



Episode 28



Steve Kamb

Steve Kamb is the founder of NerdFitness.com, a worldwide fitness community dedicated to helping nerds, desk jockeys, and self-aware robots level up their lives. He's also the author of the upcoming book, *Level Up Your Life*, that gives people a blueprint for prioritizing adventure, growth, and happiness by turning a life into a giant video game.

Voiceover

This is Business Reimagined. This is Business Reimagined. Every week we talk with thought leaders and revolutionaries who are bringing innovation to their industries, like today's guest, Steve Kamb.

Steve

Most people think, "I have this idea for a product. I need to go get a bunch of funding. I need to build a product. I need to spend a bunch of money on advertising and then hope that people will buy it." I went about it from the exact opposite end of the spectrum. I thought about the people that I wanted to help, the potential customers that I wanted to have, and I just started writing.

Voiceover

This is Business Reimagined with Danny Iny.

Danny

To many people, the words nerd and fitness don't exactly go together, but today's guest Steve Kamb has turned that stereotype on its ear, gamifying fitness with all the elements that nerds love. Even though Steve started out thinking he wanted to be a



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businessman like his dad, his nerdy roots had already taken hold. He was an avid gamer, so much so that he would even go outside and act like his favorite characters.

Steve

I made my own bow and arrow, thanks to the Legend of Zelda. I didn't realize it at the time, but I had used poison ivy leaves to make the feathers for the arrow and drawing those arrows across my face for an afternoon, I woke up the next day and my entire head was swollen and I couldn't see out of my right eye. It was pretty bad.

Danny

Even poison ivy wasn't enough to keep Steve from his journey, the hero's journey. He got sidetracked for a while trying to follow in his father's footsteps, but that didn't last.

Steve

I started this dual existence. By day, I was a marketing assistant in a company and by night, I was starting to become a rebel leader of this community of nerds getting fit. Eventually that translated into me becoming this rebel leader of Nerd Fitness.

Danny

How did that happen? Steve has worked hard to put his community first from the very beginning, which started by recognizing that he couldn't call it a community at all.

Steve

We are a community, but I didn't think community sounded nerdy enough as far as what I think our unifying qualities were so I thought back to all of my favorite nerdy references and I kept coming back to the idea of Star Wars. I asked the community. I said, "Hey, we're all in this together. Do you guys want to build an empire or do you want to start a rebellion?" Overwhelmingly, the responses came in that said they wanted to start a rebellion. I Googled Rebel Alliance from Star Wars and noticed that their logo for the Rebel Alliance was circular, our logo was circular. We adopted the



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Rebel Alliance colors, the red, black and grey and transformed our community from just a simple online community into a true movement. We're now a rebellion. We have rules that we stand by and things that we fight for and we all have each other's backs.

Danny

Did you catch what Steve did there? He engaged directly with his audience and made them a part of something exclusive that spoke directly to who they are and what they love. Back to Steve's personal hero's journey, which eventually inspired him to write his new book, Level Up Your Life. Steve's journey took him on an epic quest.

Steve

I realized that I had been on my own hero's journey. Back in 2011, after taking Nerd Fitness full time, I sold all of my stuff, and up that point, I had never traveled outside of North America. Managed to book a trip around the world and crossed a good 20 to 30 things off of my ... I'd say bucket list, but I don't think bucket list is nerdy enough, so I actually called it my epic quest list. I crossed things off on my epic quest and returned home from that journey a different person. I actually structured this entire book around this concept of the hero's journey with a lot of the nerdy metaphors that I love.

I looked at it as I'm the mentor, the book is the call to action and the reader is the hero in that story. The book takes them through the 12/13 major steps of a hero's journey and encourages them to start looking at their life through that lens as well. It's something that I'm so freaking proud of, but you can actually go to LevelUpYourLife.com and create a character and start to create your list of things that you've always wanted to do, assign experience point values to them and



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actually level up your character that you've created as you cross these things off your list.

Danny

I'm going to channel. Some people are going to be listening to this, but I'm also speaking on behalf of myself. I'm not an adrenalin junkie. I don't particularly like to travel. Honestly, I wish I could do less of it than more of it. I find a lot of excitement in the work that I do, so is this book not for me? Do I have to want to supposedly quit my job, but get on an airplane, travel the world, live out of a backpack? Does that have to be my aspiration for the book and the ideas that it champions to be relevant to me?

Steve

No, absolutely not. Fortunately, like I said, every video game is different. You can play let's say Halo where you're shooting aliens or you can play Rock Band where you are living out your fantasies of being a rock star. You can be an assassin in Assassin's Creed or you can just play Super Mario or Tetris, Candy Crush, whatever. My last year actually I still prioritized a lot of growth and happiness, but it didn't involve me traveling to foreign countries. Instead if involved me doing things that were important to me. I hear you saying that you truly find passion in the work that you do. That's fantastic. There's actually a portion of the book where I discuss applying these video game mechanics to your life and how they work and really dig into this concept of flow, flow being this idea that you lose track of time. You get into this almost Zen state ... Be it productivity or being present and aware.

I cover all of those things in the book as well. For example, for me for the past year, instead of prioritizing travel, my game changed, and I spent the past year taking violin lessons every week and singing lessons because I suddenly decided I want to play a music game. I found a store in Nashville, Tennessee, where I lived at the time



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and started taking violin lessons every week. Then I found a voice coach because I always told myself that I was a terrible singer. I wanted to prove myself wrong that that was something that I could improve as well. By the time that I got to New York, where I moved to a few months ago, it ended with me standing on a street corner in New York City with my guitar busking because that was one of the goals that I had set for myself.

Although you're not huge on traveling, you're not necessarily interested in becoming an adrenaline junkie, there's all sorts of concepts that apply to you, whether it comes to helping you get fit. There's a section in the book on that, a section on finding happiness in your work. If it's not in your work, then it's helping you develop what that super hero version of yourself is that what you do after work. For me, it was music and volunteering because those are 2 things that are important to me. Although I do talk about travel in the book, that's more just an example of how you can apply the life philosophies that I've created throughout the book to help you do the things that you're truly interested in.

Danny

Steve, this may be a fringe perspective, but I think it's potentially a serious one. I'd love to hear ... I've sure you've thought of it. To your core demographic ... You want to create content that serves the market that you're serving of course. To your core demographic, the language, the metaphor of nerdiness and games, it speaks, it resonates. Belonging to that core demographic, I get it. I could also see a minority of people within your demographic, maybe a majority of people elsewhere ... I don't know ... Finding the idea that life is a game, especially if they've gone through things that have been very difficult or they're in difficult situations or they've lost people or



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they're dealing with illness or anything like that, a little bit flippant, maybe even offensive.

Steve

Interesting. Sure.

Danny

What's your take on that? Have you ever ... ? If somebody says, "How dare you say life is a game when I'm dealing with this and this and that. That's a first world problem." What's your take on that?

Steve

First of all, that's a fantastic question, and I'm excited to dig into it because I think it does give us an opportunity to talk about some things that are realistic about this. To start, I do say life is a game, and I do think that you can have this perspective that we are all heroes on our own journey, and we do get emails from time to time from people who are going through particular things or struggling with other things. They say, "This doesn't apply to me because you have this," or, "This doesn't apply to me because I am struggling with this or that."

When I started I used to get really worked up and offended, not necessarily offended, but worked up and really struggled with trying to connect with these people and say, "Here's this or that," and spending hours of my time trying to deal with those people. Then I came to understand that for many people, this isn't for them. We have members of the community from dozens upon dozens upon dozens of countries that have come from all walks of life, doing amazing things, who are coming from very humble beginnings. In those instances, so many people say, "This doesn't apply to me for these reasons," and I could very easily point to somebody else in that particular situation and say, "Here's another member of our community who is in a very similar situation as you that has chosen to look at this differently and for that



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reason, they have looked at life like they are in a story. They're in that first rough act of their existence and the good part is on its way."

Very similar to Harry Potter living underneath the stairs, Luke trapped on a farm in Star Wars or Katniss in The Hunger Games. These stories, they do still serve a purpose to escape, but I think they also can serve a purpose of giving us somebody to relate to in a situation. They might be fictional, but I don't think there's any reason why we can't still draw lessons from them. For the longest time, I try to not correct people, but explain to them further how this does apply to them. 99% of the time, I learn that they weren't interested in listening. They just wanted to vent and they want an excuse to not take action or they wanted an excuse to tell them why this doesn't work for them.

That's when I learned this probably isn't for everybody, and that's okay. I can't control my past and I've very fortunate that I did grow up in a household with 2 loving parents and I got a good education. I realize not everybody has that opportunity, but there are plenty of people that didn't have those opportunities, that come from broken homes or have lost loved ones that have chosen to go on and do other things. Those are the people that I've tried to highlight throughout the book and share stories with as well. I honestly hope that this book doesn't appeal to everybody. I hope it appeals to the right people, and I would gladly turn away those that are not interested and let them know, "This isn't for you."

It's funny. We actually have on the Nerd Fitness message boards our moderators, we just had custom T-shirts made for every one of them. There's a giant Thor's hammer on each of the shirts. We call it the ban hammer. We give every moderator on our message boards the authority to ban people as quickly as they feel they deserve to be



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banned if they don't line up with the message that we're trying to share or they're not providing helpful insight. I don't mean they're not ... Not everybody has to say yes to everything that we say, but for many people they are just interested in not being a part of something and they are interested more in trying to take us down.

Nerd Fitness has become a community of people for the right people. If you're interested, we'd love to help you. If you're not interested and you think what we're doing is stupid, that's totally fine too. I'm sure there's a community out there for you, but this probably isn't it. I wish you the best of luck and move on. Then that gives me a chance to stop worrying about the people I can't help or that are not interested in being helped or just think that due to who I am or for whatever reason that my message doesn't work for them. That's fine. That frees me up to then focus on the people that I can help.

Danny

There are a lot of people that clearly you can help and your community is helping right now.

Steve

Jeez, we're closing in on 300,000 email subscribers at the moment so it's pretty big.

Danny

It's quite a community, and it's not just about the numbers. You did your Camp Nerd Fitness and I know people who were there. The amount of engagement that people feel with you and your community is extraordinary.

Steve

Thank you. It's been the thing that I'm probably the most proud of. When I started Nerd Fitness, it was just me and a blog. I would write posts and people would email back to me. Then eventually, it got to a point where I wanted them to start interacting with each other. We opened our message boards and really focus on



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trying to bring the right people in. I felt like I wanted to bring in people that I could help, but people that I also would be interested in hanging out with. This is never more apparent to me than when we have our in-person events or I do meet ups.

This past September, we had, as you said, Camp Nerd Fitness. We had 300 people coming in from I think 4 continents and 10 different countries. We had people flying in from Australia and New Zealand for a long weekend of adventure, education, growth, happiness. We had people from the ages of 18 to I want to say mid 60s, people with children, divorced, single, married, widowed, of all ethnicities, from all walks of life, from all socioeconomic backgrounds. Everybody was there for the same reasons because they believed in the Nerd Fitness community, they wanted to surround themselves with like-minded people. They wanted to learn the skills that excited them, which is why we have things like parkour and yoga and power lifting, slack lining. We even had classes on how to solve a Rubik's Cube, and Mario cart competitions, costume parties, and things like that.

It truly was a celebration of all things nerd fitness and this philosophy of leveling up your life. We even had a whole questing system at camp where people could complete quests and earn merit badges as they did tasks throughout the weekend. It was cool to see. It's really great to know that our community can help a lot of people from a lot of different parts of life and things like, because not everybody comes from my situation and not everybody might be able to relate to who I am specifically.

The community and the book are full of stories of people from all different walks of life that have found a way to take the words and the metaphors that we pull, that we draw from and use those things to improve their situation, to improve their health, improve their careers, and most importantly what it comes down to, is improving



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their happiness. It's been an absolute blast to see that. It was fun to hang out with these people in person. It's truly been an honor to be a part of me. It started just me and a blog, and now I feel like I am a small part of the community. I just happen to be the guy that writes the words. They're the ones that are doing all the hard work and the heavy lifting.

Danny

Steve, the theme of the show is the reimagination of business. If I were to ask you, "How do you see business differently than other people?" there are probably a lot of things that you could point to. Where do you go with that? I have my hunches to what you're going to say, but I'm curious now.

Steve

The reimagining of business. It's funny. Every semester ... When I lived in Nashville. Now I live in New York City. When I lived in Nashville, I would go back every semester to speak at Vanderbilt University, which is where I went to college, and I'd go and give a talk at the entrepreneurship class. I'd walk in there and say, "Hello, my name is Steve. I took this class X number of years ago, and I'm going to teach you how I built the business probably in the exact opposite way that you've been taught how to build the business." Most people think, "I have this idea for a product. I need to go get a bunch of funding. I need to build a product. I need to spend a bunch of money on advertising and then hope that people will buy it."

I went about it from the exact opposite end of the spectrum. I thought about the people that I wanted to help and the potential customers that I wanted to have. I just started writing. I started writing and I started helping people. I said, "How did you find the website? What are things that you're struggling with? What is something else you'd like me to write about? Over course of 2 years, I started to build up that community. Once I had the community of people that were excited to learn, to read



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the next article, to connect with like-minded people, I could then ask them, "I'm going to put out a product. I want this to become my business. What is it that I can build or provide to you? What service can I create that you'd be interested in?"

Overwhelmingly people came back and said, "I just want you to tell me how to get fit." We started putting out eBooks. Actually at the time, I... I keep saying "we" because I feel like I'm part of the community and I now have a team of 8 full timers at Nerd Fitness helping me run everything. I put out an eBook that help people get fit and since then, it's just been a continuation of this where, bring in more people, ask them what they're struggling with, and then build things around those specific problems so now when we launch a product or when we launch a course or create an event, we already know there's been hundreds of people that have been asking for it. When we put it out, it's already we know it's going to sell well to start. Then we also make sure obviously that it is the best possible thing we could have put out in that particular niche.

For example, this past year we put out Nerd Fitness yoga because everybody was ... We know how important it is to get flexible and people are like, "I'm too afraid to go to a yoga class," or "I'm too afraid to do this or that." We made that product and it's the best thing that we've ever put out. I'm so proud of it. We have also the Nerd Fitness academy, which is taking this concept of ramification and quests and building a character, and it's been applied to that as well.

We looked at business from the reverse perspective, and it's a lot longer to get going, but it requires far less of an investment. My initial investment was 100 bucks. I still own 100% of my company. I've never taken a loan, and everything we've done since then has been successful. We've chosen to start or stop certain projects based on how



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successful they've been, but it's been a lot of fun being able to just ask people, "How can I help you?" And then building those things for them and watching it do well.

Danny

Let the audience first approach, I buy into it wholeheartedly. It's what we have done as well. It's what we teach. I feel like the whole level up your life thing is another layer of reimagination. Life is a gamble. Business is a part of life. I'm curious, why didn't your brain go there?

Steve

My brain probably didn't go there because it's been in my brain for so long. I will gladly go there now, since you asked, Danny. When I started writing the book, and even earlier than that, when I started turning my life into a game, I looked at all the reasons why I played video games. I looked at all the reasons why those games kept me hooked for hours upon hours upon hours for weeks, months. Some games I even played over beyond a year, many years. It was this concept that the games had the same number of basic principles.

They had a distinct leveling system. There was this very specific progress system built in. You knew how to go from level 1 to level 2. You knew when you got to level 2 you could go explore this new area. Once you get to this new area, you can do this thing. The path for you was very clearly laid out. On top of that, there was always a reward system built in. I thought the reward system was very important. The reward system has been applied to so many businesses and so many things in real life, unfortunately most of those things have been used for ... I don't want to say negative purposes, but for non contributing purposes.

Danny

You can say the dark side.



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Steve

It's the dark side, sure. It's this idea that that portion of our brain that loves the cue reward system where I open Facebook. I post a photo. I get like. I feel better about myself, therefore I'm going to spend more time posting more photos to get more likes or spending time scrolling through Facebook and clicking like because I know it provides other people happiness. We spend all this time doing these things, whether it's Facebook, whether it's leveling up a character in a video game. Even the food that we eat these days is designed to target specific pleasure centers in our brain to keep us hooked and addicted to it.

I wanted to, instead of using those concepts for the dark side, and getting people hooked on something that takes them away from living a healthier happier life, I wanted to apply those things to helping people live a better life. That's where this concept of leveling up your life comes in. That's where the character creation system comes in from the book. You can create a character. You can create your back story. You can then decide what type of game you want to play. Right now most of my quests revolve around health and fitness, and music, because those are the 2 things that are most important to me at the moment. Many years ago it was about traveling and having experiences. It might be about volunteering and raising a certain amount of money for charity.

Although we know we should be doing many of these things because it's the right thing to do, having that extra bit of motivation up front, whether it's earning a new badge, or senior character move from level 2 to level 3, checking a box and hearing a certain noise that shows you dinged, you've leveled up. We can use those same game mechanics and use them for the forces of good and use them to combat the forces of evil, combat the dark side. It gives me a chance to build the business and it also gives



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me a chance to impact and help a lot of people live a better life too, which I think is the type of business I'm so proud to be running. I know we all need to make a living but it makes feel good, it helps me sleep at night knowing that not only knowing did I build a business and have hired people, but it's also a business that is truly helping people save their own lives and become their own heroes and help them find happiness in a way that they haven't found before.

That's way more important to me, way more important to me than money. I actually get yelled at quite a bit by other internet entrepreneurs. Why don't I sell more things? Why don't I push more stuff or push things harder? I let them know that that's just not ... I measure Nerd Fitness' success more on impact and less on bottom line revenue numbers. I know that making more money allows me to hire more people, just like Walt Disney said, he said, "We make more money so we can make more movies, not we movies so we can make money." With Nerd Fitness we make money so that I can help more people and potentially hire more people. I don't run Nerd Fitness to make money. It's the other way around.

Danny

in your life, in your business, in the impact you want to create, what level are you at right now and what are you shooting for? What does it look like when you beat the game?

Steve

That's a great question. When I started, just like many people in this online space, I read Tim Ferriss' Four Hour Week, and that was the book ... I felt like Neo discovering the Matrix for the first time when I read that book. This whole concept of building an online business and working remotely and being free to do the things that are important to you just jumped out at me. In fact, I bought nerdfitness.com just to, I want to say a few days, maybe a week or less after I had purchased that book.



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Initially my level 50 ... I like to think level 50 is the top level. I think that was the level cap in a game I played back in the day. I was like, "Level 50, let's say that's the top end." Level 50 to me back then was, I work a few hours a day. Maybe I take a few days off. I travel. I surf. I play music. I'm free to do whatever I'm interested in. I lived that life. I did that for a year and a half. I jumped around the world. I lived very cheaply and built a business. My time was my own. I went scuba diving. I went surfing. I lived a weekend like James Bond in Monaco because that was a quest of mine to complete. I returned home from that trip feeling like I was let's say level 48 or 49. I was there. I'd done the thing I was meant to do, and I was doing it in a way I had wanted to do it. I had beat that particular game that I was playing.

*Then I read Richard Branson's *Losing My Virginity*, which I'm looking at right now. Actually it's sitting on my desk, and it completely changed how I looked at business and life. Up until then, I thought that business was something that you had to do to pay your bills so that you could free your time to do the other things that you were interested in. I had been familiar with Richard Branson, but I didn't know his full story. I read his book and it reads like an adventure novel. I just couldn't get enough of it. I think I read it in 2 days, just couldn't put it down, and learned that it is possible to build a big company that has a major impact that helps a lot of people, but still allows you to have a lot of fun on the side.*

If you follow Richard Branson on Instagram, he's kite surfing, he's opening schools or launching a new branch of something, but he always seems like he's having fun. I think he's found that great balance of happiness and impact, and personal development and growth and combined all those things. All of a sudden, I went from level 48 on this other game I was doing down to level 5 as far as the type of business



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I then wanted to build. Since then I guess over the past 3 years, I've shifted and now I probably feel like I'm a level 10. Maybe level 10 out of 50 as far as what I think Nerd Fitness could become and the type of impact we can have.

That was a tough shift. There were definitely some struggles in changing my company structure and how my company was operated on a day-to-day basis, to allow me to write this book and get it set up in a way that we can grow and build. I am so excited. Just like what you were said earlier, Danny, you were saying that you find a lot of passion and excitement in the work that you do. I feel 100% the same way. Although now I'm at a lower level compared to what I think we can become, compared to where I was before, I think I've graduated from an easier game to a more difficult one.

Just like any game that's challenging, the more challenging it is, the more satisfying those rewards become. I'm excited to see where we can go as a company and as a community. Although it's been 5 years, which feels like an eternity in this online space, I'm truly trying to set Nerd Fitness up like a company that will exist long after I'm gone in helping million upon millions if not hundreds of millions of people and truly make the world ... I know this sounds kind of hokey, but make the world a better place and give us a chance to put our dent in the universe.

Danny

That was Steve Kamb, reimagining the game of business in life as, well, a game, and not just any random game you happen to fall into either. You get to choose which game it is and plot your own course to leveling up. It's a powerful and empowering thing of looking at things, and I think it merits some deep thought about how you can reimagine the game that you're playing to help you play to win. To help you learn more about Steve's work, you can of course visit nerdfitness.com or check out



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his amazing new book *Level Up Your Life* wherever good books are sold, which usually means Amazon, and at LevelUpYourLife.com.

Voiceover

This has been Business Reimagine with Danny Iny. Join us next time as we talk with Todd Herman.

Todd

I tell people the way that I coach, "I'm not here to coach your happiness. I don't care about your happiness. That's a you thing. That's not a me thing. In the beginning, I tried to make people happy and that doesn't work. What I care about is getting people to perform to the level that their aspirations are because I know that when I can get you performing to your aspirational level, you're feeling pretty satisfied about how things are working out for you. Maybe that satisfaction internally you interpret to being happy.

Voiceover

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