

Jon Vroman ([00:02](#)):

Gentlemen, welcome to the front row. Dad, bod guest, while it's common to hear men say family first, most guys are working long hours and finding it really difficult to juggle all the priorities on this show. You're gonna hear unscripted conversations, guys, who are as committed to winning at home as they are to winning at work each week, we're going to share a new conversation, digging into the strengths and the struggles of guys, just like you and me to help us level up our dad game, strengthen our marriage, succeed in business and stay healthy along the way. If you're new to the show, I'm John Broman, married to the free spirit known as Tatyana father of two boys tiger and ocean and living in Austin, Texas. Let's get right into our next conversation.

Speaker 2 ([00:47](#)):

[inaudible]

Jordan Harbinger ([00:47](#)):

Jordan harbinger. What's up brother. Hey man. Thanks for having me on you. Is that a love hat? Yeah, man. This is for the charity for front row foundation. So this whole hands up, you know, front row symbol. That's what that, Oh, that's clever. See, I'm not good at stuff like that. You know, as evidenced by the fact that my show name is the Jordan harbinger show, people are like, Whoa, where'd you come up with that? You're like, ah, yeah. Uh, I came up with a lot of worst names and uh, this is where we landed. Do you get a demand for gear? Like have you, have you thought about hiring somebody to just throw a store up and sell? Occasionally people were like, Hey, where's the merchant. I'm all like, who's going to wear that. Would I even wear that? I don't know. And I'm sure there's some people that would love to get it cause they would like B they're into it.

Jordan Harbinger ([01:36](#)):

But you know, I think about this a lot. Cause there are shows that make a ton of money selling merch. They do live shows and they're selling out, you know, 1100 person theaters in Manhattan and everyone, all of these companies that produce that are like, you can definitely do that. You can definitely do it. You can definitely do it. But me, I don't know if I have like low podcasts, self-esteem low podcast esteem, but I just go, I don't think that my fan base is that kind of fan base. Maybe there are a few, but mostly it's like educated professionals who are listening in the car and at the gym or wherever at home. And I just don't see them as like, it's weird because the shows that do well with this, with that merchant stuff, typically it's like two girls drinking cocktails, addition about sex and love.

Jordan Harbinger ([02:20](#)):

And I'm like, I talked to scientists. I don't know how many people are. Like I got to see this live. I don't know, man. Not a ton, but what do I know? I've been wrong about my own business. More than more than anyone. Yeah. That's good that you just mentioned that because that's going to lead me to a point that I want to get to it. Okay. Sure. Well, we transition though on the topic of making money as a podcaster, did you see the whole, you know, Joe Rogan and Spotify thing coming? Was that like, did you see it and were like, Oh

Jon Vroman ([02:48](#)):

or

Jordan Harbinger ([02:48](#)):

did I see it calming? No, no. Well actually that's kind of a lie. I figured that it was coming for a few folks, but I didn't know that they would ever buy Rogan and I didn't even think he's got incentive to do that. Cause what I thought the deal would look like. I thought it would look like Howard Stern on Sirius XM, where they said, okay, we're selling your advertising. You're coming on the station. We're selling your ads and we're selling your, uh, subscriptions or whatever and doing all these different deals, we kind of own your brand or whatever, renting your brand. I didn't think there'd be a Rogan deal with Spotify where Spotify would say, you can still sell ads and you come on the network exclusively. That was a stroke of genius because I guarantee you they're starting offer was we sell your ads and you come on our network and he went, why the hell do I need you?

Jordan Harbinger ([03:41](#)):

I'm already making 30 million selling my own ads. Why am I going to let you sell ads when I can still make that money? And then they probably negotiated a fat ass check, which we all heard about and also selling ads. And they went, well, we don't really care. We just want your subscribers to move over to Spotify anyway. So people forget, they go, Oh, you only got a hundred million that true. He got a hundred million plus bonuses. And I used to work on wall street. So bonus is half the time. If you're an investment banker, they're like twice your salary or more. So it doesn't really, the bonus could be \$200 million. We don't know it's not been disclosed. Plus if he's making 30 million a year in ads, well, great. He spends 30 million a year or he gets 30 million a year from ads. He probably spends like 1 million a year running the show.

Jordan Harbinger ([04:27](#)):

And then he takes the other a hundred million that he's got from Spotify. And then he gets a bonus of whatever. And then he never has to work again after the first year of this deal or after I think it ends in three years, but he can retire at any time, a super wealthy guy. So did I see it coming kind of, but I also thought that it would be a different type of deal. And I didn't know it was going to necessarily be Spotify that did the deal. And I suspected it after they had acquired some other networks, but I also was wondering, are they going to go, Hey, this Gimlet purchase kind of sucked. And this park has purchased kind of socks, overpaid like crazy for them, but I don't think they care. Cause they're looking at public company stock pricing and they're like, yeah.

Jordan Harbinger ([05:07](#)):

So what, we spend a hundred million on something that's worth 10 Gimlet. So, but who cares? Our stock price went up \$5 billion or whatever, 2 billion when we paid for Joe Rogan, which more than made up for all the other purchases. So they can afford to just continually shell out huge amounts of cash. And they're playing the long game. Like they clearly aren't like, Oh, let's go get a return next month, which they already did. Anyway, they're looking at how do we get everybody to realize that Apple is asleep at the wheel? And doesn't really care about podcasters, which has been a fact for a decade and change. They don't care at all. That's why iTunes finally turned into Apple podcasts, which is somehow marginally better. And it's taken 15 years. But like there's so many people that are going to go into the podcasting ecosystem and Spotify and they got Rogan now. So they can easily to buy up

Jordan Harbinger ([05:58](#)):

pretty much any big show and no one's going to even care. If Apple comes out with original content, no one's going to care about these apps that are out there that have 10%, 5% 0.1% market share. They're going to take the lion's share of podcasting and then they're going to YouTube. It ties it. So you can't

leave. You know, it doesn't use RSS feeds like most podcasts. They're going to YouTube. It ties, it, sell their own ad, sell ads between the shows. They're going to have two totally different deals with everybody else's creator on the platform and they're going to make it billions of dollars. And then companies like Apple are going to go, Oh oops. Oh, well let's make another phone. You know? And, and I'm not saying they're wrong for doing that, but it is a missed opportunity. It's so obvious to me, unless Apple's like, all right, here's a \$16 billion in the, they buy Spotify and everyone's like, Oh my God, that's possible.

Jordan Harbinger ([06:49](#)):

That's possible. Right. You're right. Yeah. Does that change how you think about your business? Does any of this shift your, your business plan? No, not really. Not really because I was always planning to grow my show and I'm growing it a lot. I'm growing in the Jordan harbinger show a lot, but Spotify did offer to pay for the Jordan harbinger show. It just wasn't an amount that I was interested in. Right. And another app offered to pay with a more serious offer, offered to pay for the Jordan harbinger show. But everyone's like, Oh, are you kicking yourself? And I'm like, no, I literally make more money than they were willing to offer me. Cause this was years ago. They weren't like, let's give this guy. They didn't offer me \$25 million or a hundred million dollars. They offered me like what I can make in two years for five years or something like that.

Jordan Harbinger ([07:33](#)):

And I thought, you know, if they screw this up for me, then I have to start over. Yep. Which I've done before. I'm not interested. So I just thought, nah, I'm just going to keep earning my own money and growing. And then eventually now it's like, well, there might be a big fat check in my future. But in the meantime, I'm just going to keep growing the show and growing the show and grow in the show. Yeah. Well, and speaking of congrats, man, the show is doing really well. I don't know all the stats, but like, yeah. First of all, one thing is I was looking at reviews, you know, just what are your listeners think? And do people love you? I know why, well, at least I have an opinion as to why, which is, which is actually perfectly the perfect transition for where I wanted to go.

Jordan Harbinger ([08:15](#)):

Because I heard you say something, I don't know what it was weeks, months ago, at some point you said strong opinions, loosely held. Yeah. And I thought, man, this is so perfect for right now. Especially in these times, this concept of strong opinions, loosely held that that actually it's become one of the best things I've heard in recent weeks or months that has helped me navigate this space. And then I know on your Facebook page, you have arguing like come right listening. Like I'm wrong. Yeah. So perfect. And this is really where I wanted, I wanted to dig in here because I also think this is such a great place to be with parenting, right? With Parenthood or raising kids, is this idea of being strong in your beliefs and at the same time being open-minded, we've said since day one with the front road dad, community that we wanted to be men with wisdom who are wise enough to know there's always more to learn.

Jordan Harbinger ([09:11](#)):

How do you sit in that spot of both being able to speak your mind and say what you think and say, call fraud on this person. Or as I've heard you say recently, you know, pseudoscience or Grifters or things like that and make these claims, but at the same time being ready to hear some other versions. So what I'm getting at, and I'm taking a lot of runway to lead up to that where I want you to feel free, to just rant on this is, you know, it's how do you approach this place right now? Especially of navigating your own

confirmation bias. Right. We all I'm sure have to some degree sure. Because your show with this is name doctors. Z dog MD. Yeah. Yeah. Zubi at the money. Yeah. That was great, man. Because I got the video, I got the video. One of our mutual friends sent it to me. Right. And yeah, I'm always trying to listen and say, all right, where's the truth and all this, because at one point we need to call bullshit on authority. At some point there's so many examples of somebody calling bullshit and they were totally a Looney tune until it was like, Oh, you're not so fucking crazy. Like Edward Snowden or something like that. I don't know, man. I'm still struggling in this place as much time as I've spent here. So

Jordan Harbinger ([10:25](#)):

sure. So I always listen like, like I'm wrong. Right. But I argue like, I'm right. So when I saw this movie, this, this like propaganda film called plan demic, I was like, I'm going to watch that. And everyone was like, why it's obviously garbage? And I was like, well, what,

Jordan Harbinger ([10:39](#)):

I want to see it because

Jordan Harbinger ([10:41](#)):

I want to see what everyone's talking about. But also what if there's something in there that's like sort of true, but sort of not true. I just want to see it. I want to see what's going on. So I watched it and I watched the whole thing and there were some things in there that I knew already were not the case. And then I watched it again. And I fact checked every statement that this woman, Judy Micah Vince was making. And it was really, really clear that she was not telling the truth at all. And again, you have to be really careful with your sources. You know, I'm a lawyer by trade. So I look at things and I go, okay, but does this person have an incentive July? And is this person doing this? And why is this person saying that? So I fact checked a lot of it with science magazine, which is, you know, run by actual scientists.

Jordan Harbinger ([11:22](#)):

It's one of the primary scientific journals and magazines out there. They don't post things that are garbage. And when they do find out they retracted and this woman had posted an article or had published an article in that magazine years ago that was retracted and very publicly. So because it would turn out to be complete garbage and nobody could replicate it. And that was the basis for this plan. DEMEC film or one of the bases for it. So I did a, I wanted to do a rebuttal to this pandemic thing because a lot of people were on the fence. Like I'm going to convince those people who go here, a page shill from big pharma. Those people are already too far gone. They're not going to listen to me. They're not interested in contrary opinions. They're looking to confirm their own preexisting beliefs. You have to be really careful about that.

Jordan Harbinger ([12:06](#)):

Like I said, it would have been really easy for me to watch something like planned DEMEC and go, ah, this is a bunch of crap. What a bunch of idiots who believes this, I watched it and my gut was okay, this is hard to believe, hard to believe, hard to believe, but B, B cool. Watch it again. Fact check everything. And I did with multiple sources and she's just a grifter. She's a liar. She sells a book. She wants to public speaking fees, things she says are demonstrably false. There's a scientific consensus that the things she says are demonstrably false. There's no evidence for most of the things that she says are supposedly happening. And the vast, vast majority of scientists that are in the field, vehemently disagree with

everything that she said. And she has a financial incentive to tell you otherwise, as does the filmmaker, even though, Oh, they're giving it away for free.

Jordan Harbinger ([12:49](#)):

The whole thing is designed to get you to believe certain things so that you buy products, books go to events. It's a whole sort of subset and conspiracy belief is a whole separate show that we can go into. But I always find it very interesting that it's, it's very often the same people that believe the same sex of conspiracy beliefs. Like there's a very strong overlap between people who believe in like chem trails. You know, the government is controlling our mind with the, the, the, uh, trails that you see from Plains. There's a huge overlap with the same people who say things like this is a fake hoax or that five G cellular phone service causes coronavirus. There's a massive overlap and what those people have in common. It's not that they're dumb. It's not that they are evil. It's that they feel a loss of control in their lives, especially right now.

Jordan Harbinger ([13:32](#)):

So conspiracy thinking, it takes over in times of economic uncertainty, it takes over in times of things like Wars and things like this because people are uncertain about their future. So now is a great time great in air quotes to release a piece of bunk like plan DEMEC, you know, and then social media makes it worse by banning it. I mean, I'm not really a censorship guy. So I think banning, it just makes people who lack critical thinking skills go it's must be true. And then it makes it for people who want censorship go well then why don't you ban all these other things? And it's like, look, this is a slippery slope. If people want to believe stupid things, that's fine. They should come with warning labels. So that cigarette companies can't do what they did before and say, Hey, these are good for you.

Jordan Harbinger ([14:17](#)):

You know, we have to be really careful about that. But what we can't do is say, Oh, well, once they said cigarettes were good for us too. So all medicine is bad and big pharma is just a big thing. And any doctor that says otherwise it's a paid show. And it's like, be really careful here. Everything is shades of gray, but people love binary thinking. They love to say, all doctors are in on this all scientists, except for my favorite person. Who's in this dumb movie are saying lies and we love to make heroes. And we love to big villains and we love to root for the underdog. And when you paint that picture and then you look at a film like pandemic, that light

Jordan Harbinger ([14:52](#)):

you go, ah, okay, am I being manipulated by this? And the answer is yes. I mean, the answer is yes. Awesome equivocally. Yes. Yeah. When some of this was brought to me originally about all the organization from a mass takeover, I had this reaction to it. I'm going, I think that they're capable of that much. And I think dr. Domenico is that right? Yeah. His YouTube name is Z dog MD, which is great for credibility like people. Oh yeah. I had a guy down Z dog on your show. So one of the things he said is he's been around the table with a lot of this and he says, it's a total cluster. So there's no way that they could totally nail this. That's one of the other big problems with conspiracy thinking is you simultaneously have to say, government is inept as hell. These guys can't get, they can't even tie their own shoes.

Jordan Harbinger ([15:46](#)):

Look at the crappy rollout of all this and that. And the other thing. And you have to hold that in one part of your brand. And then in the other part of your brand, you have to hold onto the idea that you have

that somehow not only are they completely incompetent and inept, but also there's a shadowy global cabal of international jet setting Island, owning pedophile, something, something, pizza parlor, something, something Illuminati, something, something they're so organized that they can get into every media channel. And everybody who says anything, including a namby pamby, podcaster like me, is somehow on the Dole getting a check from them. But no payments could ever be detected because it's all secret. And it's all this subsystem. And it's like, these are the guys that can't get you, your subsidy check to the right freaking address. But because there's like a letter at the end of your street that doesn't make any sense or something like this, or like you live in a call to SAC and they just like, well, Karen, get to your house.

Jordan Harbinger ([16:43](#)):

You know, like this is the same organization that you're saying has just definitely duped, literally everyone on the planet except for a few thousand people watching YouTube. Yeah. Come on, man. I think there's people. I think there's like, it's not hard for me to get behind the fact that there's people with power that don't have my best intentions at heart. That is for sure. True. That's for sure. True. And there's no question in my mind that when there are billions of dollars in line, motive can shift and I could pay attention to that. Yeah. I think it's a, probably what is more likely in my mind is this is a collision of like, yeah, there's some greed in there and yes, there's a lot of good intentions. There's a lot of misinformation, misdirection people who don't understand that, or I mean, it's a lot, it's a hodgepodge of a lot of shit coming together to form a narrative that a lot of people are trying to figure out what it all means.

Jordan Harbinger ([17:38](#)):

The one thing I don't like is just definitives and the absolutes and like, this is it, which is why I wanted to lead with this today at this conversation around where do we hold on? There are opinions. Where do we stay curious? And I want to teach my kids the same thing because discernment or being able to listen to a bunch of different opinions, thoughts where to go fact check. Like I think one of the challenges like you hear say you went and did some fact checking, right? I'll throw myself in the party there. It's like, I wouldn't consider myself a great fact checker. I wouldn't want to run a fact checking course and teach me how to be a fact checker. You know what I mean? Part of where I wanted to go with you being a new dad. Right. I don't, I don't know that this is completely relevant to the stage that you're at and fatherhood.

Jordan Harbinger ([18:23](#)):

Well, when you think about critical thinking and the development of that in yourself, helping other people and especially your son to be a critical thinker. And then I want to hang there for a minute. Right. I want to hang there for a minute and maybe even let me be more specific with the question, because maybe this button's up, but we were just talking about it. Is there anything right now that you're hearing that you think is on the fringe, but that might right. Is there anything in all these conspiracy theories or this maybe that's not so mainstream that you think there's something there? Oh yeah, for sure. So, so that's why people go, Oh, and like Edward Snowden, this and that and all conspiracy or is there a lie? So a lot of conspiracy thinkers, conspiracy theorists, they will say something like, Oh, I get it.

Jordan Harbinger ([19:05](#)):

So all conspiracies are bull crap, according to Jordan harbinger. And that's a, that's a deflection because they can't really argue with what I'm bringing to the table at that point. And I go, no, not necessarily

conspiracies happen all the time. I'm, I'm an attorney. There's a charge in the U S law books of conspiracy because conspiracy is happening all the time. They're just not conspiracies. Like there's jet trails that have aluminum in them that are used to geo engineer. And it's been going on for 50 years. And it's been a big secret this whole time. It's I feel like racketeering it's collusion in certain crimes. It's organized crime. I think for sure, a lot of things that Edward Snowden said were happening are absolutely happening. That the NSA is hoovering up, vacuuming up a lot of metadata from cell phone conference. Like that stuff almost certainly true.

Jordan Harbinger ([19:55](#)):

His incentive to lie is, is very skewed negatively. In other words, this is a guy who, whose life is ruined. Now, his life is ruined. He lives in Moscow. If he gets back to the United States or anywhere in the free world, he's going to get extradited and go to prison for it a crazy long time. So, and if Russia gets sick of them, they could do whatever they want. He lives in a non-free society now. And he's probably keeping a very low profile. This is not somebody, this is somebody who had every incentive to just go with the flow and be a defense contractor and not worry about it. But instead he blew the whistle because he's probably a really principled person, unless I see otherwise, uh, evidence of the contrary. And so, yeah, I think that he blew the whistle on something and he gave away a lot of secrets. Now, did he do that in the right way? I don't know. I'm not going to be the judge there, but that stuff is probably true. I think there's a lot of people who say, Oh, it's a bunch of lies. He was put up to it by Russia. Why he's there now?

Jordan Harbinger ([20:48](#)):

That's also possible, but I'm pretty sure that he had enough proof and evidence that would have been really hard to fabricate. And I don't even know if people are arguing that he's saying things that aren't true now. I don't. I think even the government's like, well, we aren't supposed to know about that. You know? Like, I think that's been like the primary counter argument from a lot of these agencies. Oh no, we delete all that stuff. He just doesn't know. Like, I think their counter argument isn't we don't know you and you never worked at the NSA. That would be the actual argument if he was completely full of crap. I think. And so I think that, that, that makes a lot of sense. But when you look at somebody like the plan DEMEC folks, most of them have no credentials. They have one scientist.

Jordan Harbinger ([21:28](#)):

Who's had a retracted paper, had so many lies, come to light, had so much bad science come to light. Can't get a job. Can't work anywhere of repute because her methodology has been proven false. And it is in my opinion, clearly a little bit cuckoo, like mentally ill. And you have somebody going on there and saying things that are just not science that are verifiably, not science, like don't wear masks because if you wear a mask, it will activate the virus. There's no such thing as activating a virus. There's just not any scientists you ask is going to say, that's not a thing. It's very clear what masks do and don't do. And you see a lot of deflection from that. So we have to be really careful about black and white thinking. And it's the same thing with parenting. I would assume, you know, like my kid's 10 months old.

Jordan Harbinger ([22:10](#)):

So I have to be a little bit wary of saying something like in my experience, because my experience has changed in diapers mostly, but you have to be very careful because kids are going to ask you, is this good? Or is this bad? Right? They, the kids in, in humans in general are generally not good at nuanced thinking. And that's what I try and teach on the Jordan harbinger show is critical thinking, nuanced

thinking and people that teach nuanced and critical thinking. The reason is because nothing is really ever black and white. There's almost always a kernel of truth in something. And the best lies are the ones that have a kernel of truth in them. So you have to be really wary of that and kid, but kids are like, no, no, no, no. Who are the good guys who are the bad guys?

Jordan Harbinger ([22:50](#)):

Well, you know, the thing is, uh, this guy is a complicated character because he used to be Superman's best friend, but now it's like, no, no, no, but who's the bad guy. And who's the good guy, right? They don't want to know that the joker or, and this and that, even in comics are complicated characters that is put there for us adults. They want to be able to label things good and bad because it's really easy for our brains to separate those kinds of things and create black and white thinking. And that's efficient and an energy level. And I mean that from like brains using calories to think level we've evolved that way. You know, we revolve this way. [inaudible] people will often even ascribe things that are very complicated to metaphysical topics and case in point, people will say, animals can sense when someone's good or bad.

Jordan Harbinger ([23:35](#)):

And if my dog doesn't like them, then I don't like them. Well, what they actually are seeing is the dog is sensitive to the owner's reaction to that person. The dog not have psychic ability. The dog doesn't know that the repairman is a violent criminal and growling at him. The dog only knows that you're kind of nervous because the guy has tattoos on his face and you think, Ooh, this guy has a weird past, is he just a plumber now? Or am I in trouble? So the dog growls at him and you go, my dog knows that he's a bad guy. And now this guy can't get a fair shake, but it's because you were nervous and your dog picked up on your nerves and then grouted the guy, the stranger. So you have to be pretty careful about that. So when people go, Oh, it's weird.

Jordan Harbinger ([24:17](#)):

My dog, doesn't like, African-Americans, he's picking up on your Reggie racial sort of prejudice. And I'm not saying you're racist. I'm saying you maybe feel a certain way around people that look differently than you and your animals picking up on that. Your dog is not racist. Your animal has no clue that the guy who smells like every other human, you know, is a, they don't get that. They are picking up on your step. So whenever we can't explain something, we often describe metaphysical abilities to something else. Or we come up with a very complex explanation because it feels better than going. I just don't really know how this works and I'm uneducated. So I'm going to say, well, life's unfair. And even though I've worked really hard, I still ended up with the shaft. We go, it's a cabal of shadowy pedophiles that are controlling my life.

Jordan Harbinger ([25:05](#)):

And they're controlling your life too. And you should be angry about it. It's not, well, I got the shaft and the short end of the stick, or maybe these people did work harder than me and that I don't want to accept. And so I ended up with this other station in life and I don't appreciate that. You have to be really careful because a lot of times I'm not one of those people who has every situation in our life is of our own making. I'm not that guy, but I will say that we often will ascribe meaning to things where there is not it's called patternicity and humans have evolved that because [inaudible], we are cave men and you and I are walking in that Bush Russell's and you go, Hey man, we should run. There might be a line in there. And I go, one of the ads, there's a line in there.

Jordan Harbinger ([25:42](#)):

I get eaten one in a thousand times and you go on and you procreate and your genes make it down to 2020 everybody else who doesn't see patterns, they got eaten a hundred thousand years ago or whatever your belief system is. Those genes, those chill let's look at all sides of the coin. Those are gone, right? So we have to be very careful because our society is in our information and events are much more complex now than they were back then. And we're not evolving to catch up with that. We have to do that manually. Yeah,

Jon Vroman ([26:13](#)):

what's up guys. I want to take a quick break to talk to you about our private mastermind that we call the brotherhood. Now we created this unique community for a very specific type of man. And you may just have found your tribe if you believe in the power of relationships. And perhaps you're always trying to out-give everyone around you, you crave ideas that make you effective and efficient in all areas of life. You resonate with the idea of being a family man with a business, not a businessman with a family, by joining our brotherhood, you'll have access to weekly interactive training calls. You get to join as many or as few as you like. Our guys commit to one of these each month, optional, small groups designed to create meaningful connections and higher accountability, a private resource library accessible to only our members. And we have challenges throughout the year to help you push your limits.

Jon Vroman ([26:54](#)):

And we even involve your family. And a few of them, the brotherhood is where I'm connecting every day. I'm asking questions when I need help and giving support wherever I can. Our brotherhood was created for men with wisdom, but also those who are wise enough to know there's more to learn. And the guys who value investing time to work on their families so they can make the best of their time when they are with their families. Now, of course, you're a badass. You can do a lot on your own. You likely have for many years, and yeah, you probably don't need front row dads to have a great family to love on your kids and have a great relationship. The one thing I know for certain is that men for years have done better in tribes versus trying to brave the world in their own.

Jon Vroman ([27:31](#)):

Here's what one of our members has to say about the brotherhood, the message of what you're doing. And putting out there resonated with me at such a high level. I knew I had to be a part of it. And because I didn't know that this existed, I didn't know that front row dads was there and that community existed in that way. I mean, family men with businesses, not businessman with families that changed everything. That one line shifted my entire thought on what you're about, what this community is about, what brotherhood is about and what this group is about. And I would say, if you are a dad or an entrepreneur or a father or a husband, and that resonates with you, this is a great community to be a part of because it's unlike anything else that I've seen have. We want our kids to have great relationships and learn from others.

Jon Vroman ([28:14](#)):

We should lead the way and model the behavior we want to pass along. Look, guys, the time is now to pour into your family. I read an article by Tim urban that put everything into perspective for me about how important it is for me to get parenting. Right, right now he wrote that 93% of all the time he'd ever spent with his mom and dad happened before he was 18 years old. And it's crazy to think that I've got only eight more years before my oldest son is an adult. I feel confident saying that, no matter how old

your kids are, the time to go all in on your family is right now. We have members with newborns and we've got guys with kids that are grown adults members with only one child and guys with 10 people with blended families and everything in between. Well, by joining our brotherhood and choosing to invest one to two hours each month, we can help you make the most of your time that you do have with your kids. So no matter how great you are at fatherhood, marriage, juggling your work and your personal life calendar, we can help you be better. If you're ready to take the next step, go to front row, dads.com and click join the brotherhood today.

Jon Vroman ([29:16](#)):

Love taking videos, sending them to like, let's say I get the, the conspiracy theory video. I love sending it to my more conservative friends saying, poke holes in this with me. Right. I just want to hear the, I almost just want to always send it to a person who I know has an opposing view. And a lot of times they really helped me to think through it, right? They think through the video or the article or the whatever. And I also like to collaborate. Yeah. My nature

Jordan Harbinger ([29:42](#)):

is a collaborating person and that you've alluded to these already. And you've spoken directly to these already have kind of like how you fact check talking about these things. But do you have a checklist in your mind? You get some information because I'm just trying to summarize what we just did and I'm trying to give to somebody who's out there going, alright, I still what's the checklist. For fact checking, like I get this information, what do I need to ask myself? Where do I need to look online? I know I can go to the, so the science resource that Jordan talked about, but like how many people should I go to? What is the thorough fact check look like for a busy person?

Jordan Harbinger ([30:15](#)):

Sure. So the first step is going to be Wikipedia and Wikipedia often will have misleading information on it. So you have to be a little careful and look, there's a talk page. If you use your, uh, your desktop to look at it, there'll be a talk page. And there'll be people fighting on there that are like, no, this is a reputable source. That's not a reputable source. So those people are, um, the best nerds that the internet has to offer. And they will say a lot of things along the lines of this is not a reputable blog. Look at these other things they've posted, it's owned by Merck pharmaceuticals. You really can't trust them. Uh, and then this other source that you posted is run by a anti-vaxxer guy who made a documentary about anti-vaccine stuff. And you have to be really careful because he sells a lot of alternative health cures that are not proven by science.

Jordan Harbinger ([31:02](#)):

So Wikipedia is great. Pub med is great for looking up studies cause a lot of conspiracy thinkers will say something like, Oh yeah, we'll look at this study that shows that such and such radiation causes cancer. So that means five G causes cancer. You're going to want to look at that study and you don't have to have to be able to read science. You're going to want to look at that and go, is that what this says? Because it says ionizing radiation can cause cancer. But then I look at five G and it's non ionizing. So what does that mean? So then you look at Snopes, right? And Snopes is they have paid fact-checkers there that are also very, very, very good at what they do. There. There's some stuff that gets, they get wrong occasionally, but they always try and remedy that they're on a hardcore search for the truth.

Jordan Harbinger ([31:44](#)):

So you look at Snopes and there'll be like, this is partially true, but this claims not true, but this other claim is true. But the way it's phrased here is not true. So they go and they debunk urban legends and they debunk all this sort of fake science and stuff like that. And these are people that are not paid skills. They're paid by the website to get it right. So that's another thing that a lot of people don't really understand is most of the people that are out there searching for the truth, they actually want to get it right. What you don't realize is, and you, and I probably do realize this a little bit more because you've taken money for a paid gig speaking somewhere. I assume at some point in your life, most people have never done that. So they don't realize that the person who goes well, you know, I was a doctor, but I decided to go on the quest for truth.

Jordan Harbinger ([32:25](#)):

And now I'm talking about why white claw hard cider, actually, you can't see the label, but now I'm talking about white claw, hard cider will raise your IQ. Well, what you don't realize is every conference that that guy runs, he charges a ticket admission price for, you know, the flat earthers. For example, you know, a lot of these people know that the flatter thing is total garbage, but they go, what am I going to do? I'm in charge of the flat earth community. Every year I make a hundred thousand dollars in ticket sales from flat earth conferences, paid speaking, gigs, Merck, the videos I do on flat earth get a million downloads each that's my rent money every month, plus a little bit of money to pay off my car and credit card. I need that. They're not going to go well, the truth is we've been through this air.

Jordan Harbinger ([33:08](#)):

It's not flat. Come on people. What are you talking about? They're going, I lose all significance and income. If I come clean about this, that's their incentive. So people will say the same thing about scientists. Scientists would love to prove something along the lines of the earth is flat or that vaccines don't work or that, uh, you know, this whole pandemic was, can you imagine the amount of notoriety you would get, you would get Nobel prize, you'd be swimming and Nobel prize notoriety. You could die. And you would be famous for a century after that for proving this. But instead we have somebody who says that, but has absolutely no scientific evidence to back it up in his disagreeing with literally everyone else. And instead of going that person's a quack. We go, well, the other 9,999 scientists out of the bunch they're page chills by the Illuminati.

Jordan Harbinger ([33:54](#)):

I mean, just think about this. So you have to be very careful when you fact check and look at the source. Don't look at a news source. Journalists used to be a great source of credible information. Now they're busy and, or they're looking for clicks. If you have to look for the people who are going to spend hours, trying to find something out and that they have expertise to call upon. So Snopes look at PDR are good places to start. And you know, you're arguing with somebody who's a conspiracy thinker. When they say something along the lines of, Oh, well, you know, Snopes and Wikipedia are controlled by the government, the Chinese communist party, whatever it is, throw in the boogeyman, you'll find that you'll always find that all conspiracy thinking and bad, critical thinking ends generally ends in an all powerful boogeyman or in a science ends in a very sort of unexciting generalized consensus.

Jordan Harbinger ([34:42](#)):

This is what we know so far. And we're going to believe that until proven otherwise. Whereas usually pseudoscience ends up with one person and they're the only champion of this one particular type of thought, et cetera, et cetera, et cetera. And the way that that differentiates itself is nuanced. You know,

you look at somebody like Snowden and they go, well, he's the only one who said this, but he's not though. Quite a lot of people have said that this is happening. There've been multiple whistleblowers. They all have evidence. Somebody, for example, with a plan DEMEC Judy Mike of it's. She has absolutely no evidence. And the only people that are saying, I agree with her are people that are also either selling books and, or are just parroting what she says. So you have to be very careful not to look at like circular reasoning.

Jordan Harbinger ([35:22](#)):

And you have to be very careful to look at sources where people have spent an inordinate amount of time writing in very nuanced, scientific, or nonscientific argument based on cited sources. Not just, well, I know that this happened because I used to be a virologist and except for I got arrested for stealing. You know, you have to be very careful about that. So always consider the source and this could be a whole show on how to evaluate a source. But rather than that, I'm going to give you a cheat sheet, which is Wikipedia and Snopes are good places to start because that's where people vet sources. And you have to be really careful of this because when you teach kids things, they're going to believe what they hear from you and what they hear from others. And if they're unconvinced by your arguments, you know, you might think that's great.

Jordan Harbinger ([36:03](#)):

They're a free thinker, but what if they decide they believe something else about drugs, alcohol, parenting, sex, you know, they can make their own decisions there too. You might not want your 12 year old doing that, but they are going to learn bad thinking from somewhere. And if they learn it from you, that's a huge problem. You're supposed to be the source of stability and clear thinking in their life. You want them to come to you with complex problems, not go to Reddit. You not go to tick talk and see what the people there. Think you have to be very careful about this. If you lose credibility in front of your kids, you're in trouble. You know, you're in deep trouble. I think any parent can say your kids are already going to think you're not very cool, right? But they should at least trust what you have to say about things that are involved safety and very important topics like that. You're never going to be the tastemaker in their life after they turn what 13. So like, you know, you have to be very careful that they can still trust you about things that are of dire consequence.

Jordan Harbinger ([36:58](#)):

So now that Parenthood is, I know it's very important to you when you look around at other examples, models, people that are, uh, raising amazing kids in your opinion, right, great dads who comes to mind, what are they doing that you admire? Because you're exposed to a lot of people. It's why I'm asking the question, right? You're listening constantly and learning about people's lives. I know you do a lot of deep research on your guests as well. So who's standing out, what are they doing? Well,

Jordan Harbinger ([37:25](#)):

yeah. You know, you're talking about what dad role models do I look and I know you're not

Jordan Harbinger ([37:30](#)):

running a dad show, so maybe that's not a question that you're constantly sourcing, but I'm imagining that at some point you're exposed to a little bit of that.

Jordan Harbinger ([37:38](#)):

Yeah. It is sort of true. Like I am thinking like, Oh, this is a good dad. And what did they do? I look at a lot of these communities that you and I are a part of. And I think, okay, I'm going to bounce this off of you guys because while I'm sure your community knows how L rod, the guys on, you know, they're good, him and I go, you know, this is a really kind positive, cool person. Do I trust everything that he says about like science and stuff like that? Not necessarily because we have differing opinions on certain things, but you gotta be careful not to throw the baby out with the bath water, just with anything. And we kind of covered that in depth earlier in the show, but I'm like, okay, what I want my kids to be as excited about life is how L rod.

Jordan Harbinger ([38:16](#)):

Yeah. What I want my kids to be as caring and generous as John Broman. Yeah. So I gotta be pretty careful to take pieces of role models that are good. And you know, maybe I want them to be really cool and health conscious, like some athletes. But then if that athlete does something bad, does that mean everything? That person teaches us bad? Not really. So we have to be very careful about that. You know, there's a lot of times where, and that goes to black and white thinking where you see these athletes and they do horrible things and they go, I didn't ask to be a role model. You have to be really careful because you don't ask to be a role model. You get placed on that pedestal by other people. You don't get to jump up there because you want it. Right. Right.

Jordan Harbinger ([38:54](#)):

And you don't get to get down because you didn't want it more importantly. So I try to be very careful about the people that I hold in high esteem, because my kid is going to notice that, and you see people that are adults now, and when you get a couple of whiskeys in them and you find out why they went to the prison for five years or something and you find out, Oh, well, my dad really liked con man or whatever. And he was kind of a little bit of a con man himself and dot.dot Wolf of wall street. And you're like, well, that checks out. You know, like you pass things down to people regardless of whether you want to or not. So who do I look at? I mean, I take a massive sort of community wide view of that. And I, I try to look for happy kids, not adults that I think are cool.

Jordan Harbinger ([39:41](#)):

I guess if that makes sense, because the people that I think are interesting might be the worst ads ever. And I don't really know. So I try to look for happy kids. I look for the kids that aren't just sitting around with the latest gadget and not interacting with everyone. I look for the ones that seem to be relatively excited that they're with their dad in Mexico, at the whatever meetup that we're at and that they're hanging out with their mom. And they love playing with their brother and sister because people who are successful in other areas of their life often are making up for areas where they're, they're not doing so great. You know? So I try to be very careful and take little bits from everybody, but I don't have like a singular dad role model set this vision of like you running into me at some resort, somewhere.

Jordan Harbinger ([40:26](#)):

My kids on the phone, my other kids yelling at mom throwing his food sacks, smashing a window. And I'm like, John Broman is a mess, but a terrible person. I mean, I also try to remember that everybody has sort of bad times. Like we took our kid, Jayden two, my brother in law's house to meet his new girlfriend. And my baby is teething, but he's normally like just a doll. He's so nice. This dinner he's screamed the whole time. She cried the whole time. He threw food that he usually eats and broccoli threw that on the floor. He threw it at other people he's only 10 months old. So it doesn't really go

anywhere. But, you know, and it was awful. And we were just like, he's not normally like this and you feel so guilty. Cause you're like, you know, they're judging you. Right. And Jayden picking up on your energy towards the other people. That's what I'm wondering. Like I wonder if he's picking up on my energy, like a dog. And he's like, well, if he doesn't like her and it was pretty funny, cause me and Jen were like, are you being weird? Was I being weird? And she's like, no, he's teething. I'm like, but where you being weird? Was I being weird? You know, like, no, he's

Jordan Harbinger ([41:34](#)):

just teething and he's tired. And I'm like, Oh, that's a convenient excuse. Now that he's 10 months old. But what happens when he's 10 years old? You know, we've got to figure something else out, different story. Oh, that's great, man. I'm so happy. You're a dad. And you know, I think I've always been interested in following your journey as somebody who's has a deep passion for learning and wanting to interview and talk to the coolest people. I'm really excited to see how you translate all that information into fatherhood. So I think I'm really pumped about watching your journey for the next 10 years, because you're in a unique position where you've been, Oh, it goes to so much, right? You have so many questions, ideas, frameworks, and all these relationships with extraordinary people, you know, just kind of winding things down here for our time today.

Jordan Harbinger ([42:15](#)):

I was really excited to ask you about, if you look back at all your shows and I don't know how many it's bins and shit tons, but yeah. Which ones have most prepared you for fatherhood? Now? I feel like I have to do clarify that because again, I know where you are. I know you're only so far in and you made the comment about like him mostly changing diapers. I know you're not dealing with like teenage deep drama. Right. You've gotta be thinking about trying to be my thought is you're you're trying to be one step ahead. You're trying to think about what do I need to be thinking about now tomorrow is coming very quickly. So just thinking about like, has anything been really helpful for preparing you for entering into this new chapter of your life? What am I, can you clarify that question?

Jordan Harbinger ([43:02](#)):

That's a complicated, yeah, I ran on, on that one. I want to give you something to really think about you're the one that's going to take in complex things and making them simple. So here's the thing. No, it's really this, when you look back at all the podcasts that you've done, the real question is, are there shows that you can point at and say, man, I'm really glad that I had that interview because I think that it was really important for preparing me for fatherhood. And I know a little bit about that because you're attending this Jayden's 10 months. Yeah. I mean, I think one of the most meaningful ones recently was definitely Koby Bryant because wine it's been bold, underlined highlighted by the events that have recently happened to him and his family. But one of the things that we talked about during the interview was mortality parenting.

Jordan Harbinger ([43:50](#)):

And then after the interview, when the cameras were off, he was like, you know, I just want to go to my kids' games and help them do the best that they can. You know, that my second act is all going to be about my kids and parenting. This is a guy who like, was not interested in more fame, was not interested in anything else. He was writing children's books. His Instagram was photos of his kids doing stuff he had basically said this next phase of life is not even about me. It's about my girls. And I thought that was a very profound statement from a guy who is an alias international ALA's celebrity up there with royalty.

For sure. I mean, this is a guy who probably could have met the leader of any country in the world, you know, by going there on vacation and was recognized literally everywhere.

Jordan Harbinger ([44:39](#)):

He went and had to travel, you know, one of the most highly visible people in the world. And he was like, nah, I'm just going to go to like football and soccer games and basketball games and read children's books and write children's books. Like he brought that level of intensity into his work, but it was still all about kids and his kids. And I thought, you know, this is a person where you would almost expect that it's a given that they're going to be selfish and try to maximize their own brand and money and fame. And he was just not all interested in that, which, which led me to believe that he had taken the maximum amount of resources, understanding of people he could talk to about what was important and what wasn't. And he had come to the conclusion that the best thing he could do, the most important thing he could do was focused on his family and his kids.

Jordan Harbinger ([45:29](#)):

So that was, that was huge because it's really easy for a billionaire to be like, money's not important, right. But it's another thing for somebody who is super rich, super famous can do whatever they want, could join any line of work that they want. And then be like, Nope, I'm just going to stay married to my wife and go ahead and go to my kid's basketball game. And it's like, wow, you have, you could be the first guy to fly to freaking Mars with Ilan. If you wanted to, well, you don't want to do that. Do you want to go to a basketball game with your daughter? That to me was, it was a big wake up call because we could also say, Oh, well, everybody has their own preferences, but this is a guy who has touched the brass ring many, many times. And just, just been like, nah, no, thanks.

Jordan Harbinger ([46:09](#)):

Yeah. This is not the important thing in life. And that's the voice of experience. It's not like, you know, it's one thing when your pastor says it, then you go, yeah, that's wisdom. It's another thing. When you go, somebody who's been there and lived there, their whole life has been there and decided that the better thing, the greener grass is in his own living room, watching Netflix with his kids. That's a big statement. You know, that's a big deal that that holds weight. Yeah. I mean, I really feel that. Cause I think I spent like the first part of my life trying to say no to one thing and yes to everything. Cause I was in this divergent line of thinking like what's the world have to offer. And now I spend a lot more of my time figuring out how to say no to everything and yes.

Jordan Harbinger ([46:50](#)):

To my family. Right. And like just very, very specific. So Hey, last question, man. And then I'm can wrap things up here. It's just trending with the show because I know that's been a big part of your life and you're, you know, this is your world professionally. Do you think about your son? When I wrote the front row factor, I wanted it to be this, this like summary of everything I've learned with the charity front row foundation over 10 years. If you had to tell your son, Hey man, there's a lot of shows out there you can listen to of yours. Right. Which ones would you hope you might listen to? If he doesn't listen to all of them. Good. That's a good one, man. That's a really good, I'd have to think about

Jordan Harbinger ([47:30](#)):

that. I mean the Kobe Bryant one is up there. Some of the there's one guy who was a spy from the Soviet union, he was placed undercover. Did you hear this one? Yeah, yeah, yeah. Definitely. She was

placed under cover in the United States suppose as an American and like become a wealthy American and blah, blah, blah, blah, blah. And he, they recalled him to the Soviet union and he was like, I'm not going home. I love it here. So he stayed American, which is great. It's sort of very Rocky, you know, like USA, USA type thing. But the reason he stayed was not just because he loved the United States cause he had a kid and he went, how could I possibly leave my 18 month old daughter? There's no way that I'm doing that. And he left all his money. His other wife back home.

Jordan Harbinger ([48:15](#)):

He left his country that trained him. They left all of his cash that he was going to get from them. And now of course, you know, you don't just say like KGB, Hey look guys, it's been fun. I'm going to stay here in the United States. Like he was under threat of death. He had to go and hide for a while. And of course the FBI is looking for him because he's a fricking Soviet spy, but he did it all for an 18 month old daughter. And when I heard that, I was like, this is another guy who gets it. Like he'd never felt anything like that before. And it overwhelmed love for his old country, which was, uh, East Germany slash Soviet union. They'd overwhelmed the, the threat of death that he was getting from the KGB at the time, it overwhelmed the threat of being arrested by the FBI in many ways.

Jordan Harbinger ([48:55](#)):

So I thought that was really freaking cool. Cause I was like, this is a guy who totally understands it now, is that going to teach my kid anything? No, but it's a great story. And I think also he'll get the idea that fathers we'll do literally anything for their kids, even if it means sacrificing themselves. Cause, cause that's what happened. I mean he was eventually spoiler alert, you know, they, they eventually caught up with him, but I'll leave you to listen to that episode of the Jordan harbinger show. If you're curious what happens? That that's one of my favorite episodes, John, thanks for being here, man. I just looked at the clock and I was like, fuck, I went way over, but I'll get, Hey, I'm the rambler? I'm the guy who talked about conspiracy. That was how great this was. So my apologies to whoever you had to push off again. So all good. Amen. Much love to you. I'm going to let you run.

Jon Vroman ([49:41](#)):

Hey guys, thanks for listening to the show. And if you enjoyed this one, consider what other dad out there would enjoy it. Also in pass this episode along and guys make sure you're subscribed to the podcast so that you get notified whenever release the latest episodes. And if you could, would you leave us a quick review if you haven't already done so. And if you have thanks because not only do I read every one, but tons of other people are reading them too. In the more of those reviews we have and the better they are, the more chance we have to get other guys to say yes to check this out and we can help them in their journey to fatherhood and having a great marriage and just kicking ass family life. And also before we go, would you like to get a short, weekly email with a timely insight?

Jon Vroman ([50:17](#)):

And every Thursday I send out this super short three minute read with a personal photo from my own experiences as I try to go all in on family life. So if you want to get some recent relevant and real stories of my failures and the few of my wins, then text front row dads to (314) 665-1767. And you'll get our weekly insights email last on the list. Guys, if you're still looking at whether or not you should join the brotherhood, then I want to leave you with a few comments from guys who are part of our tribe. And here's what they have to say about why they joined and what value they're getting out of our brotherhood. So if you're ready to say yes, just go to front road, ads.com and click join the brotherhood,

Speaker 6 ([50:56](#)):

super grateful. I was just at an event and I wore my front row dad's hat. I can't tell you how many people ask me, like, what's that all about? And it's just so easy for me to talk about it because it's had such a big impact on me. It's a group that I've been looking for for a long time and I love what you're all about. And I'm really grateful that you've created that group. I think there's this whole

Speaker 7 ([51:16](#)):

other level that is there. That's like Epic that you can reach. If you're listening to this, you already care about your family and your kids and your wife and growing. So I just challenge everyone. That's hearing this to take it to the next level, whether that's joining this group or some other group, but just take it to the next level to take your family to the next level.

Speaker 2 ([51:46](#)):

[inaudible].