



Episode 23

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## David Gonzalez



David Gonzalez is the founder of Internet Marketing Party. His primary interest is masterminding with superstar marketers, and connecting them with other like-minded talent, including the up and comers. His goal is to connect smart people so they can go on to do amazing things together, and he does it with great integrity and care for those in his circle.

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*Voiceover:*

*This is Business Reimagined. Every week we talk with thought leaders and revolutionaries, who are bringing innovation to their industries. Like today's guest David Gonzalez.*

**David:**

Oh my God, I was just at this party with this other guy, that's got 400,000 subscribers for the product that you sell. I should put you guys together. I probably did that 20, 30, 40 times, before somebody pulled me aside and said, you know you can get paid to do that.

*Voiceover:*

*This is Business Reimagined with Danny Iny.*

**Danny:**

Today's guest on the show is David Gonzalez, who's probably one of the most connected people in the world of Internet marketing. He runs the Partner Program

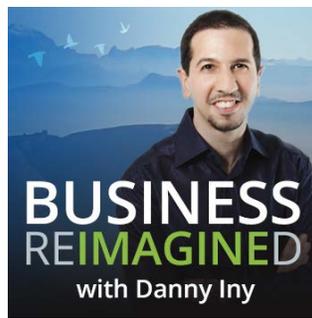


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for some of the biggest plays in the industry. If you dig deep enough into the origin stories of many players in our industry, you'll find David in at least a supporting role. He's also a good friend of mine which might surprise you at first glance because David is incredibly outgoing and a great partier. I'm neither of those things. In fact, he recently confided in me, that when we first met he didn't expect us to get along either. Despite both of our preconceptions we hit it off, because when you get down to the things that really matter our values are completely aligned as you'll see in a moment.

First let's explore how David Gonzalez became David Gonzalez. You seen when he first started out Internet marketing wasn't on his radar at all. As a child David had decided that he wanted to become a dentist

### David:

People were always surprised, you know when you ask a six-year-old, what do you want to be when you grow up? One week it's firemen. The next week it's blah, blah, every week it changes. My parents always made kind of a big deal out of the fact that I wanted to be a dentist and then I stuck with it. My grandparents lived in a trailer on a little piece of land that they bought, out in the middle of nowhere. Everyone that was in that area was pretty impoverished. They were the [00:02:00] gas service attendant and the cafeteria ladies, the construction workers, that would get picked up in the morning and dropped off in the afternoon.

I knew with everything in my being, that I did not want that life. In fact it makes me feel a little emotional talking about it now so publicly.

### Danny:

It wasn't until he was a freshman in college that David realized, it wasn't dentistry per se that he wanted to pursue. What he really wanted was a better life. He



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eventually found it as an entrepreneur, but not without some twists and turns along the way. His first venture was a hypnosis clinic that he grew to great success over nine years, before selling. Then he got into real estate, at the worst possible time and lost his shirt.

#### David:

Me being that hopeful, grasping for whatever, that had to be for sure, which wasn't there led to me waking up one day and realizing that I was over \$140,000.00 worth of unsecured debt. My first credit card started not working, which was followed up by the second one, then the third. It was was like oh shit. Through a lot of twists and turns and making windfalls of cash that would keep me going for months or even up to six or seven months at a time. I wasn't learning from it. I was on this ridiculous roller coaster ride, until I finally hit the depths of real depression.

#### Danny:

David was at one of the lower points in his life when a friend took him out to lunch and asked him one question that would change everything.

#### David:

You're at a gorgeous black tie affair, an amazing gala. You look up and you realize that it's your name up on the banner, the streamer, or whatever. You realize all of these people here and there are some notable people here, are all here because of you. They're here to celebrate some amazing thing you did. There's music playing. There's all kinds of [00:04:00] stuff going. All of a sudden you're sitting at a table and saying hi to someone. Two chairs down, there's this smoking hot babe and the music dies down and she says, "Who's this David Gonzalez guy and why is he such a big deal?"



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My answer was, Dave has made hundreds and hundreds of millions of dollars doing strategic alliances and joint ventures at the corporate level with companies with a heart. With companies that are really being running by hippies at heart.

### Danny:

Now of course this answer didn't come out of no where. David had been connecting with people and connecting them with each other for years, but it wasn't until that moment that David realized this was his true passion and calling. He'd already dabbled in work as an affiliate manager. That moment was a turning point. The next time a job offer came along, David countered with an offer to do the work, but not as an employee. Instead, the company in question became the first client of David's fledgling relationship management agency, which took off like a rocket. When I probed David about how he was able to make it grow so quickly, here's what he told me.

### David:

I did it by building my network before I needed it. I did it by bringing value to my community. I did it by not even knowing that I was doing it. I was just doing what felt right. If I was to do it again, I could have done it a lot faster, a lot better and a lot more profitable.

### Danny:

I want to explore and unpack that. First of all, what does it mean to monetize your network. It sounds like your selling your friends into slave labor or something. What does that mean?

### David:

What it means is that I started small. The first thing that I did is I made connections with people that felt right. They felt right at an ethos level, as well as the skill level or talent level. I was [00:06:00] doing that because it was my way of bringing value. Quite frankly, it was because I felt somewhat inadequate with the people that I was

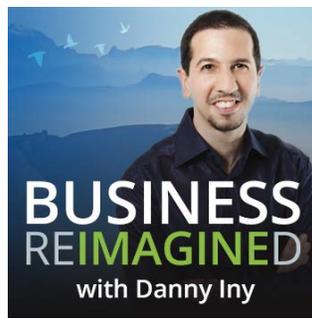


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spending time with. My way of bringing value to the table was to go, oh my God, I was just at this party with this other guy, that's got 400,000 subscribers for the product that you sell. I should put you guys together. I probably did that 20, 30, 40 times, before somebody pulled me aside and said, you know you can get paid to do that. Then when I realized I was running out of money, I started asking for money from the people that were selling the product.

Hey, if I introduce you to someone, would you be willing to, and they said absolutely. In fact, I'm surprised you hadn't asked sooner. That was the first step was doing it for free. The second step was asking for cash on a performance basis, based on what the standard rates were. The third phase was doing it so well, that people started hunting me down for it. I asked for a retainer or a management fee. It got to the point where I was having three, four, five people a week calling me up, saying, hey do you know someone who can promote my? At first I thought that was great, but then I realized I was digging a hole an inch deep and mile wide, and not making any real traction.

Once I started my agency, where I was charging people a monthly management fee plus a percentage, then the fourth phase is where I'm at now, which is I'm having people pay me a consulting fee to put them on five to seven phone calls a month. Having people pay me between \$5000.00 to \$10,000.00 a month. My first client said, Dave, it doesn't even have to be about a promotion or a JV. If I'm paying you \$5000.00 a month [00:08:00] for 12 months, that \$60,000.00 a year. If I can't pull more than \$60,000.00 a year from your network, I'm an idiot. That's phase four, which is me putting people in touch with resources, promotion partners.



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It's basically like I've become a portable mastermind, because I think one of the reasons a lot of people pay for high ticket masterminds, is so that they can spend quality time around people that they can assess over the course of a day, while they're in the mastermind room and go hey I like the way that guy thinks. Hey, I like that guy's energy or the way that they are in the world. There's the ethos and the skill match. Then they connect. They have drinks. The next thing you know they're good friends or good JV partners or all of the above. Taking family vacations together. What I do is I'm being hired now on top of my agency to just, if you think somebody is somebody I would enjoy knowing and could do business with, put me on the phone with them.

I edify with my client, because I only work with clients that I'm proud of. I kind of like putting people together to meet deals like finding that hole in the wall restaurant or that sleeper movie that no one would ever have gone to. When you turn them onto it, it's thank you forever, because, you made their experience better.

### Danny:

Cool. David, I want us to kind of zoom out from just the story of David Gonzalez this is the re-imagining business, right what you're doing. I want to talk about kind of the big ideas that drive what you do. Let me start with this actually. You've done something that nobody else has done, as well as you and few people can do at all. How do you see [00:10:00] business differently from other people? What is that lens that made this possible for you?

### David:

Ahh, that's a really interesting question. You've actually been an important part of me understanding business better, because before I met you. Really, I promise I'm not just saying this, because it's you and we're on your podcast. I wish there was a way for me to have you absolutely and your listeners absolutely positively believe



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me on this. I have never heard someone distill business to what you do, which business is just about figuring shit out. It's about figuring things out. I've never heard it distilled so cleanly. Maybe one way to make it more believable is my daughter goes to an entrepreneurial incubator instead of a regular high school. That's what I told her. Business is all about figuring things out.

Whenever she gets stuck, I'm like great. Figure it out and you'll be a better business person. I look at my career path and connecting and monetizing a network as helping people figure things out. No one knows everything. That's one of the ways that I look at business. Before I met you and heard that, uh . . .

### Danny:

Well hang on, I'm hearing a really interesting layer, because yes I've said on different occasions, I think business is misunderstood. I think business is fundamentally just about finding a sustainable way of accomplishing whatever you want to accomplish. You've got a really interesting and unique twist to that. What you said and I really like this it's not just that business is about getting things done. To you business is about helping other people get things done.

### David:

I see some people trying to do what I do and they spend most of their time partying. They don't realize that there's got to be some um . . .

### Danny:

Unpack that, because that's powerful. I'll tell you what, I'm not a great networker. Part of it is [00:12:00] I'm not the guy who's, they say at a conference, all the action happens at the bar. I'm not the guy where all the action happens at the bar. I'm they that especially if I've traveled to the conference, by 10:00 I'm exhausted and I want to go back to my room. I would think that that whole networking thing, I just don't have the makeup to do that.



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**David:** Basically, what I'm saying is that I think that it's one part networking, partying, building relationships. It's one part intelligence and strategy. Then it's a third part of follow through and integrity. If you don't have all three of those in pretty equal parts, then I don't think it'll work. If you don't genuinely deeply care about your reputation and about being a good person, making sure that you're matching good people with good people. Bad people with bad people. Sometimes I'll even put people that are more on the, less on the white hat side of the business continuum. I'll put the dark and gray hatters together. You know what I mean? It's just about understanding ethos and I don't think everyone understands ethos, culture.

**Danny:** Unpack that for me, when you say ethos, what does that mean to you?

**David:** What that means, what's the Zyke Guys? The way that Walmart's ethos is different from Target's ethos, which is different from your local boutique hardware store. The ethos is the flavor, the energy, the essence or the, I hope I don't sound too far off in left field here in explaining this this way, but it's what's coming to me. Kind of the constitution of something.

**Danny:** [00:14:00] Is it about understanding your ethos, or understanding the ethoses, I don't even know what the plural of ethos would be. Understanding it on the part of the people you're looking to connect with and connect with each other?

**David:** Yeah, all three. All three. I think almost theirs is more important than mine. If I don't think it is as important that I understand mine, but I don't know how I can't understand mine, because, I'm me, but understanding other peoples. That's why I was so enthusiastic about putting you in touch with Michael Strong, that's the founder of my daughter's entrepreneurial incubator. You're very academic. You've



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very studious and you're voracious readers. Some of those things in and of themselves lend themselves to a type of ethos that would be different, than if you were like, oh I got all my education from watching YouTube videos. I know people who have been very successful by doing just that. I wouldn't be as excited about introducing you to that person. Does that make sense?

**Danny:**

It does. Really it sounds like it's about coming from a place of service, but not just service. Coming from a place, because you can't serve without understanding someone.

**David:**

Right.

**Danny:**

I think that's the missing piece. It's not just about connecting. It's about seeking to really understand.

**David:**

Yeah. Even then, I think the service piece is there, because, I genuinely felt that somebody who generated about \$450,000.00 last year learning from stuff he learned on YouTube. I would introduce you with the condition of telling you, hey Danny, I've got this guy who. I don't know how well you guys will get along at a deep level, but I think there will be value there for your community or [00:16:00] for his. I would preface it that way and allow you to decline. I wouldn't be like gosh, you should meet.

**Danny:**

It's why it works for you, because, if it didn't, if you weren't that way, it wouldn't be sustainable. It would be exactly what happens to all the people who try to do this and it goes off the rails pretty quickly.



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#### David:

Yeah. I have this natural way of not wanting to take too much. I think that's one of the things that makes me a good networker or connector. I think if I required to be front and center all the time, I wouldn't be as good of a connector. If I didn't have as much desire to sometimes be front and center, then I probably would get pushed out more often than I have been in the past. I think it's just a good perfect blend. (Music playing).

#### Danny:

That was David Gonzalez calling all of us to build better connections by serving better. Which all starts with a deeper understanding of the ethos of each person you meet. The better you understand them, the better able you will be to help them and connect them with others who can do the same. To learn more about David's work visit his company's website at [simplythecoolest.com](http://simplythecoolest.com), or check out the monthly Internet marketing party that David organizes. If you choose to attend, buy him a drink and tell him that I said hi. Details at [internetmarketingparty.com](http://internetmarketingparty.com).

#### Voiceover:

*We love hearing from you. Your feedback makes this podcast even better. Take a minute to rate us on iTunes and leave a review. Each week we'll share what one of our reviewers has to say.*

#### Danny:

Today's reviewer is tazzy19 who said, I've never written an iTunes review, but felt compelled to review this unique podcast series, because I think anyone who has recently started a business needs to hear it. Why? Well, for one thing, Danny Iny as a successful entrepreneur himself, has a way of making his guests totally open up to let you the listener enter their world. This is so important for the solo [00:18:00] entrepreneur living life surrounded by people who think like employees. More than that, Danny handpicks his guests who are not only successful in terms of sales

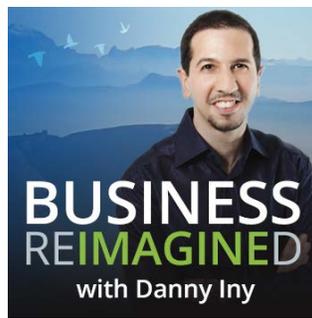


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volume, but who approach everything they do from a place of higher wisdom and integrity.

Not only is the conversation deeper, but it has the power to make your success more fulfilling, built on a firmer foundation. I would strongly recommend subscribing to this podcast. Tazzy19, first of all thank you. I'm gratified to hear you say that. That's exactly what we've been trying to accomplish. It means a lot that you think we're in the process of succeeding. For anyone else who is listening to this, if you agree with what tazzy19 is saying, then please we'd love if you could leave a review and share this podcast with your friends. If you don't, we're open to feedback as well. Leave a review and tell us how we can do better.

*Voiceover:*

*This has been Business Reimagined with Danny Iny. Join us next time as we talk with James Maskell.*

**James:**

A friend of mine is a doctor in the UK and is about to have a prime time TV show, that's basically Dr. Oz meets Super Nanny. Imagine a doctor coming in and living in your house for four weeks. He's a functional doctor. In four weeks he was able to reverse Type 2 diabetes, eczema and all these different chronic diseases. It's going to be right in people's faces. This is possible. I think that's going to be a wake-up call for a lot of people.

*Voiceover:*

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