

- Tucker Max: [00:02](#) Humans don't connect with humans rationally. That is not how it works. We don't communicate rashly. You might think we do, but we don't. We communicate emotionally. And if you don't understand that you're lost. And yes, so plant medicine has really helped me not just understand that, but then connect with that.
- Speaker 2: [00:21](#) What's up front road? Dad's welcome to the podcast. This is the show for family, men with businesses, not businessmen with families. I've got my buddy Tucker max with us today and I'm excited about this conversation. I've got two topics that I want to chase for a little while and we'll get into those in just a second. For anybody who doesn't know, Tucker, which is probably not many of you, you've done a good job of sharing your work with the world, Tucker. But what people may not know is you are married, you have kids now and you are crushing it with scribe media, helping people too. Okay. Get their books, uh, out there in the world, their message, you know, so that it can serve. And then, Oh, and then also, uh, this all started, if I travel back a little bit further with the fact that you've had some success in the publishing industry for New York times bestsellers, three of them were on the list at the same time.
- Speaker 2: [01:09](#) Is that right? That's right. Yeah. So man, congrats on all the success. And also, thanks for making time. I know that your, your world is really busy. Glad to have you on the show. Thanks Ron. So let me just start with an easy one, which is what's going on at home right now, man. Tell us about your family. What's working there? What are you happy about? What can we celebrate? Pretty much everything. Nothing's ever perfect, right? But in terms of my relationship with my wife is better than it's ever been. I've got a five year old boy, a three year old girl and a four and a half month old boy. And they're all fantastic, right? And especially because our third kid, it was way better than our first tours and infants. Like they were pretty fussy, high maintenance in terms of he is the chilliest kid.
- Speaker 2: [01:57](#) Like he is. And so it's like after having two high maintenance ones, it's like, it's amazing blessing. Some of them don't have three kids at times. It's amazing. I'm just like, everything's great man. Like even so far, like my wife's relationship with her mom, are you my mother in law? I always have had a great relationship with her. It's kind of ironic, you know, the stereotypes him is like, mother-in-laws are terrible. My mother was amazing. Like we get along great, but she and her and my wife fight tomcats the words and the over the last year, especially the last four months, that's totally changed and we

kind of have like, Oh God, everything can get better. But I have a hard time imagining our family. Like doing better is weird as that sounds. I know it's going to get better, but like it's as good as it's ever been and I can't imagine it getting bad or even though will, you know. Yeah, that's a good season of life to be a man. And nothing wrong with celebrating that because yeah, dude, you know, things are going to happen. We know that, but there's no doubt when the waves there,

Tucker Max: [03:00](#)

you get to surf it for awhile and just enjoy that. I'm so happy to hear all that brother. That's really great. How do you balance yes. Growing company. I mean you guys, I know it's, you got a race horse, right? So how do you not get sucked into that? How do you balance, and I know again, balance is a really triggering word for a lot of people, but how do you keep focus on your family and the growing business at the same time? Yeah. So we have a saying in our company that work life balance is bullshit. Yeah. We believe work as a part of life and uh, and the two have to be integrated, not balanced, right. Cause the balance implies that they're separate. They're not separate. [inaudible] and so it doesn't upset me. It's just, it's a very important reframe. Like I just don't believe, I don't believe in duality, in anything, even mind body stuff, which is a whole different philosophical discussion.

Tucker Max: [03:48](#)

But work life clearly is not. I do, I a Trudeau and so, um, the way that we do it, and this is from the CEO, which I'm not actually, I hired a real CEO all the way down to like the most entry level person. We are very, very clear. We basically create a flex work system where everyone has roles and responsibilities that are pretty clearly defined. Like you know, where you're responsible for. But then like we don't manage your time. Like we just expect you to get results. We manage your results or actually you hold you accountable for your results. No one manages anyone. We don't even have managers we call. Um, well most people would call managers we call direct support, right? So I have no one reports to me because I'm a terrible manager but are terrible direct support. But like if I did it, they would call me their direct support because the idea is, you know, like a, people in leadership roles support those, that they're leading, not, not manage them because you managed children and farms, you don't manage people.

Tucker Max: [04:47](#)

And so, so not even even children, really just infants maybe. So w we start there that everyone's accountable for results. And then what you do is, the assumption is you've got to figure out how to make, okay, I know I need to get this stuff done. And then I know I have this stuff in my life that I want. How do I set

this schedule up? So like, I mean I could bring up my schedule and show you like I wake up, uh, six o'clock or so because I have young kids and they get up into the ass crack of Dawn and then I, I'm with them until about eight. Right. And I, I wake up before my wife so she gets to sleep in because the deal is she deals with the incident when it gets out and then I get up early with the other kids.

Tucker Max: [05:26](#)

Right. So that way, like we're not both up at night cause that's just terrible. So like six to eight, I'm with the kids and then usually they go to school and then I go work or whenever I do my thing. And then they'd come home usually like four to seven ish, sometimes four 35. That's seven is hard. But I usually start on four. Yeah. Cause they'd get home about four to four 30 and so then that's family time. Right? And so like so, so it's basically five ish hours. Usually it's 10 to six. A lot of times, hours per day. That's family time. And that's just it. Right? A weekdays and during the work day when I'm working, I don't think about my kids. Right? Like bless their hearts, but I know they're safe with it. I don't know 40 about them. And then when I'm with them, when we're playing or doing whatever in the afternoons, I don't think about work.

Tucker Max: [06:13](#)

I'm not on my phone. My phone charger is by the door. I put my phone there and when I come in and then I engage the family and I can go get my phone if I need it. It's not like some, you know, ridiculous like a, right. Just how Alterian rule. It's just a really good, easy thing to do to just leave your phone there and not be looking at it and dealing with it. Right. Cause then you don't get sucked in to any nonsense. And people in my work know if there's a true emergency then is call. And so think we have this time together. Uh, and then weekends of course we kind of have sort of our stuff and what we've found is like it creates a really good mix of things, right? Because you can't be around your kids all the time.

Tucker Max: [06:52](#)

Not only will they drive you crazy, you'll drag them crazy. Like they have to go explore the world and then have other relationships and they have their own life, you know, and vice versa. And so to sum that all up, we start with them. My wife and I started with the most important things to us, which is actually not our kids. It is our relationship with ourselves. I like Oh ourself and each other because like it's pretty clear, like would neither of us are going to show up as very good parents if we don't have a good narrows and relationship. Nothing against people who are divorced. If that happens, there's a way to do it right. But like no one denies the best possible situation in all possible situations. Is the parents together with the kids, right?

Assuming they get along everything. So like we actually start with bold ourselves.

Tucker Max:

[07:38](#)

Like we have to do our work and then we have to do our relationship work before we can even worry about showing up for the kids. Right. Cause if that's not right, she didn't show up as a good parent. Like I had this fight with my wife men for years ago. I was like, honey, you're the core of the family and if you don't take care of yourself, none of this works. It doesn't matter how much money I make it as a matter of blah blah, blah. None of that should matter if you don't take care of yourself as, as an individual, a woman and as a mother, none of it works. And now she, she gets that and so so like, I mean I'll walk you through like she has a similarly structured day. It's a little different cause she owns her own company, which is healthcare. But the, we spend every quarter, we spend a week per quarter together apart from the kids like we, you know, cause it's like, Oh yeah, are you in GoBundance, right? Or not? Yeah, I'm an honorary member. Yeah. Okay. I can't, I'm keynoting or speaking at the January and Aspen. Right. And so like my wife, uh, and, and um, I made a deal with them because they won't mind. Weirdly, my wife speaks on a topic which they also were interested in. And so they're going to bring both of us. So we're gonna spend a week Aspen together

Speaker 2:

[08:56](#)

with no kids and then like it's war. Cause like I'm working, she's working, I will work from Aspen, but it's a week of us together. We're like, it's just us doing fun things that we enjoy not burdened by the kids right now. I mean, I love my kids, but time for yourself, time for your family. Both are important. So we scheduled that and then we find great Indian, she watches the kids. She like kids are great, right? They actually liked it because you know, gave them all kinds of shit they shouldn't have. And so like, uh, anyways, so to sum up, how do I balance those things? First, I don't think of it as balanced. I think of it as integration. I start with what matters the most myself and my relation with my wife. We structured time for that. Then structured time for the family.

Speaker 2:

[09:40](#)

Then I make my work time and then I figured out how to make all my work. Yeah, that's cool. You know, I, you'll appreciate this. I should just stop saying balance all together because we have five pillars and front row dads and there's [inaudible] integrated living is our fifth pillar, but it's a, it's ultimately because we don't believe in balance either as a community. That integration is the word that we chose to use. So I'm with you on that. I think that's really cool. Thanks for breaking it down that way. Let's use your comment about working on

yourself then your relationship than the kids. I want to use that as a transition because we were at a dinner together not too long ago and you brought up that you've had some success and you wrote about this publicly with MDM, a therapy, and you said this has had a profound impact on your life.

Speaker 2: [10:27](#) And I know we can easily make the connection, at least this audience has no problem making the connection that if we want to be okay leaders in our family, we need to work on ourselves. There has to exist. And I think that you got it perfect, right? It's, I believe what you said self then relationship, then kids. Talk a little bit about you're time in therapy, what that's done for you and how that's impacted your role as a husband and as a dad. Right. So my therapeutic journey has been long, pretty standard up until about a year ago when I started in plant medicines. Right. So I, um, well let me back up a little. So in Oh nine to kind of really understand how it went, the 2009, I had the number one book in America. I, those, I hope it was in its third year on the the New York times best seller list at the time or fourth year or something like that.

Speaker 2: [11:18](#) And then the movie about my life and about the book, it didn't do very well but nonetheless movie about my life and I had all the things that like, like I was 10 X what I dreamed of when I started that journey. Right. And I didn't hate my life. Like it's way better having money and being rich and famous and being poor. Don't let anyone tell you that before, you know, I've, all of the things equal being poor is way worse than having money and being wellness. So my life was way better in a lot of ways, but it's still honestly was empty and lonely. Hmm. Period. Like it was,

Tucker Max: [11:53](#) it was like I did all that work and I'm sure like I feel like I'm three steps ahead of where I was before. I just don't have to worry about money anymore. It feels weird to say that to people who don't have money cause then they're like, Oh poor rich boy. You know, like, and I don't blame them if you're poor, you don't want to hear what was people could play in about their emotions, right? Cause when you're born, you think all the problems it doesn't, but I get it. Why? Like when you're porting, like, well, I've gotta get money first and then I'll worry about everything else. So I got to that point and I was still unhappy and still lonely and soul. Basically I realized, so then I fixed everything in my life, right? Got in amazing shape and blah, blah, blah. Like everything external in my life.

Tucker Max: [12:36](#) Like all the Facebook ads you see, right? Like I didn't do those things. I did the smart things, but it's the same stuff, right? I

fixed everything external and my life is even better, but it was still basically the same. It was still lonely and sad and unhappy, but surrounded by things that I thought I should like. And I did like, and we're fun. I had like, uh, Instagram do things this at the time, but I have like the perfect Instagram. Like if I decided to be an Instagram person, which I hate. And I was like, alright. So finally I think it was about 11 2011 [inaudible] 10 I realize, well, the problem has to be made. Hmm. Like it's, you know, like you guys are, you ever met the woman who's that guy? I keep dating assholes. I don't know why. I'm just like, well, you're the one constantly.

Tucker Max:

[13:22](#)

Right. Okay. Right. Like I had all this stuff and everything was working and everything about my life was amazing, but I still wasn't very happy. Well then I'm the constant. Yeah. And so I tried pretty much every form of therapy that exists that I knew about. If the time that I thought was like reputable or had any data on it, everything, yoga too, whatever, and I suck. And they end up settling on a specific form of talk therapy called psychoanalysis. It's just a therapeutic modality within the broad talk there. And I spent four years doing talk therapy, going four times a week. [inaudible] really helped me in a lot of ways, especially helped me get a map of my emotions. And my mom. Right. Like a really good map. I understood what I felt, I understood why I felt it and I was able to work through some of those emotions.

Tucker Max:

[14:12](#)

Not many of them but enough. Right. But there was a big change in my life. I paired it with meditation towards the end the last year and it really kind of accelerated the progress. It kind of stopped working for me until after four years and just like I, I reached the limits of that modality of this with me and so I didn't do anything for awhile. And then I met this Peruvian Sharman and long, long story short, she did about a year, I worked with her about a year once a month doing energy work, which like, all right, listen, I'm not going to try and convince you that there's any a basis in science for this. I can tell you it worked well for me for uh, but then it stopped working. So after, and I may even placebo effect. But if you looked at the data on placebo heart's pretty funny. It's a lot of times more effective than actual treatment.

Tucker Max:

[15:00](#)

Exactly. Either way, it's fine. Anyways, so for about a year and sophomore and then I kind of wasn't sure what to do cause like I was way better, but I knew like it wasn't even that like I was, that's sad or lonely. I just knew I had a lot of stuff left to get to. And are we like 2016 here? But at that point where, so let's say I started therapy at about 11 I end about 15 a year, you know, 61

17 so about 18 2018 early to mid 2018 I'm kind of looking for the next thing to try. And my company scribed, published a book called trust surrender received by a woman who wrote anonymously, but th the name shoes was an other. And so the book was about Indian Nathan. And I didn't really know much about it. And the guy who worked on the book and my company did the therapy, I knew it was, it was in phase three trials to treat people with severe untreatable PTSD, right?

Tucker Max: [16:01](#)

Like we're veterans victims, people like that, serious PTSD. And I'm like, look, I've got problems. I don't know that level of PTSD. So he did it and he's like, and I knew him really well. He's like, dude, you got to do this. Like this is amazing. And like he knows me well enough to like recommends cause I don't recommend this to people. I just talked about it and they happen. But he knew me well enough. And so it was like, all right. So I kind of researched it and I realized, Oh wow. First off I realized that a lot of friends who had done this, I didn't know about famous like names that if I set them apart, I'm not going to say cause I'm going to help them all talking about it. But they haven't yet publicly the names of your, all of your audience would know. And they were like, Oh dude, I'm so glad you found this. You really need this. Like, why didn't you tell me? And they're like, well I mentioned that to you two years ago. I'm like, Oh, I was an idiot.

Tucker Max: [16:49](#)

And so I ended up doing the therapy with Ann in New York. And dude, you can just Google Tucker max in DMA. I wrote a huge piece of that. We'll put that link in the notes. Yeah. Okay, cool. Yeah, it was one of the most, if not the most profound experience in my life, like emotionally, spiritually, everything. It blew my doors off and so the article when we talks about in first two times, but we're about coming up on a year plus in and I've done at this 0.7 in DMA sessions, five psilocybin sessions, and some of those are double up. So it's not like there aren't all separate sessions and dude, like remember what I said earlier, you said, how's your family doing it? I'm like, it's never been better. Things are amazing. I could, that's why, because I have done so much of this therapy and my mother in law, that's one my mother on my way from getting along so well is because my mother-in-law's saw the change in me and this is 64 year old woman from Tennessee who like, she's a Trump voter.

Tucker Max: [17:47](#)

For better or for worse, just her mindset, right. She doesn't usually tend to be real open to new things, but like wonderful woman, but just that kind of, but she was like totally in. She's like, I want to do it. And she's on like four or five sessions and the transformation has been profound. She's lost 50 pounds.

She has let go of so much. So she had a lot of trauma from her childhood that was really bad, but she really had never addressed. She let go of all of it, dude. It's like, you know, sometimes it feels like the life that you, you know, you can have this amazing life and it's right there in front of you, but every time you reach forward and those gets away, it's like what MBMA and siliciden have done for me is brought that right in. Like I stopped reaching for it.

Tucker Max: [18:34](#)

Instead, I turned inward and I'm sort of doing my own work and it just came right in. Right. And though the other way I talked about it is like, I remember I said, uh, therapy gave me the map to my mind and my emotions. And it did do, it was great. What my medicines have done is helped me walk the terror, all the emotions that I couldn't feel, the things that were repressed or that even I knew were there, like nothing new came up. Like I didn't realize I was molested as a kid or something. Like I knew everything in my life, but like I just hadn't accessed those emotions. They were too deep or too painful or I was too and too many defenses against them and it lets them come up and I processed that stuff and it was just like, Oh God, let's go.

Tucker Max: [19:22](#)

I've been trying, like I thought I'd, I thought I knew intellectually had processed all of it in my head. I just haven't felt it and dude, it's like every one of my company knows like they're like, what happened to you? What did you do before? I wrote about it and they're like, you just seem lighter. And like, yeah, so profound. It's been the best thing that's ever happened to me. And like the idea that I would be the ones talking about, Oh yeah, you should go do mushrooms. Do. I never, I've thought about drinking and hooking up with girls. I never done ecstasy. Right. Which is the MDM is the, the active component and ecstasy. I had never done it. I've never done Coke. I've never done mushrooms. I've never done LSD. I've never done any of that stuff. So the idea that like I'm going to go do, there were a few with drugs.

Tucker Max: [20:08](#)

It was insane to me until I looked at the evidence and I looked at the people and I saw the changes and I was like, Oh, all right, well, I mean either I believe in evidence or I don't. And so I did it. And now here I am today. If we talk to your wife, what would she say about you and how is that impacting your relationship? Cause I know you said lighter and by the way, I can sense that a little bit too. I mean, I know you, but I don't, I mean I'm not spending every day with you and I, but I, I sense it a little bit, right from the interactions that we've had. What is it that she's feeling? What is it? What does that mean? How is it impacting

you? You want me to talk about it with me or that, or the process that that, is that why this works?

Tucker Max: [20:54](#) Well, the one I'm fascinated on both. I'm fascinated on both. Yeah, let's start with me and then if you want we can dig into the process. All right, so I know what you would say because we did, we did a Oh combined podcasts a few months ago and they asked her this question and she said the thing she, she focused on were I used to, there's certain things that make me angry and trigger me and like the number of those things has shrunk way down and the things remaining trigger me way less. Right. So things that have Willie upset me and I would have like gone ballistic about a year and a half ago. Like either I'm not angry about anymore or it's like I'm like, Hey, what? What's going on here? Why is this out? You know, like as opposed to like angry. Right? So the anger is like, like just 80% down.

Tucker Max: [21:45](#) I'm more attuned, right? Like, I'm a pretty sensitive guy. I don't mean that like in any way other than like I pick up on things. Right. But like I'm less distracted and more to not to her. I've always been really attuned to her but I think more to the kids. Okay. Understand them more and I can, Oh good. The more, right. Because I'm not, it's not like, you know, like I said, I pulled my phone by the door and it's not like that. I wasn't bad about that. I'm just way better at and really like focusing on them when I'm with them. Right. And a lot of it man is like what she said too is like she sees the best version of me. Right. Cause like when I'm in home and it's us and I like she sees always sees kind of the best version.

Tucker Max: [22:33](#) But when I'm out with other people who are, she's starting to see that version everywhere instead of just at home. You know, it's like the best version of me is becoming the dominant version of me as opposed to like something that hidden the corner. It only came out when it felt safe. I'm sorry. That makes sense. Yeah. Yeah. So now, now, and I think you were going here anyway, but it's like why? What did you realize or is it hard to articulate what breakthrough? It's very hard because it's very hard to articulate because you don't have, depends on the person. Some people do have breakthroughs and realize a lot of things be and realize, I've seen that a lot, so it can facilitate breakthroughs, but people have this idea that therapy's about breakthroughs. It's usually not right. So, okay, let's start with trauma. The reason most people have issues is because they have unprocessed trauma.

Tucker Max: [23:31](#) Trauma by itself is not that bad, right? But trauma that lacks an empathic witness to help you process it becomes basically stuck

in the body. Right? A couple of books about this. There's one by Peter Levine, trauma, a, I forget the title right now. And then there's another one called the body keeps score. I forget who wrote that. But they're both really, really good books about this, about how it works. Scab or Montay has written another book about it. [inaudible] and he wrote the book with Peter Levine I think. So this is like one of those fields of resources blown up over the last 30 years. But no one quite really knows about. And when I dug into it I was like, Oh my God, there's like all this research, all this data about this, all these case studies. Like why does everyone not know about it? Cause I didn't know that.

Tucker Max:

[24:15](#)

Right. But basically what happens is something terrible happens to you. It doesn't actually have to be an objectively terrible. You just, I think it's terrible. Like I'll give you a good example. My last [inaudible] session, something came up that like it was terrible. It was deep real, it wasn't fear, it was true terror and it was freaking me out. And I'm pretty sure what it was is that my mom was a flight attendant for Panorama and so she used to leave a lot, right? And so I would be alone a lot as a kid [inaudible] and they're like, you know, there were people watching me, whatever. No one ever did anything awful. The people watching me, you're fine. But like when you're a small child, you know, two, three, four, five to you being alone is essentially, yeah, right. It's, it's the worst possible outcome because without people to take care of you, you're going to die.

Tucker Max:

[25:06](#)

That's, that's your [inaudible] genetic biological program. Right. And so like, even as like my mother has adults could look at it and say, okay, he, I know he's safe, he's objectively safe and fine and fed and all that sort of stuff. But as a kid, if you don't, it's the same thing as actually being abandoned. Right. And so like I processed a bunch of that. That's like, I felt it right because it's overwhelming as a kid. So what happens is this is maybe easier to understand for like a rape victim or a or a war veteran, but like, like you see atrocities of war, you get, yeah. Violating and like it's too much trauma. And so your brain essentially shuts down and it cleaves off the trauma and it hides it in your head. I'm speaking colloquially, this is not like how you describe it scientifically.

Tucker Max:

[25:58](#)

And so like, this is why, for example, when cops question rape victims, the, the, a lot of times the women have problems describing their attacker or what happened. They're not making it up. It's because literally the mind is keeping the details from you. [inaudible] mitigate the overwhelming trauma, right? And so in the presence of an empathic witness, meaning someone who cares about you, loves you, who is there for you, you can

essentially, uh, relive it, feel safe and let it go. Feel safe. We live in and let that go. But in the absence of an empathic witness, the trauma is overwhelming as your body essentially has to store it away, right? It can't get rid of it though. It doesn't just go away. It's always there. And so what [inaudible] affect what plant medicine does is it gives you the opportunity, gives your brain the opportunity, makes it feel safe so that it can bring that trauma up.

Tucker Max:

[26:57](#)

You can process it right? And then let it go. So what happens to me was like, I felt this overwhelming fucking change and I thought I was going to die. Here I am a grown ass man, right? I'm not a save on places. Good. It happened with a bunch of people around me who love you and know like this specific session I'm talking about and like I couldn't be any safer but like it wasn't at the moment it was old emotions that I was processing and like man, this was not fun. Like let's be very clear. Quite medicine is an amazing tool and if you do it right, it will help you do a lot of things. But the journey is almost never not like all sunshine and kittens. It's because it's bringing up the worst stuff. Right? And not always, but usually. And so like I processed that, like I was able to essentially feel it and then I could let it go.

Tucker Max:

[27:52](#)

Right? I didn't have to stay in it and so didn't say sore and it was like, and I was so exhausted at that session, like I felt like I've won a marathon or done a CrossFit workout and was in a gang fight. And then like the next day I was pretty tired. I slept a bunch. But then the day after that I got up like I felt like \$1 million. Like I had, you know, like you carry a big backpack and you set it down and you feel like you could jump to the moon. How I felt it was insane, dude, and let like, I'm going to give you a million more examples. Let me dig into that for a second. Because, so did you, had you at that point when you went through your session, had you intellectually already knowing that your mom leaving was traumatic through the psychoanalysis?

Tucker Max:

[28:39](#)

You knew that, but you hadn't felt the feelings and you had kept them so that it's almost like the feelings had weight and when you are able to bring them up and process them, you let them go and then you no longer had to carry the weight. Exactly. Precisely. Yeah. Yeah. And that's really cool. Now, does that change how you talk to your kids or how you might feel their experience? Because I couldn't help but think back to the beginning of the show and you're like, I'm not with my kids. My kids are in good care. Right. And then now we're talking about your mom traveling and you being in good care. Does it change

how you might talk to them or understand what could be their trauma? Okay, so when I say they're in good care, I mean like there, if there's no preschool or whatever for like six hours, my mom will be gone for a weekend appreciably different. But the question is very, very good. I'll give you a really good example. Oh this is just happened like four to six months ago. Bishop, my son did something that you broke something, he spilled something, he's fine, right? So shit all the time. And it was like I was like in a bad mood or whatever and it was like mine that I wanted. The details don't really matter, but like I, I didn't like two, three years ago I might have yelled at him, I didn't yell.

Speaker 3: [30:02](#)

I kind of,

Tucker Max: [30:03](#)

I snapped a little bit. Right. I've spoken away that for a five year old little boy coming from his dad was very hard. But like if I talk to you that way, you might just be like, Oh yeah, sorry, I didn't mean to break it. Like you wouldn't even be mad, but it was doesn't matter. Right. Cause again, the subjective experience of him is what actually matters in that situation, not be objective. And I remember like he had this look on his face and I was like, Oh all right. Like I knew immediately that I heard that I really wounded him. Right. And so like I grabbed him and come here buddy, you know he didn't want to be grad. No I don't want to come here. Then I'm like, uh, you know, are you upset? Yeah. Are you saying [inaudible] so how do you feel?

Tucker Max: [30:46](#)

I dunno. I dunno. I'm like, are you sad? Yeah. Uh, and I'm like a little on, I'm like, all right, why are you sad? Are you sad? Because daddy yell, well I suppose theL is a no. All right. Well we all make mistakes, right? Even daddy. Yeah. All right, well daddy's sorry, I'm sorry I didn't want no, I said what are we doing? Cause we have rule now what are you doing when you make mistakes? You say you're sorry and then you cleaned it up, right? And so I said, well what do we do when we make a mistake? All right buddy, I'm sorry, I didn't mean to yell at you. It was a mistake. Okay. And he said, yeah and then dude, it was a craziest thing. You have a kid, right? I was holding him and I showed him, he goes

Speaker 3: [31:35](#)

[inaudible]

Tucker Max: [31:36](#)

and he let go. Like he had a big exhale and I'm telling you 30 seconds later he was running around having fun. Like nothing happened. Right?

Speaker 3: [31:48](#)

What's up guys? Hey, want to take a quick second to tell you about our next open enrollment for you to join the

brotherhood. This happens twice a year and our next open enrollment is November 1st through the 15th you might be asking what is the brotherhood that's currently a group of about 120 high performing hard charging entrepreneurial men who've decided that they not only want to keep growing their business, but that it's more important to grow their life at home as husband and as a father. Our group of men gets together and they have valuable discussions around five key areas of family life, thriving relationships, which is really your marriage, intentional parenting, which is considered that education integrated living, which many would call a work life balance, emotional mastery, your self awareness and the awareness of your family, a consciousness, and then of course vibrant health for all.

Speaker 3:

[32:33](#)

A couple of times, every month our members hop on a video chat. We have active conversations on the most important subjects relating to family life. Guys share their best ideas. They asked their most pressing questions, we covered all the ideas that help guys that are new families and guys that have teenagers that may be finishing high school. The conversations are real and raw. We challenge each other to grow. We have challenges throughout the year for our community. In fact, as I record this, we're just in the middle of one where we're doing something amazing for our wives every day for the month of September, and we've created a space to have conversations that aren't happening anywhere else in our lives. You know, many of us have business masterminds that were a part of, but only a few have family masterminds that they're a part of. We even have a membership area where we host all the replays from our calls, which is accessible from an app so you can listen on the go while you're working out on a walk in the car, whatever you're doing.

Speaker 3:

[33:25](#)

We have small groups within the brotherhood called bands, usually ish guys per band, and we also have two retreats per year that are around 40 or 50 guys. You can see a few of the videos on our retreats and what a band is about. You could read about all that at front row. dads.com the brotherhood is designed for men who want to be family, men with businesses, not businessmen who happened to have families. It's designed for men with wisdom who are also wise enough to know that there is more to learn. [inaudible]. You know, one of the things we say in our brotherhood is it's not always about new, it's about true. It's about reminding yourself and others about the core principles that make it all work. This is for men who value the benefits of working on their business versus in their

business and they understand that the same rules apply to our family.

Speaker 3: [34:12](#) Like I said, the next open enrollment is November 1st through the 15th we'll be posting about this in our open Facebook group, which you can get to by going to front row dads.com/facebook connects you right to the group and also we'll send out notifications through our weekly insights email. If you're not getting that, you can sign up for that at front row. dads.com guys, I just want to say this group isn't for everyone. We know that this is for high-performing hard charging entrepreneurial men who want to invest in their families like they would anything that's important in their lives. This is a unique community. There's nothing like it anywhere in the world. And uh, if it feels like it's the right brotherhood for you and join us in November and I'll look forward to talking with you on a future call or meeting you at a future retreat.

Tucker Max: [34:53](#) Trauma is not the problem. It is being traumatized with the lack of an empathic with, right? That's the problem. And so I had all these things happen to you. Parents were never around my parents, if someone had beat me or molested me to like, Oh yeah, you've got real strong. Oh, that's horrible. I get why that didn't happen to me. No one beat me. No molested me. And so the trauma in our society is that, is that, well, if you didn't have that happen to you, you weren't traumatized. That's not true. Right? There are a lot of different forms of trauma, right? The child abandonment is about as big as it gets. I mean, probably sexual abuse is worse, but abandonment's way up there. Right? And so like anger,

Speaker 2: [35:38](#) right? Because like me yelling at him, I'm thinking of [inaudible] in my head. Of course he's not in trouble or he's not risk. He doesn't know she's fine. Right. He just feel, and so like I had to kind of step up and be like, all right, we're gonna talk about this and process it. And then he processed it right there and now it's like a teaching tool. It's funny. The other day, like I snapped it on my daughter and then she said, daddy, you have to say you're sorry and clean it up. And he's like, it's no problem. They move on. Does that make sense? Yeah, that's really good, man. This idea, I've never connected this, but the idea of energy work and also how that impacts my relationship with my wife and my kids. Well, one of the biggest discoveries I've had in the last, we'll call it five to 10 years being a debt, my oldest is 10 is that it's not always what I'm saying, it's how I'm saying it.

Speaker 2: [36:36](#) Right? And, and that, you know, I've always known that intellectually, but I couldn't quite fully understand it. I couldn't,

like you said, like I got it intellectually, I couldn't feel it and now that I fully feel what that means, I'm much more careful on how I say things and the energy that I bring to it and my take on plant medicine is that it makes you much more sensitive to that energy flow, right on all levels, but that you can feel it and sense it and then be dialed in on that level. Not just the intellectual words that are coming out of my mouth. Are they correct or incorrect? Would you agree with that 100% Terence McKenna says that like I disappointments that are still Simon, but he said that they connect you to your core being into the energy [inaudible]. They connect you to the fact that the energy that is you is a part of the energy that does that.

Speaker 2: [37:28](#)

I know it like good crazy woo person. Like it's true man. Like did I, I had one psilocybin session that was really intense, so it was a lot of mushrooms and it was like, Oh my gosh, are these by yourself or guided or the silicide always got, okay, do this recreationally. I don't do it by myself. That is not, I'm not gonna say it's not safe. It's not recommended. Yeah. I would definitely always do this with guides always. Even if the guides and people you know who are also experienced, I can be okay, but don't do this stuff. There might be times you can do it alone, but I would just really highly recommended. Especially a lot like this session I'm talking about was very intense, but like I like 100% like, fuck man. The Buddhists were totally right. We're all energy and that's why we're all connected. Which by the way, like I won the physics award in my high school is 100% true. That is the finding of 20th century physics. That is what equals MC squared me. All feelings are energy. Right. That's not even like a debatable thing. Every physicist will tell you, Oh yeah, of course. Obviously that's true. But then we're like,

Tucker Max: [38:36](#)

Oh yeah, these Ooh Buddhists talking about all things are connected. Like I didn't know that was another thing. I knew all that. Intellectually it all made perfect sense. And then as soon as I took that, I was like, Oh my God, there it is. Yeah, it is. I get it. And so as a culture, we're soul left brain, right? So rational, so mechanistic. And there's nothing wrong with that as a way of thinking, but when that is your core way of thinking, you're fucked up man. Because that's not who humans are, right? It's, it's a great model for us to use to help us accomplish a lot of things. But it's not how we connect. Humans don't connect with humans rationally. That is not how it works. We don't communicate rationally. You might think we do, but we don't. We communicate emotionally and, and if you don't understand that you're lost.

Tucker Max: [39:27](#) And yes, so plant medicine is really helped me not just understand that, but then connect with that. That's cool. You said something not dialogue about, Hey, we say we're sorry and we clean it up. That's the, no, that's the max family way. Let's ride that for a second. What else do you want the Macs family to stand for? What type of kids do you want to raise? Right? What qualities do you want them to possess? What's important to you to pass along? We actually have a family set of principles and families that are rules like you want me to read them to you? It's great. Okay, so a family code. So, so we have, we have like sort of family slash house rules which apply to our house. Grainy has slightly different house rules, right? And so the house rules are fussy. Babies go to their room, right?

Tucker Max: [40:19](#) So, so like [inaudible] there's a very important reason we did it. We will ever, like one of our Veronica, my wife and I, parenting principles is we never deny the emotions that our kids are feeling. What is the worst, worst thing you can do to a child to mess them up is deny their feelings. So for example, a kid falls down is crying. If you say you're okay for a second, what you're doing, you were telling them that the emotion they're feeling, which is pain, agony, he's not real. That's bullshit. What should the better thing to do is ask them, are you okay? Then you can give them a conversation about toughness on those stuff, but you never denied their feelings. So fussy babies go to the room is a great way to recognize their feelings, but then hold them accountable for that. Right? Because like I don't want my kids for fucking chips all the time.

Tucker Max: [41:15](#) I'm not gonna have it. Well, like they're kids, sometimes they're going to have chips. So the rule is if you're throwing a fit, fussy baby, you have to go to your room, right? And in your room you can throw it anything you want, as long as you want, as loud as you want, that's fine. Right? If you want to be out here, can I do it right? And so then, then, by the way, that's so good. Great. Which is, which does and the other parenting principle that Veronica and I have that this kids always have a choice. Always. Now there are consequences that they might not like with the choice, but they always have a choice, right? So rule number one is fussy babies go to the room. Rule number two is we don't have to eat our dinner, but if we don't, then no tree.

Tucker Max: [41:59](#) Again, always a choice. Always consequences. They are the Bishop loves, treats, hilly. Anything you can just treat Von doesn't care. Right. Okay. No problem. Certain ones, we don't keep unhealthy food in the house. That's me for granny because she's the only advisor. A fourth one. If it's safe, think it's safe and legal. And within the rules, kids get to choose it for

themselves. Right? So like clothes, they get to pick the clothes they wear. I mean, we buy their clothes, most of them, but they get to pick, right? So they want to look like a doofus. They can look like I do. They get to pick the sports they play, they get to pick, you know, like, uh, like any of that sort of stuff. Right. Safe legal, you know, reasonable. They get to pick. All right, let's see. You pick it. If they can do it for themselves, kids have to do it for themselves.

Tucker Max:

[42:43](#)

Right. So like, uh, we don't open like all these obvious easy things. We don't do it for them. They've got to understand that they've got to make their way in life and it starts as a child, right? They don't, they, the only thing I've heard, they don't have to learn. This is another parenting principle. The only thing on earth they don't have to earn is our love mommy and daddy's love. That's free and that's unconditional. Everything else in life you have to earn. Alright, then, uh, we had one about toys. Kids only get toys on birthdays and Christmas again. And that's mainly granted cause she no. Next one, when we make a mistake, we take responsibility. We be saved. Right. We had talked about that. If we have a problem with each other, we sorted out together or we both go to our rooms. That applies to everybody. Right. Like Veronica and I are yelling or having a fight, which we haven't meet. It's pretty funny. The other day she goes, yeah, I haven't had like ruin it, a cocktail party or something. She's like more than a year. And I'm like, yeah, I know drunk.

Tucker Max:

[43:43](#)

She's like, Oh my God, you're totally right. Well like a, we do this cause like Bishop and Martin will play well, he bit me. Was she hit me or like then you both go to your room for you to work it out. Up to you. If either of you are fostering and fighting, then you both go, there's no, um, I'm not sorting out who's in the right frame. Let's see. Oh, here's a good one. We can buy anything we want with our money that we are. So we never have problems with kids when we're out asking for stuff. Right. And we never, never. Why? Because of that rule. You want something, then the question is cool where you can totally have it. Where's your money? Totally. So with no problems and so like, and it's funny like we, and we'll tell them ways to earn, well there's certain chores

Speaker 2:

[44:32](#)

you can do or the big one that they'd figured it out is they can sell their art in quotes to granny and grand as a total sucker. She liked cases, 20 bucks for gym or Stripe, but like at least it gets them thinking, okay, like mommy and daddy on buying me. I'm going to earn my own stuff and then I've got to do things to earn it. The people, right? So they're already starting to think

like responsible adults, right? Balanced tradeoffs. What do I spend my money on this? Do I spend it on this, split it, what do I do? They're already taking accountability for themselves, right? What's up then a few others like don't run in the street stealing. You know what like basic, those are the rules. The principles. So this is, yes, question, do you want, well, where do you want your kids to be?

Speaker 2: [45:17](#) Principles of who we are. Rules are what we do. Principles. We tell them the truth. We choose a courageous path. We try on best, we treat each other with the respect we deserve. We fully commit to the job, to activities that we choose. I don't own money when I'm giving money. We love and accept each other and ourselves as we are not as we expect other people or ourselves to be sharing is caring, sharing is optional and we clean up after ourselves. Dude, that's so great man. That's I, I listen, I dig the entire conversation that what you just shared is probably my favorite part. I think that's really awesome and I align with uh, several of these and I want to emphasize, I think what you've created with the fussy babies go to their room I think is brilliant. I think cannot be overlooked or you know, and missed.

Speaker 2: [46:11](#) How about this idea of not denying their feelings? I think that is so critical. I have messed that up for years with my kids until recently when I realized that it was all about now what I'll do and I again, I messed this up. I would say to ocean, Hey buddy, you are totally allowed to feel any of your feelings right now. And if you want to scream or cry or get it out, I think that's great, but you should do all that. The thing is that I want to be here with you and we're going to sit with this and then if you want to continue to do that, you're going to need to go do that privately. Right. And so I, I met and then that's to go to your room, right? Like you can, you can tell me how you feel. You can express yourself.

Speaker 2: [46:50](#) I'll be witness to that. I'll, I'll, I'll be empathetic to that. But then if you, if it needs to continue, you can, you're just going to go do that privately. And uh, I think that's really, yeah. That's why we, we say fussy babies and not crying. Maybe you've called them skinny. Well, C is like throwing a fit. Yeah. Yeah, that's right. Somebody said the other day, they said a meltdown and a temper tantrum are two different things, you know, and this idea of like, when somebody's truly having a meltdown, right? When they're, when they're losing themselves and losing control and it's beyond them. That's a time to maybe be with your child. Right. And to really help them. If somebody is having a temper tantrum and they're consciously choosing to like, you

know, go insane to get some attention. That's a very different type of child that needs to be dealt with.

Speaker 2: [47:44](#) Yes. Yes, yes. Oh do definitely a lot of that is age appropriate. So my is 100% [inaudible]. She's very much, she's coming out of it, but she's coming out of the meltdown shit once, once she gets past a certain point, she's not even, yeah, like three year olds here. You know how that is like, and so you've got to go to her, embraced her and you've got to suit her and calm her down. And like that's a different thing. The Bishop's five and like five, five, I'm not gonna say he doesn't have meltdowns, but there has been months, a long time since he's had one. Like if he, if he's, or like upset, it's STEM prevention. Yeah. He doesn't have meltdowns anymore. So cool. Hey man, I know, I know. We're coming up on the clock here for our time, but I wanted to ask you this real quick question then switching gears pretty abruptly here, but I want to get into the book thing for a moment because I am really impressed by what you've done at scribe.

Speaker 2: [48:41](#) People ask me about the front row factor book at times and one of the things that's come up when they, when we talk about the book at least either from my perspective or theirs, is I'm so proud that I put this book out there because of my kids are going to read this one day and so I want to ask you and you know you can keep this as quick as you want. You can take whatever time you want. Again, I'm actually, you know, I want to be respectful of your clock here, but take what you need. The, the question I want to ask you is too, for the dads thinking about writing a book, what thoughts do you have from all the people you've worked with? And you've worked with a lot of authors now about how they might think about that as a legacy piece for their family.

Speaker 2: [49:22](#) Oh, and let me not even ask the second part to the question. Let's just go with that. Okay, so that's a great question. We actually, right now, this is the first podcast about it. We are about to launch a whole new sort of, I guess you would call it, to help people do memoir. We can do memoirs now. We've got specifically set up for it. We've done a lot of really good ones like David Goggins and jeopardy. But like we don't have a separate track. We're setting up a separate track that is memoir specific because like books that are, that are legacy cases, uh, there's just a different way to do them and approach them than a book. Uh, that is for specific business purpose or for credibility or whatever. Right? And neither is right or wrong. They're just different. And sometimes you can have elements of one in the other, like there's a lot of overlap. But I'll give you a good example. Our CEO, well this book I got there, that's how we

met. He was a client. He had this incredible life story. Like basically his dad was a pimp, right? Literally. And I grew up in the projects and his mom was like one of them dads. And it was like,

Tucker Max:

[50:28](#)

like welfare, like Skype came from nothing. And like before he even came to us, they successful did really well financially and like married, like a wife who came from money and like his four kids are all beautiful and they then I grew up in the suburbs or gated community and like, he's like, they're never going to know what my life was like to experience it, which is great. That's why it works so hard. But I want them to know where they came from so they can appreciate what they have. Right. And um, and, and they appreciate what they have and be proud of, of, of where they've come from, even if they didn't have to do the workout. And so that we wrote that book, right? Like we helped him write that book and it became, and it's amazing case that like his kids don't even all love to read it yet.

Tucker Max:

[51:18](#)

It's so funny. Like the book is amazing and like really helped him in a bunch of other people who like resonated with his story. Cause I be ready yet. So there's two lessons to me from this. One is absolutely, unequivocally telling your story to your family and your children so they understand where they come from is amazing. I mean, just think about it this way. Well, what would you give to have your grandfather or great grandfathers autobiography? Yeah. I mean, yeah, my great grandfather came over from Hungary right before the, not the Nazis, but whoever was awful in Hungary before the Nazis, Mike started one of the mini purchases and no one talks about anymore because it's just, yeah, the Nazis are way worse. Right. And like he's a Hungarian Jew, like an Oscar. He and his and his wife came over. My grandfather or grandmother, they have their story, a great grandfather and great grandmother.

Tucker Max:

[52:13](#)

I never met them. Right? Like I guess I did when I was a baby, like they die when I was like three months old. Wouldn't it be cool to know like their story? Like I have no idea what it is. Like can we traced it together? Ellis Island or whatever, but we don't know their story. Right. So that's, that's a big part. But the other big part is it's bigger than that because like your story, if you stand up and really speak your truth and really tell your whole story, honestly, your soon is gonna help a lot more than your kids. Yeah. Because there's someone else right now who is struggling with what you've overcome and they think they're alone and they think he can't be beaten and they think like there's no hope, but like you've done it and they don't know about you and then probably never even meet them. But if you

put it in a book now it's like now it has a wheel shot to get to them and now they can read that and say, Oh, I'm not alone. It is possible. I can do it. This person did it, they're my inspiration. I'm going to go do it. I had this image know in our home or

- Speaker 2: [53:25](#) you know, my children or their kids, whatever number of generations
- Speaker 2: [53:30](#) there being a bookshelf, much like if anybody's watching this down the road that behind you. It's like this bookshelf of like that's our family's books. Go read about great-grandma Jane, you go read about great-grandpa you know Theodore. It's like it literally like how inspiring is that? If your family, how amazing would that be? A collection of books that you could just, yeah, that's great. That is so cool man. Yeah, that's, that's really awesome. That is so good. It starts with the first. Yeah. And you know, I think what you guys are doing is really cool and will you continue the same model of like, Hey, people can speak out their book, they can be interviewed and then you'll help them put it together.
- Tucker Max: [54:10](#) Yeah, so we can already do memoirs that way. But like we have a, like right now, like our biggest product is actually called guided author when people write the book themselves, but they do at our structure and our guidance. And so it's like about half the prices I was interviewing you and go starting it. Um, it's a, and like, yeah, the w we have monthly workshops. You show up, you do a two day workshop, we take you through the whole process. You kind of do your, your positioning, your outline in the room with us and we walk you through learning. You have to do when you go home and write it. Then we added it. We publish it. That's already going, that's like for, you know, business, personal development books. We're about to do that for memoir.
- Speaker 2: [54:48](#) Yeah. I think that's cool. I'm not sure.
- Tucker Max: [54:50](#) Well, we're going to call it, but it's going to be pretty good. And, and so like that, that's the goal is we're going to have every month, 50 a hundred people come in. Would that goal I'm going to do with like a CPS for my kids and I'm going to tell my story to help others. Yeah,
- Speaker 2: [55:05](#) it's so great. You know, skip back here for a second. When you were talking about JTS book, you were holding it up. Dude, I didn't piece this together. I think you and I are having lunch a while ago when you told me about hiring your CEO, but dude, I was at an event with JT. I might've even introduced him on

stage. I was emceeding an EO event, a regional conference. He was there speaking in st Louis. I sat in the back. I listened to his speech. I did. He's great. You're telling the story. I'm like, I know somebody who had that exact same story, and then I looked at the book and I'm like, Holy cow. I didn't know. I didn't even know he lived here in Austin. That's so good. Is he here? Is he local? He's right over there. Nah, man. That's awesome.

Speaker 2: [55:47](#)

That's awesome. Do we hung out? We, I spent time with him. We chatted, so that was great, man. That's so good. Well, wonderful to have him on your podcast, man. You know, I would love to seasonal. Amazing. I would love to. That'd be great. We'll, we'll do that for sure, man. That's, that's fantastic. Um, and then Tucker, my last question for you man, and then we'll let you get back to your day. Is that uh, when you think about what you're writing these days or what you want to write or when you think about the legacy you want to leave with your kids in, in print form, since that's the area that you're specializing in here professionally, w what's on the roster for you in that space? Yeah, next step for me is next up for me is I'm doing basically the book that, so the moment I told you about, like when I was at my peak, I realize I was miserable.

Speaker 2: [56:38](#)

Like how did I go from there to here? Yeah. Yeah. That's cool man. Well, I want to read it, appreciate you talking to anything else that needs to be said that we didn't get to. I don't think so. Cool, man. This was a great chat. And if people want to find out more, they want to get a book out there for their kids, where should they go? Describe writing.com. Awesome, man. Hey, I really appreciate the time. Hopefully I'll see you around town here in a little while and uh, my best to you and your growing family, man, three kids. That's exciting. Thank you brother. You too. Happy for ya.

Speaker 3: [57:10](#)

Hey guys, if you haven't already done so, go right now to front row dads.com/facebook and join the conversation that's happening right now on line. We designed this group for guys who are entrepreneurial in their thinking that are high performing guys with low egos. We're looking for the dads that believe in teaching their kids how to think, solve problems and be real leaders. We're looking for guys who believe in being family, men with businesses, not businessmen with families. We're looking for the fathers who have great knowledge but also believe that they have so much more to learn and we're looking for men who want to add value by sharing their wisdom and those that are willing to ask the questions that we all need and want answers to. That's front row dads.com/facebook or simply go to Facebook, type in front row dads and you'll get to

our group and what we put in there, links to all the podcasts and videos and other resources that you can't get access to anywhere else except for in this group. We want to give you the best ideas to help you with your marriage, balancing work and family life communication strategies with your spouse and also your children, travel ideas and even suggestions on the latest gear that would save you time and help you be more effective. We've got updates on upcoming events and so much more. Go right now to [front row dads.com/facebook](https://www.frontrowdads.com/facebook) and join the conversation. I'll look forward to connecting with you there. [inaudible].