

SUBSCRIPTION ENTREPRENEUR



HOSTED BY ERIC TURNNESSEN, FOUNDER OF [membermouse™](#)

EP 152: How To Transform Your Life & Create Your Future with Sanyika Street

"To the people that this connects with, man, I'm really, really letting you know the same words that I received yesterday is that it's never too late to become the person that you always thought you could be. And wherever you are in your journey, just know that I was not a believer in my own future and I didn't think I could create it. Through this work, shadow work, vibration work, trauma work, physical health work, commitment around food and all that other kind of stuff, man, making a non-negotiable commitment to the values upon which I stand has helped me to transition and transform my life."

INTRO:

You're listening to Sanyika Street - my special guest on today's episode of the Subscription Entrepreneur Podcast.

Now, before I introduce him to you...

Fun fact: Did you know that we create a detailed outline for every interview we do here on the podcast?

Sometimes we stick to it step by step... and other times we use it as a starting point and allow the conversation to evolve organically.

Well, in the episode you're about to hear, we never even looked at the outline. Not once.

And why is that?

It's because as soon as Sanyika and I sat down to talk, we immediately connected and spontaneously began exploring deep and intimate issues that are close to our hearts.

You see, so often as entrepreneurs we think we've got to stick to business and strategies... but as you'll discover in this episode that couldn't be further from the truth. At the end of the day it's all about connection and relationships.

Yes, Sanyika is a successful entrepreneur, masterful storyteller, and moving public speaker... But more than that, he's a truly powerful person who's willing to have the sometimes hard and always meaningful conversations with himself and others.

I am proud to share our conversation with you and I sincerely hope you enjoy it. And as a special bonus, Sanyika and I recorded the video of this episode as well. If you'd like to watch and listen, go to SubscriptionEntrepreneur.com/152.

As always, I'm your host Eric Turnnessen and this is Episode 152 of The Subscription Entrepreneur Podcast.

Eric: Welcome to the show, Sanyika.

Sanyika: Nice to be here.

Eric: Pleasure to have you. I'm so excited to talk to you. I've been taking a look at your website and I've been just really energized by those moving videos that you have with the motions that you're making and the people, like jumping up in the audience and getting all into whatever is going on. There's no sound, so it's all a mystery, but for whatever is going on, it's clear that you're moving the people.

Sanyika: That's a good way to explain it. The grounded intention of why I am known as The Firestarter is because that is my intention is to start fires in people, so it is to light, to set the fire that launches the ignition switch in the personal engine of the human that helps them to live at their greatest capacity.

Eric: Now, that actually leads into this something we spoke about last week and I'd love to hear a bit more about this. Now when we chatted, you mentioned that you were just about to perform a ceremony where you were going to burn everything that was gray in your life and you didn't mean this figuratively or symbolically, you meant literally, you're going to burn things that are gray. For example, you were wearing a great T-shirt at that time and you said that that would be burned along with everything else gray that you own. So, follow-up question on that is, have you performed this ceremony, and if so, how did it go and what's your thinking behind this?

Sanyika: Got it. Well, to be direct, which is always my intention, the name of my coaching methodology and the name of it, it's called the all-in method. It's literally about being all in. One of the things that happens, speaks specifically to that question, but I have not done the ceremony yet. I will be doing the ceremony next week on June 19, and the intention of it is to live all in, so you are either living in your powerful yes or your powerful no. There is no more room for gray, literally. There's no more middle, right? It's either black lives matter, or they don't. What most people think is they go, "Oh, it's either Black Lives Matter or all lives." No, no, no, no, no, no, no, no, no, no, no, no, no. Pick a side. You're either living in a value-based life or you are not.

So, non-negotiable commitment is the underlying foundation of everything that I do, and my non-negotiable commitment is to the values that I live by, and so integrity, diversity, honor, things like that, like I know the word. It's no longer an intellectual thought process. So, what happens a lot of times is that because of the fact that we are living in this vast information overload, so many different choices. It's like, "What do I choose? I don't even know what to

choose." And that's where you got to get refined with who you are as a person to make sure that your vibration with you is solid and then everything else moves from there.

So, speaking to that gray thing, yeah, I'm burning all the gray stuff in my wardrobe. It's gone. I got some gray and a white pair of Adidas that I bought two months ago, them joints are gone. They are a ghost. I'm telling you, goodbye. And then people want to go, "But why are you burning them? Why don't you give them." Why would I give somebody something that I don't personally believe in? It's toast. It's toast, no butter.

Eric: Perfect. By the way, everything that you're saying 100% resonate with this in my own life. Now, non-negotiable commitment, 100%, then you also said as a foundation to that, make sure your vibration with you is solid and I think that this is something that people want to skip. They want to be committed to something, but they want somebody else to tell them what they should be committed to, which I think is a recipe for disaster in a lot of cases. So, how do you approach for your personal practice and the people you work with, how do we get solid with our own vibration?

Sanyika: Got it. Can I ask you in terms of just your interpretation of that vibration, like getting solid with one's vibration?

Eric: Mm-hmm (affirmative). So, one way that I could say it is getting in touch with your heart, like you were saying, your yes, your no. Having the clarity to know in a given situation, not intellectually, how do I think about this because I know somebody says, "This is right." But another group of people says, "This is wrong." And therefore, I'm going to cognitively figure out where I should land to be politically correct. To me, that's not trustworthy. How do you feel? How does your heart or gut resonate in a situation, but the thing is, in order to get in touch with that, I find we have to relieve ourselves with the weight of the mind to be guiding the show.

Sanyika: Yeah, yeah. Surrender is a huge part of it and I'm very specific. I'm a language guy so I always tell people I'm a writer. I'm just a writer trapped in the body of an NFL lineman and the thing about it is that I use language to track people's trajectory towards the future, right? So, that's part of my coaching methodology, so this is the way that I look at it. So, your question is, so someone uses the language and they say, well, they're having a conversation about, like for instance, there's a health-related component to my programs. There's a transformational component and a tangible aspect. Transformational is the person that you become as a result, everything like that, but then there's also this specific tangible aspect, like so how much do you want to weigh, right? What's the number, right? So, we don't want to run away from the numbers because the numbers bring up the feelings, right?

Eric: Right.

Sanyika: The same way that when you pick a side, you have to cut the feelings come up so we have to be open to approaching a vision of the future. And that's where I see that most people get lost is that they don't have a clear enough vision of the future. They're just trapped in the

present. So, not only do I use language, I use where in time someone's language occurs to identify the emotions that they're going through the story real quick. So, somebody said, "All this stuff with COVID and coronavirus, there's all these small businesses closing, it felt like an athlete having a career ending injury."

I said, "Okay." And I was really sad and really emotional about it. And I felt constricted and everything, that's okay. How old is that athlete again? I said, "Maybe 21, 2, 3, 4, 5, maybe it's 26, 7, 8, 9, whatever, in their 20s." I said I understand the feeling of having a career ending injury and the devastation associated with it at that time in the present, what's the future? Where's the future of that? Could that career ending injury in that one sport, be the opening chapter to the next iteration of that person's life?

And so, what's happening is that we're living in a present that is not serving us towards a future that we're looking to accomplish, right? And so, I'm like, if we're trying to create the future, I believe that we live in the future now, that we're living, we're tracking towards the future right now, so the future that I'm living in is right now, so I have to be open to the idea that if I take a stand for my personal values now, it's going to create the future and then I need to be open to the idea that it's going to get messy when I'm working on identifying what my emotions are, surrendering to those emotions, so it will be messy. I need to have a vision for the future and I need to make sure that I'm open to expressing my emotions and being able to refine my viewpoint through conversation.

Eric: Yep. And commitment is messy. I'm also very fond of language and very careful about how I use it because I know people interpret it always differently.

Sanyika: Sure.

Eric: But to me, messy has a negative connotation to it, but I don't see that the "messiness" that commitment brings and taking a stem brings is a negative thing. It's actually, that's what life is about. I have a friend who commits to taking a cold plunge in a tub every day, and they've been doing this for years. A very powerful practice, but every morning, there's a resistance to doing that like, especially in the winter, because it's already cold outside. But there's something so powerful about that commitment to a practice and being consistent with it, because, like you said, when you do that commitment, it brings up the feelings, "Oh, I have a feeling of resistance, but I'm going to do it anyway." And that's a muscle to build that. I think we've been very spoiled. We feel like feelings of resistance mean that we should stop as opposed to a feeling of resistance simply means that maybe we're growing and that this is the path of growth, and that it should be followed and stuck with.

Sanyika: I'm with you on that. Your friend jumps in the tub every day, all right? Commitment is the process. Why is he doing it? The value proposition is in the future, who he becomes as a result-

Eric: She.

Sanyika: The health... or she. All right. So, the health benefits are related to it. The person, the vibration that she feels as a result of it, it's in the future, so if I have a vision of who I can become as a result of this practice, most people just see the practice and so I think that a lot of times is that because we live in a society where it's instant gratification, that's a real thing, right? Instant gratification forces us many times to only live in the present. We're operating in this immediate dopamine hit. If it doesn't happen now, if it doesn't do it now, if it doesn't do this is that 30,000 full view says, "Well, what's the value proposition your why is in the future? Can I take a larger, a big picture view of the situation? See the value in the future of me doing this practice and then commit to the practice?"

Because if I go to somebody who has 50 pounds to lose, and then I come to that person and I say, "You know what? Would you lose that 50 pounds in 30 days?" And the person will be like, "I don't know, maybe. I guess, maybe, I don't know. I mean, sort of," right? But if I said, "I'll give you \$10 million if you lose 50 pounds in 30 days. Would you do it?" And then they go, "Oh, hell yeah. Most people would." "Well, why would you do it?" "Well, for the money." No, no, no, no, no, because I gave you a picture of the future.

You know what you can do with \$10 million. It can create financial freedom. You can pay off your bills. You can do all of these different things, because I gave you a picture of the future, and then if I took the money away, would you still do it? The challenge is not whether or not the money was there, it's that I gave you a vision of the future, so we get to create our own future in this moment. By creating our own future, we can then create the vibrational frequency we need to create any future we want and value ourselves at whatever value we want as well.

Eric: Yeah. And I think going back to surrender, the path of surrender is bringing that future that you're working to closer and closer to the present moment.

Sanyika: Absolutely. Yeah.

Eric: Because the further away the future is that you're working towards, and again, it's these desires, like I say, we're working for money, or we're working for power or these other things, maybe we'll get them, maybe we won't, but if we do, does that really lead us to a place of contentment and ability to be present with ourselves at all times and again, I think that contentment comes back to aligning with your vibration, because if you're discontent, you can't be aligned with your vibration because you feel as if and you live as if you don't have something in your life. So, we are talking about, we have to be checking in and recognize that the choices that we make every moment is literally creating the future.

Sanyika: Yeah.

Eric: You know?

Sanyika: Yeah. This conversation that we are having, if we were having it five years ago, it would be a different kind of conversation, but-

Eric: Yeah.

Sanyika: You know?

Eric: For me, too, yeah.

Sanyika: Like broken DUIs, drinking problems still, girlfriend paying the bills. I'm 40 years old and at that point in my life, dude, I was lost. I was lost, and I didn't know, commitment was a prison to me. I'm in a relationship with a woman who has an eight-year-old son, never would have happened because I'm operating by somebody else's narrative. The narrative, "Oh, you can't be with a woman who has a kid. It's not going to work out." I was always operating to the future that someone else created because I didn't believe I could create the future. I didn't believe in the future because I didn't know who I was. And that knowing who I was part, there's the broad, the sort of the platitude of it. But then when it got down to it, what I feel like, especially with COVID and Black Lives Matter, the re-emergence of Black Lives Matter, I feel like... are you familiar with the term market correction?

Eric: Yeah, but maybe not in the way that you're using it.

Sanyika: Got it. So, market correction is like there's inflation in terms of things and then the market essentially corrects itself, it gets rid of the deadweight. So, what happen with COVID is that a lot of people were claiming to be experts like, "Yeah, I'm an expert. I'm an expert at this. I'm an expert at that. I'm an expert at this." And then all of a sudden, you get a phone call from one of your clients that says, "Yo, I have to lay off half of my labor force, because I'm really going through a real situation and you said that you're an expert, and you have over 100,000 followers on Instagram and I need your help." And then all of a sudden it was like, "Oh, shit. I'm not really an expert. Oh, I can't help you." That was the first market correction, so it was a market correction on experts.

The second market correction was Black Lives, the reemergence of Black Lives Matter. That was a market correction on encourage. So, all these people out here, who are posting Instagram memes and like, lean into the discomfort. Courage is on the other side of fear. "Yeah, that's it, that's it." "Do you believe that black lives matter?" "Yeah, I'm still working. I'm still thinking about it. I'm still deciding. Yeah, it's not really." And so, and so, whatever. And so, then all of a sudden, you get to lean into this comfort, but then it got comfortable. Courage is on the other side of fear, but then you got afraid. So, all of a sudden, the market correction happened where it was like, "Yo. Now, I know who really believes in those things, and who was just repurposing the content."

Eric: Right. I love that, like there's so many great sayings, but it's like, there are all these mystical keys. It's not just a bunch of words that just sound good together and so many people

just use these sayings, like, yeah, courage is on the other side of fear, but do you actually freaking know what that means? Have you experienced that? It's not like something you hang on your fridge to inspire you to get through your morning cup of coffee every day. It's like, what is fear? How do you experience fear in your life, and therefore, what is courage?

Sanyika: Yes.

Eric: And fear is not just some like, again, a future thing that doesn't happen anyway. Fear happens every single day to all of us, but we become desensitized to it, and we make choices of how to isolate ourselves from it, so that we don't have to deal with the discomfort, and therefore, we don't get any practice at being courageous because we live lives that are sheltered from experiencing discomfort and therefore we're never challenged to build muscles of moving through discomfort, which is ultimately what growth is. And therefore, you end up with people who never grow because they're not actually living life, they're just existing in some construct that was created by somebody else.

Sanyika: Yeah. You asked previously, you said, "How do we get solid in our vibration?" By vibrating. So, for instance, when you train for the military, I'll use this as an example, but they put you in high stress situations to be able to train you, so that you are operating under the conditions of which you're going to thrive, so that means that you need to step into the arena. You need to step into the arena and be vibrated.

And in the conversation around social media, we're no longer operating from the place of like physical danger all the time. Some people are, but by and large, the majority of us are not operating in a space, so a lot of people feel the perceived danger of taking a stand and being extricated from their communities, right? Well, if I take this stand, I'm no longer going to be accepted or received or liked or loved as a result of being in this community, right? So, that's the danger that we expose ourselves to. And my thing is, once I understand the value proposition to my personal values, the potential benefits associated with them as I've worked them, right? So, identify the value, right? Why is integrity powerful for me?

Well, integrity is powerful for me because I used to be a liar when I was a kid, because I was afraid all the time and I was all over the place. I operated in a constant state of fear. I grew up in the inner city. I was afraid of everything. I didn't know how to fight. I was constantly living under fear, so I've created this universe where I was trying to protect myself and then I realized that I was not allowing myself to experience life. I transitioned from that into a space where now as a person, I am always upfront transparent, honest and direct in my communication with people. And what it does is, is that it also, so here's the vibration. The vibration isn't necessarily just on social media, the vibration is when I go over to my girlfriend's parents' house and they say something racist or they say something offensive, that's the vibration. Am I open? Am I willing to confront them? In a loving way, I don't need a fight. I'm just saying like, "Am I open to bringing awareness to some that is out of integrity with me, right?"

Eric: Right.

Sanyika: And so, because if that's the stand, then you said it, your fear is something every day. So, yeah, I mean, sure, I'll be afraid. It's my girlfriend's parents or whatever. You know what I'm saying, like that kind of thing, but am I open to stepping into the arena? Am I open to correcting someone that when they mispronounced my name in a loving way. I could do it in a very way that's loving and it's gracious and that's kind in terms of that, but I can step into this because it's my personal stand for me.

I just got off the phone with somebody and he says, "It's okay if you mispronounce my name." I said, "Absolutely not. Absolutely not. It is not okay for me to mispronounce your name. Your name is the first issuing of your energy into the universe, and that name, your stand for your name is the most important stand that you will take and you must make that stand right now. Don't let me get away with it and don't let nobody else get away with it either." And I lovingly sit with people and so they get my name right and it's just that we're having a conversation. It's an icebreaker.

Eric: Yeah, yeah. It's your own personal work.

Sanyika: Absolutely. Personal work, put it that way.

Eric: Yeah. So, you said something earlier in reference to your relationship. This is a story that people tell themselves to often avoid doing work is that it's not going to work out. So, I tell myself now, "Oh, whatever I'm entering into is not going to work out." Therefore, I essentially let myself off in the present from doing any work because I have an idea of what it working out or it not working out looks like, but I think we don't often, coming back to surrender, maybe the way that things are supposed to work out isn't how we expect it to work out. Just because like, with the relationships, for example, is the point of a relationship that we're always going to be together or is the point of a relationship that we're going to be together for as long as we're going to be together and learn something from each other and grow with each other until such point as we're not vibrating together in that way and then we move in our different directions?

But there's this clinging miss of everything like "I need to understand what the plan is, I need to know what I'm getting myself into, otherwise I won't do it." It's like, well, you're extremely limiting yourself if that's your perspective. You're not going to do anything that's going to result in growth, and you talk about putting yourself out there on social media or feeling a comment from somebody who's close to you or not close to you, feeling that that doesn't resonate with you, and not feeling empowered enough or accepting enough of yourself to communicate that to somebody like, "Hey, actually, when you say that, I feel this way just so you know," like not having an expectation on that person, they can choose their path what to do with that. But it's important for us to one, recognize how we feel about it and be willing to communicate it.

Sanyika: Yeah, the way that I got in touch with that feeling as a man, who has never really been aware of his feelings, who's been COVID-19 it, that's the first time I was wearing a mask outside. I've been wearing masks my whole damn life. It's like one of those things where you're

just like, "Oh, man. I realized that I haven't been in touch with my emotions." And through somatic experiencing, trauma work, being witnessed in the aspects of my life that I feel ashamed or feel guilty and allowing myself to speak those things into existence, and again, the vibration because you physically start to somebody, because you know muscle memory. Many people don't understand, I'm sure you do, but the concept is that the most common form of trauma is disappointment from unmet expectations.

So, when I am disappointed, I internalize that and then if I do not allow myself to speak on that disappointment, to reframe the expectations, to create new agreements, then what's happening is that I am internalizing the feelings, and then all of a sudden my muscles are remembering the trauma, so they are preventing me physically. Now all of a sudden that mental thought becomes a physical manifestation and it paralyzes you, so then all of a sudden that mental thought prevents you from waving at the next person, because every time you wave with people, no one waves back. Like you said, it's not going work out, right?

It's not going to work out, so then my muscles are remembering that, so then it's helpful for us and there's different ways to do it, but the way that I did it was going through and I incorporate this into my practice, but the idea of somatic experiencing, so that you can release the trauma, right? So, you can be witnessed in your mess, as you said. And we carry the same belief around the word messy, and when you are witnessed in that, and then you release it, now we can piece it apart, identify what aspects of it were perception or perceptions that did not serve you and then start to create this new trajectory towards the future.

Eric: Right. This idea of vibration and subtle energy, I mean, it's so fundamental, because like you're talking about, now you hold tension in your body, it's the memory of things and you may not even be consciously aware of it, but when you walk through the street and the world and you're holding tension, you're literally attracting and repelling things based on that. You don't think. You think always because I wave that somebody, but no, but you are not. When you're waving or when you take an action, so much is communicated through body language that we naturally understand a primitive level and we may not consciously understand that that's what we're interpreting.

But like I noticed, because I visually see you, but I noticed how often when you speak, you put your hand to your chest above your heart. That is a body language expression that actually that's the part of your body you're tuning into when you're speaking, and also, the relaxed quality you have. Some people may watch, may get transcripts of your events where you have this impact on people, they'd be like, "I want to do that, too." They're like, "I'm going to memorize these lines. I'm going to do the same thing he's doing."

Because the thing is the reason it's so impactful and effective is not necessarily because of what you're saying, it is because of what you're saying, but your whole being is in vibration with those things. So, that's what people are tuning into, not necessarily cognitively the story you're telling, although it is powerful. Stories and the words is an entry point, it's like I think of the pill

and the meat. You want to give a dog or an animal medicine, you put it in something they like. So, stories can be these things if you're kind of like a magician in that way.

Sanyika: Yeah, that's a really powerful... you just lit me up, man. You just lit me up. You just lit me up because, first of all, all this stuff, again, as a man who did not realize that I didn't touch myself. All the people in my program are going through, there's a health-related result and as a tracking related result, I got all types of pictures of people in their underwear because I take pictures with my underwear now and so, the idea is like guys, women that are coming into place where it's like, "Oh, my body is okay to be witnessed," right? I post pictures of me in my underwear on Facebook and Instagram now, just like, "Oh, I never realized I had body issues." I never realized that. I had body issues. I couldn't touch myself, like no. None of that was happening. The thing I was realizing is that as you were talking about the words is this is an awareness that I've come into. Have you ever read the book on Power Versus Force or heard about it?

Eric: Mm-mm (negative).

Sanyika: I forgot the name of it. I read at extra summit and I've studied this one section of it that talks about the fact that different emotions have an actual wattage. I love the fact that we're having this conversation about vibration because your energy, you're energetic, they don't show up in the KPIs of your Facebook analytics of the data. Exactly as you talk-

Eric: Well, they do ultimately.

Sanyika: Right.

Eric: They do ultimately.

Sanyika: They do, they do, but I can't interpret it necessarily from the text.

Eric: Yeah, you can't, yeah.

Sanyika: And so, what happens is that as a result of the fact that words have a wattage, I look at words as little drops of energy and when formulated or put into sequence, which is a sentence, and sequence is formed into paragraphs, with the right individuals, those words pack a punch. And so, if I say the N word that somebody who is black, that word is energetic. It has energy. It speaks to some aspect of their experience, and so what we then become is that words, words are not just necessarily words, they are our opportunity to energetically communicate what it is that we are speaking to another individual, which is the reason why I think it's so important that the foundation of those words, the foundation of the language that we use and that vibration stands from what it is that we stand for first and getting solid in that.

Because like you said, by the time I show up on camera, I could do whatever, because I feel comfortable in my own skin. I have scars on my chest, all on my chest. And what I realized is

that, getting into the nitty gritty is like, I used to feel uncomfortable getting naked to have sex, you know what I'm saying because of the scars that I had. I didn't realize I had body issues. And then I realized that going back to it is that as I allow myself to confront them to be witnessed, the intellectual process is I'm going to figure this out on my own. I can come to you and I could say, "You know what? I'd like you to witness me in this." Because it's hard to deal with society issues in isolation. But if I come to you and I say, "Witness me, please coach me, help me through this, witness me in this process." And so, literally the witnessing of it allows me to be able to confront the shame and guilt to create a new perception...

Eric: It brings it to the surface.

Sanyika: Absolutely.

Eric: Yeah.

Sanyika: Absolutely, brings it to the surface. So, I've worked through a lot of these things and whereas, yeah, there's modalities and stuff that I do, I help people to make money and to lose weight and do all that other kind of stuff, but honestly, dude, this thing that human, this essence that I am tapping into and continually refining, like this is what I want to channel the people, that what you said the comfort, the freedom, the fluidity, like that's what I want to transmute to people, so that people can step into ease and grace and dynamic aspects of their lives, like that's what I want people to step into. And then after you do that, man, the results it's not a mess, that's just nothing.

Eric: Right. Right.

Sanyika: That's nothing.

Eric: And maybe the results that happen through that process of transformation, you let go the results that you thought you wanted in the first place because you're just changed. But also, I want to honor you just sharing all of that stuff and I really appreciate it.

And the thing is, this is the essential new paradigm about communication. We come from a growing up in a time when everything was about appearance. If you want to have these things, if you want to be this way, you have to have appearance, so naturally, we're all freaking afraid of being open, because I'm not going to look the way that I need to look in order to be loved, be successful, or whatever the story is, but that's what's being broken down now with people like yourself, being courageous enough to stand on the front lines and be like, "Hey, actually, look, I'm going to do it and you'll experience that, I'm doing this, I'm showing you my light. I'm showing you my shadow and you still love me," right? It's rewriting the story that people aren't loved because of their shadow, because of the things that are "wrong" with them. That's not why people are loved. People aren't loved because they don't accept and love themselves first.

Sanyika: Yeah. Yeah. I was at a march yesterday and a woman was speaking at the Black Lives Matter march and someone was saying it's so powerful when she said, "It's never too late to become the person that you always thought you could be." And man, that spoke to my soul. The reason I talk so much about the future is because of just my own personal work, the value of understanding it and a lot of the work I've really stepped into in terms of like Dr. Joe Dispenza and that kind of philosophy, right? I believe it. I believe it. I believe it. It's powerful.

I used to have this relationship with time. I'm not where I'm supposed to be. How? How are you not where you're supposed to be when you are is exactly where you're supposed to be at? How are you not where you're supposed to be? Where is this mythical magical place that you are supposed to be, say nigger? And then as I start to get into these conversations with myself, I start to realize and I'm like, "Man, maybe I'm living in a life of expectation around things and I don't even really know what I really want." COVID again, market correction. You just bought that brand new Maserati, homie, you just bought that brand new Maserati, and now you can't drive it nowhere. Straight up, straight up and that was like, so, now, what is it? Now, what do you want?

Eric: Yeah. Wait. Did that actually happen for you? That's that-

Sanyika: No, no. I'm just saying.

Eric: Okay, okay. Yeah.

Sanyika: I see people who got brand new car and then it's just like, what do you-

Eric: What do you? Yeah.

Sanyika: So, it's like, what are we stepping into and then, so this is a very spiritual aspect of what happened. I didn't even realize I was a spiritual person, to be honest. I never realized that. Then I've realized through coaching, my own coaches and everything like that, I've asked myself, I've gotten these downloads, and it was like, the universe was just like, "What if we had you taken care of on money? What if we had you taken care of? What if money wasn't a thing? What if the stuff wasn't a thing? What would you be about that? Like, you got your money, how much you want to make? Got you."

I got a 10-year trajectory to create 250 millionaires and have an evaluation at \$250 million. "So, what if we got you on that? So, what would you be about?" And I was like, "What would I be about? I'd be about exactly what I'm doing right now." It's personal work, helping people to reaffirm their values, helping people to step out into the human being that they want to be in the world. There would be no difference. And it was like, "Boom. Let's go. Got it."

Eric: Let's do it.

Sanyika: Let's do it.

Eric: Right. It's like the hierarchy of needs, right? Like once you take care of the survival stuff, you're available now to kind of raise your sights and focus on things like higher.

Sanyika: Straight up. And I will tell you this, because this is the other part is that if I surrender in this moment, like if I surrender in this moment, and I am in this space and I will be confronted and challenged. I've operated, I've been a leader in very influential circles as a result of joining entrepreneurs' groups and really standing for myself over the redevelopment of myself over the past five years, and now as I moved in the space of increasing my own personal visibility around my brand and everything like that, that means that people will have varying views on who I am as a person.

Eric: Always.

Sanyika: Always, right? More. More, just at scale.

Eric: Yeah.

Sanyika: And so, then I get to step into the space, this new space of if I am to speak for people or to people, to the hearts of people, as many people as I have the ability to reach, whatever that means, then that means that I am subjecting myself to increased praise and criticism at the same rate. And then that question comes, "Is it worth it? If we had you covered, would you still do it?" The answer is yes. Just moving into this space, being constantly aware of that vibrational frequency.

Eric: Yeah. Well, that's the warrior energy. You know they say the most powerful stance in martial arts is the open stance. The one where you stand in front of your enemy or whatever, whoever they are, and you're just like completely open, your arms are out, your legs are spread wide, like it's basically an invitation, "Hit me." Because what that communicates is like, "Look. First of all, I'm not coming, showing up to fight. I'm here to be myself, so if you feel like you need to fight me, go ahead, but my openness tells you like I've been through the battles, you can try. You can try and fight this."

And at this level, we're not talking about physicality fighting, we're talking about somebody who has that vibration within them, some pent up anger, that they're going to project onto you, and say some things that make absolutely no sense. There's no rational reason why people say these things, but because of the openness, the clearness of a reflection of the person that you are, that's going to bring things up for people and they're going to think it's about you. It has nothing to do with you, but because of the work that you do, it allows them to bring that to the surface for them to deal with. And you're not going to hit them back because you know that's not going to help anything. You're not going to go into an emotional sparring match with these people.

And what will happen in a lot of cases is people will tire themselves out on that and they'll come to it. It will be like, "Oh, wait, actually," without being hit back because they're so used to being hit back. People are arguing with them because they seek argument. It's like this numbness happens where people start arguing with each other because that's the only human interaction they can have anymore because they're so afraid to be open or they maybe not. It's beyond that. They don't necessarily even know how. And so, they're just like running around, like bumping into each other and hitting each other because that's still human contact in a way. But it's the powerful work to be up in front.

Sanyika: Yeah. I'll offer this in that space, man, because the other part about this is around intimacy. That's what I feel like you just explained. Intimacy is, again, something that has been a recent aspect of stepping into for me, and intimacy is the ability to be able to feel in the presence of another with myself or with someone else and to literally just feel. To be in that emotion and like for instance, creating. Intimacy I used to think was just sex. I used to be, oh, be intimate, we're having sex. And what I've come to realize is that intimacy is the ability for me to speak from a place of my heart and what it is that I'm feeling, to speak the emotions that I'm currently feeling, and to share my desires in a way that is respectful of the other human being, and be open to releasing expectation.

You know, Steve Chandler, as a coach Steve Chandler, there's a book called The Prosperous Coach, I don't know if you've ever read it, but Steve Chandler's a master coach, and him and Rich Litvin, they wrote this book. And so, Steve has this distinction between expectation versus agreement. And many of us live in expectation or the assumption of the way that we think things should be, and we are not creating agreements, like the four agreements. We're not creating agreements with ourselves.

Eric: I've heard that one.

Sanyika: Yeah, absolutely. And I go, "Okay, well, what's my agreement with myself? That I will no longer live in the gray." That's my agreement with myself, that I will be decisive and open on my stance, so I will stand firm on what it is that I believe. And I'll be open to revisiting certain beliefs as a result of new information, so that it doesn't become, so that I don't become inflexible, but that I become invincible because of the fact that I understand that I'm no longer living in the expectation, but that I'm moving in a space where I'm making in agreements with myself. And the most powerful superhuman quality, I believe that any human being has, is your ability, like I feel like I can move into any environment because I have the superhuman ability to ask questions. It's curiosity. If I offend somebody, I go, "Well, why are you offended?" I could ask.

Eric: I mean, to me, that all brings up the image of the surfer, right? It's like we get this idea that the way that we come to stuff is by making things static and predictable, but the world is not static and predictable. People aren't static and predictable, so the way that we become intimate with the world is we learn to surf whatever the wave is, that's being dealt to us which has nothing to do with what our desires are, what our wants are. We try to control it. We try to

create walls around us and make things predictable, but that's not really living, and that certainly is not intimacy.

Intimacy like this thought came to mind like a passion. We often think about passion as this like blissful thing and it has these positive qualities to it, but you don't have true passion without fear either. It's a combination. It's kind of like the harmony of those two things like that you're, "Yeah, this might not work out and also my motivation and my commitment and such that I'm going to do it anyway." Like, I'm living life on the edge where I don't know what's going to happen.

My own life is a movie and I don't know where it's going to go and it's like passion that there's a fire quality to that that lights things up. Things aren't just mundane, and I don't need to stimulate myself with all sorts of things just to feel alive. And intimacy, too, yeah, I used to be the same way. I think, oh, intimacy is only about being physical with a partner and now I'm like, "Oh, yeah, that's totally limited," because I've experienced intimacy with you in this conversation, because to me-

Sanyika: Same.

Eric: Intimacy is when I'm literally just connecting with another person and it doesn't matter if you're sitting right here in front of me or if you're on Zoom and across the world, because the feelings and the energy communicated by sharing the thing that we're sharing is not limited by time and space.

Sanyika: Could you repeat that last statement, the last line again, because that was dope.

Eric: Oh, okay.

Sanyika: You said, the feelings and the energy that we're sharing is not limited by time and space.

Eric: Correct. When I say something to you, and you respond to me and you say, "Hey, man, that lit me up." I'm not in the same room with you, but I feel that energy flow through my heart and I feel that. I don't need to be with you physically. No, it is cool. It adds another dimension to it if I am with you physically, but still like these subtle aspects of energy like that we're working with, that's what intimacy is about, not the pounding together flesh, although that's cool, too, but when you're in touch with the more subtle levels of intimacy, that stuff just becomes, like if people want to go for the future, "Hey, get intimacy, get in touch with your heart, because sex is going to be so much better."

Sanyika: Yes. Yes. Right. Right.

Eric: Yeah.

Sanyika: So, my vision of the future is a future of intimacy, because I feel this feels like a very intimate conversation, but like I'm just having a conversation at a barbecue. And so, my vision of sex in the future is pleasurable and it is connected and it is heartfelt, so that's my vision of the future. So, the feelings that I want to have, I take those feelings in the future and I'm bringing them back here. And I say, "Well, I want to claim those in the present moment." I got to claim the feelings, maybe not that actual thing, but the feeling of it. I want to claim that right now, I'm living that right now and it creates the space to be able to move into it. So, then I have to take those feelings, those desires, or those feelings, and then be intimate with you and to request, to ask if we can create an agreement that our sex life would be, I'm not saying this about you, I'm just saying...

But I'd like to create an environment where our sex life is connected and this is what connected means to me. Release expectation in that moment. I've issued my vision of what the future I'm looking to create. I'm here, I'm saying this is my desire. I'm not attached to having it have to happen the exact way that I think it is, but I've just issued my vision to you, my desire to you, and I've let you know through an intimate exchange and then I'm open in conversation to reach an agreement that we feel is going to help both of us to be able to move forward to that, so that we can both create that future and that value proposition as well.

Eric: Right. And you're saying I'm going to do the work. I'm not asking you to change who you are. I'm saying, "Yeah, this is what I want. And this is what I'm committed to, and being open to whatever the response is." Because the fear of the response is why we wouldn't share our truth in the first place. "Oh, well, I don't want to say that because what if they're not on board with that?" Well, two problems with that. I mean, if they're not on board with it, then you probably shouldn't be doing the thing that you're doing together, because that's your truth. And if you're not going to say what your truth is, because you're afraid of how somebody's responding, well, now you're not going to be your true self anyway, so they're with the false you now. They're in relationship with a false you because you're not communicating what you're actually feeling.

And the other thing is to realize that feelings change, like there's this thing especially as men, it's like, "Oh, I feel." If we can even tap into it. "I feel needy right now. I feel scared, I feel weak." There's this weird thing it's like if we speak that it's as if now we're a weak person. No, it's just you're literally commentating on your own personal weather and owning it and accepting it, not repressing it because repressing it then becomes that thing that you talked about earlier about the somatic that gets stuffed down in your muscles, and now you're walking around and you don't know it, but you're communicating the fact that actually, you are a weak person, because you're disallowing these natural parts of yourself from being brought and communicated on the surface.

Sanyika: Yeah. I feel like I'm in church right now. It's Thursday, but I feel like I'm in church right now. I'm not even religious and I feel like I'm in church. I'll give you an example like the projection thing. I had sent an email to someone that was involved in a project that I was working, this new storytelling for brands. And this project they were working on, I hadn't heard from one of the people that was involved in it for like four months, and they had an integral

role that was issued, so communications that was going on, then eventually, there was no communication, then we just let it go. The intention was to have a conversation with that person and just say, "Hey, what's happening and what's going on?" All of a sudden, there was an emergence of that person after four months and it was like, "Oh, yeah. I'm back," blah, blah. It was just a real matter of fact.

And then I responded, I said, this is really considered point about like that muscle tension and then fighting the world and the projection and all that. And I said, I said, "We hadn't heard from you in four months. Four months. Have you lost so damn mind? What is wrong with you? What am I saying?" Blow, right? Just blow, right? Not like a week or two. Four months, dude, four months. So, I'm like, "All right." And I was like, "Yo, like that was really out of integrity that you could just like bounce like that, right? Just bounce somehow." And then dude, I got to right hook a martyr and a left hook of a victim and the email reply, it was just like, "I had this happen and that happen and this happen and that happen and this happen." And I was like, "I'm exhausted. I'm exhausted."

And the thing I realized ion that and then there was a line in it that really stuck out to me, it said, "I'm not going to let you character assassinate me." I said, "Let me tell you something about character assassination. If an email has the ability to assassinate your character, then your character was on shaky ground anyway." So, I can call you forward. Integrity is not an end sum game. It's not like it's an all-in, like you either are in integrity or you're not, but it's not like, if you're out of it, you can get back in it. It's the Hokey Pokey. Dude, you put your left foot and you put your left foot out. I can do that.

The definition of integrity that I take is honoring one's word, and so meaning that if I say something, I'll do what I say and, in the event that I am human, which we all are and I don't do what I say, then I will honor the fact that I issued my word and I'll clean it up. That's it. That's it. And so, the thing is that people are playing these in end sum games with themselves, dude. That person walking down the street, who's tensed and everything like that? They're fighting themselves every single day.

Eric: Every moment. It's every moment.

Sanyika: That person argues every moment. Every moment, they're fighting themselves, and liberation, they talk about liberation of freedom is that your freedom comes when you realize that your ultimate power is your ability to release that fight against the world, to release the fight against the world, and to reclaim what it is the way that you want to stand in the world, and then move to that and release of the expectation that things need to happen the way that you think that they need to happen, because things can also happen exponentially better than you ever could have expected.

Eric: That's the thing that people miss is that they think, "Oh, if I let go and I surrender, then I'm not going to have the things in my life that I want." But it's completely not the truth, and if everyone was living from their integrity in this world, it would be an amazing situation, even not

everybody. It's amazing now. I mean, more and more people are coming to that and being guided that way. I know you mentioned five years ago, my turning point happened five years ago, too. My 40th birthday is the end of this year, so I feel like we probably got a similar spanking from the universe around the same time. But yeah.

Sanyika: Absolutely. Yeah, man. I feel like having conversations with people like you is a representation of the work that I've done on me.

That's also my other day, I was like I no longer have conversations about other people or about other things. I see little drops of me in you, so the value proposition in this conversation is of the aspects of me that I see in you, and the aspects of me that I get to tune into, to be able to amplify my vibration, my stand, who I want to be in the world and then the way that I'm moving the world. Because it's no longer about the things that I thought I needed to acquire then that means that if my personal intention is just to stand in this way to be able to help people, to make this a kind of stand, then I get to make sure that I am the most powerful version of myself every day. I get to make sure that that's the person that I wake up to every day, and that that fuels me every single day, and I feel very honored to really have this reflection in this way with you at this time. Just like, yeah, let's go.

Eric: Yeah, because it's really interesting, right? Because we're in this conversation under the context of like this is a podcast, right? And it's a podcast about entrepreneurship, and we had an outline that we were going to go through, but the fact of the matter is as soon as we sit down with each other, we can either recognize the context and give priority to the context and the plan or we can tune into exactly what this is about, which has nothing to do with our plans and go with that and trust that that's the best thing to do and we don't know the purpose. Why do anything else? That's the opposite of intimacy that you get the indication.

And I sometimes have internal conversation with myself, like when I get a message to do something, like "Seriously, that's what you want me to do? I don't see it, but I'll do it. I'll do it." Because I've had enough practice where I'm like, "Okay, the greatest things in my life happen when I allow to step into the mysterious aspects to things where I don't see where it's going to go."

Sanyika: Do you know who Naval Ravikant is?

Eric: Mm-mm (negative).

Sanyika: All right, for all the entrepreneurs listening in, we're going to go round this out with some tactical shit because I like to get surgical with it.

Eric: All right, do it.

Sanyika: So, Naval, he did this tweet storm, and the tweet storm is like how to get rich without like something or how to do something without something else. It's like how to get rich

without. He's like a Silicon Valley investor, Indian dude. Brilliant, brilliant dude. He talks about this. He talks about how to get rich and he brings up these all these different principles and stuff and it's really brilliant. It's a three-hour long podcast, if you go to YouTube and search it, maybe you could put it in the notes section. Put that in, they have a transcript for it, too. It's brilliant. It's brilliant. It's brilliant.

And it talks about all this stuff that we're talking about because at the foundation of everyone human being's success are the relationships with which that person is in. And so, for instance, so, one of the things he talks about, is that most people that try and so, they think that if they acquire money, if they achieve success through money or acquisition or anything like that, then what's going to happen is that, "Oh, then now people are going to respect me."

So, what he says is that, "the greatest form of leverage," because he talks about leverage, "One of the greatest forms of leverage is trust. Trust is established in a personal accountability." Meaning showing up with your full name when things go good or things do not. And when you establish trust, it becomes the most highly leverageable asset and that trust is developed through listening. And so, your initial instinct, because here's the thing, you had a moment in the beginning of this podcast where you could have gone, "You know what? This is the way that I want to do things. This is the way that it needs to go. It needs to go based on my expectation or I can create a new agreement within myself and within the framework of this and I can allow this to travel. And what I am doing is I am listening to myself and my feelings, and what I feel is going to be of the best service for myself, which essentially is going to be in the best service of my audience, and then what happens is that you let it go down that.

And then what happens is that as a result of us having this conversation that people go, somebody goes, "Well, they didn't really talk about entrepreneurship or whatever, whatever." "That's exactly what we did. We talked. We just built a relationship. What the hell are you doing? Have you lost? What are you doing? No, no, no, you're doing it wrong. You're doing it wrong." The foundation of it is that if you listen to what the environment is because that's what I was doing initially. I tried to start a speaking business. I wasn't listening to the way that people wanted to work with me. I wasn't listening to the universe. I wasn't listening to my feelings. I wasn't listening. I was like, "Oh, I need to be a speaker." Some people are like, "I need to do this. I need to do this."

And like, "Yo, just listen, just shut up and listen. Shut up, shut up. Just listen and say, you could shut up, shut up, shut up, and listen." And if you just listen to yourself and allow that to travel, then you are opening yourself up to a greater opportunity to build powerful relationships and the foundation of any extra external success, financial, relationship, physical health, anything like that, is on the foundation of your ability to develop relationships, your ability to create trust, and your ability to listen, and that-

Eric: Yeah. And the ability to create that first relationship with yourself because you can't skip that.

Sanyika: Uno. Numero uno. Yeah.

Eric: Two plain quotes that really cracked me up about having plans, and one is, "If you want to hear God laugh, share your plans with him," and the second one is from, I think, it was Mike Tyson, so basically like, "Everyone has a plan until they get punched in the face."

Sanyika: Absolutely. Absolutely.

Eric: That's like your plan, it's like it doesn't even matter.

Sanyika: Yeah, man.

Eric: Yeah.

Sanyika: I tell people, I say, "I got a 10-year plan to get to \$250-million exit from a company." And they go, "Well, why do you want to make some, why is it so much money? Why is the number so big and I'm like, "Look, some people want to climb mountains, I want to make \$250 million and just see what the top of that mountain looks like as a result."

Eric: Right. And I'm sure that your life is still going to be fine, even if it doesn't happen in 10 years, but you have a fixed point and this is a whole another podcast.

Sanyika: Sure.

Eric: But we're not speaking against planning, you're not speaking against goals, but you have to balance your future plans and goals because it's good because it helps you. If you're staring at a star, it helps you navigate and make sure you're on track with what your plan is.

Sanyika: Absolutely.

Eric: But you do, like you said, you have to be willing to be open and see things written in the sand. If it's telling you to switch direction, you got to be willing to listen if you're getting the message.

Sanyika: Yeah. I mean Dave Chappelle, man, he was a powerful example of that man. I don't know if you remember when that show was blowing up and then he left. Did you ever watch Dave Chappelle's show?

Eric: Yeah. Yeah. And I also watched the comedians in cars getting coffee with Jerry Seinfeld where they talk about that whole, how that all went down.

Sanyika: Yeah.

Eric: Yeah.

Sanyika: It was deep, man, but he was like he said his dad at a quote, he said, "When the price gets more than basically." It was about conversation about value, so I don't remember exactly what he said, but he felt like he was compromising himself for the money, and then he felt like he was compromising himself for the money, and it was a \$50-million contract on the table. That was a production contract, so yeah, I mean, it was all money for him, but still \$50 million is a lot of money.

He had himself, his partner, Neil, he had everybody associated with that. Everybody was, "Yo, this is the biggest show ever on Comedy Central and it's about the blow up." Biggest selling DVD, all of that stuff, and he was like, "Yo, the price is too high, man, because it's compromising me, I'm out." And then people go, "Man, yeah, you blew it. You blew it because you gave up the money. You blew it, you blew it, you blew it." And then what happens? Ten years later, Netflix through no accident, trust me, dude, the universe, they said, "Yo, we're going to give you a \$50-million production contract." It was ceremonial. It was ceremonial. He said, "Yo, I'm in because now I can do it on my terms."

And the thing about him is that he knew in that present moment, 10 years ago, that his value in that moment will exponentially grow because he could see the future. He knew that \$50-million contract was coming from Netflix and he didn't even need to know it was actually coming. He just knew his vibration. His frequency would bring that opportunity to him and that's exactly-

Eric: Oh and I'm sure they were shot at work, all up in that.

Sanyika: Oh, man.

Eric: Like I'm sure, he was all over the place and fighting the battles, but he made the choice in the end.

Sanyika: Absolutely, dude, absolutely. It did and it came full circle, man. It's a perfect example of that, man. I will say that man, as I stepped into this space, yeah, man, it's call it shadow boxing. That's definitely shadow boxing. You were definitely standing off with your shadow, but we get to step into that this is the journey that we seek to take if we are up to big things in the world as many of the people who are listening to your podcast obviously are.

Eric: And that's the work for us to do. I mean, I've this image come into my mind in recent days that we all come into this world with a plate of distasteful food that we have to consume while we're here and some of us just constantly push the plate away, like, "I just don't want it." Someone will just be like, "Okay. I recognize this has to be done. This is my work. I'm going to take a bite every day, because that's how I'm going to get through it."

And for those of us who choose to do that when stuff happens, it's a little bit less jarring, because there's been a relationship made with and an agreement made that, "Hey, we're going to do the work and yes, sometimes I need to rest, but I'm going to show up every day, and I'm

going to take what's given to me and do what I need to do with it. I don't know what I'm going to do with it, because it's always in the moment." But that willingness and that commitment to just show up, I think it's what we're doing here and if we choose to do that, then that's what makes the world a better place.

Sanyika: I very much agree.

Eric: Yeah. It's been really awesome talking to you.

Sanyika: Yeah, man, this is dope.

Eric: Yes.

Sanyika: This is really dope.

Eric: Yeah.

Sanyika: Yeah. I appreciate you being open to let the conversation flow.

Eric: Yeah.

Sanyika: And to all of the people who are listening, to the people that this connects with, man, I'm really, really letting you know the same words that I received yesterday is that it's never too late to become the person that you always thought you could be. And wherever you are in your journey, just know that I was not a believer in my own future and I didn't think I could create it, and through this work, shadow work, vibration work, trauma work, physical health work, commitment around food and all that other kind of stuff, man, making a non-negotiable commitment to the values upon which I stand has helped me to transition and transform my life. And I'm sure to a similar degree, it's done for you and I just want to issue that possibility to everybody that I am deeply, deeply praying for you wherever you are in your journey, whether you are lighting it up, or you're looking to light it up as well.

Eric: Yeah. And I would also say to those people, I mean, it's always important to recognize the allies that come into your life and the things that can help you. And in just a short time, I've been talking to you I can see your value as someone who people can work with. Now, the value I see that you have, yes, Firestarter for sure, but you also have the ability to bust through walls. I feel like when people can be in your presence and work with you, yes, you're lighting the fire, but you're also through just the way that you naturally are, you help break through things. And that's a very powerful medicine, a living medicine to be because it's so essential. And the point is like we don't have to do that shit on our own. You exist as a person who's doing this work and helping people do that, so people should take advantage of it. "Hey, I've got a black in me, how can I work through that?" Go check out what you do. You're just doing it.

Sanyika: I'm very appreciative of that reflection and it makes me emotional man, because the depths of despair, they still feel very real. Those depths feel very real and they feel very present and they feel very, like somebody said, "When you step into this space, where now you are transitioning, it's another evolution of yourself, will you be responsible with that power?" And I'm constantly tapping in and being in tune with it, because it's just one of those things, man, where I've realized that people are going through real human experiences and that we have these things that we want to accomplish. At the end of the day, I think we just want to feel good in our own skin.

Eric: Oh, yeah. For sure. And you can be trusted all the more because you've gone through and are continuing to go through it, because it doesn't end. It's not an ending point. It's that it's that commitment and agreement that, "I'm going to live life fully and my truth is not to live in the gray. Whatever comes before me I'm going to say yes or I'm going to say no, but either way I'm going to do the thing and that's inner alchemy." And that energy is ultimately what is breaking down, those choices are what's breaking down the barriers because a little flimsy like, "Oh, I don't know that that doesn't break shit down," right? Gray doesn't break anything. It sits, it gets comfortable. It gets comfortable with what is. That's what gray does. So, anyway, I should ask you, just as a formality, can you share with people where they can learn more about you?

Sanyika: Yeah, they can go to firestarterlabs.com, and you can message me on Facebook, Sanyika, the Firestarter Street or you can get met at IG @ Firestarter Live. You can email me, [sanyika@firestarterlab](mailto:sanyika@firestarterlab.com), S-A-N-Y-I-K-A@firestarterlab.com. I'm accessible, man. I'm reachable. Put a note. You can holler me!

Eric: Yeah and we'll include all of those things and we mentioned a bunch of resources. So, we'll include a bunch of stuff in the show notes, but really glad that we were able to tune all that stuff out and just have an open conversation and get to know each other. It's really special.

Sanyika: Absolutely. Yeah. Super doped, man. I'm honored and appreciative and thank you for having me.

Eric: Yeah. Thank you.

OUTRO:

Thank you so much for listening to our entire conversation. I'm so glad that you're here and hope you're walking away with a more expansive perspective on what's possible for you, your life, and your business.

I'd also like to extend my sincere gratitude to Sanyika for coming on the show and being so open about his life, struggles, and experiences.

To get links to all the resources we mentioned in this episode, you can head on over to SubscriptionEntrepreneur.com/152.

There you'll also find the complete show notes, a downloadable transcript, and the video recording of our conversation.

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Thank you for being here and we'll see you next time!