This is that other thing that the Labrador in your head does. Should I run away? I've turned that off myself and it happens much, much less frequently.

One of the biggest things you can do right now is you can just join in it's called a box breath. What you do is you breathe in for has five seconds like this. Then you hold



your breath for five seconds that's the top of the box. Then you slowly exhale for five seconds. That's the other side of the box. Then you hold your breath empty for five seconds. If you do that it's three or four times when you wake up or while you're driving or any time you're feeling particularly stressed, it basically gets in it and it interrupts this thing that happens inside our mind where we get stuck in sympathetic mode. It shifts us back into parasympathetic or "rest and relax" mode.

If you would just take a few minutes each day to do that whenever you notice you're feeling more stressed or you want to yell at someone you're having road rage or you're just feeling really frustrated it will actually change the entire way you view the world. It's a really powerful way to use your breath to affect your heart and then to use your heart to affect your brain. It's almost a reverse way of hacking your brain instead of starting with the brain you start with the breath which changes the brain.

Mike: All right that's good simple one. I know my goal is to have you back in the studio. When we come back and what we will do is make sure that we record some really specific little efficiency amplifiers. That would be my challenge for you. I've done that with JJ for example. Now I want to get into just a little bit of business related stuff which is what you describe what you think your biggest mistake is.

I want to get specific here from a business perspective. You've been around the block. You gone through your challenges. Bulletproof isn't your first rodeo but it is definitely as far as I know one of the most visible ones if not the most visible one. I'm curious what you believe your biggest mistake is that you've made so far. What do you learn from it then how you corrected it. Can you think of a specific example or story?

Dave: One of the problems of being "the idea guy" is that you have a lot of ideas. I have an amazing and loyal team who I just love working with every day. I can break them with ideas. I send text messages, e-mails every day saying why don't we do this, why don't we do that? The problem with having a really loyal team who shares your vision and who shares your mission to help a lot of people is that they will work to do all those things.

When you have CEO power you also have CEO blindness because you say let's do this. What you mean, is this a good idea but tell me if it's something that is going to have the impact we want. Is it going to actually be achievable with the resources that we're willing to commit without interrupting something else we're doing. The problem is when you're CEO, the typical answer is "yes, sir". Then when people get up to do it, they'll all march off a cliff.



I've been really careful now on using something called an "impact filter" which comes from Dan Sullivan in Strategic Coach to figure out "all right, which of my ideas are good?". Then just continuously, almost beating on my people the fact that they're empowered to say no or to say not now. The mistake I made was not creating a list of not now. Okay it's a good idea but we're going to do it later and we're going to agree to table it versus leaving it hanging out there stressing everyone out.

Mike: Right yeah. I just came back from a meeting with Dan at Strategic Coach and it has completely shifted my mindset about how I've been behaving. That reminds me - you brought up team. I've gotten to know Zack Garcia, a big part of your team but I'm curious how you started hiring and building your team. Especially when you start out you have limited funds, limited resources, you have vision mission. Do you have a team amplifier is a hack that you found really works in terms of mindset how you go about finding or selecting and building a team that business owners watching this could use right now?

Dave: When I first started, this wasn't supposed to be a business really. This was a way of giving back. It's not fair that I had spent at the time 300,000 dollars on hacking myself. It's really amazing that I got to do it but I just felt what about some of it didn't have that much money over the course of a decade who had what I had how would they survive? I didn't put venture backing and angel investing and all that. I'm going to take some money from my salary a pace would just help me out because I don't know how to be a vice president at a big company and to do this other thing.

I hired part-time and intern employees. Because I was a new dad and I had a lot going on, I did not filter for integrity, a sense of mission, or a team mentality very well. Over time, I realized you can hire for skills or you can hire for intelligence or you can hire for integrity. If you hire someone who has integrity they're going to solve the problem. They're going to have a sense of responsibility to solve the problem. What I found especially in this this on-demand economy is that when you train someone for a few hours here a few hours there, they will quite often work to take advantage of you. It's all about them.

At Bulletproof it's all about our mission. What I started doing relatively early on was to have stock options. I have employees, full time employees with salary benefits including a generous stipend at the Bulletproof store so they can have all the brain octane oil they want, all the coffee, all that stuff. I'm almost like the counterpoint to what you see now where I'm just going to pay someone a fiver and I'm going to pay as a contractor. I don't want to train someone twice. I don't want to get second-tier quality.



I want people who are loyal to a fault and who believe in our mission. I am willing to pay them. I want to share the results from the successes with them. That's what I learned. For a lot of the time, especially as you're hiring your core team, you want to hire the most ass-kicking experienced amazing people you can possibly find. You compensate the crap out of them. You'll make more money be happier and less stressed then if you 'nickel and dime' everyone everywhere. I'm only going to pay six dollars for this thing. Not pay ten dollars for this thing and give them the responsibility to do it right. You have to think about it again and you'll be far better off.

Mike: Right. This is good, very, very good. That brings me to one question which goes back to the mission you talked about and the team. What, right now, do you believe is the biggest challenge that stands in your way towards world domination of the Bulletproof brand?

Dave: Well I don't know that there are any things standing in our way! Right now, there are 25 million dollars to Bulletproof radio to keep it growing. The amount of amazing new researchers who are coming to me and saying, "Dave I have this stuff I've been working on for twenty years no one's ever talked about it but it's a game changer. Do you want to talk about it?" I'm like "this is so cool. Why don't you share that with a million people?" They do it then suddenly a product pops up. Maybe I make it or maybe someone else makes it.

I've helped some companies get started as part of what I do with with my executive coaching but only with people I work with on the Bulletproofing. This is about speeding up positive change and about building a world that supports our own biology. I look at what's holding Bulletproof back. Well the tide towards fat has shifted. Mark Hyman just launched Eat Fat, Get Thin. I think the message is coming out about butter. Butter consumption, logic at Bulletproof is at its highest in forty years in North America.

There's actually shortages happening now. Honestly, when I look at this, my job is leadership and it's sharing the message with people who haven't heard it yet but in terms of giant challenges and things that are going to stop us, no way. We're on a rocket ship. The thrusters are on. We've got a clear trajectory.

The trick is to just to keep making really good stuff to keep creating content that's worth paying attention to. The mindset I encourage with the team - and that I certainly have myself - is, when you have 25 million dollars for a show that takes an hour per episode, that's at least fifty human lifetimes. Either I've killed fifty people if



I make content that's full of dick jokes or whatever that this doesn't do anything for people versus content that gave something back. That is what's always been motivating me. That's the big challenge right now is just to keep providing amazing content.

The other thing that I work on myself is drive. Did I see a lot of people who are copying this? It's normal for internet stuff. You come out with a new idea and you see it in 55 places in area of shortage or scarcity then it's well okay these people are taking my ideas. The other one is this is awesome I seeded an idea and now it's taking root. It's growing, spreading, and evolving. I totally love that. Every time I see someone who's like hey here's some new sleep hacks. These aren't new. These are exactly the ones I read about four years ago. It doesn't matter because they reach new people. I want everyone to sleep better because then we're nicer to each other.

It's that sense of mission for us to just keep in mind as the success happens. It's has been really important for me.

Mike: Yeah well I think just to summarize that, I've been preaching this for years. I called it the "you everywhere now" philosophy. One thing that you're successfully doing is you're being heard, seen, read, viewed, listened to, and watched on lots and lots of devices. To the tune of millions for sure. That's really if you're going to be in any business you need to realize you're in the attention business followed by the entertainment business or you got to get attention. You've got to entertain then you've got the privilege or the possibility of being able to educate people as well. Maybe they're going to buy your stuff at the same time.

Okay I'm going to give you a couple of rapid fire questions here. Number one is what do you wish you knew when you started that you know now? Let's look back since we could say the Silicon Valley experience up until now but if it's the Bulletproof experience up until now. The game's definitely different. You're on a fast track towards building a business that, unless something crazy happens, is going to go public. It just seems that's obvious. You've managed to get into Silicon Valley, raising Silicon Valley money now that's a big, big hurdle that in building a genuine business with some value branding all the pieces are really fallen in place. What do you think you wish you knew that if you knew that it could have accelerated the process and compressed time for you it can certainly compress time for you or listener or viewer?

Dave: I have run evangelism for three different publicly traded global companies. I'm trained and have practiced in that art but where I haven't had as much experience was around hiring and firing. I've learned a lot about how to hire a really good team.



One of the things that you can do as an entrepreneur is you can be slow to hire except if you're tired you're moving quickly. You actually need warm bodies in seats doing work. I actually think you should be relatively fast to hire but if someone's not working out instead of dragging it out for a very long time, the kindest thing you can do is to say, look it's not working. Rather than continuing to date for three years and then deciding not to get married or or actually cut it off and see other people.

What I recommend entrepreneurs do is when you find someone you think they're a good fit you vet them carefully, check references. If it feels there's a good vibe you can give it a try but if it's really not working out in three months you put them on a plan. You let them know there's a problem. You communicate really clearly then you just cut ties if it's not working. I think you'll grow much more quickly and you'll have less stress. The people who aren't working out know they're not working out and they're as stressed as you are.

What you do is you give them a reasonable severance package. You acknowledge that didn't work. You use that as a data point, not as a failure, and you move on. That's something that I probably could have done much much earlier in the company. It would have been a good thing but I'm stoked with where we are and I just realize that there is some situations where it would have been a kinder thing for me to do to move more quickly than I did.

Mike: Very good. I completely, completely agree. That's something that I've really been working hard on myself. Here's the next one. What if you look back in the past 3 to 12 months, what's the best book you've either read or listened to that's had impact on your work or your brain recently? Other than your own of course, but seriously, is there something that's popped in your head that's turned into an idea virus for you that you picked up in a book or other media?

Dave: I'm a book reader. My commute is a walk through my organic garden in the backyard to the studios. I'm looking around and I don't have much opportunity to listen. I have two little kids too and they say the same thing over over. It's all about reading. One of the books that really stood out was the new release of "Change Your Brain, Change Your Life" by Daniel Amen. About fourteen years ago I did a brain scan that showed me my brain was completely jacked from living in a house with water damage. I ended up doing a documentary called "Moldy Moldy Movie" about mold in our environment and what it does to your brain and to your emotions.

Daniel Amen's work showed that to me. He just re-released this book that gave me control of my brain. It gave me hope that I had control. I just thought I was a failure



but it's because I'm not trying hard enough. He said, "no. It's actually structural and biological. Here's a picture of it." He just re-released the book with a whole bunch of the research. I was just as fascinated when I read it now as I was the first time I read the first version. I am really grateful to him for his work. In fact, he was featured in the movie but that book just stands out as a way to tell you "look, whatever you don't like about the way you're behaving, there's probably a reason for it. There's stuff you can do at different levels of hacking." It's a brilliant book.

Mike: Good, very good. Yes I have it too - Daniel Amen had a profound effect on my son's brain because he was born with mine. Then unfortunately I didn't have anyone who could help me along. I am a high functioning, I know we can say the word retarded it's not politically correct but I'm a high functioning retarded person. I can't learn in a traditional environment. My ADHD was so high growing up, completely dysfunctional. I can totally relate.

Dave: You wouldn't believe this Mike but I had all the symptoms of Asperger's until my early 20's. I wouldn't make eye contact. I didn't remember anyone's name. Obsessive behavior, wrinkling my nose, all that weird stuff. It's biological you can hack all that stuff. I can't believe that my body, my brain or what they are today because I didn't know that they had it in them.

Mike: What's the best productivity app that you've either been introduced to or are using daily that is making a major difference in your work your productivity?

Dave: Productivity doesn't come from apps. I would love if it did. I've used Rescue Time which is cool. It says what percentage of time you use on what apps. It depends on what your job is. For a lot of the time having Rescue Time tell you when you're wasting time is really, really good you can drive awareness. As a CEO I shouldn't be spending time sitting in power point. I shouldn't be spending time in email.

I spend almost all of my time on Skype working with my team or doing interviews. Focusing on your where you spend your time on your computer, why are you spending time on your computer? Is that your job to spend your time on your computer or is your job to spend time with other people?

For communication, Skype is actually the most important thing that I do on a daily basis. That means scheduling is important. I have this amazing API that I use for all of my scheduling her name is Dana. She's a full time employee.

Mike: I was just talking to her.



Dave: It's stacking my calendar so I don't waste time every day.

Mike: Very very good. I like that. That's interesting. I just have two more questions. First one is: From a fun perspective, what's the most fun you've had in the past two years what did you do?

Dave: Well there's family fun, then there's sort of entrepreneurs human non-family fun.

Mike: Something that blew up your brain and you're like holy crap!

Dave: I know Joe Polish who runs Genius Network, an amazing group of entrepreneurs who get together a few times a year and that experience is really inspiring.

Mike: I just left there.

Dave: We hang with the right people. That alone will change your game as an entrepreneur to be around 250 other CEO's who are kicking as much as you are. It's really inspiring. I sat next to Peter Diamandis who's the guy behind Space X.

Mike: I'm actually going to see him immediately after I finish my interview with you, so same circle.

Dave: I'll be at Abundance 360 his big event coming up here in another week. We've become friends since then but what I did is I decided I wanted to support the X prize for global learning. I went on the X prize tenth anniversary for the un-sorry X prize. The way we got private space tourism to happen was because of Peter's work. A new documentary just came out with Nick Nanton. It's one of those things where it's humbling to hang out with him. What I got to do was hang out with about thirty or forty people and most of whom are very heavy duty investors in space and who actually fly around in private jets and hold lunar rovers and the people who are actually actively mining asteroids.

What I've learned in just three days of hangout these people is that all of them are from other planets compared to the interest the average interaction has now. They're dreaming so incredibly big that it absolutely upped my game and just help me to think even bigger. To be able to say look this is actually going to go to Mars. I'm holding it I have video of these things running over my toes to just under stay the thousands and thousands of people who are doing things to go to Space X see actually them 3d printing the rocket engines that were just used on the rocket that landed itself.



This is where the world is changing. It's almost invisible to everyone because it is happening at such a rapid space. It sounds like science fiction but when you go there you look at it, you spend time with the minds like Burt Rutan who are actually doing this. Dean Kamen and all these people. You're like okay I can do better. I can do more. In the last couple years that's absolutely blew my mind. I'm like all right I got to do more of this. It's one of the most important things you can do as a entrepreneur is invest.

It's usually not cheap to go to events that because you only want to spend time with people who care a lot and are willing to put something on line to do it. I make it a point to spend time with people who are changing the world every time I get a chance. Otherwise, I don't change the world as much as I can.

Mike: It's so true. It's all about who you're spending your time with. I heard a great saying from the Naval Ravikant when I was on a summit cruise earlier this year. "If you haven't done that, you've got to do that too."

Dave: That's incredible.

Mike: Big, big green thing yes. Naval said the reason to make money if you can spend more time with the people you want to spend time with. That's a perfect example of. It just gives more more access. I totally agree with that. I really resonate with that message. Here's the last question I have for you. If you could do it all over again what would you want to change?

Dave: Well if you're talking about just just Bulletproof that is probably one answer but the one thing that I didn't understand throughout a lot of my life was I had this deep seated belief that you have to go it alone and now every man is an island kind of something.

The number of people who really, really want to help you is almost infinite. If you ask for help if you're doing good things. I remember I was a freshman in college at UC Santa Barbara this really successful entrepreneur came and gave a talk, he was like you can call me. I really want to work with you guys. I didn't believe him here I am trying to start companies back then but unwilling to accept help. I wish just earlier on in my career I had been a little bit less fearful angry a little bit more willing to just say I don't want to do this and I want some help. Instead of being unwilling to admit that I needed help I would have progressed my career all lot faster and probably been less of a total jerk.



Now I'm willing to ask for help. I'm willing to provide help people who are who are actively working for the good of everyone because it's actually fun for people as you succeed to be able to help someone who's working to succeed or has great potential.

Mike: Right. That's really good I love that it's awesome. Here's what I'm going to do to just pull this together here is I've set up a link right now it's www.Mrbz.com/bulletproof. I'm going to just seed something in your head right now which is do you have something that you want to share and giveaway to our viewers listeners at that link. It could be anything. Think about it for a little while. There are also have show notes for this program that we've taken. The questions as well as some of the answers you can sift through them really quickly some of the references to other things you talked about. Give something you want to share or give away for viewers and listeners I'll make sure we've got a link to your podcast and products as well.

Dave: Yeah I've got a neat report on supplements - we're extending human performance. There's all kinds of stuff out there about here's the vitamins you can take to be healthy blah blah blah but over the course of more than a decade of working with people on unusual things I put together a pretty cool report on that stuff. I think we get that out.

Mike: The place to get the free report and these show notes is www.MrBz.com/bulletproof. You can go grab that special report from Dave. Dave thank you this was freaking awesome. Great information knowledge I can't wait to have you back in the studio when we can make your schedules come together. I want to make sure that you are in the first episode of the show are there any final words you want to share before I let you go?

Dave: Mike thanks for supporting both. Thanks for being an investor. I have dozens of investors who like you really care and are working to make a difference. I didn't talk about that but the people who backed our company matter enormously. I work hard to find good people to back Bulletproof I'm grateful to count you among them.

Mike: Thanks, Dave! This is Dave Asprey CEO of Bulletproof Coffee. Thanks for being here!

Dave: Thanks Mike.



What is The Mike Koenigs Show?

Are you a curious, motivated, ADHD entrepreneur? Are you the type of person who is constantly reinventing yourself? Are you looking for ways to *amplify* your productivity, body, health, investing, business and marketing skills then this is the show for you.

In every episode, you'll meet disruptive, innovative entrepreneurs, thought-leaders, investors, authors and celebrities who share how they've reinvented themselves, their business, health, relationships and authority status.

The host of the show, Mike Koenigs, serial entrepreneur, angel investor, philanthropist, cancer survivor, 10-time #1 bestselling author interviews interesting guests, tests out the latest gadgets, software and tools that you can use to get more done, make more money and Amplify Your Life!

Guests include NYT Bestselling authors, Celebrity Nutrition Expert JJ Virgin, Dave Asprey of Bulletproof Coffee, John Assaraf from the movie The Secret, Host of EOFire/Entrepreneur On Fire John Lee Dumas, Success Magazine publisher Darren Hardy, Tim Ferriss and more!

For questions or comments, visit www.MrBz.com, send an email to MikeKoenigsShow@gmail.com or call +1 (858) 412-7692.

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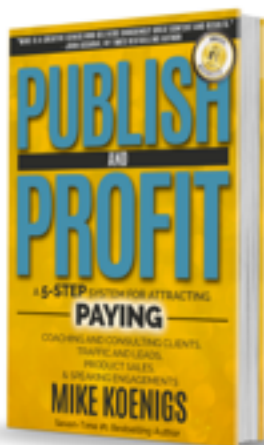
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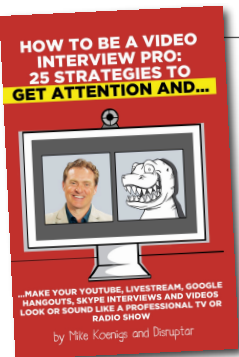
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Who Is Mike Koenigs?

Host of the “Mike Koenigs Show”, “Chief Disruptasaurus” of MiXiV Media Network, Mike Koenigs is a ten-time #1 bestselling author, interactive online TV producer, winner of the “Marketer of the Year” award, serial entrepreneur, angel investor, filmmaker, international speaker and patented inventor.

Mike built and sold his last two businesses to publicly-traded companies, his most recent exit was selling Traffic Geyser and Instant Customer in October, 2014. His first company, Digital Cafe, a Interactive Marketing Agency, was sold to the publicly-traded Interpublic Group in 1999.

An active philanthropist, Mike has raised over \$2.3mm for the “Just Like My Child” foundation. He’s also a recent stage 3a cancer survivor, completing 9 months of chemotherapy and 33 radiation treatments. His doctors say he’s healthy and cancer-free.

Mike has interviewed and consulted with celebrity clients and bestselling authors including Tony Robbins, Paula Abdul, Richard Dreyfuss, JJ Virgin, John Assaraf, Brian Tracy, XPrize founder Peter Diamandis, Jorge Cruise, Harvey Mackay, Daniel Amen and publisher of Success Magazine, Darren Hardy.

On January 28th, 2016 - the 3rd anniversary of leaving his final cancer treatment, he launched “The Mike Koenigs Show”, a live, interactive online TV show for curious, motivated, ADD entrepreneurs who are constantly reinventing themselves and seeking new ways to improve their innovation and thought-leadership skills.

Mike lives in San Diego with his wife and son.