

Jerry Colonna: John, it's great to hear from you, to see you again, and to be back online with you. How are you?

John Guydon: I'm good, man. Great to be here, I'm excited.

Jerry Colonna: All right. Take a minute, introduce yourself again, and just tell us your name and who you are.

John Guydon: Okay. I'm John Guydon, CEO of Master the Book. It's a company that reads books and turns them into 15 minute videos. Oh, by the way, I make movies in my spare time.

Jerry Colonna: Right, right. What you are is a two time guest now at the podcast, isn't that right?

John Guydon: Yep. Is there a record?

Jerry Colonna: I think Brad [Feld 00:00:44] has the record now. I just recorded another podcast with him that'll come out probably at the end of January, or early February. I think he's got four.

John Guydon: Let's give him a break, I gotta catch him, I'm trying to be the [inaudible 00:00:58].

Jerry Colonna: All right.

John Guydon: I'm gonna send him an email, like, "Man, look, no more podcasts until I get up there," we'll work it out, I want to be the record holder.

Jerry Colonna: All right. So, bring us back in time. When we last talked, it was in the spring, you were transitioning from Lassy Project, which is how I first met you, when we first met, our experience, being together at the bootcamp, we had, I think, a killer, kick ass conversation, and if i remember correctly, we sort of hit upon one of your many superpowers. But, you were going through some questioning, transition time for yourself, and trying to figure out who the next iteration of John is. Am I naming that right?

John Guydon: The next iteration of John. Let's even be a little more crude, or just a little bit more candor in that one. Yeah, you're correct, just taking it a step further, it's actually deciding to take action on what you know.

Jerry Colonna: Mm-hmm (affirmative), meaning, not sitting back and waiting for it to happen to you.

John Guydon: Yeah, it's like the guy that is really good at baseball, and he's in the park, and he's hitting home runs like nobody's business and can throw it from center

field all the way to home base, and everybody's like, "You're really, good, man, you should totally do [inaudible 00:02:31]," and he's like, "Oh, I know, I know," it's like, "Well, what are you doing? What are you doing? Go."

Some people don't go. I'm like, "Well, I can't be that guy," so I started to take some action.

Jerry Colonna: As we last left the story, you were taking action, and now it sounds like, and can feel it in your energy, you're taking action. Bring us up to date, what have you been doing since May, and what has Master the Book.

John Guydon: Okay, yes.

Jerry Colonna: Don't get into pitch mode, because I'll cut you off.

John Guydon: Don't pitch me bro, don't pitch me bro.

Since May, we've been kind of going back and forth about, I made a decision to make a documentary, to make a movie, and that is something that costs money until you get distribution, and most movies don't even make money, right? So, that's not a career, that's a thing that, "Hey, I want to put this out into the world, and this is something that the world needs, this is something that we can do to change things," and whatnot. It's a story that needs to be told.

Jerry Colonna: As I remember, we'll circle back to that, but as I remember from our last conversation, that was Dark Dollar.

John Guydon: Yeah, The Dark Dollar, you got it.

Jerry Colonna: That was about, in effect, black economic power, and what has happened to undermine that, and correct me if I'm wrong in terms of the terms, but we were even talking about the black Wallstreet of the 1920s, 1930s, is that right?

John Guydon: Mm-hmm (affirmative).

Jerry Colonna: Okay, good.

John Guydon: Yeah, basically it's like this. The conversation is, right now, it's at toxic levels, and it's very easy to talk about race, very simple to pin things on race. It's been happening since the late 1800s. Even outside of the US it's been happening all over the world, because it's an easy way to divide people, is by race, because it's simple, "You look like this, I look like that, we divide you." We've bought into it, hook, line and sinker, all of us.

The media portrays people a certain way, and we're thinking about this, and all of the sudden we actually are having discussions around this, when in reality, if you sit down, and you ask somebody what they want and what they desire, most human beings, we're similar. We want safety. We want happiness. We want to achieve our goals, we want to make things better, we want to give a life for our kids if we have kids. If we don't have kids, we want to have fun. That whole safety, prosperity, happiness thing, it's all the same stuff.

Jerry Colonna: Yeah, I call it love, safety, and belonging. That's what we want. We want to feel like we belong, we want to feel like we're loved, and we want to love, and we want to feel safe. If we feel safe, we can do those other two things.

John Guydon: The premise of the movie is basically says, "Instead of us focusing on race, and trying to make white men feel guilty, because what's that going to do?" What's the pot of gold at the end of the rainbow with white men feeling guilty? "We did it, we did it, they feel horrible, they feel really bad, not able to do stuff." What are we gonna do? [inaudible 00:05:58].

What The Dark Dollar says is, "Hey, this is the something that you can do. You can pool your resources together, and start to solve the very problems that plague you." All of those things that say, "Man, this is really bad, education is [inaudible 00:06:11], cool."

Jerry Colonna: Fix it.

John Guydon: Done. Literally, just like that. You don't need to ask for permission, you don't need to get Jerry Colonna to say, "Yes, I think that you're worthy of that, and here you go." Nope, nope. Once people understand that power ... Look, I think I had mentioned it last time, the movie, I think it was Ants, where they were like, "Look," these people out there, once they realized this, the power that they have, the world will change forever, and this is what that is.

Everything, from police brutality, to housing discrimination, to all of these things, we're going to impact those with people coming together. This is the movie to spark that action.

Jerry Colonna: It's a documentary, it looks at past instances, if I remember this correctly, it looks at past instances of communities coming together, pooling their resources, and creating economic activity and prosperity for themselves, but now, it sounds like it's morphed even further, or evolved even further to the point where you're exploring from a forward looking perspective, what are those lessons for today, and how do we come together as individuals who might be interested in going beyond diversity and inclusivity, into true power sharing, truly equitable existence as communities. Am I getting this?

John Guydon: No, you got it, you got it. It was quite a pretty accurate depiction there. Look, to sound kind of, I don't even know the right word, is it crass, or whatever, but if you take a white man, why in the world would a white man celebrate the giving up of power? If white men have been in power since the beginning of existence, we are expecting them to say, "Yes," [inaudible 00:08:24] so excited about, like, "Yes, man, we used to be 80% of the Fortune 500 CEOs, and now we're at 70, this is awesome, people that don't look like ..." Really?

You could in an ideal world say, "Oh, yeah, that'd be great," but let's keep it real here, let's keep it real. It's not their problem. It's not their problem.

Jerry Colonna: I'm smiling deeply, because after our conversation, I had a conversation with a dear friend named Konda Mason, and Konda runs the Impact Hub in Oakland. Konda and I had the conversation around equity, and she nailed me. She said to me, "Right now, today, would you trade places with a black man?" I said, "No, I wouldn't."

John Guydon: Yep.

Jerry Colonna: It was such a powerful and liberating conversation for me, because she also said, "Stop with the bullshit of being guilty, start internalizing a sense of responsibility for creating the world you say you want to have," which is a very different stance. I'm not here to do reparations. I'm here to work with my brothers and my sisters in whatever meat bag they happen to have incarnated into, right, to create a world that's a better world for my kids.

John Guydon: Yes. Yes.

Jerry Colonna: That's my job. That's my wish. That's my honor.

John Guydon: Mm-hmm (affirmative), yeah. Look, you gotta do it, it's gotta be real. It can't be, like, in the Deep South, when they really screwed it up. I'm cynical, I'm like, "Somebody did this shit on purpose," but there was a bunch of boy scouts, right, and it was all white kids in the boy scout troop, and they were doing well. These kids had been together for several years, and they were pretty advanced. They had been doing this thing for a long time, and somebody with seemingly good intentions, "Oh, yeah, I want to make sure little black and brown kids can be part of the same troop," and all this.

They forced this, they had a bunch of black kids that had never been in boy scouts, and they paired them with these four year veterans, the kids that had been doing this since they were eight. They're 12, man, they're tying knots like ... they could tie a knot to anchor down the Titanic and shit. These are little Eagle Scouts.

The little white boys hated the little black boys. Why? Because, as a group, they couldn't do the exercises, and the fun activities that they normally could do because the little black boys weren't at that level. They were doing the old generic shit that they were doing years ago. They began to resent it, so then you ask the little white boys, you say, "Do you want to be with these kids?" They're like, "No." Society will tell you, "Well, they're saying no because they're teaching inherent racism." No, the kids want to have fun, they're like, "I don't care what you look like, you're screwing up my fun."

What do you do with that though, right? What do you do with that? You solve a problem in a real way, is what I like to say. I don't want a charity, I don't want a handout. If they need to get up to speed, then fricken get them up to speed. If you care about these little boys getting up to speed, then do whatever you need to do, bring in the Eagle Scout from the blah, blah, blah, pay them a bunch of money, have them come in and do this crazy ... and let the kids get up to speed. Same thing with adults, same things with jobs, same things with housing, same things with whatever.

Don't do affordable housing where you take this, and you say, "I'm going to subsidize the crap out of this house, so much, that you, low earner, can afford the home. Then, you're moving in, you let weeds grow, and I don't want you to be my neighbor. I resent you. I'm not inviting you over to barbecues. I hate that you're there. I hate that you're there, not because of what you look like, but because you got weeds growing knee high, and it brings down the value of my community. You don't understand. You aren't ready to have this home. You're not taking care of your lawn, you're barely in the home, you can barely afford it, you'd rather spend money on ... You're not fixing the outside." That's not the way to do it. I don't want a handout, I don't want a charity.

Look in government aid now, is that working? Anyway, off my soapbox, but, after May, I didn't know exactly what to do after our super hero discussion. I sat with that, and I sat with that, and I said, "You know what? I don't exactly know what to do. I'm going to make a decision." I always tell people, as a leader, I mentor folks, and I'm always telling them, I said, "You gotta make a decision, or a decision will be made for you. That's a fact." I was like, "Okay, I better make a decision," so I was like, "Let me start doing super hero shit." I didn't know what that meant, but I was like, "Let me just start doing super hero shit."

I called my producer, and I said, "How do we make this movie for nothing?" He like, "What do you mean?" I said, "This movie has to be made. I want you to agree with me right now, that this movie will be made no matter what." He said, "You got it," and I said, "Okay, back to my question, and it's a serious one, how do we make this movie for nothing?" Before, we were kind of like, "Well, you know, we need to raise the funding, and this and that," which is, you

know, there's some elements of truth now, but we were waiting, sitting. That's not super hero shit, waiting, and sitting [crosstalk 00:14:05].

Jerry Colonna: Let's take a pause. Remind the listeners what was my challenge to you around super hero? What did you take away from it?

John Guydon: Really just to, basically, don't have any apprehension, and just go.

Jerry Colonna: Like, own it.

John Guydon: Yeah, actually be that person.

Jerry Colonna: Be the fucking super hero.

John Guydon: Yeah, yeah.

Jerry Colonna: Listeners have heard me talk time and time again about superpowers, and we all have some sort of super power because we're all fucking mutants. The thing about someone who owns their superpower, instead of being owned by their superpower, is they become a superhero. That's the calculus. My challenge to you, John, was to be the super hero. That means coming into relationship with the negative and positive sides of your superpower.

John Guydon: Mm-hmm (affirmative). I tell them, I said, "We gotta make this movie, and I need you, I'm tasking you with telling me how we can do this thing for nothing." This guy came back, his name is Jared [Roxbur 00:15:31], from Scotland, he's amazing-

Jerry Colonna: I'm gonna make you do that Scottish accent one more time.

John Guydon: Jared. I got a couple Scottish words I can nail.

He says, "Alright man," so, he goes. He comes back, he comes back two weeks later and he calls me, he says, "John," I says, "What's up, man?" He says, "Are you ready to make a fucking movie, man?" I said, "What you mean?" He said, "Are you ready to make a fucking movie, man?" I was like, "Wow, what do you mean? Of course, I'm ready." He got a whole crew of people. You know that commercial, I think it's a car commercial, but the kids are like, "Come back with a team and maybe you can play," the kids are going to recruit all the kids, and they're waving them over. He brought back, these folks, out of the goodness of their heart, he showed them the thing, he showed them the clips, and he said, "I need you to help make this movie, and this is what we got, and this is what it is, and it's going to be hard work." They said, "I'm in."

These people didn't even know me, they are in, all the way in. They've made

sacrifices, they're making phone calls, they're putting in work, they've given me [inaudible 00:16:35], as if I'm paying them. I'm not paying these people. He came back with a team, we found a composer that did Beyonce thing, and some other stuff, he's from Switzerland, the guy's amazing, and he's going to do the score for the movie. We found a song, this song is crazy, by the way, and this guy is also overseas, there was a really funny story about it, but it was a song, Devil is Kind, or, Devil is Fine, and we called him about licensing.

We don't have any money for licensing, we called him. He's giving us the song for free. He was so moved by what's going on, he said, "Oh, yeah, you got it. For free, you got it, just use it." I'm like, "Wow, something really happening here." We do that, then we get connected, and I wish I could divulge the name, we will be filming this individual in ... Oh, I got a clue that will help everybody. We will be filming this individual in January, he is a guy that is ... He's a big name guy, very well known guy, and if you haven't heard his name, his name's everywhere. If you haven't heard his name, you might be deaf. Spelled D E F.

Okay, so, we got a big name, this is going to lead to more big names. The same publicist that reps Leonardo DiCaprio, and Snoop Dogg, we flew down to LA to meet with them, and they said, "A, we're in. We're going to help you crack this story, when you're ready, and B, when you are ready, don't worry about getting in with HBO, getting in with Netflix, we're going to walk you in the door." All of that from the question, of saying, "Hey, how do we make this movie for nothing?" Now folks are coming ... We're about to do crowdfunding, I was really afraid to do crowdfunding. We're going to do it, we're going to crush it. People are going to be involved. We got thedarkdollar.com up and rolling, things are looking good.

Anyways, so that's happening, which is nice ...

Jerry Colonna: That's your side job.

John Guydon: That's the side job. That's the side job. That don't make me a dime. That's the side job.

Yeah, what I've been doing with the main stuff, what does that look like? That was a moment of, in May, I was not doing superhero shit, at all, and I knew that that was a call to do it, and I just sat with it, and I took stock in where I was, what I needed, what I could do with what I have, what's a problem I can solve that's not going to suck the soul out of me? I can only do so many soul sucking tasks at once. It's like, "Damn," but, what can I do that encompasses my desire to help people, help them become better, and become better myself? What can I do that's also fun, and that helps me grow, and something that can make a good amount of money? Oh, and, something that, as it gets

bigger, it doesn't get more stressful for me. Small list of requirements.

That's where I came to this concept, Master the Book. Real simple. Everybody keeps saying, "Oh man, you gotta read this book," and then somebody else says, "Oh, okay, I'll put it on my list." I went to one of my friends, I go, "Man, I've heard you say, 'I'm gonna put it on my list,' I don't know how many times. Do you ever get to your list, to read those books," and they're like, "No, no I don't. I don't, I'm just so busy, and this, and that," and I just asked, I said, "What if I read books and I turned them into 15 minute videos?" They said, "Hell yeah," I hadn't even finished the question, they said, "Hell, yeah, yes, I would do it, totally," and I said, "Okay," I made a few more phone calls, and got the information, and I said, "Okay, let's do it."

I put up a site, didn't advertise, or anything like that. I don't know why, or whatever, but I put up a site, and I just started making videos. I just started making videos. I sent them to some folks, and people were liking them. They're liking them a lot. What's really happening, which is, I love, is people are telling me how they're implementing what they're learning into their lives.

Example, we're talking about habits, and so we did this thing about habits and how to change bad habits and transform them into good ones, and how that impacts your life, and people I'm sending it to, they're literally saying, "Hey, because of that, here are the things that I've done to impact my life to help create new habits," and I'm like, "That is awesome, and that feels like superhero shit to me." I can read a book, and then master the book. I got this thing, some people like to read books. Other people like to listen to books. Well, now you can master the book, and that's really what happened.

Jerry Colonna: How's that experience been for you?

John Guydon: The experience of creating the videos?

Jerry Colonna: Mm-hmm (affirmative).

John Guydon: It has been one of the most energetic things, period. I feel so lucky that I'm reading a ton. Literally, everywhere, I know, this is not a physical thing, or whatever, but I got [inaudible 00:22:13].

Jerry Colonna: You just grabbed five, six books, look what I'm doing, look what I'm doing, right.

John Guydon: I could literally keep going. I could grab books. I feel rich with this knowledge. I feel rich. I am learning so much, and when people call me, and they say, "Oh, I want to talk about this, or talk about that," I find myself pulling from these books, and I'm saying, "Well, you know, you really gotta say yes to one thing,



and no to everything else," like, I got that from the one thing. It's been super energetic. Super energetic, and also has been a battle.

Jerry Colonna: Tell me about the battle.

John Guydon: Well, it's silly. Like I said before, it's underlying discomfort with superhero shit. It sounds so conceited and ridiculous, and it's not like you meet people who say, "Hey, what's going on?" It's like, "Oh, doing some superhero shit," "Me too, man, let's grab some coffee." It's kinda like, not lonely in the traditional sense, where you're like, "I'm lonely, I have nobody to talk to," ... It's not like you have a superhero convention, and shit like that. People don't want to move the lever that shifts the world all the time, they just want to make some money and have some fun.

It's been a struggle, or a battle, because I've known for quite some time that I need to put myself out there, and what I mean by that, is I literally mean, myself. I'm talking about social media, I should be putting content out there, I should be putting pieces and snippets of my videos, because when I go speak, I do public speaking from time to time, and I know the feedback. I know the feedback. I've done talks, and this and that. I've heard from mentors, from colleagues, from friends, for years, now, "Man, you really gotta put yourself out there," but I haven't.

Jerry Colonna: Why not? Be real.

John Guydon: Always.

Well, fear. Fear. I'm afraid that ... I've been thinking about this all day today because of a conversation I had this morning with a friend turned guru. Fear. Fear. Because, you put yourself out there in such a strong way, that's, in my opinion, that's it. It's kinda like, "Oh, that's who you are." I got friends that are like, the real estate guy, and friends that do this, and friends that do that. It's like, if you stay neutral, and whatever, then nobody can label you.

Jerry Colonna: Nobody can label you.

John Guydon: Nobody can label you. Aw man, I can see it in your eyes, you're diggin another layer deep here. I wish everybody could see the way you look right now.

Jerry Colonna: Who, me?

John Guydon: Yeah, you.

Jerry Colonna: You mean I'm doing that Jerry thing?

John Guydon: Yeah. Nobody can label you. You know what I'm saying? That's probably a big thing, it's like I ...

Jerry Colonna: Have you been labeled before?

John Guydon: Oh, of course, of course.

Jerry Colonna: What were some of the labels? Be real.

John Guydon: Well, I mean ...

I'm gonna give you the answer, because you asked for it, but I don't ...

Have i been labeled before? Yeah. I've been labeled a thief before, I've been labeled, just some racial slurs, and stuff like that, whatever. In high school, there was an issue with, police got called at a party, and mind you, I think I told this last time, we are like, straight edge people, you know what I'm saying? I wasn't a partier, I didn't even get into trouble, really.

Jerry Colonna: But you're a big man.

John Guydon: Yeah, I'm a big man. Look, a dude in Colorado kicked my dog, man. He kicked my dog.

Jerry Colonna: You were walking down the street in Boulder ...

John Guydon: No, this is in Aurora, we just got through walking our dogs now. I'm a big dude, I'm married, we have two Pomeranians. Had two Pomeranians at the time. Pomeranians, little, small, tiny ass dogs, right? Not a reflection of me, but a reflection of my love for my wife.

So, we walk these little dogs, Bear and Bruiser, appropriate names for Pomeranians, and so we walk these dogs, and this dude comes up, and he's not a small guy himself, but he's probably like six foot, six one, 240, you know what I'm saying? I'm bigger than that.

He's walking by, and he's got medium sized dogs, and his dogs stop on my front lawn, and they're doing what dogs do, sniffing their butts, or whatever the case may be. I start walking over to him, and I was going to greet him, you know, like I normally do, I'm that guy, "Hey, how's it going?" I had never seen the guy, and I walk up to go get my dog, and he literally kicks him, kicks the bigger Pomeranian, just, boop. Kicks him, straight up kicks him. I was in shock.

I like to be the type of person that I kinda prepare for a lot, because if somebody says something to me, I prepare for it, or if I'm driving, I'm like,

"Okay, what if that person veers in my lane, what am I going to do?" I'm that guy. I'm the guy that catches the kid of the escalator, and shit. But this, I had no plan for. I had nothing for it. I got nothing. Kicked the dog, what do you do? Go. It's like, "I don't know."

All I could muster up was, I just yelled, I go, "You kicked my fuckin dog, man," like this, "You kicked my fuckin dog," that's all I could ... Again, didn't expect this to come. Instead of, typically when I, in aggressive tone, typically people calm down. He did the exact opposite. He bucked up, he got in my face, he took his finger, and he pointed it, he pointed it in between my eyes and said, back and forth, he said, "Your dog was ..." and doing all this.

Now, this is happening in slow motion for me, and I don't know this guy, so I haul back, and I give him a jab, I give him a jab to his cheek, nothing crazy, probably like 65%. He pops back, his glasses fall off, it's all dramatic, drops his leash, and stuff like that. I give him one pop, I didn't beat him, I just hit him once, boop, just one pop, like, "Back up." He go, "Oh, you hit me, you hit me," so he leaves.

15 minutes late the police knock on my door, [boop boop boop 00:28:59], right? I'm like, "Oh man, here's the police," right? The police were cool, they were cool. Dude comes in, and he's like, "Where's the dog?" and I point to my dog, and he goes, "No, no, no, where's the dog that was in the incident?" and I point to my dog, said, "That's the only dogs we have," I said, "Look at my bowls," he didn't believe me. I said, "Look at my dog bowls," he called his partner over, "Hey man, come here, you're not going to believe this, look at these dogs." He goes, "These are the dogs," and the guy goes, "What?" The story the guy told you looked like the dogs were ...

Jerry Colonna: Right, Rottweilers. [crosstalk 00:29:28].

John Guydon: Exactly.

Jerry Colonna: Yeah, yeah, yeah, yeah.

John Guydon: Anyway, long story short, I got charged with something sounded so serious, like aggravated assault, or something like that. So, I'm in court with a suit on, I'm so out of my element, like, "This is ridiculous." I go to the judge, and I'm telling the judge, I said ... He said, "Well, what say you," and all that, and I just told him, I said, "He approached me, he was aggressive in nature, I felt for my safety, the safety of myself and my young daughters at the time," I didn't have Eli, we didn't have Eli, I said, "I felt for the safety of my daughters and my family." I'm thinking, "This is open and shut," like, police officers on my side.

The judge looks at me, he says, "Look at you." He goes, "I find it hard to believe

that you felt threatened." I was like, "Damn, I can't feel threatened? Why can't I feel threatened? What am I supposed to ..." So, I gotta let dude be all in my face, kick my dog, and all this, it's crazy.

Jerry Colonna: What did the judge mean? What, because you're scary looking?

John Guydon: I didn't feel like I could have a conversation with the judge, like, "What do you mean judge?" He's like, "See, there you go with that aggressive shit." I don't know. Hell, I was in another spot, I was doing a reality show with IBM, like, camera crews follow me around, and there's a bunch of white dudes, producers and stuff, and this guy, a security guard guy goes, "Hey guys, you can't film here, blah, blah, blah, blah, blah," and everybody's like, you know, and the white guys are getting all aggressive, and stuff.

I'm not an aggressive guy like that, right? I'm just kinda like [inaudible 00:31:06]. I'm asking him, "Hey, so, where does the line cut off?"

Jerry Colonna: Yeah, you're trying to find a compromise.

John Guydon: I'm trying to get my shot. I'm like, "Hey, where's the line?" and he literally stopped, put his hand on his deal, and goes, "Hey, I don't need any aggression from you," and everybody just stopped, and I said [inaudible 00:31:27], he goes, "Listen, don't say anymore, you want to call the police," and he calls the police. It was just the most weird ... And, they got that on film, too. It was the weirdest thing.

Now, these labels, I don't know if this is it, the real one is being judged, I would say. I think overall being judged. I don't know if this is a fault of mine, but I really give a shit what people think, and I don't want to. I really, too much. I had a neighbor, my neighbor made me cry once. We're friends, and we're over there, it was a year, it was a year later, I had known him for a year, and we were in his basement drinking, and he told me about his first impression, he said he thought I was being a jerk to him, I made a comment, like, "What you know what to do with all these weights?" He's a big, strong guy, but I'm a big, strong guy.

I didn't mean to ... I was just, kinda, jabbing at him.

Jerry Colonna: The way two guys would.

John Guydon: Yeah, exactly, and he took it the wrong way. It made me cry. I'm like, "What am I doing? I'm over here crying because this dude thought I was mean." Why do I even care?

Jerry Colonna: So, to go back to the experience this morning, what you've connected with is

that you've held yourself back out of a fear of experiencing being judged again.

John Guydon: I think so. I've almost put myself out there so many times. Probably, like, 20. Probably 20 times in the last 10 years. People have been telling me for 10 years, "You are tripping." They look at me, they go, "You are tripping." I had a really strong mentor, like, a month, six months, "You are tripping. You gotta put yourself out there. You put yourself out there, you're going to build a following. You build a following, you're going to be able to move mountains." I'm like, "Oh, that's sounds great," and they're like, "You just gotta do this, this, and this. It's easy."

Jerry Colonna: Every one of those things scares the crap out of you.

John Guydon: Yeah. It's little things like put yourself on Facebook, and do this, and do that. It's interesting, and I don't know if it's the fear of being judged or ... I'm not sure, exactly, right? This has been happening a long time. This morning, I reconnected with a buddy that I knew growing up, and he, in 2008, when the market crashed, and all that, he devoted his life to online traffic, internet traffic. He is a guru now, people pay him 25 grand for two days to learn from him. He's got the big house, and the car, he's doing really well, and he's teaching people how to do it. He's changing people's lives, helping business owners get traffic. He's got his own brand, he's got a video and a book, and all this stuff.

I was talking to him, and I'll be damned, we hadn't talked in years. I showed him what I was doing with The Dark Dollar, he was blown away. I showed him what I was doing with Master the Book, and he says, "Dude, you got something with this, man, blah, blah, blah," he was telling me all this stuff. Before we got off the call, he goes, "Can I just tell you something, man?" Because, he asked me earlier in the call, he goes, "Are you on this? Are you on Twitter? Do you do this, do you do that," I was like, "Well, I do, but I don't really do anything, I just ... No, I haven't put myself out there, socially." He didn't react then, he just kinda asked the questions, like, "Hey, are you on this? Are you doing this? Are you promoting yourself this way?" I said, "No."

Before we got off the call he says, "Can I say something?" I was like, "Yeah," he goes, "Man, I just gotta say, I think you're tripping." I go, "What do you mean," he goes, and I knew he was going to say, he goes, "I don't understand. You need to put yourself out there ASAP. You need to put yourself out there ASAP." I've been sitting with that all day.

Jerry Colonna: Where are you now with it?

John Guydon: I have told every person that I've spoken to today, I have told that I'm going to do it. I'm going to put myself out there. I'm going to join his thing, I'm going to

learn from ... Because, he made the same offer everybody else did, "Man, I'll show you how, you just do this, and do that." I've made the decision to put myself out there, to do it, to say, "Hey, I'm John Guydon, I eat books for breakfast and turn them into videos, and, oh, by the way, I make movies in my spare time. That's me. I am the master of progress." I'm gonna give myself the name, I got the URL. Period. I'm just gonna do it. I'm gonna say, "I'm John Guydon, I'm the master of progress," because I know I got a book I'm gonna put out at some point, I got a book written, I haven't published it. It's fucking written. It's sitting there. I wrote it six months ago. It's collecting dust. It's like 200 some pages. It's titled, Master of Progress.

My wife came up with that name, and told me that a while, long time ago, "That's who you are, you're the master of progress," and I go, "I love this. I love it," and then I sat on it. I'm still, today, sitting on it. Why won't I call myself that? Why won't I be like my other buddy, in Denver, who's Denver's number one plumber? He said, "You know why I'm Denver's number one plumber? Because I said so." That's it, he just put it out there.

Why won't I do it? I don't know that I have the real to that question, I'm not sure, but I told everybody that I spoken to today that I'm going to do it ...

Jerry Colonna: So, remember, I'll bring you back to the famous line, which you gave me, after our bootcamp, and we talked about dragons, and your line, if you remember it, was, "What do you gots to do?"

John Guydon: Yeah, you gots to deal with that.

Jerry Colonna: "You gots to deal with that." In this case, you gots to kiss this particular dragon, because when you kiss the dragon, it's just a princess waiting to be loved. The dragon here, is something about someone misjudging you. We don't fear being judged well. We don't even fear being judged accurately, right? What we fear, is being misunderstood, because our sense of love, safety and belonging is threatened.

John, you're a large black man, you're probably a criminal. Bullshit. But, the truth is, that misjudgment, is a real threat to your safety and to your sense of belonging. For you to put yourself out there, and you said this to me before we hit the record button, put the title Superhero on your business card. For you to do that means you gots to kiss that dragon. That dragon is scary. But, when [inaudible 00:38:58] gives us that quote, that, "every dragon is just a princess waiting to be loved," what he's saying is the dragon disappears once you take it in. That's really fucking scary.

I don't mean to make light of this. This is not some existential, privileged little place, of, like, "Hey, man, you just gotta embrace your fear, and all that stuff.

Feel the fear and do it anyway." Right?

John Guydon: Yeah, yeah.

Jerry Colonna: Because some crazy dude is gonna kick your damn Pomeranian and call you the threat. That's the reality of your life today. But, you still gotta deal with it. You got no choice.

John Guydon: Mm-hmm (affirmative).

Jerry Colonna: We all have superpowers. When we own our superpowers we're superheroes, and then we have our tasks. Okay? Batman saves Gotham City. Who does John save?

You still there?

John Guydon: Yeah, I'm here.

Jerry Colonna: Okay, we blanked out, they'll cut that out.

Who does John save?

John Guydon: Who does John save?

You know what? I don't think I save people. I think I unlock within them what ... I don't save anybody. I unlock within them what they already have to save themselves, because the people that myself, the things that I've done, to quote unquote, to save myself, with stuttering, or this, or that, the things that we face, nobody's gonna come through and save you. That's not what it is.

People ask me who my hero is. It's me, 10 years from now. That's who my hero is. That's who I look up to, is myself, 10 years from now.

Jerry Colonna: You know what? That's how I look up to. You, 10 years from now. I think you're right. I think your super task is to create the conditions for other people to save themselves.

Wow.

John Guydon: That feels right.

Jerry Colonna: Yeah.

John Guydon: That feels right. That's what it is. Yeah, that's what it is. Politically, and all this stuff. There's so much turmoil. People, you're on either red or team blue, the

Lakers or the Clippers, this or that, right? You know what I'm saying?

Jerry Colonna: White men or black men.

John Guydon: Yeah, you're right, all this, it's like, "No, no, no, no, no, no. Nah, nah, nah, nah. I don't operate that way." I got a mixed race family, so I don't paint with a broad brush. I can't, my wife won't let me paint with a broad brush. She can't paint with a broad brush. These things, we look a lot deeper than the obvious narrative that has been shoved down our throats. We look deeper because we have to, and when we look deeper, it's like, "Well, damn, okay," yeah.

Jerry Colonna: Let me talk you back to the dark power.

Charles, we're going to break just for a minute because we've got this feedback going on. Can you mute your line, John?

John Guydon: Yeah.

Jerry Colonna: I'm gonna take you back to the documentary Dark Power. At one level, it's really telling a story about black economic power. At another level, it's about telling the story of people seizing their own power. At another level, perhaps, it could be argued, it's about showing people that they have the capacity to save themselves. Does that land for you?

Take it off mute.

John Guydon: Like a 747 jet. Like a gold medal gymnast. Can you say it again?

Jerry Colonna: Yeah.

Dark Money, Dark Dollar, isn't just a story about what happened in the past, and it's not just painting what the opportunity for various communities are to seize their own economic power. It's about showing people ways in which they can save themselves, or participate in their own rescue. It's about actually taking the power back, and I would argue, that your sacred superpower task is to do that, whether it's by showing people the power that's implicit in a book, or a set of knowledge, or the story of the Dark Dollar.

John Guydon: Damn.

Jerry Colonna: Did I just drop the mic?

John Guydon: Yeah. Yes. Yeah, the mic has effectively been dropped.

Jerry Colonna: Now, I want to tell you what I did, because this is my superpower. All I did was



reflect back to you what you've already told me over our several conversations. I am just a mirror for you. That's my superpower.

John Guydon: It's interesting how you ... because, I was struggling with putting it together, and it's always, for me, seemed so eclectic, the collection of things that hold my interest. It's always seemed, to me, so all over the place. It's like, "Well, what the heck," not that there has to be, but, for me, it felt like there needed to be, at least, for me to make sense of it all, what is that thing that ties it together? What's the underlying truth in all of this? Whether it's helping prevent child abductions, whether it's-

Jerry Colonna: Lassy Project.

John Guydon: You know what I'm saying? Right?

Jerry Colonna: Master the Book. Master of progress, Dark Dollar.

John Guydon: Yeah, like, what is it? What is it in all of it? It's just really interesting. Everything I've done, that underlying deal, you can say that for everything that I've done, even back with the needing lunch money, and going to the [inaudible 00:47:26], and, okay, "I need lunch money. What do I do? Do I beg, borrow, steal?" No, you go to the grocery store and you get candy, and you put it in a plastic bag, and you sell mini Snickers and caramel apple pops, because I don't care who you are, that shit's awesome, especially when you're a kid. I was slinging it to teachers, and that's how I solved the problem.

It was yourself, and you're not going to think my dad, because he used to always, in a very matter of fact way, just, I tell him I'm going to do something, he's like, "Okay." If I ever complained, or I ever said, "But this, and that, I can't, and blah, blah, blah," he'd just listen, it doesn't compute to him. It doesn't compute for him. I'm so grateful for that, because it doesn't compute for me, now.

Jerry Colonna: Because, he sent a message to you.

John Guydon: Mm-hmm (affirmative).

Jerry Colonna: The message he sent to you is, you gotta participate in saving yourself.

John Guydon: Oh yeah. Started with the stuttering, too. I was lost, I was depressed, I was a stutterer, a bad one. I had very smart people that normally you'd trust, PhD, speech pathologists that said, "Hey, let me explain to you how this thing works," and I've always said no to those because it didn't align with what I truly thought. When somebody said with Lassy project, "Let me explain to you how that works," it's like, "Well, no," and I'm glad we did, because tell that to

the special needs boy that we found in 17 damn minutes after the police called us. Tell me that couldn't be moved. Tell me we had to wait for the government to save us, or for them to improve amber alert. No, no, no, we could save ourselves. We could connect, and we could promise each other, "If your kid's missing, I'm gonna look, and if my kid's missing, you're gonna look, and collectively, our kids will be safer." Yeah, it was saving yourself.

Master the Book, it's kinda like, I want to be this, and I want to be that, and I want to be better, and I want to be happier. The books are just the gateway to that, it's like, "Let me tell you what you ..." That's why it's not just about reading the book, it's not just about listening to the book, when I say master the book, yeah, I'm saying be a master of progress, like me. I'm saying, "Hey, let me show you how to do ... I read it, here's the implement it, and I'm not perfect, I'm working on it myself."

Damn. I'm really excited. It's crazy, I was thinking, every time we talk, it's kinda like, just happens on the thing. No, no, no, no, no. You don't just happen on it. I asked myself before this, I go, "Am I gonna leave here with that reason, other than the social pressure I put on myself?" What I was doing was a [inaudible 00:50:38]. I told you, a little bit ago, that I told everybody I talked to today that I was gonna put it out there, because I know myself, and I know that if I tell you something, I'm gonna do it. I'm not the guy that says, "I'll pick you up at seven," and then seven o'clock rolls around, I'm not there. I'll be there, if I've gotta get this, and that, and build a car from scratch, I'm gonna get there, and that's why I was doing it, but it wasn't because I had figured it out. I just decided that it needs to be done.

But this, feels like the north star. The thing you're always taken back to. "Well, what am I doing?" It doesn't seem so random anymore.

Jerry Colonna: It's called purpose. It's called purpose. We never lose purpose. The path that we choose to follow that purpose has to evolve, because life changes, but purpose, and that word seems to evoke something in you. What happened, John?

John Guydon: I have the answers I needed.

Jerry Colonna: Oh, yes, you do.

John Guydon: I think I said it, I was doing a lot of rambling. I think I said, sometime in this whole deal, that the apprehension, in part, was because you put yourself out there, and that's you, and what if you're wrong, and I don't want to come across as all over the place, and this, and that, and it's like, now, all of a sudden, that just falls away. I don't care. Because, if somebody cares enough to press deeper, if they want to know about who I am, or whatever, they can

look at my body of work, they can dig deeper, they could ask questions, but the things that I do, there's a reason, there's a rhyme and reason behind this thing.

So, yeah, I'm not gonna jump on the bandwagon of this public policy, because it's popular, or this. It doesn't matter to me. That's not what I'm about. I want to help you, help you.

Jerry Colonna: It's powerful to find your inner compass, isn't it?

John Guydon: Oh, yeah.

Jerry Colonna: Because, you can never then lose the north star.

John Guydon: I just can't wait for have an idea for something, because you can bring it back to some shit, right? It's not so crazy. People would say that. I've heard that, "Man, you're all over the place. Your energy is great, but you're all over the place." It's like, "No, not really." "Not really, not really all over the place. It's all kinda tied in to the same stuff."

Jerry Colonna: It also becomes the litmus test by which you judge the random ideas that you come up with.

John Guydon: Yeah.

Jerry Colonna: Does it further the purpose or not? Does it take me away from my north star, or not?

John Guydon: Mm-hmm (affirmative). Totally. Totally.

Jerry Colonna: I need to start to wrap up, but, John, it is such an honor to connect with you. It really is an honor to bear witness to your own unfolding. I'm not blowing smoke up your ass when I say I admire the man you're becoming.

John Guydon: Thank you.

Jerry Colonna: We're all in that process of becoming, and I'm watching you unfold. We're not in constant communication, but we touch in. I feel that deep, deep, powerful connection with you.

John Guydon: Right back at you.

Jerry Colonna: Thank you for joining us on this show.

John Guydon: Thanks for having you.

Jerry Colonna: It's really been a pleasure.

John Guydon: The pleasure's all mine.

Jerry Colonna: Alrighty.