



The Art of Persuasion & How to Use it For Good | Jason Harris

[00:00:00] Guest Intro – Jason Harris

Darin: Hey everybody. Welcome to the show, this is Darin Olien. This is the Darin show. What's happening? How you doing? Living your life on purpose. If you don't step in and make choices that line your life up with what you want, you are just a pinball man. Just getting batted around by other people's thoughts, feelings, emotions, ideas, concepts, all of that stuff. So, you got to take a beat, you got to take a pause, you got to go in, you got to figure out what you want, what your goals are, who you want to be, what you want to be and just go for it. I don't know where that came from just now, but it's there. That's what I think about on a daily basis. If I don't get in alignment with what I want, I get stressed out. I get overwhelmed, not happy. I got to line it up with what the hell I am doing here and why I am doing it.

Darin: My next guess is an ass kicker, Jason Harris co-founder and CEO of the award winning creative advertising agency Mechanism. Yeah, you would be like what you are talking with the dudes got advertising, but this is it. Everything you do, you are sharing something you want people to listen. Everything that you are trying to persuade people in understanding, or you are trying to create an argument for something, or you are trying to convince them of doing something, whatever it is, this dude is a master in. He wrote a book, The Soulful Art of Persuasion. It might sound weird and we talked about the connotation around persuasion, but the truth is you are always doing it all the time, but we are bringing now the soul in, like he's worked with Ben and Jerry's, Alaskan airlines. The list goes on and on, he's the 2021 CEO of the year by the drum, a recipient of four A's 100 people who make advertising great. And 2020 campaign US 40 over 40 honorees for his noteworthy contributions to advertising and marketing. This was an amazing conversation because I really loved, when you really get what advertising and marketing is. It's about being vulnerable and transparent. I have always laughed that I have never tried to sell anything. I have never tried to market anything per say. I am just sharing my authentic voice in what I care about and what I think someone would also care about. And that's what we talked about. We talked about how you can do that in your own personal life. As a business, we are all trying to share something. we are all trying to quote and quote, sell something. So, we talk about vulnerability, we talk about how to be authentic to yourself and line yourself up with what you are doing, how you are doing it and how you can use these powerful tools to tap into your emotions as it connects to others, it's an incredible conversation. So, kick back, relax and enjoy this incredible person. My new friend, Jason Harris,

[00:03:33] Podcast Intro

Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier,



healthier life than you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:04:16] Interview Commences

Darin: Well, Jason, thank you for coming on here and having this discussion. I was so stoked to dig into this because the way you're not only your advertising agency, but the way you presented the book was like everything I had hoped people would understand, even though I am not a marketing genius by any stretch, but I have always said isn't marketing, just telling the truth and being open. I started seeing some of that language around what you were doing. And I was like, oh my God, thank God someone has got their heart, literally and their soul directed in the right way to do the right thing. So, speaking of inversion, this is now instead of trying to persuade people in the negative direction of buying crap, that they don't need, you are taking another direction. So maybe talk to me about Mechanism and how that started, and then maybe the Onramp to the book.

[00:05:15] Is marketing just persuasion?

Jason: I don't know how you ended up in the career that you have. Obviously, I know you did beach body and you have kind of always been in health and wellness. And if that was sort of an area that there was a gravitational pull and you found yourself there, if you knew it, or if your happenstance kind of got into it. But I had always known when I was growing up that I wanted to go into advertising and marketing. I was always into like logos and design and branding. And I was a big KISS fan when I was growing up, I was into the face paint and mythology. And as a kid, I joined the kiss army and I am a big David Bowie fan. And I just kind of was into the design and really through music, how brands became big icons and branding and the power of marketing. And I always knew I wanted to go into it and so I kind of started my career that way and worked at a design shop. I worked at big agencies, really cut my teeth in the craft, but I always knew I wanted to start my own thing. It's a long way to answer your question, but I would learn cultures of companies and how they were selling and how they were marketing brands and products and services and what was authentic and what wasn't and leadership that was more transactional than soulful and more just trying to get as much money as they can get. And then the counter I would learn from people who were more pure and true, and I would sort of keep a journal. And really when we started Mechanism about 17 years ago, we launched it with a value system that we still have today, like a set of seven values and those values, it's how we hire. It's what we talk to our clients about and it's true. Like writing down your value system really does help you build a culture and it's the type of people and clients that you attract. And in terms of the book, I read this Gallup poll and it said that the least trustworthy professions in America were Congress persons, used car salesman and advertising practitioner. And I was like, this is bullshit you can actually build a brand and sell things that people want and do it in a real authentic way. And that kind of prompted me to write the book, which like kind of started as a book about how to market advertise, but really turned into a little bit of marketing and advertising, but also not like a self-help book in how to build character and sell anything that you are involved with, whether it's advertising and marketing or not. But it's kind of like character-based selling is really what it's about. And persuasion has a bit of a stigma, like a dirty word. When



you are being persuaded, someone's pulling the wool over your eyes or like twisting your arm. And the punch of that word with soulful is you can actually sell and persuade if you have good character and that's the soulful part. And so that's really kind of why I felt like the book and having both built a company and learned through a lot of hits and misses how values can really build a culture and personal character.

Darin: Yeah, that's beautiful. I mean, I just think of all of the noise. I think of the noise of all of what we are being pushed towards. The stories were being told all of the noise of advertising and everything else. Did you find that actually being honest and transparent and open and vulnerable, did you find that that was like the anomaly and did it actually then work to your favor?

Jason: Yeah, I think it did. It helped attract clients who were sort of thirsty for that realness. Our business is, I think the average person sees 10,000 ads a day. So, like it is the backbone of capitalism. It is noisy, there's a lot of garbage. Netflix now is like, they are going to start opening up like I think advertising on their platform, it can be junky, but you can also connect with your audience and with consumers in a way that is helpful and real. And I am not saying like, I mean, it's a for profit business, like not everything's kumbaya. And we only advertise products and companies that have never had anything litigious or bad happen to them like, we don't do that. But when we sell things, we always try to boil it down to what is the purpose behind the company? What is it trying to achieve and how can that connect or help with an audience? Versus who's a funny celebrity we can stick in here to make a bunch of money. And I got to a point in my career where I had put in that 10,000 hours, I had mastered in a sense, the craft of marketing and advertising. And I realized, is this my whole legacy? Just maybe in an authentic way, but selling sneakers and deodorant and cereal, like that's my life like, is that my whole thing? But I don't have like a lot of other skills. I mean, I guess I wrote a book. There's not a lot of other things I could draw from because that's been my whole career. And then I realized that you can take those skills of brand building and at creating awareness and use those skills to do something good in the world like doing social good campaigns, not trying to make any money, but trying to change the culture. And so that was a big realization to me that I could still have my business, but then also donate part of the company's time and resources to pro bono work that could really make a huge difference in culture. And you know, we did a big campaign that really kind of changed the way I thought about the skills that I had and the legacy I want to leave. And I believe that anyone and I write about the book, but I believe anyone has a skill that they can then figure out a way to apply that can help the world, whatever skill you could be, an accountant or a chess master, whatever it is. You could take those skills and figure out a jujitsu way to do some good with those skills.

Darin: I have so many questions because on some deep levels don't, we know when we are being bullshitted? And now I am kind of answering myself in the back of my head because look at the world right now, we are being bullshitted all over the place. And in some way, we kind of indoctrinate ourselves to this stuff and then I think about some of the things you are saying and like advertising and marketing is shaped and it's still shaping our culture. Look at the tobacco industry. They kicked that can down the road for 50 years to say, yeah, it's good. And then they use that playbook of like, yeah, we will look into the health side of it, but then it



never would. And then of course they already knew that the issue. So, I think I am just so curious about this space and what you are doing, because like, I don't understand how people can be so numb to the truth that they'll just say yes to it.

[00:12:42] We all have inner bullshit detectors

Jason: I kind of get where you are going. You had a book super life, right? I mean, that book did well. I don't know if it was you or your publisher or whatever, but you couldn't have a title there that was like, here's some stuff that will make you healthier. No one's going to buy that book but when you use a little hyperbole, like a little enhancement, because you know, the fixes that you have in that book are good for people. you are selling them with a higher idea of like super life and that grabs people and they are like, yes, I want that. And then they will read the book and then they will decide for themselves, is this bullshit? Is this guy for real? Will these protocols help me? Will they change me? And there has to be some marketing in what we do to sell and persuade. But the content of it, you have to believe in because we all really have really good bullshit detectors, natural bullshit detectors in our DNA. We know when someone's trying to be transactional or sell us a lie. And really it comes down to our own mental framework of, are we going to sell ourselves this bullshit and believe it or not, will we believe because we want to so badly that the election was fixed. Will we believe that? I don't know, I am trying to think of like a topical thing that we see so much in like our divisive political culture, that the amount of money we spend getting nowhere like digging into our sides is ridiculous. We all know the truth, you know.

Darin: For sure the company, I am an advisor on called Footprint. They are the largest alternative to single-use plastic in the world, working B2B with nine of the top 10 CPG companies on the planet. Who are all moving towards changing single-use plastic into these plant-based fiber material, science, composable products? No one knows about them, but billions of units are being created today. And so, the world needs to know about that. That's the point like I see a world without single use plastic because I know it's being done at scale. That's an example of this opportunity that we have here right now at a certain point, all of the noise. How can we focus in on these solutions, which is why I love down to earth and all these other things that I am working on is all for the stuff? I am going off here a bit. But because I see a brilliance in what you are doing, I see a brilliance in connecting these dots and people are going to read your book and they have to, but there is something so important. I feel in also connecting what you are doing, getting out messages of alignment and integration into these types of things.

Jason: I think you can take the same skills and possibilities and structure that you can use to sell anything. You know, you can sell a pair of glasses or an iPhone or whatever. You can take that same skillset and create education and brand and make it culturally interesting for a company like Footprint, you take the same skills and you make it attractive to people. And oftentimes because we do a lot of work in the social good space with a nonprofit in DC called Civic Nation. And we do things like help prevent sexual assaults in college, through a campaign called It's On Us. That's been around six years getting the United States of women, which is about equal rights advertising agencies, applying those skills to fight those issues. But you got to create the brand and the desire. In a way you got to make doing good



cool, to attract people to that, just like they want to buy a Nike shoe and you got to go outside of the world that insular world that some of these players are in, you know, water power, like they are talking to themselves and they need skills from experts that are selling products to the masses, to sell these new ideas to the masses and not try to do it without experts in marketing and communication. And I think that's a connective tissue. So, I co-founded this group called the creative Alliance. It's a hundred companies that take a portion of their resources to get people to vote. There's like eight different initiatives, but hungry people that want to be fulfilled that have this expertise and it's about connecting. It's about finding each other and if they never find each other, they are trying to market it. Maybe unsuccessfully and these people are selling like I was and I still am selling tequila and oatmeal and everything else. But you want to connect those things together for the most positive impact you can do.

[00:17:55] Bite Toothpaste Ad

Darin: I am constantly on the lookout for clean products to use, but also of sustainable and clean packaging when it comes to the bathroom. Bite Toothpaste has all of this sorted out, which is why I love them. Most commercial toothpaste is packed with parch chemicals and we are putting it in our mouth. And when you consider doing that twice a day on average, the consumer swallows about one block every week. Not to mention, they are being absorbed in your mouth as well. But of course, there are safer solutions, I use Bite Toothpaste bits, which are a sustainable and completely clean alternative to toothpaste. Just pop them in your mouth, chew down on them with some water, and it creates a foam. And they use refillable glass jars - so, it eliminates that whole regular toothpaste tube, that's just plastic and ends up in the landfill. So, I love when you can integrate all of this into one thing. Bite is on a mission to replace the contents in your bathroom cabinet with safe and practical personal care items. And they are dedicated to packaging and shipping their products in a sustainable way. Many of their products, like the toothpaste bits and their deodorant, come in refillable containers. That's so cool. Finding companies that are committed to reducing this plastic waste gives me so much hope for the future, which is why I am so excited to share this with you. So, to try Bite Toothpaste products today, you can get 20% off your first order by going to trybite.com/DARIN20 or using the code **DARIN20** at the checkout to claim this great deal. That's T-R-Y-B I-T-E.com/DARIN20.

[00:20:10] Interview Continued.

Darin: You and I have probably been involved in a lot of nonprofits here and there. And that's part of the disconnect where it's almost like acting too much like an NGO and not acting like a kick-ass we are doing some cool stuff, get involved. And then it becomes kind of challenging to operate in this doing good model with the nonprofit, with also your handout when it's not that cool.

[00:20:37] Going beyond persuasion

Jason: Totally the NGOs and the nonprofits can oftentimes be like; well, we have got it or we have figured it out or too precious about it. When it doesn't matter if the means justify the end and we are American consumers, we want things that are cool and attractive that have a



story that we can tell other people about. And it's got to go beyond just, well don't you care about the planet. It has to take another step.

Darin: Yeah. I would love your take on that because, at a certain point, I mean kind of spoiler alert here a little bit (not really) - but when in season two of Down to Earth, I kept hearing climate change, like those two words and it's like, well, what does that mean? Like I am sitting here in Minnesota, I am from blue-collar, straight-up middle America and I am listening through the lens. I am like, what does that mean? What does that mean to my brother? So, then I go through the lens of, okay, I am from an agricultural community. So, my pushback was let's talk about underneath all of that. Let's not talk about regenerative agriculture for sequestering CO2. Let's talk about regenerative agriculture because it's better for the soil. It's better for the soil, sequesters more water. And by the way, when you take care of the soil, it takes care of you. It takes care of the CO2, all of this stuff. And by the way, it also helps the farmer because now they are not chemical dependent and then it also creates better food. So, it's all of these things where we get lost in these kinds of discussions. My point to that is what does that mean? Okay. I can hit my drum, call it climate change, but what does that actually mean? What can I do? And how does this affect the normal person every day?

Jason: Yeah. That's what you have to bring it down to. And you have to bring it down to a step by step change. You can't like boil the ocean and make it all change at once. And like its also good business. So, like you talked about footprint, but the zeitgeist of culture is moving against single use plastics. Like we know inherently that that's not sustainable and that's bad. It's also good business like that company. You have to make it cool, attractive and for the consumer, and then you for businesses, that's like the future. That's where the value creation's going to be and it all ladders up maybe to climate change. But we can't start there because it's too big. Are you optimistic? Do you think we can stay the planet or that we are going to save the planet?

Darin: The planet's fine. The planet's going to kick us off like a flea. So, I think we are just imploding on ourselves and we are doing very destructive things. We are out of common sense to a degree that makes my head spin. Can we make a massive change a hundred percent? Like I talked to the CEO, Troy Swope of this thing and going, hey, you know, what we are going to do, we are going to end single-use plastic in our lifetime. He's like, yep. So, it's things like that like aligning with people. And then also we have other projects together of clean energy tech that will, your whole brain will rewire. If I go down that rabbit hole, like using air as the ultimate fuel, literally it will take. And I have seen it, it's like friends, I have known for 17 years. Developing now lining them with the right partnerships because it's not that they can't find money. Moneys in a certain sense, easy. It's the crazy people that are connected to it or not in aligned with what you are actually doing. So, we are changing a lot of that stuff and aligning these things. So yeah, I am wildly optimistic that at the same time, there's a parallel path. That's not going to change. They are going to drive themselves into an oblivion and there's nothing you can do about it and they are fear based. They are whatever based and they are just going to drive themselves crazy. And it's going to be a weird world for a bit.



Jason: From an advertising marketing perspective, this conversation kind of is blowing my mind because I never thought about the whole framework is wrong and I am sure this is obvious to you and you have, I am sure you have talked about it a lot, but the idea that we can never be nature, we have to save the planet it's we have to save the human race. That's right and that is, should be the conversation is we need to save the human race because the planet is going to kick our ass with what we are doing to it. And that is never really the way it's framed. It's framed yeah, of like you love mother nature. We need to do more for keep the planet safe. It's never like, no, actually we are going to create our own extinction. And that's a way more persuasive argument back to the topic. That's a way more persuasive, immediate urgent argument than kind of like how maybe the inconvenient truth or something older like that is framing it up. I like that a lot, that seems like how it should be framed. Yeah,

Darin: Of course. Again, every choice we are making outside of that circle is harmful to us right now. So, I am working on a second book right now called Fatal Conveniences. All of the things that we are doing that we think are cool or think that are fine and they are not, we are putting a fricking cell phone up to our head when we have known even a power line has been destructive to the environment and insects and birds and animals and ourselves, electromagnetic fields, dirty electricity, Bluetooth 5g, 1g, 2g, 3g, 4g, all of it. It's harmful, harmful. They have known about it bigger than tobacco. I will even say it, a hundred percent. I have dug into it, writing about all this stuff. I am looking at personal care products. I am working with all these endocrine disruptors, neutering our society. It's crazy, do I want to be talking about it? No, but I have to in order for anything to change, we need to face it. Listen, I read up about you clearly you are facing your own self so that you can transcend. I am a big fan mental health. I am actually here in Minnesota because of a mental health emergency in my family, it is horrible. And I am in a men's group, self-analyzing I have been in and out of spiritual circles and just believe the inner world, the silence, the golden silence inside the self-reflection is the key to everything. So, I know that that's powerful for you, which is why I didn't even plan these conversations. <laugh>

[00:27:27] Where does the money come in?

Jason: I know, I like it. That's how it goes but I mean, mental health is part of that journey of if you want to fix humanity, you got to fix yourself first. On the parallel path, like back to the idea of common sense. So much of the world is run by money and finances and lobby groups. And our officials are a product of how they got into office and how they maintain and key power. And I wish there was a way to like fundamentally change that part. I wish all of our senators would do group therapy and fix themselves because that power hungry madness and the lobbying and the money that's poured into campaigns to get elected so that you are in the pocket of fossil fuel or whatever it might be. you are obligated to not change anything even though internally, you know, it's wrong. It's about staying in that power seat and it's a mess.

Darin: I agree I mean, it's part of the system failure. I see these things as systems. There's not lack of anything, literally. There's not a lack of anything. There's all the food we need. I am talking good food that we can feed everybody today. There's no lack of food, it's the lack of being able to get it to people and all of these things. There's no lack of fresh water, it's a



lack of making it accessible to people. All these things are on us, this is us. This is our failure and so let's just face it. And back to your point. Yeah currently, okay we need to push back at this whole glove of a system that is all intertwined in the worst possible ways. How is it that healthcare, pharmaceutical? Government, big oil, guns, whatever it is; is altogether in some sort of ridiculous harmony <laugh>

Jason: Right. I mean, healthcare is not set up as preventative in any way, shape or form. It's privatized to make money when there's an issue to try to get you back to balance, to back to health but it's never money into preventing the issue in the first place. That's all backwards, but you are optimistic still through a system that it's like an incumbent system. That's like, you can't really change it. Like there's no way to change healthcare.

Darin: You just don't buy into that system. I am not buying into that system. I don't rely on that system. I rely on the food I pick at home, the food I grow, friends that I get food from, local production, farmers, all of that stuff, water that I filter because it's toxic coming through our taps. You have to understand the system so that you can go around it and understand it, create a new one. Listen, every day I am sure you get all kinds of stuff coming. Every day there's groups doing amazing stuff. Part of what we are going to feature in season two, down to earth. Incredible cool stuff that people are doing, but we have to open our fricking eyes and just go, yeah. If they really cared about health, then they would say, get your ass outside, breathe some good water, drink incredible water, breathe good air, get some sleep, eat whole food, take a bunch of vitamin C and D. And they would celebrate that and not to mention the mental health of that would instantly go away, take your shoes off, put them on the ground. Take some fresh air in, go for a walk with your friends and your family. Whole world changes, whole fricking world changes.

Jason: I love that.

Darin: And so, there's a bunch of people that are not going to buy into that, which is divorcing of themselves, which is a whole other thing. I don't even know carmaclly they are here for a different freaking reason, but there's a wake up. You put pressure, I don't know about you, dude, but if you put pressure on me and tell me I can't do something and I know it to be true and I know it to be good. And I know it to be integrity with myself. Guess what? I am not going to do. Listen to your ass.

Jason: Yeah.

Darin: So, you put pressure on say, we are here in America. So, I am going to use this, the example you put pressure on Americans, what do you think is going to happen? you are going to get a whole bunch of people that buy into whatever the next story is. And then you are going to get a bunch of people that are going to be like freedom, water, power. This is all I am saying. If you give and work towards having people have water, power food shelter, then they don't need to go out and do all these weird things because they have their needs met. So, we can do this. We have to do this.

Jason: That's fucking crazy, I am wired like that and if you tell me I can't do something, I am going to go ahead and do it. And how do you get the mass population to do that though?



Darin: This is my latest, latest thought. My latest thought is, because I am writing this book, I am going down all these rabbit holes from EMFs to personal care, to all this stuff. And so, I am sitting there going, God, this is a tough book because it's so much research. And I am like, well, who's my audience and the first thing, oh, it's millennials. It's like, eh, yes. And its moms, because I can tell you a hundred different things in this book that are harming children today. That is moms are buying they don't know about all that stuff. You tell a mom that their child is being affected and you change the world because they are running the house. Men, as you know, are less open.

Jason: Totally.

Darin: They are more locked in. So, women are the gatekeepers of the world of real change.

Jason: That's a really good insight. I love that because they will do anything to protect their baby Cubs.

Darin: Totally. So, I was writing on the plane when I was coming to Minnesota. Just kind of going off on this topic. So, if you bring out, if I can tell you, hey mom, you know the baby bib that you are putting on your child so it doesn't spew food all over clothes. Guess what? A lot of those have thing called PFOS, which is a cousin of Teflon and that Teflon is carcinogenic. And it's an endocrine disruptor that is neutering your child, because that chemical is in your baby's blood right now, guaranteed shows up all over in the science. So, if I tell you that baby bib and you are like, why the hell would that be okay for someone to buy? Why would that be? And those diapers that are petroleum based that you are wrapping around your kids' genitalia and they are wearing every day, guess what? Those endocrine disruptors and phthalates and estrogen binding chemical compounds are getting into your child and neutering your child. I am staring at this stuff going, what the hell are we doing?

Jason: Well, I mean, you are, I think you are cracking and where you are going with your book is like, that is the way you break through in marketing and communication is you need a clearly defined audience, which you have defined as moms. And then you need a simple message that is memorable and sticky and then you can back it up with like, here's all the stuff you need to know. But I feel like you have got that shape. That's how you make things take off clear audience, simple message that you can repeat.

[00:35:35] Beekeepers Naturals Ad

Darin: You know, I always say this - When you really want to feel your best, you have to follow nature. One perfect example of this is bees. That's right, bees produce honey, which is both delicious and great for your health. Of course, the right kind of honey. But their hives also hold a whole range of other materials, products and compounds that have been proven to support and boost the everyday health of humans. Beekeeper's Naturals are an incredible company that creates natural remedies for common health challenges using the power of bees. My favorite product is the daily B.Immune Throat Spray. I love this thing. The main ingredient in this spray is an incredible compound called propolis, which is made by bees and backed by science, containing essential vitamins that, of course, the body needs to thrive, as well as over 300 beneficial compounds. I use this throughout my day, especially



when traveling and especially when I am stressed. It keeps my throat from drying out and it's especially good to support the immune system. And the cool thing is Beekeepers Naturals are dedicated to sustainable harvesting, testing all of their batches for pesticides and herbicides and keeping their ingredients clean. The health of the bees is also equally important. If you are wanting to shift your medicine cabinet to support your health with natural ingredients, you can try Beekeepers Naturals today with 25% off your order by going to beekeepersnaturals.com/DARIN or enter the code DARIN at the checkout, their products can also be found at Target, Whole Foods, Sprouts and GNC. Start feeling the power of bees every day and feel better every day.

[00:38:10] A purpose for persuasion in marketing

Darin: So, what are you doing now? You got to have companies coming out of the woodwork, wanting your brilliance and like, where are you at today? And how are you kind of navigating all this? And what do you want to do? Like what do you want to, we talked a bit about it, but where do you see this going?

Jason: We run a four-profit advertising business. We four-profit are growing, we work with famous brands and I think the spin we try to do on it is try to find the goodness and the purpose and the connective thing for the brand and the audience and use that to amplify the product and try to add some good purpose marketing behind what that company's doing. And so, if it's a financial company, yeah, they are selling trades and making money, but also, they started the company because they believed in financial literacy, for example. So how do you amplify that? And with that, some of those profits, how do you use some of your skills and what you are doing as a brand or company and put that into the world to make everyone more financially secure and support the underprivileged. So that's the way I look at it is we are still marketing this stuff and the businesses have to go and that's capitalism.

Darin: Yeah.

Jason: But if you can divert part of that to a benefit that matches what the company's goals and ideals are, then you could start to make it then the world. And then the way I get fulfilled in the world of advertising is to then get a group of people to go donate their time and energy, to conversations around, making the world a better place and fighting racism, getting majority of people to vote, trying to fight for equal rights. we are probably going to be jumping on a campaign about ways for women to have the right to choose and take care of their bodies. And that's kind of the next thing that we are working on. So, the way I get fulfilled is by doing the work of the business that I have to do, but then trying to take a piece of goodness from those brands and put that into the world. And then also applying the people at this company and our skills to also making a difference in the world and whatever we can handle and take on, we are going to do. And I just want to do more of that if I didn't have to worry about living in New York and making money and I am sure you will tell me, there's a way I could do that, but I would only use my skills for all the good stuff and not worry about the financial ramifications of it.

Darin: Well, there's a way, I mean, clearly that's an overused word, but to be sustainable, that is the spoke in the wheel, right? So, the money generation part of it is part of the



equation. But I think the GDP model has just been so messed up. Did you know, I just read that the Gulf, the BP oil spill on paper in that area from a GDP perspective was positive because they, all of the resources that had to come into that area to deal with the destruction that happened. That was the measure, if you look at the focus of that weird aperture, that we are still kind of in, because we haven't opened up that aperture of like, well, that's one measuring stick. It's not everything. So, when I heard that, I was like, what the hell are we doing? <laugh>, that's insane.

Jason: I don't even know how to like process that.

Darin: That is the God we have created, that we worship more than health and vitality and life on this planet and we need to break it. So, what you are doing, if you can keep doing that and keep extracting the good, because not only are you going to help all those people in the business in each of these companies because they are going to feel a little better about themselves.

Jason: Yeah.

Darin: Even if they don't even consciously know it yet, you just keep lining that up. So yeah, there is a way

Jason: I mean, it transformed me to know that you can take any skill that you have and find a need in the world and connect those dots somehow. And that makes you a happier, more fulfilled, healthy human being because you have got a bigger purpose than, and everyone needs a purpose. That's like on the hierarchy of needs, it might be like, I don't know where, but you have to have that purpose to give back and do good to be fulfilled or you are just kind of a zombie going through it. Yeah, if I can help clients and other companies tap into that, in my industry, then that's the legacy I want to leave behind.

Darin: Hey, before we jump off here, let's just unpack. So, the people are super clear on persuasion and kind of the reorientation of that word. And there's a bunch of entrepreneurial people sitting here listening, and they are going okay, yeah. I have to go into this world like ought to persuade, but I don't want it to be negative. I want to be authentic and transparent. Like, define some of that for us, from your perspective.

[00:43:28] How to persuade without misleading?

Jason: Yeah. So, from my perspective, because persuasion is paramount and no matter what you do in your life, whether it's in your personal life or your professional life, Darin's persuading his book to get out there, right? you are persuading the next season of down to earth, you are selling a blueprint of becoming healthier, whatever it is you got to persuade, we are all selling. And then in your personal life, maybe what you are dealing with right now, you are persuading a family member to take care of their mental health and recover. So, persuasion is a bit of a dangerous word. It's just a reality of the world we live in. And so, I have a blueprint of how to persuade through it's really four principles and it's through building personal character that I had to learn over time. And the first one is, is all about being original and then I have like action items underneath it in the book. But being original is really



about being yourself because everyone else is already taken and really understanding who you are, what your idiosyncrasies are, who your role models are, who you want to be in this world. That is like the bedrock of soulful persuasion. You got to understand who you are and what you want to become and what your purpose is. And that can be discovered you can figure that out. Second principle is this idea of generosity, of giving something away at every interaction. And that might be your time might be a thing, it might be your advice or counsel, but having a generous spirit is another key hallmark or principle. And then the third is that really empathetic, which is having a curiosity about other people seeking out collaborations, seeing the commonality in all of us humans, we all have 99.9%, the same DNA. There's very little that separates us from each other, but we think we are like vastly different in our beliefs and our needs, but we are not. And so being empathetic and that's something that I had to learn and I had to become a habit through practice because I wasn't born really with a lot of empathy or an empathetic person, but these principles can become habits if you practice them enough. And then the final principle is this idea of soulful, which I define in a lot of what our conversation was about being inspirational, striving to be inspirational in your daily life and through your actions and by doing something above and beyond pleasures or profit or yourself. And so those four principles I find to be how to be successful from a business standpoint in your personal life. And I practice those and I have to remind myself to embody those principles. I hope the book helps people realize these and you might have different principles. You might think two of these principles you, you relate to. But I think these are the cornerstone of being a persuasive and soulful person going through this world,

Darin: Amen to that man so needed and going back to the noise, it's so noisy. We often don't even stop and even contemplate who we are. Like you said, we all have these little tweaks in ourselves and that's kind of the fun character to discover about ourselves. And oftentimes some of the hurt, some of the pain, some of the trauma, some of the challenges in life when turned into or become our superpowers as well. So that's, that; what do you do to kind of just take a time out, get a broader perspective and be more deliberate in managing these core principles?

Jason: Yeah. I love that. I am trying to find this quote that I just read, but it really struck me because I do a lot of therapy work. And what I found really useful for me is doing group therapy. And that's really allowed me to understand how the world sees me and how I see the world. And it's about controlling your mind. It's a Japanese samurai proverb and it says, don't speak bad of yourself for the warrior within here's your words and is lessened by them. And that idea of don't speak bad of yourself and hurt the warrior within that's something that always speaks to me because we beat ourselves up time and time again. And we don't let our original self-come out because we think we care so much about what other people think about us and how we view the world. But we really need to understand who we are and let that shine no matter what the outcome is. I always go back to that singular focus quote. And so, things that I do to like stay on the mental path is, you know, this better than anyone, but the mental connection to the physical body is so strong. And I have to sweat out almost like the bad thinking that goes on in my head or the doubts that I tell myself, I have to do that through boxing and like physical, like waking up and the first thing I have to do is sweat to quiet my mind so that I can be who I am. And that's like one practice I have to do, like all the time. And then another one that's really obvious is I have got to be outside as much as I can



in just hiking and enjoying nature. That's super grounding with no phone, with no device and just do that. That's really like my kind of weekend ritual is carving out time and I have to schedule it. You would have to block it out so that I actually accomplish it and do it. And I send my kids to camp every summer for two months and they take away. I mean, this is like a lot of people do this, but they detox and they take away their computers. They can't call anyone; they have got nothing but a bunk with a bunch of other kids. And that to me is they come back, the people who they should be and then the world chews them up for 10 months of the year. And then they go back and do that again, because they are like zooming for school and

Darin: Oh man

Jason: went through all that crap. And that to me is how I try to do the same thing in a different format. But I try to think about that Tech detox is critical. There's one quote I wanted to like say like the last thing that maybe for you to think about, and maybe it ties to what I do for a living, but there's this like Voltaire quote, no problem can stand the assault of sustained creative thinking. And I think that idea of like the way you are optimistic and you know, there's a path because I think about that all the time when we are doing social good advertising work, but whatever the problem is with sustained creative thinking, you can break that problem down and solve it and it takes years and decades. And but if you keep at it, you can solve the problem.

Darin: I love that. I am going to chew up the next problem.

Jason: I bet you are, awesome.

Darin: That's awesome, thanks bro man. Appreciate it.

[00:51:13] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.