

Speaker 1 ([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]

Joel Louis ([00:48](#)):

All right, guys, if you're joining the podcast here, I'm with Joe. Well, Lewis pumped for this chat man. Guys, if you're dropping by for the first time, this is the show for family men with businesses. So many of the guys who we talked to and our audiences who are the audience of the show are guys who have had success in business, want to be successful in business. They just don't want to do it at the expense of their family. And so when Joel came onto my radar, man, a couple of people have talked about you for the record. I want to give a shout out and a thanks to Jamie masters, who I think was probably the first person who told me about you. And she had a lot of nice things to say. And then I think my friends over Tom Schwab and his crew had some nice things to say about you. So yeah, yeah, yeah, man word does out. You're a good dude.

Joel Louis ([01:40](#)):

I'm happy to be a John and happy to get into this conversation. Something I'm very passionate about. So. Oh, good man. Well, let's talk about the most important thing. Let's get right into it, man. First of all, where are you? And who's at home, dude. Tell me about your crew. Tell me about your family. Yeah, so I'm home in Massachusetts right now. And so we're, we've we're I think probably one of the early States to shut down on the East coast right now, my three daughters are in the play room and my wife is a NICU nurse. So she works two days a week and today just happens to be one of the days that she works, but our girls are 11, nine and seven and two of them are homeschooled. All three of them were homeschooled last year. So when everything happened with the shutdown and everything, we just had to pull the older daughter back into the fold.

Joel Louis ([02:26](#)):

So for us, with everything that's going on with COVID-19, it's really been a very smooth transition for us, which is, you know, we're very grateful and very fortunate. Yeah, man, I had this thought earlier today and I shared it with one of our front row dads that two years ago I was a full time speaker. Like 90% of my income was from speaking and do my heart goes out to my buddies that are still full time speakers in the business. And like that's the majority of their revenue. And we had started to pivot into front row dads a couple of years ago. And yeah, I would love to say this is all part of the genius plan. I knew all this was going

Speaker 4 ([03:00](#)):

To happen, but I just was literally, you're saying a few, we call them gratefuls in our house. But if you're grateful is about where we are right now and then feeling almost how in a positive way to want to help other people, right? Like if you're taking care of and you have your needs met, then it's good to turn your attention to supporting people that are experiencing really tough, tough stuff. That's coming along with this. Right. Right. Yeah. Yeah. So what are the odds of us meeting your girls today? Do they walk in on your office or do you have a good system there when there's a sign out, stay away. I got, no, I got a great system. They've been awesome. I mean two or three years ago. Well, I've been in business for about four, four and a half years and I actually do have an office outside of here, but of course with COVID-19 I pulled everything, even my mic, I brought it in and everything and they were, they were younger back then and it was just very, very difficult if, if I could turn my camera real quick, this is reality TV right now.

Speaker 4 ([04:02](#)):

Oh yeah. Right. So it's like a, it's like a straight glass. Right. So they will just come up to the door and they'll be looking at me about focus and attention. Right? Like once you get out of focus, it takes, it takes time to get back into that flow. Like Jamie masters, like to say, and it was just too hard and I had to get an office outside of the home, but now I'm like, maybe I could save that money because it's been absolutely amazing working from home. Yeah. It's going to be really interesting to see how many people decide that they're gonna stay at home after that they had to figure it out. They were just forced into figuring it out. Right. My buddy, Mike Chu says domains force focus. And so it's this interesting dynamic of what's going to shift there. So go back a little bit for me.

Speaker 4 ([04:51](#)):

I don't want to spend a lot of time talking about business, but I do know it's a big part of your life. That's how you provide for your family. So quick little journey there for a second. So integrator and company is your digital marketing firm, right? Correct. Yeah. And so when did that start? How many years ago was it for, did you say, so we initially four and a half years ago, I started as a webinar production agency. Yeah. And I actually, I just, I worked for Intel corporation for 15 years from Intel. I took a class by Jamie masters and that's how I, her and I connected, I started listening to her podcast. Yeah. And it was actually her podcast with Dan Miller when they talked about 48 days to the work you love that really got me to realize what my superpower was, which is technology and problem solving and strategy and stuff like that.

Speaker 4 ([05:37](#)):

And from there, I, I was like, okay, I know technology, I could do webinars. I could do that whole thing. Cause I was doing it for Jamie. Sorry. I started working for Jamie. And then from there I ended up launching webinar production agency. And we started doing basically the complete white glove treatment for webinars, except for the slide deck. We weren't, we weren't creating the content. They had to do that. But all they had to do was show up and we would yeah. Knock it out the park for them. Yeah. And then my clients started asking, can you build funnels? And that's really our core focus. We are a digital marketing agency. Our core focuses is funnels. And I was like, yeah, absolutely. We can build funnels. And that just really spoke to me a lot more than just doing the webinars, which was pretty much the same.

Speaker 4 ([06:22](#)):

And then I eventually pivoted, I think we pivoted to the name change and everything to integrate and co about 2017. Yeah. What I like about the funnel peace is it feels very systematized automated and anything that becomes a system or an automation or a flow framework that it can be repeated, gets guys home with their families, puts more family time on the table. If you will, then I'm interested in that. And we're in the place right now. We're front row. Dads has grown the last four years by word of mouth and referrals. And this was really my, I did this because I needed the group. Like I started the group, I needed myself, you know, that type of thing. Not as like, Hey, I got it. I'll figure it out. You just come learn from me. It was, I really want to help. But now I'm looking at it saying, I think, I think what you do is what we need next.

Speaker 4 ([07:13](#)):

I think we should explore that. See what's up. So yeah. I know we don't want to talk too much about the business side, but yeah, absolutely funnels are automation. I mean, we have clients right now who are crushing it. Even like I have one client right now. I could go into her ClickFunnels account over 105,000 in seven days alone. So absolutely crushing it even though with this situation because of that automation. Yeah. That's right, right. You know your story. I think we're going to have some similar synergy in our stories in terms of how you got started with front row dads and how I even left corporate thing to what I'm doing here. And it's really all about the family. Yeah. Tell me about startup. Dad. Tell me about that. What is that to you right now? Where does it play a role in your life what's going on?

Speaker 4 ([07:58](#)):

Yeah. Do you want me to share a little bit of the backstory? Yeah, sure. Man. Take us. Yeah. Take us very well, man. I'm here for the journey. So wherever you want to go, like I mentioned, I was a corporate dude. I got recruited by Intel corporation from New York in 2001 and they got me, I started working and moved me out here to Massachusetts. I spent a little bit of time in New Mexico for them. And you know, I was just climb the corporate ladder. Right, exactly. What your folks tell you to do your parents tell you do? And it was amazing, amazing company. He loved everything about it. I eventually I became a manager at Intel. Again also amazing had multiple direct reports. And in 2008 it was seven years from when I started with Intel. I had the ability to take a two month paid sabbatical.

Speaker 4 ([08:42](#)):

So eight weeks of sabbatical paid. And my wife, as I mentioned was, is a NICU nurse. So she was working about four days a week back then, but she had eight weeks of maternity leave. So she did eight weeks or she six weeks. Then I started my sabbatical and then we had a two week overlap. Did some things together as a family. It was when my first daughter was born. Okay. Then I was a primary caregiver for the remaining six weeks. And that is really the catalyst that got me thinking completely different because it was amazing spending those six weeks with my daughter. And not only that quality of time and bonding with her and seeing a lot of the first stuff I had to record some things just for my wife to see it. But I was also still providing, right. I was still financially earning money from Intel, which was kind of like when, when it was like amazing. And after that, I think that's how it should be all the time.

Speaker 4 ([09:42](#)):

Right? Uh, so it was like, I went back to work and I still love the company. You still love my team still love everything I was doing, but I wanted that freedom, like fully felt there was something more, there's something different. There's a different way of doing this. And that's when I started down the entrepreneur journey and I started listening to multiple podcasts at the time for row dads didn't exist.

Come on, man road dad's existed. That has been awesome. But there wasn't really a lot of dads podcasts back then, you know, this was 2013, 2013 when the trigger in my head. Yeah. You know what? I'm going to start my own podcast because no one's talking about this. Right. People are interviewing Dan Miller and Dave Ramsey and all these super successful entrepreneurs. But now I'm talking about the family aspect of it and how does one leave a family? Okay. Leave a corporate job to start a business without sacrificing the family. And I don't think anybody was doing a podcast on how to leave your family. [inaudible]

Speaker 4 ([10:46](#)):

that out? That'd be a, that'll get a lot of attention. I would imagine. That's right. So I said, you know what, I'm just going to start my own podcast. At the time I was listening to a lot of the JLD John Lee Dumas and Pat Flynn and everything like that. So I started my podcast and I was like, you, I needed it. I was the reported investigator. I needed it to get the answers. Yeah. So then I could finally break free from the corporate nine to five. And after doing 140 interviews, right. I should say by the time 2013 came around, we already had all three of our girls. I had tried multiple things from 2008 to 2013. And then eventually I was like, I just need to interviewed these, you know, the experts and figure out how to do it. And after 140 interviews, I ended up launching webinar production.

Speaker 4 ([11:33](#)):

So yeah. That's so cool, man. Well, I'm so grateful that you and others have done, you know, I like to say done the deep work, right? Like you go out and you're hungry for the information and you curate it, share it with other people. I feel like it's almost a lazy question, but I have to ask like of hundred and 40 interviews, something stands out more than others. Right? So like what one or two ideas? Not the best idea. I know that's hard to say, but like something that comes to mind, a person, a conversation, a story, an idea. What's the first thing that shows up. I'm very analytical. So I mean, I had all those interviews, spreadsheet. Yeah. And pulled out summaries from every single cause I was really trying to find the answer. Right. Like I had to figure out the formula and you know, certain things, I throw away certain things I keep and then I made it my own.

Speaker 4 ([12:26](#)):

So I know exactly the answer to that question. And it's one that I've shared. I tried to share as much as possible and it's helped significantly in a number of ways. And I'll go into it. That is a, I had an interview. I interviewed Aaron Walker. You might have had him on your show, right? Yeah. Yeah. Who I mispronounce his name for the first six months that I knew him. I was like, it's Aaron though. I'm pretty sure it's Amarin and I'm like, I'm pretty sure it's Erin. I'm pretty sure I got this. Right. They're like, yeah, he's awesome. And I interviewed him on my show and he talked about, this gave me this concept about seasons having seasons in your business for sure. And I don't know if he shared this or if I adapted this part, but being able to one, no, when you're entering a season unexpectedly, like you tripped into a season, right.

Speaker 4 ([13:23](#)):

Corona virus. Right. And being able to adapt to that. And when I say adapt, meaning, identify, come up with a plan, have the conversation with the wife and the kids letting them know, Hey, these next couple of months, it's going to look like this. Yeah. Because of this situation that just occurred. And unfortunately you're telling them, Hey, I got to go into this mode right now. So that's, if you trip into a season like the weather, it was snowing, you know, it's April something. And it was snowing like three

days ago. It was like, yeah, the heck is going on here. Right. So it sounds like you think we're heading it. We think we're in spring by still getting snow. So that's kind of like tripping into one of the seasons. And then there's knowing and planning that you're going to go into a seasoned yourself.

Speaker 4 ([14:14](#)):

Like you're going to naturally transition into a growth season, a hustle season, whatever season. And having that conversation before hand with the wife, with the kids and whoever else that you need to have the conversation with to let them know, Hey, this is what things are gonna look like over the next X time period. Right. And it's important to kind of have a rough or if not an exact time period. And, and you know, I'll give you a really good example of this beyond the size of the coronavirus. But all three of our girls have medical conditions, GI issues. And they're seen by a specialist in Boston. And last year, my youngest daughter had major surgery. She spent 55 days total in the hospital last year. A good majority of that was between November and December. So we have two other girls. My wife is a nickname.

Speaker 4 ([15:04](#)):

So she was doing out in Boston children's hospital, which is an hour away. She pretty much stayed there. 21 days. I only went, I stayed there one night. The rest of the days I was here trying to take care of the girls, balanced school and sports and all the kind of stuff to kind of keep their life as normal as possible. And fortunately, I have a team, I have a system like you talked about in place. So the business kept on running. It was great. Our clients that we have continue to be served, but I still do a lot of the sales and the strategy and stuff like that. So we didn't gain any new clients. So as you could imagine, going into the new year, cause like November, December would just flat knowing it Christmas and all that stuff is over. You're going to the new year.

Speaker 4 ([15:49](#)):

There's no mass marketing, right? There's no new clients coming in. So for January, February and March, I was in straight hustle mode. I mean like those working until three in the morning, going to bed for three, four hours and then getting back up and working. But I had that conversation with my wife and I was able to show her Lincoln back two, the November, December and saying, this is why I need to do this for the next couple of months. And now even with COVID-19, we are absolutely thriving and crushing it as a business. So good, man. I'm glad you made it through that season and came up on top. Do you find that when you have those conversations with your wife, that it's not just the words that you say, but how you say them, like the energy that you bring to that conversation is that, have you noticed that, I mean, you seem like a really chill person in general, like really calm, demeanor.

Speaker 4 ([16:44](#)):

Not that you couldn't get worked out, most people can, but if you get access to my nest cam, you know, my wife likes to remind me of that. She's like, Oh, if you're a front row, dads could see you now. But tell me about what you've learned about the emotional part of the communication as well. Cause I think that's been big for me. And I'm wondering if it's been big for you. Yeah. You know, one thing that's huge for me is working out and that helps me to distress. Does that change then the delivery of the message later absolutely changes the delivery. It changes my, my baseline level to begin with. And I am, I am a very, it takes a lot to rile me up, you know, in mind, entire life. I've been in two physical fights in my entire life. And I know a lot of people and I'm from Brooklyn, I'm from Flatbush area, all that kind of stuff.

Speaker 4 ([17:36](#)):

So it takes a lot to really round me up. But with business starting a business, three kids, medical conditions, all this kind of stuff. My baseline level was high a few years back until I found CrossFit. And it crossed a really helped me doing that on a consistent basis as well as my morning routine really helped me to have that baseline level. And then like, you know, any relationship is learning more about my wife and like how to deliver things. And what's our, what's her, the language that she speaks, but really having, she is now used to me coming to her and saying, Hey, we're in a new season or, Hey, I'm planning this thing out. This is the season that we're going to go into. So she's gotten really, really used to that. So as the opening, it has helped a lot in terms of understanding what's going to happen next.

Speaker 4 ([18:28](#)):

I think if I had to make a list, which I haven't yet, I probably should have, you know, the top 10 things that have impacted my marriage in a positive way. I think that this philosophy that I, I came up with years ago called timing over topic would be it. And it was that I used to think it was the topic we were fighting about, but it was really because I brought it up poor time. Yeah. First thing in the morning, kind of before you have your coffee or last thing right before bed and you know, during Sachs just to use it, but it's like, well maybe I'm not, I probably screwed that up too. But I'm thinking like when we go for a walk as an example, my wife and I were out for a while, we went for a walk this morning and if the kids are around or something's happening or she's in the middle of doing something else and I'm trying to bring something heavy to her big, big topic that I just feel like I got to squeeze into the day because it, most of the time it doesn't go well, but I realized, well, we're out on a walk together and then we're in nature.

Speaker 4 ([19:25](#)):

And we just have time that almost, I would just say almost always, it ends up in a better spot. Not because the topics changed at all, but because the environment has changed and the timing of that conversation has changed. Yeah. Yeah. That's been huge for me. How old are your kids? 10 and five. Okay. 10 and five. Okay. So two boys. Nice. Yeah. You know, I, that's not something we've mastered yet. I think we've been a victim of ourselves too. Not that we allow our girls to do multiple activities each, but because we have three of them separate from COVID-19 when normal life was happening, it was always go, go, go. And we would always have to try to squeeze something. Like, I know my wife would come home from work and I'll meet her in the basement. And she would just like go a hundred miles per hour, letting me know about her day, like a base. I don't even know how she does it. It's like, she's not even breathing. And she's just going and God, the bit I try to ask a question and I would just be listening and listening and listening. And she's just basically trying to unpack it before the kids come running. Right. And then she has this nighttime routine that she does with the girls that it goes really late. So, and I'm a morning person. She's not. So it's, it's something we're

Joel Louis ([20:48](#)):

Still, I think you're absolutely right. It's just, we haven't mastered that yet. Geez. Yeah. That's a tough one, man. Especially if you're naturally your schedules don't line up, which I think happens like in my house, my wife's the same way her favorite time of the day is between like eight 30 and 10 30, 11 o'clock at night. She loves that time. And I can't wait to get to bed by nine 30 because I want to get up at 4:00 AM and I love four to six 30 in the morning. Love it. You know? So we have to be really careful because if we get too into our own routines, then we get totally disconnected and we never end up in the bedroom at the same time. That's not good for our relationship, but so we have to really work to

find where they overlap. Like she gives a little her on her side. I give a little on my side and then we find a sweet spot. But, uh, it's been tough, man. Cause You really do want to take care of yourself for the other person, for yourself, for them. So where does it blend? Where does it overlap?

Speaker 1 ([21:51](#)):

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.

Speaker 1 ([22:32](#)):

And we even involve your family in 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. But 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.

Speaker 1 ([23:08](#)):

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 businessmen 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. Be a part of because it's unlike anything else I've seen have we want our kids to have great relationships and learn from others.

Speaker 1 ([23:51](#)):

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 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.

Speaker 1 ([24:53](#)):

Tell me about

Joel Louis ([24:54](#)):

COVID right now in your life at home. I mean, I think one of the big questions, and I don't want to go to big picture and umbrella here, but like, Hey man, you know, you're at home a lot with your family, right? And there's some good things about that. No doubt. There's some challenging things about that. I think everybody's admitted that there's all these like silver linings and beautiful things that are happening that have never happened before in our homes. And yet at the same time, it's revealing a lot. It's kind of like, I always think it's like, it's like alcohol where it kind of just amplifies what's already in you. It can amplify what was good there. That was maybe, Hey, we're good at games together. And now we just have more time to do them. And then the other one is, Hey, if you have a problem where normally you could get distance and just deal with that problem with distance, now you no longer have that tool in your toolbox. So do what's good for you? What's challenging for you right now. What's shifting, what's it look like at home?

Speaker 4 ([25:49](#)):

Yeah. You know, for us again, we've been very, very fortunate and blessed and just like you transitioned from the speaking and it wasn't like you had a plan, it was like a master plan. It just happened to work out really great for you in this current situation. Same thing with us. When my wife initially brought up the homeschooling, I was like, ah, I don't know about that. That seems a little much, but you know, we did it and that has been huge. Cutting my wife back from four days a week to two days a week. This happened years ago. That has been huge launching the business.

Speaker 1 ([26:18](#)):

So we are,

Speaker 4 ([26:20](#)):

I don't know if there's any other family that could be better situated for being sheltered. Yeah.

Joel Louis ([26:29](#)):

Nothing's changed in my life. Literally. Nothing has changed. Nothing ever happened. That's so cool. Can I drill into homeschooling for a quick second? Yeah, because this has been a for us and I want to get your take on this. Like how much of your day is really structured with your kids? How much do you really care about whether they're doing the curriculum versus like, I just don't want them to hurt each other. I want them to get along. I want them to learn about relationships. I'm happy when they're playing games. Like they're learning great game. Right? Where do you stand on that? How much is structured? How much is just like, look, I want good values here.

Speaker 4 ([27:07](#)):

Yeah. So combine the two answers there into one. Cause they go hand in hand. The big change for me was I don't have CrossFit anymore. I don't have the office anymore. So, and I am home in Prosser. It was a huge part of that. Four 30. It was 5:30 AM class for me. And it was a huge part of how I start my, my routine and get to the office at 7:00 AM and all this kind of stuff. And for week and a half, I was stuck watching a lot of that news and getting caught up in that stuff. And I was like, you know, I got to define my new normal. I got to define what my new routine is going to look like. And I looked at my five pillars, which was faith, family health and fitness business and impact. And I redefined my routine based off of that with all that being said, part of that was with the family aspect is okay, how can I now contribute more to the homeschooling aspect of things?

Speaker 4 ([28:03](#)):

Because they are those traditional courses and classes and stuff like that, that you would expect the child to go through, whether they're in a regular school or homeschool. But I said, you know, what I provide is yeah, Bible study. I do every morning, seven 15, my girls wake up, they make their bed. They come downstairs and they're ready for breakfast. Like they already completely ready. Seven 15. We start Bible study from Bible study. We go to meditation for meditation. We do physical fitness. And then now by the time nine o'clock comes around, they're ready for my wife to come and step in so she could sleep in. Wow. I call it sleep. And maybe a lot of people call it normal. She could sleep until about eight 30 and then she comes down and she starts doing the homeschooling, our type of homeschooling. And it's, I look at this three types of homeschooling.

Speaker 4 ([28:52](#)):

There's the ones that, yeah, you put the kid in front of the computer, you sign up for a computer based homeschooling program. They give you computers. They give you the books, the teachers online, everything like that. Kind of like that tele learning probably what a lot of parents are doing right now. If their schools were really proactive in that, that's one type and you don't really, my sister did that. I have to do a whole bunch with regards to that as a parent, the one we do, we have a co op, which is what I call it in between the more, the next level, which is completely do it yourself is where like there's no program you're following. You're just doing it completely by yourself. We have that in between one where we're still following some of the things like a traditional school, but we're very flexible where our girls are doing Latin.

Speaker 4 ([29:42](#)):

Our younger daughters have already done sciences where some schools, they wouldn't do scientists yet. We allow the schooling to go towards what they're most passionate about. Oh, like two of our girls, they are very passionate about becoming one, a doctor, the other one becoming a scientist. So we've done. Well. I say we, my wife has done a tremendous job at getting them what they need in terms of human body and science and all this kind of stuff where they're really advanced as nine year old and seven year olds in those topics. And the core stuff of reading and math absolutely gets done that doesn't get skipped. But some of those other things, yeah, they'll come when they come

Joel Louis ([30:22](#)):

As somebody who's really driven in your life, right. Really driven to success or significance or whatever you want to call it. Right. But just driven to create and to build and to help you said impact is one of your values, right.

Speaker 4 ([30:35](#)):

Or pillars. So

Joel Louis ([30:37](#)):

Do you ever get frustrated with your girls when they don't demonstrate a driven mentality? And by the way, that may be very presumptuous of me to assume that ever demonstrate a lack of being driven. The saying, I hear that, you know, I think a lot of parents struggle with that. Like that. I just interviewed the authors of the self-driven child because I was really interested in that. And my wife and I have a lot of debates around, like, of course our son is driven with certain things. It's easy with sugar and cartoons and you know, like there's certain things that there's all sorts of drive around. But I think it's the things that you feel like, Hey man, I really want you to have drive about everything. But the truth is I don't have drive about everything. I'm just wondering how you balance, like your need for, to move forward and progress and your kids. And is there a frustration there for you?

Speaker 4 ([31:22](#)):

Yeah, there is. And I would say the balance comes from my wife. Right. Cause I'm the go, go, go. And she's a, Hey, let's just chill. Like, no, let's just see where the day comes. How did they come at us? Whereas me and let's plan out, let's know everything that we're about to do. So I think that's where the balance comes between the two. Yeah. My wife, she spends the majority of the time with the girls. So I have quality moments where I then insert, you know, some of the things that like waking up at seven, 15, that's a huge win for me because like they're not sleeping in, they're getting up, it's regimented, they're making their bed. So I try to get my wins where I can. And you know, two of my girls are a really, really driven, already very competitive. Like my youngest is seven year old. She's very competitive and very driven. And she started doing violin lessons and she told the violin teacher, like she did the first class and the violin teacher was like, Oh, that's so good. And she was like, yeah, I think I'm going to be a natural.

Joel Louis ([32:22](#)):

Yes.

Speaker 4 ([32:25](#)):

It's awesome. Well, she's very driven. My 11 year old is the one that's the least driven, but I think she's the artist kinda. And that's not to say artists are not driven, but she wants to do fashion and all that kind of stuff. Yeah. Oh, that's interesting. That's really cool, Joe. This is fun, man. I'm enjoying this chat. I really love getting to know your world. And I really, I just think it's cool, man. It's getting a little peak into your day. I like the details too, man. Sometimes I geek out over those like, Oh, what time do they get up? And like, what exactly do they do? Like exactly. Cause I think a lot of times people not intentionally to be harmful, but they present when someone's like, what's your schedule look like they present the planned schedule. Like the one that they hope happens, but not the one that actually unfolds on a day to day basis.

Speaker 4 ([33:13](#)):

It's like, what's your schedule basically. Like, you know, the first thing that happens is I yell at my kids. It's usually the first like, let me tell you how the program really unfolds it. Go to the bed thing though for a second, making your bed. Right. Why is that important for you personally? I'm assuming that's important to you. Where did that start in your life? Why is that important? Why do you want your kids

to do it? Yeah. And I don't know if I could frame it into the right words, but David's a video posted. It was like this military guy who did like a commencement. I know what you're talking about. Yep. You know what I'm talking about? And he talked about it and I was like, Oh, that's why it's such a big deal for me. I didn't know that at the time.

Speaker 4 ([33:56](#)):

First. Let me say, my wife will say I'm OCD. Okay. I'll wait for organizing clean OCD. Very organized, very deep. Know, this is where you get the details for me. Like I try to be boom, boom, boom, boom. Which sometimes if you're trying to do a 30 minute podcasts, I might not be the best guess because I'm going into all the Pines. I like it, man. It's great. Right. So it's very important to me. And you know, it's part of discipline, right? Can you do this one simple thing every single day? And can you do it? Not just do it where it's just like your pillows kinda made and yeah. Actually do it to the best of your ability. And it's, it's that pursuit of perfection, right? We're not perfect, but we're pursuing that perfection. And it's something that I try to instill with them in them, with that one simple little tasks, just like the meditation.

Speaker 4 ([34:51](#)):

Some parents are listening to this might be like what? You get your kids to meditate. No, granted, this didn't happen overnight. Just like starting a business. Didn't happen overnight. Just like anything in life. It doesn't start overnight. Bye. Being diligent, being consistent, being down here at seven 15, pretty much all the most of the days. Right? I'm not going to no Saturday. We still do it on Saturdays as well. Some Friday nights I've been doing the zoom chats with my friends and staying up really late. So it's hard to get, but they'll wake me up and say, daddy, seven, 15. Let's go. So, but most of the time consistent and I'm showing to them, daddy's consistent. I need to be consistent. So it's these little things that I try to instill in them. Like how do you get that 80, 20 rule? Right. What's a simple thing making your bed.

Speaker 4 ([35:38](#)):

Okay. I can get that dental own that and do that every single day. Yeah. I love it. Just every conversation I have with rockstar, like you, I walk away with one little thing sometimes, you know, little big, that's all subjective, but right. Like then the little things can be big things, you know, taking far enough out. It's like this idea, man, of even going back to like what I'm asking myself after this conversation, Joelle is what is my morning routine with my boys. And right now it's honestly like I give him a hug and then we do whatever we want. Some mornings we play games and some, but I think that having a little structure will go a long way. Like I'm really going to sit with, do I want my boys to make their bed and do I want, okay, I want my kids to catch me meditating.

Speaker 4 ([36:23](#)):

I want them to see me meditating, but I've never like ask them in a routine way to sit with me and meditate at this time. We've had the seasons and spurts where we've done things for a couple of weeks or a month or whatever. But, and I really liked this and I just wrote down, like, here's my note, the morning routine with the boys eight, eight 30. I just wrote that down because I really want to, I want to process this and ask, what would I design to be a morning routine with my kids. We have, we have things throughout the week that I think really work for us. We have a Sunday morning breakfast that we do a huddle and I do pictures and I write notes on the back of the photograph from the week. And I give that to them, which has been great.

Speaker 4 ([36:59](#)):

And this is big. So I really liked that. Thank you. Yeah. Yeah. You're welcome. And I can tell you, my girls absolutely love it. It's not forced it's even though even the Bible study, I try to make it fun. Right. Like quiz them and like they have that competitiveness in them too. So it's just really, really good time. And then every now and then I'll, since I already did my meditation, so I do it with them. Yeah. Take some pictures of them, meditating and all that kind of stuff. And it's just, what's cool. Where'd you find that faith in your life? What age or when did that become important to you? Well, I was, I went to Catholic school pretty much from first to eighth. So my mom is like a spiritual warrior. Always been, always will be, she's no longer Catholic. My dad is Catholic.

Speaker 4 ([37:46](#)):

My mom is not, but both of my parents are very, very religious and you know, probably like a lot of people like, especially, I don't know if there's a Catholic thing, but there was a part when actually I went to st. John's university and I was just questioning or is that the point where I was just questioning everything and I broke away from the faith for quite some time and the Lord and I had some, uh, I had some challenges with the Lord for a bit, a couple of years actually. And then I tried different religions and then I found my way back. How do you, even before I met my wife? Yeah, definitely. Before I met my wife, actually 1999, I got baptized in like a river. So I would say like 99. So from 1995 or so to 99, I kind of struggled, I think. Is it a person that brought you back in, was it, did you meet somebody and they kind,

Speaker 4 ([38:35](#)):

Yeah, it was always a, God was always putting someone in front of me even when I went to New Mexico. So I kind of hinted at it real quick, but from New York leaving my mom and my dad and all this kind of stuff and all that, I'm religious family. And I was really deep in a spiritual Baptist church at that time when I went to New Mexico and I was in New Mexico for almost a year, my trainer at Intel was very religious and started dragging me to church. So it was like everywhere I went, God was always, I always had my back and it was always trying to pull me back in or keep me in line. And you know, now I'm just making sure that I instill that and the girls.

Joel Louis ([39:13](#)):

That's great, man. Joelle, thank you for the conversation here today, buddy. This has been awesome. I love this. And maybe when we're done here, let's continue the conversation about how we might be able to work together. I'd love to learn more about your business and how that might be able to help us to reach more people with front row dads.

Speaker 4 ([39:28](#)):

If there are people that want to learn about

Joel Louis ([39:30](#)):

What you do

Speaker 4 ([39:31](#)):

With funnels,

Joel Louis ([39:32](#)):

Because tons of our listeners are entrepreneurs. What's the link. Where can we send them? And of course we'll put everything in the show notes at [inaudible] dot com, but where can they go direct?

Speaker 4 ([39:40](#)):

Yeah, we created a simple page that you're the front row dads could go to. It's actually integrator and co, which I know it's a long business name. So integrator and co and code.com and then around four slash RO dads. Awesome. Now I know you're going to put it in the show notes so I won't spell it all out.

Joel Louis ([39:59](#)):

That's perfect, man. We'll put it over there. Really appreciate you, man. Is there anything that you wanted to say that you just didn't get a chance to say yet today? Anything that you feel is important to pass along or wisdom for the dads out there? Anything?

Speaker 4 ([40:10](#)):

Yeah. When do you think this is going to go live? John?

Joel Louis ([40:12](#)):

That's a good question. Honestly. No idea.

Speaker 4 ([40:14](#)):

Do you want it to go live at a certain time? Cause I'm taking requests. Here's the thing, right? If this is going live during this COVID-19 situation, and I know I have friends that are in Facebook now,

Joel Louis ([40:28](#)):

But we'll probably get out of it a couple of weeks.

Speaker 4 ([40:31](#)):

Oh, that's right. That's right. Yeah. So for those dads who, whether you're a business owner, whether you still have to work from home and your kids are home, I know it's super, super challenging. We were very fortunate and everything kind of really went really smoothly for us. Just understand. Yes. Even with my situation, I still had to take a step back and look at what can I control of influence and what is completely out of my control because otherwise you're going to try to worry about everything. And I was doing this for about a week and a half. Yeah. I was trying to worry about every single thing from mortgage to bills. And my, I have employees. I didn't want them to go to unemployment. The kids, getting the virus take a day. And that is what I did. I took a whole day and I just tried to focus and like figure out, you know, and for me it started with my five pillars and then I just circle of control, circle of influence and then everything else, leave it in God's hands. So that's what I would,

Speaker 5 ([41:33](#)):

I recommend for everyone Who's in this current situation. Well thank you man.

Speaker 2 ([41:37](#)):

Yup.

Speaker 1 ([41:40](#)):

Hey guys, thanks for listening to the show. And if you enjoyed this one, consider what other dad out there would enjoy it also and 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 checking 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?

Speaker 1 ([42:15](#)):

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 join, 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. I'm 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. That'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 created that group.

Speaker 5 ([43:13](#)):

There's this whole 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 ([43:42](#)):

[inaudible].