

Daniel Decker: [00:02](#) Welcome to Jon Gordon's Positive University podcast. My name is Daniel Decker. I'm the cohost of Positive U. On today's episode Jon talks with Dave Meltzer, CEO of Sports 1 Marketing, one of the world's largest sports and entertainment marketing agencies, which he co-founded with hall of fame quarterback Warren Moon. Dave is also a renowned speaker, best selling author, and award winning humanitarian. And this interview is value packed. There's so much wisdom in what Dave shares about finding fulfillment in life and achieving your true potential. This is from a guy who achieved everything he wanted, lost it all, regained it, and discovered what matters most along the way. As you listen share your thoughts and tag @JonGordon11. That's @J-O-N, Gordon11. We'd love to know what impacts you most. And if you want to get notified when we release the next Positive University episode, or when we share resources, jump on [positiveuniversity.com](http://positiveuniversity.com) where you can sign up. That's [positiveuniversity.com](http://positiveuniversity.com). And now let's join Jon and Dave.

Jon Gordon: [01:03](#) Hey I'm Jon Gordon with Positive University and today my guest is David Meltzer. David, how you doing?

Dave Meltzer: [01:08](#) I am so excited. I've always wanted to go to Positive University so this is amazing. Thank you Jon.

Jon Gordon: [01:14](#) That's awesome. And now you're one of our faculty so I'm thrilled to have you. This is awesome. So tell us, what did you want to be when you were growing up?

Dave Meltzer: [01:23](#) That's easy for me because at five years old my dad left a single mom, six kids, and I was super happy though. My mom was a second grade teacher, worked two jobs, filled up turnstiles at the 7-Eleven after she worked at schools to put greeting cards in there just so we could have our packed peanut butter and jelly sandwiches for dinner. But I only wanted to be rich. What I wanted to be when I grew up was a millionaire. I wanted to buy my mom a house and I wanted to buy my mom a car. Because the only time I wasn't happy was when I caught my mom crying because the car broke down or we couldn't afford something. So I attached immediately my happiness to being rich and that's all I wanted to be.

Jon Gordon: [02:06](#) So did you pursue that growing up?

Dave Meltzer: [02:08](#) I did. In a variety of different ways. At first I thought I'd be rich by playing football. And, unlike my siblings who were literally parents' wet dreams and never got a B in school, went to

Harvard, Columbia, Penn, graduated summa cum laude. As my mom had us studying in the of a Country Squire station wagon and I would tell them I don't need to study because I was going to be rich playing football. And my big skill in football was I could run scared faster than anyone could angry. And this big mouth and four brothers in a two bedroom apartment, I learned to juke and jive and miss tackles really easily. But I did get a scholarship to college to play football. My mom always told me, "David, doctor and lawyer or failure." So when I got ran over my first game my freshman year, I remember lying on my back with a footprint on my chest from someone running me over literally, telling myself doctor, lawyer, or failure. So I changed my direction immediately to be pre-med and studied really hard until my oldest brother who was a doctor gave me a great revelation at 18 years old.

He told me that you had to go to hospitals in order to be a doctor and I hated hospitals. So I changed back to doctor, lawyer, or failure and I decided I'd study to be a lawyer.

Jon Gordon: [03:30](#)

Where did you get a scholarship to play football?

Dave Meltzer: [03:32](#)

I played football at Occidental College. It's where Jack Kemp, Jim Mora, Obama, a very small ... I always joke around. I played football at that long list of schools that wanted me to play.

Jon Gordon: [03:48](#)

So you decided to be a lawyer. By the way, I had a Jewish mom who wanted the son the doctor, the son the lawyer, my brother goes to John's Hopkins pre-med, I go to Cornell pre-law and neither of us became either of that.

Dave Meltzer: [04:01](#)

I love it. My Harvard brother who was biochem major and graduated summa cum laude, speaks six languages, never got a B in his life, National Merit finalist, valedictorian, he is a famous rabbi. So I always joke around after my bio is read, you know, from the Variety Magazine, Sports Humanitarian of the Year, Ellis Island Medal of Honor, ran Leigh Steinberg, all the great things in my career, that big bio. I step on stage and I always say, "Just so you know my other brother's a rabbi." In case my mom's sitting there.

Jon Gordon: [04:33](#)

I love that. Will you be celebrating Passover tonight?

Dave Meltzer: [04:37](#)

Leaving early man. It's not only Passover, it's my mom's birthday. So I'm on my way to San Diego to visit my entire family.

Jon Gordon: [04:45](#) Oh that's exciting. So you went to law school. What did you want to do when you were in law school?

Dave Meltzer: [04:52](#) I wanted to be rich so I picked what I thought would make me the richest, which was I went to ... I got into every law school and I chose to go to Tulane University because they taught civil and common law and they had the leading oil and gas program. They taught maritime law. And I thought I'd be an oil and gas litigator, an international oil and gas litigator, and I actually did my research. I asked my uncles that were lawyers, I asked everyone, who makes the most money? And they said litigators, international oil and gas litigators. These guys make unbelievable money. So that's why I went to law school. That's what I studied. But being an entrepreneur just kept raising its head. I was so money oriented. Even in college I got a nighttime job selling books. Back then they called them educational systems. They'd buy leads from hospitals for parents that just had newborns and I'd go in and tell them the success of my academia family, and that for just \$50 a month for 18 years they would get books to read to their kids, they'd get encyclopedias. All the way for 18 years. And I was the top sales guy taking night meetings six and eight.

And then when I was at law school to make money, I had got a law firm job nine to six, I sold tennis shoes for Roadrunner Sports from 4:00 a.m. to 9 a.m. incoming sales, and I outsold everyone. Which ironically I tell people, don't limit your point of entry because the second job offer I had in law school ... First was to be an oil and gas litigator. I made and achieved my goal, but I got a job offer to sell legal research online. In the early '90s. There was no such thing as the internet. It was .edu. This was early XD computers, 96 baud modems. Most people listening don't know what that is. But anyway, I got the job out of 2,500 applicants because they couldn't believe that a top lawyer from a top law school that was going to be a litigator would sell books and tennis shoes. And they had no other lawyers that had the experience that I had selling.

A great lesson though ... Jewish mom lesson, sorry. I always joke around, I have the typical Jewish mom Jon so I tell people you look at her and you would know that she's a great cook, but you would never know she's a black belt in the martial arts. In fact, she's a third degree black belt in the martial art of Jewish guilt. So I had to go to my mom and ask her, "What should I do? I got this unbelievable job working for an oil company, and two, or should I sell legal research online?" And my mom without blinking said, "David, you got to be a real lawyer. This internet

thing is a fad. Don't do it. Don't do it David." So I had to overcome the black belt and I learned a lesson that's very important though. Just because someone loves you doesn't mean they give you good advice. And a lot of times we take advice from, especially our Jewish moms that are second grade teachers that love us too much, that only want security and happiness for us, and we end up resenting them.

I know so many nice Jewish boys and girls, nice Catholic boys and girls. We invented it, they perfected it. But if you don't listen to your heart, if you don't follow your positive beliefs, if you don't believe in yourself, it's okay to tell your parents this is not for me and I'm going to go for it. And I'm lucky I did because nine months out of law school I was a millionaire. The internet was not a fad. In 1995 West Publishing, the company I worked for, sold for \$3.4 billion. And that's when not many companies sold for that much. It put my life on a trajectory into the Silicon Valley as someone that was a guru in the internet. And I learned Sand Hill Road and built relationships. I was known as a maverick in that area. I worked for a wireless proxy server company. I raised millions of dollars, 169 million. And became at 32 years old the CEO of the world's first smartphone with Samsung. And I literally had everything I ever dreamed of by 32. I married my dream girl. There was a girl that I fell in love with in the fourth grade. I had a friend ask her to go steady with me in the sixth grade.

She was actually Jewish. And she said no. I threw an egg at her. I threw rocks at her. I called her ugly. And somehow later on in life I reconnected, someone pushed me into her when I was 27 years old in Mexico. And I bumped into her and by the time I was 32 we were married with three daughters and I had anything I wanted to buy. And I thought at that time I was Midas. I literally thought everything I touched turned to gold.

Jon Gordon: [09:56](#) Well let's step back for a second. Out of law school you said within nine months you were a millionaire. How does that happen? And then tell us about how you felt when you became a millionaire. And what did you feel like at 32 when you've achieved everything? Were you fulfilled or empty at the time? So take us back.

Dave Meltzer: [10:15](#) Great question. Super fulfilled at nine months out of law school. Literally I mostly had anxiety that it wasn't real. I did buy my mom the house and a car. I believed that money bought happiness. And I did because I literally became the favorite son of my mom. She bragged about me and I have these

extraordinary brothers and one sister that went to Columbia, top of her class. And all of a sudden all of her conversation turned to how wonderful I was and to me that really, at the time ... And I was on a journey. I worked at that time twice as hard, twice as efficiently. I earned it. And I also have an unconscious competency to attract money. My personality traits, my characteristics, my obsessions and addictions all were developed over those 24 years to make a lot of money. And I also have an energetic side to me. I built an energy to attract, a positive energy. I had a faith that I was going to be a millionaire. I focused in on it. I manifested it unconsciously. And I was extremely fulfilled. And I carried that all the way through til 32.

And 32, it's funny you said how did I feel. Well I built this huge home. I had a Ferrari and a Porsche. I had everything that I wanted. I had just bought a golf course. I had a ski mountain. I had 33 homes across the world. And I woke up in my dream home. I woke up that morning, looked at the ceiling, and my comment was oh shit. Because for the first time in my life I wasn't happy. I couldn't tell anyone because everybody kissed my butt. Everybody thought I was terrific. But I knew the truth. I knew the truth, number one, I had an energy that I wasn't worthy of all this. My mom had made \$17,000 a year. I was so empty. I would give to get. I was a manipulator. I could oversell. I could back end sell. I could lie to people. I was a manipulator. And I had all of these wonderful things and everyone thought I was perfect and what I was was empty and shallow. I gave to a ton of people so people would tell people how generous I was. I wasn't giving unconditionally. My mom and my wife, even at that time, would tell me how lost I was.

The only two honest people in my life would tell me, "Hey, you've got to be careful. You don't want to be the richest man in the cemetery. You're not going to take anything with you. Stop. Just stop, take a deep breath." And those words would resonate. So I decided I would buy different things, and more things, and I started surrounding myself, because I was empty, I started putting faith in the voids, the shortages and obstacles in my life. I tried to get artificial stimulation through alcohol and drugs and the wrong people, and everyone to make me feel good. And it made me feel worse. And until I was 36 years old, I came home one night intoxicated. I was with Little John, the rapper, at the Grammy awards. I had lied to my wife about going. And I came home at 5:30 in the morning and I saw that gorgeous silhouette in the french doors of my huge home. And I walked up to the door and my wife said to me, "You are not a rockstar." And I looked at her, said, "I may not be, but I sure feel

like one." And she said, "You know what, I'm not happy and we need to talk in the morning."

And that morning, I get choked up, but my wife saved my life. Because she was my dream girl. All the achievements in my life, I always say I did two things that were closest to the pursuit of my potential. One was I was an average division three football player. And still today I wish that I could live to the potential that I lived in football. Although, the results weren't extraordinary. Nobody would ever look at me and say, "Oh my god, I wish I could be a football player like Dave Meltzer." But I know I have so much potential to motivate people, to help people, to be of service, to speak, to write books. And I'm not nearly close to my potential, but I literally got really close to the best football player I could ... I was an average division three player, but the closest I could be. And marrying my wife has been the closest to my potential of relationship that you could have.

For someone that's just so enlightened, so wise, so beautiful inside and out, that when she threatened me and said you need to take stock in who you are and who you were and what you want to become or I'm leaving, that rocked my world. And it was the catalyst that set me forth on ... My wife meditated, my wife was spiritual, my wife gave unconditionally to all of her friends and family. There was no manipulation in my wife. She's as close to the most honest person and it hurts your feelings, but she's literally one of the most honest people I've ever met. And all of my frequency that I have today has evolved from idolizing her and going and setting forth with all that effort and focus that I did to make money, to gain wisdom. So I started to meditate, I started to live my life in a whole different way. I woke up and prayed to god for more than 10 people I could help a day. I lived my life of service and of value. That doesn't mean that I'm Mother Theresa and I walk the streets of Calcutta. I believe in making a lot of money so I can help a lot of people and have a lot of fun.

I learned that money doesn't buy happiness, that it allows me to shop. And if I shop for the right things, then I'll be happy. My 50th birthday last year I shopped for the right things. I bought two community centers in Africa to impact millions of people. That's what my wife was all about. I started believing that everything wasn't for me or nothing happened to me, that everything came through me for other people with great appreciation, gratitude, and adding value. The hardest time of my life was two years after my wife put me onto my journey,

my quantum shift, two years after that my karma hit and all the bad causes that I created through manipulation, I lost everything. Over \$100 million in my late 30s. I lost everything. And at that time it was the best thing that ever happened to me because I put faith ... It didn't matter to me. Everyone else was worried. I had no doubt. I was CEO of the time of ... I had been able to manifest through those two years of doing things right, meeting Leigh Steinberg, the most notable sports agent in the world who's known as a philanthropist and humanitarian.

He hired me within 48 hours to be the COO of that firm and within six months I was CEO of the most notable sports agency in the world. And that's where I attracted and met Warren Moon, the hall of fame quarterback, which 11 years ago we spun off an extraordinary global marketing company, a sports marketing company, to make money, help people, and have fun.

Jon Gordon: [17:33](#) Take us back for a second though. So you went from being the CEO of Samsung.

Dave Meltzer: [17:38](#) Yes.

Jon Gordon: [17:39](#) And again, you're very successful on the internet, the dot com. You go through this transition-

Dave Meltzer: [17:44](#) Well I got fired from Samsung because we became ... I used to tell people I retired. I would say if you're going to get fired get paid to leave. But I was the head of the smartphone division, the world's first smartphone, and what happened was Samsung grew so much they realized that I was ... And it was sheik back then, but I was a young 32 year old CEO that was a great salesman, but I was not a CEO. I was a great person to raise money and build a company early, but I would not know how to ... We were the second largest manufacturer of phones so they gave me an option to be an executive vice president of sales or to get paid and step down. So I took the money, became a VC, an angel investor, a real estate investor. Really what I wanted to do was bullshit my way around the world partying. And it was really empty. I had a great time, but it was very empty.

So I met Leigh Steinberg and through this spiritual journey, with Leigh as well, I became the CEO of the most notable sports agency.

Jon Gordon: [18:49](#) So talk about that experience. What did you learn from that? And then also talk about what you're doing now with Warren Moon.

Dave Meltzer: [18:55](#) Leigh Steinberg's one of the most important people in my life. He, at the time, was an alcoholic. Not many people knew of the 20 year alcoholic battle that he had. Guys like Jeff Moorad, the owner of the Padres did, Warren Moon, one of my business partners did. We were building a business around someone that had a lot of demons. But Leigh was one of the most intelligent people I've ever met. In fact, I always thank my brother the rabbi for being CEO of Leigh Steinberg and if you want to know why, only other person that I know that intelligent is my brother, the Harvard summa cum laude. So when I met Leigh Steinberg I wasn't looking for a job. Little did I know Jeff Moorad had just bought into the Diamondbacks and he was looking for a COO. But I could connect emotionally to Leigh so easily because it was like talking to my brother who I'd shared a room with for 18 years. And I knew how to communicate effectively with him and to motivate him and inspire him. The best piece of advice Leigh Steinberg gave me was really simple advice. Be kind to your future self.

That one little thing, talk about the positive team, the power of positive thinking and Positive University. There's no better advice, if you look on your whole life, as kind to your future self by being of service, whatever it is that you're doing to be kind, not right. Which is really funny because with Leigh and I you had two of the most spiritual humanitarian, philanthropic, giving, of service people. Leigh went to Berkeley. He was the president of Berkeley law school. We both were these woo woo, really soft guys and our image and brand was we were the greatest negotiators on earth. And little did they know that we negotiated from a point of value. That we never negotiated to the last penny. We always were fair. And we would do business with dicks. And those were the three rules that we had, but yet our brand and our image was get Dave Meltzer to negotiate for you, he's a shark. Get Leigh Steinberg, he's the greatest agent in the world. And I laughed all the time. If they only knew Leigh, that we have shifted the paradigm of value, that we live our lives of service and both of us don't give a crap about money other than the fact that the more that we get the more we can help other people.

Jon Gordon: [21:20](#) Isn't Jerry Maguire about Leigh Steinberg?

Dave Meltzer: [21:23](#) Yeah. Cameron Crowe followed Leigh around. I know other agents tried to steal Leigh's thunder, but absolutely that movie was about Leigh and the humanitarian and philanthropic side of being of service. And obviously Cameron Crowe and others, the writing in that movie ... People don't realize that Jerry Maguire is just like my sports marketing company. Everybody thinks my sports marketing company's only about sports. Everyone thought that Jerry Maguire ... You ask, what's your favorite sports movie? A lot of people Jerry Maguire. Let's be honest, it's a love story. Nothing to do with sports. It's not like Any Given Sunday, which Leigh was a technical advisor on, it literally is a love story. Well Sports 1 Marketing, which was the firm that Warren Moon and I spun off from Leigh's. We took all the best things that we learned from Leigh. Leigh finally had bottomed out and needed to take a little time off for his own personal issues and Warren and I spun off our company with the backdrop of sports.

Our business is a love story. Our business is about helping people. It uses all the relationships of the biggest names in sports, the biggest events in sports, the biggest companies in sports, and we get everybody to emotionally connect to those so that we can raise a ton of money to help. We won't do anything without a cause or a purpose attached to it.

Jon Gordon: [22:46](#) Give us an example of a project you work on and a client that you had that you worked with.

Dave Meltzer: [22:51](#) One of our biggest clients is L'Oréal, which most people would think well how's L'Oréal. So they have a product called Redken Brew, which is a man's line of hair product. So what we do is we take Redken ... They don't know much about sports. They don't know how to monetize and utilize. And number one, we put them in the best place for sponsorship, for hospitality, and then when we do the hospitality and sponsorship if we put them into the Masters for example. And we host their dealers and their salon people and their clients, and we promote their products through all the different channels, and we get Champ Bailey, the hall of famer, to hold Redken and get him in. But we also have a media side of things nowadays so there's something I call the stage theory. In the past everything was about the live experience. Well that's nothing compared to what's called the stage theory where what we do for big companies is we capture the executives, the dealers, the salon people, the customers, we capture them on the par three tournament. We capture them at the Wednesday night barbecue, at the wheels up party.

All the different hospitality things with their branding there talking to other CEOs of tailor made and other athletes like Fred McGriff and Champ Bailey and Warren Moon or whoever it is. And then what we do is we create a video of it. A couple of 30 second spots, three minute spots. And then what we do after we capture it to make it look better than it really was with music and the tears and all their signage is captured. Some people never see the Redken sign. Well when we do the video it's everywhere. And then we amplify it on the internet. It gets shared everywhere. We send it to every one of their salons, every one of their dealers, every one of their executives. And they all share it because they're included in it. And then it's perpetuated on there. Any time someone searches the Masters, they're getting millions of people to view L'Oréal. Meanwhile, all of that money that we raise at those events through the celebrities there that have auction item signings, the sponsorship dollars that we collect, it goes to for example at the Masters, the Folds of Honor charity.

So we always pick a charity or a cause and all of that money allows us to make money, raise money to help others, and because Warren and I are so connected in sports especially, we both are big fans and still love it, we have a ton of fun. I've been to 21 Masters and I'm probably the only one that'll tell you besides Tiger Woods, I would compete with Tiger Woods, except the purses are getting pretty big, but I'm the second most money earner at the Masters next to Augusta National. Which is like the Vatican and I'll never be able to make billions of dollars like they do.

Jon Gordon: [25:48](#) That's unbelievable.

Dave Meltzer: [25:50](#) Isn't it awesome? So we put together at the Super Bowl, the Pro Bowl, the Masters, Kentucky Derby, Breeders Cup, award shows that we love like the ESPYs, Emmys, Oscars, Grammys, 5,700 golf tournaments that we work with providing collectibles and items and hospitality and sponsorship and media to capture, amplify, and perpetuate good, positive ideas. I did a Wheels Up commercial. I've done a L'Oréal commercial with my favorite line, be kind to your future self. The one my brother told me when I told him I wanted to be a doctor but I hated hospitals. He said to me, "Be more interested than interesting." So I have these positive messages that we put on. Things that I've learned from Napoleon Hill. Think and Grow Rich is my favorite book. I just carry and try to ...

The biggest difference in my life, I have to try my best to be a motivator, to live unconditionally, not a manipulator. The same skills can easily motivate people that I used to manipulate people with.

Jon Gordon: [26:49](#) So true. What does your wife say about you now? What does she think about you now?

Dave Meltzer: [26:54](#) Oh my gosh. I'll give you the story to tell. I'm blessed to be friends with Teddi Mellencamp and her husband. And they've been married 10 years. And she's a housewife now so there's a lot of branding advice and just friendship between us. I adore them both. But they've been married like 10 years. And my wife is bragging about, we're married 21 years, over the last 10 years of our marriage that we probably have only argued three times. And it was very short and I apologized immediately. And I definitely was accountable for the arguments. And Teddi's like, "Oh my god, I want to have a marriage like that." I said, "Hold on Teddi. Ask her about the first 10 years how many arguments we had." And she looked over and she said, "About two a day." That's because I learned through my wife that I was living my life in ego. I had a need to be right, a need to be offended, a need to be separate, a need to be inferior, a need to be superior. I had a need to be anxious, fearful, guilty, resentful, about everything that I do. And my wife would always tell me, "Get out of your own way. You are this amazing person. That's why I married you. Get out of your own way. You don't have to talk about money. That all will come to you," she would say.

"Just please help yourself get out of your own way." And I literally would say dumb stuff like, my wife would tell me to meditate and I'm like, "I don't have time to meditate. I made everything myself. I did it all myself. Who has time to sit around like you for 20 minutes a day and think about what they want when I can go get it?" I'm like, "Look around you. How do you think all this happens? Sitting around high on my mom's couch sick? That's what people who meditate are." These are the kind of things that went through my mind. I actually told my mom one time, literally, "Look around you." When she said I was lost I'm like, "Who's lost? Look around you. Who bought your house? That car you're driving. Am I lost? You never made any money mom. How are you telling me how to live my life?" These are the kind of things. And talk about radical humility.

Here's my favorite story that shifted me. I'm on my spiritual journey. I'm making changes in my life, but yet I go bankrupt. I wake up in the morning the day of filing and I have to go tell

Leigh and Warren that I'm actually filing bankruptcy and I realize shit, I'm Midas. They hired me because I'm Midas and this might not be good for our brand. And I'm thinking god, one of the things we live by with our athletes is 75% of athletes are bankrupt two and a half years after they play. What are they going to think when the CEO's bankrupt? What kind of advice could I have? Meanwhile of course, Leigh was gracious. He had gone bankrupt when he was in his 20s. Warren who is one of the most enlightened people on earth and his nickname is QB wan kenobi. He's so wise. They were super positive and supportive. But then I'm driving home and I realize I got to stop by my mom's house and tell her her golden child, the Midas touch, that doctor, lawyer, or failure thing, that she was right. I was lost and I lost everything because of it.

But here's the worst thing. When I started to drive down there I realized one idiotic thing. I had forgotten to take my mom's house out of my name. So not only did I have to go tell my mom I was a failure, the biggest thing in my life I always was afraid of was to go bankrupt, to lose everything. My whole identity was tied to my ability to make money. But I had to go tell my mom that she was moving. That the only reason I wanted to be rich was to buy her a house and a car and I lost it. But when I did, that's when I witnessed radical humility. I thought the Jewish guilt was going to come. I thought the tears were going to come. I literally envisioned her falling on the floor holding her heart, telling me I told you. When I told her I lost everything and she had to move, all she did was ask me if I was okay. If I needed any money, what she could do to help me. I broke down in tears. I was like, "Oh my god, I've been lost. My mom and my wife are incredibly brilliant. And how can they live in such peace? How do they know? I've wasted all this and I need to change my life even more dramatically."

I wrote radical humility next to my nightstand. I wrote radical humility on my computer. I wrote it everywhere to remind me that I had no need to be superior or separate to other people. That I had to be one with everything and to be of service and to motivate people, to empower others to empower others to be happy, which is what my mom lived by as a second grade teacher. One of the biggest accomplishments or joys of my life still is kids come up to me my age and they'll say, "Oh my god, is Mrs. Runde your mom?" And I was like, "Yeah." "She changed my life." [inaudible 00:32:00] "Your mom changed my life. She was the best teacher I have ever had." I'm like, "She was a second grade teacher." "I know. But she told me I could do anything. She made me" ... I'm like, "Yeah, that's kind of what

she told me." Maybe she had programmed all six of her children like she programmed 600 kids a year at school and so on and so on. What type of impact has she made? Way more than the millions of dollars I raised to build community centers. What an extraordinary experience.

Jon Gordon: [32:30](#) Amazing. Is she still alive, your mom?

Dave Meltzer: [32:32](#) Oh yeah. Birthday is today. First day of Passover. I got a double mitzvah. I'm going down to celebrate my mom's birthday.

Jon Gordon: [32:39](#) How old is she now?

Dave Meltzer: [32:41](#) 76 years old.

Jon Gordon: [32:42](#) Wow. Incredible. And I bet she's even more proud of you now than when you had all the wealth and all the success.

Dave Meltzer: [32:49](#) Yeah. And always so-

Jon Gordon: [32:49](#) You have a lot of success now, but a different kind of success.

Dave Meltzer: [32:52](#) Yeah. Well it's so cool because she brags about the money I give, not the money I make. And she brags about the things I do. Although I've been blessed to regain all my wealth. It's the things that I do with it. It's the ability to shop. Happiness is the shopping and she brags about her son shopping for the right things. And I'm blessed to have been able to regain all the things that I need to help others. I actually set a whole distribution model so that I could live of service. So every penny that I make goes to my wife, to my kids, to my mom, to my community, to my office, to literally our country, and then the world in certain percentages. So my wife never knew I did this after bankruptcy, but when I shifted the paradigm of value, she didn't know but I have her account so she would have to give me money. So all the money would go to her account and then I'd actually have to ask because I never learned how to ask for things, which is the biggest humbling-est thing is I believe that people not only should ask everyone how can I be of service and add value, but the bigger, more challenging thing is everybody should ask for help. Especially young people.

It's the best thing that you can do. Do you know anyone that can help me? And I started a train and a chain of asking for help with every penny that I made, including my first paycheck. When I went bankrupt, it takes a long time to lose that much money, I was working for Leigh Steinberg. So I had a nice salary

and my first check that I got I had moved into a rented house with rented furniture. I had lost my cars. I had lost everything. I had three young daughters. My wife was pregnant with my fourth child, my son. And I went to my wife when I got that first paycheck to go deposit it in her account. And I had a check and I said, "I'd like to give this to my high school." She said, "Why?" I said, "Because I could have never gone to college without a scholarship and my siblings never could have gone to college without a scholarship. I want to give a scholarship to my high school for someone else to go to college." And she looked at me and she said, "Oh, you finally get it." She said, "Now double it."

And I said, "Double it?" She goes, "Yeah, you have faith in the universe. Double it." I looked at her, I said, "I don't have that much faith." And the important message there, because I didn't, is that I still give a lot and I still fight my faith. Still anxiety comes up going gosh I got four kids, two of them are in college. I still have that fear and I tell myself I'm not going to put faith in what I don't want. I'm putting faith in what I want. I'm giving this money away. I'm going to live in a world of more than enough and more than enough will always be there. The minute I shift that back to the world of not enough, I'll never have enough. And I'm not going to live that way. I'm the biggest hypocrite in the world Jon because I know all these positive things, I'm on the positive team, and I fight the ego every day. I'm still a hypocrite. I get scared and I'm just faster at getting back to center. I'm better at it.

Jon Gordon: [36:04](#)

And you know what, that's all of us. We're all human. We all have flaws. We all fight the battle of fear and faith every day. Good and evil and negativity and positivity. That's our journey so I think it's wonderful that you're so honest about it and that you're sharing it and your story's obviously amazing. What are you excited about going forward as you think about what you want to create next? Or perhaps it's what your company's already doing, but what are you excited about as you move forward?

Dave Meltzer: [36:29](#)

It's shifted a lot. I've always lived off of other people's brands. Whether it was Evander Holyfield or Troy Aikman, Steve Young, Thurman Thomas, Bruce Smith, eight first picks in the NFL draft, or Leigh Steinberg himself, or Warren Moon, I've always lived off of attracting business through other people's brands. Over the past three years I've been able to build my own brand. I have a book coming out, Game-Time Decision Making with McGraw-Hill in July, my fourth book. I have a TV show-

Jon Gordon: [37:00](#) Talk about your first few books. Give us the name of your first few books.

Dave Meltzer: [37:03](#) My first book was the outline that my wife inspired me to write to take stock in who I was. It's called Connected to Goodness. It's about making every possibility a probability and every probability a perspective. I went to Napoleon Hill foundation, I asked for help, and have a best seller that's out there and it's about manifesting everything you desire through being inspired. The second book that I wrote is called Compassionate Capitalism and it's about being a merchant service, about shifting the paradigm of value of how profitability is terrific if you have purpose and passion tied to it. The third book I wrote is fully for charity. It's with one of the best authors in the world, Jack Canfield, who wrote Chicken Soup for the Soul, wrote half a billion books. It's called Unstoppable, Creating the life you love. It's a workbook moreover. And all the money goes to Unstoppable foundation, which I'm the chairman of. And this new book is Game-Time Decision Making. Comes out July 15th with McGraw-Hill. It'll be a national ... It's a big book and it's a real book deal, which ties into all the speaking I do around the world.

I'm now the chancellor of Junior Achievement University with 100 million alumni. I'm the head chancellor of that. I'm the chairman of Unstoppable. I speak all around the world about leadership, motivation, positive thinking, sports technology, whatever I can. And then I do trainings. I have a very large business coaching practice. One on one coaching. Coach the coach. Business advisory. I have 10 coaches beneath me that assist me around the world. And I build content. I don't sell anything on the internet if you watch my videos.

@davidmeltzer, I'm the old man of Instagram. I have one of the biggest followings of anyone over 50. They call me uncle Dave. Uncle Dave of the internet. But anyone that asks for my book I send it out for free and pay for shipping. I give all my content for free and I never sell anything through my content. There's no advertisement. I have a top five business podcast called the playbook, which I want to have you on Jon with entrepreneur.

And I don't have advertising on there. I don't sell anything. I truly want to live my life as a motivator and trust the universe that if I put value into the world, value will come back to me and through me for the benefit of more people. And I just keep expanding because I'm like a huge pipe and I just want more and more of everything that I want so I can add value and give it to other people.

Jon Gordon: [39:41](#) I love it. What a beautiful way to live.

Dave Meltzer: [39:45](#) I'm blessed. Let me just tell you, it's a lot of work to get here. It's a lot of dummy tax. Which is why I want to give it to other people because I have paid a lot of dummy tax and if you're going to ask who's Dave Meltzer? He's one of the biggest dummies that you'll ever meet, which makes me one of the most successful people because I believe this. People that are positive, they think that they're positive because they have faith to get through the struggles. But if the universe never promised and god never promised that you're not going to struggle. But we think we're all positive because we're going to get through it. That's b.s.

My faith is that I'm going to get through it, learn from it, and be better from it. Like some struggles to me means I'm getting better, where everyone else wonders why they're stuck. Because they're like, "I get through the struggles." Yeah, but you're equal to or less than what you were when you went through the struggles. I'm better. I'm better. I'm like a butterfly breaking out of a cocoon. I'm stronger. I'm ready to fly higher. And that's how I see things. And I want to motivate other people. I think the world turned into this whiny, why me world where they're victims. They're like, why me? Not me. I grew up in a try me world. I was born into it. And like, yeah this is what makes people great. I'm blessed to be on the Olympic committee. You know what makes every olympian great? Is that they're better off than they were through their struggles. They're try me people. They can take and withstand and create more from being challenged than anyone else. And that's what I want for everyone is to say, yes, I'm going to be challenged so I can get better. Not, why me? Why is this happening? I got a challenge, a void, a shortage, an obstacle in my life. I hate that.

Jon Gordon: [41:30](#) I love you David. Why me? No. It's try me. Truly inspired by you and your story. Thanks so much for joining us on Positive University.

Dave Meltzer: [41:39](#) Oh, it's been the best man. I want to have you on my podcast. Thank you Jon.

Jon Gordon: [41:43](#) I'd love to. I'd be honored.

Dave Meltzer: [41:45](#) Thank you.

Daniel Decker: [41:47](#) Thanks again for joining us for this episode of the Positive University podcast. If you found value from it, please share it

with a friend. You can post on social. Be sure to tag @JonGordon11. Make sure you also subscribe so you get notified each week as a new episode releases. You can subscribe, rate, and review in iTunes or wherever you listen. We'll be extremely grateful for that as your reviews help encourage others to listen in. So until next time, stay positive and remember the best is yet to come.