

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

Gentlemen, welcome to the Front Row Dad Podcast, 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 going to 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.

Jon Vroman ([00:47](#)):

Gentlemen, welcome to the front row dad podcast. I'm your host, John Broman. And my guest today is my good friend, Matt [inaudible]. He's here to talk about being a whole life millionaire and living the rich life. And now this is particularly important because he views a rich life as relationships, income, community, and health. And here's a guy who is married, has two kids, and he really has his priorities in line. And that's what I wanted to why I wanted to talk with him because he was a millionaire at a very young age, but how does he get it all done? How does he focus on all these different key areas? And one of the things that we get into is what are his lead dominoes? And he shares the one thing that if it, if it gets that right, so many other things line up, we're going to talk about what real congruency looks like and how he says it makes him dangerous.

Jon Vroman ([01:30](#)):

And I love how mats like this really humble, nice person, but also he's got this edge to him where he wants to win and he's ready to get in the game and be competitive and go after what he wants. And we're going to talk about how to bounce back from these rock bottom moments that we've all faced them. We're all short to face because life has seasons. We're going to talk about his journey through being emotionally disconnected with his family and what he did to change that. And his process called the relationship recharge process. And why is that so important for him guys more about Matt? I mean, I could tell you a ton of things, but he's really built a lot of his success in real estate investing. And now he coaches people on how to do this. He has one of the top 100 business podcasts in the world called millionaire, mind, Kasey built one of the most successful real estate teams in the country.

Jon Vroman ([02:14](#)):

You know, he's bought buildings and he just bought a hotel and he's got some really cool stuff going on. But like I said, the most important thing, a beautiful wife and two young girls, and he is totally committed to his family before we get into the show today, guys, I just want to tell you very quickly, we have an online summit available every other month. Every 60 days, we run a one day event and this is focused on the six pillars of being a front road ad. These are six categories of life that if we focus on these, everything will be taken care of. So we systematically touch on each one of these pillars every 60 days to create a journey throughout the course of the year, to make sure that nothing is falling apart. How do we focus in on our wealth and our legacy?

Jon Vroman ([02:51](#)):

How do we focus in on the evolving business so that we're not trying to build a business and then figure out, Oh shit, how do I fit my family in there, but how to a business that supports the family life that you truly want? What about our health? What about our marriage? What about parenting strategies? All

these things that make our community a whole and complete, you know, a full men so they can deliver to their family. So take a day out from making money in your business and focus on making memories and making meaning within your family. By attending one of these events, just go to front row dads.com. You'll find more information there. And if you want to just reach out to our team, just sending a message through the website. We have a contact form there. You can find us on any social channel at front row dads. So guys that's it. Let's get into the show with Matt agents in otherwise known to his friends as Maddie a, you guys are going to dig this one, Maddie. Thanks for making time today, brother, dude,

Matt Aitchison ([03:46](#)):

You know, anytime I get to kick you with you, man, and have some conversation, it's going to be a good one.

Jon Vroman ([03:50](#)):

I remember. And I've probably told you this a bunch of times. It's just so fun to think back on the moment when Tim Rhode introduced me to you. And I remember so clearly him telling me about you. And I remember just, this is like, he just couldn't wait to tell me about who you were,

Matt Aitchison ([04:08](#)):

How much asks you were kicking

Jon Vroman ([04:10](#)):

World. And he's just like, he's one of us, dude. He's like, he's a nice guy. Who's kicking ass. And it's a, I just remember it so well, did I lose you? No, sorry. It looked like my screen just disappeared.

Matt Aitchison ([04:22](#)):

Well, I was just smiling so hard. I might've been

Jon Vroman ([04:26](#)):

Fucking zoom, dude. You broke zoom anyway. Uh, well dude, I just remember that so well, and, and you know, that was years ago and it's been fun to watch your journey and congrats on all the success that you've had and building your family. Most importantly, like I love seeing the pictures and the videos right there. Yeah, it's really cool, man. So I was excited to get you on the show to talk about wealth because it's an area where you've focused attention and you've had success even focused on not only building wealth for yourself, but helping other people do it. And I was mentioning to you earlier that my word of the year has been definition. So I want to launch right in and say, dude, how do you define

Matt Aitchison ([05:02](#)):

Wealth in your life? Yeah, so it's interesting because I realized, and fortunately enough, by being around people like you and Tim and other people that were further down the road than me and their careers and their, their wealth building, when I kind of became intentional about it, I realized the definition of wealth that I was chasing really wasn't my definition of wealth. And also as life evolved and seasons changed and transitioned from one into the next cause I had an early, early twenties, I was making really good money. And, you know, I thought that was really kind of what defined me. And it was very ego driven. And then I saw people that were not only kind of millionaires in their bank accounts that were

very bankrupt with their health, with a strange from their wives. They barely spent any time with their kids. They didn't give back to any cause or charity outside of anything that was going to benefit them.

Matt Aitchison ([05:57](#)):

And then I was kind of exposed to other people that were living like a millionaire in all areas of their life. And I was like, that resonates a whole lot more for me. I don't want to just be somebody who's wealthy and have a bunch of zeroes in my bank account. I want to be somebody that kind of lives this whole life millionaire approach to all aspects of life. And so I actually kind of came up with this acronym of rich. Like what does rich mean to me? Rich means having very abundant, rich, plentiful relationships, personal and professional, I, for me was I have solid income. Well, you know, my job or what I work hard for every single day, I have growth and no ceiling on what I can make there as well as the ability to take that income and invest it wisely into the passive income investment vehicles that over time kind of create that generational legacy wealth see was community and contribution.

Matt Aitchison ([06:50](#)):

Being surrounded by people that really challenged me, inspired me, called me up to a higher version of myself, but also people like you, right? I've been a donor in front row on the sponsorship for, I don't know, four years now. And every time I see that charge come out, I'm like to me, it feels good to be able to contribute, to causes and missions and charities that have nothing to do with serving me. But knowing that that value serves other people, so community and contribution, and then H obviously mental, physical, spiritual health, knowing that those are abundant. I'm putting in the work there to me when I'm hitting on all cylinders and those pillars and categories in my life, I feel really wealthy. I feel very rich and I actually made a list of like some of the things I was looking at. You know, some of the things for me that when I am operating at 90% in those categories and pillars, I feel dangerous. I feel weaponized. I feel like really nothing in life can stop me. And that's when I feel the wealthiest, it has nothing to do with how much money I'm making. So that's kind of my definition of being rich, being wealthy. And, uh, every day I try and intentionally show up in those areas of my life, through frameworks and routines and habits and disciplines that ultimately give me the best chance to go out and win that kind of wealth.

Speaker 3 ([08:19](#)):

Yeah. You talked about legacy and maybe it's the wealth that we get to pass along to people. What's your take on how much wealth we provide to our family, how much wealth we might pass along to other people. And I'll tell you why I'm asking the question, maybe backing up for a second, because it's kind of a loaded question, but, but I wrestle with this too, because I sometimes think about, I want to be able to provide the tiger opportunities that financially we can provide to him that sometimes I think I didn't have that provided to me, which is why I have such a hunger today, right? Like to learn, to have that fight. And then I've met people on the way. I remember meeting somebody at mastermind talks one year that, uh, Jason Gainer, his event, and this woman works with people who grew up in tremendous wealth and the wealth has destroyed their family.

Speaker 3 ([09:13](#)):

And so I wrestled with this question of how much right needs to be given. And I, don't not, not to over explain the question, but one more bit of context is like I've heard, you know, the, the idea of micro lending going into areas of the world where they don't have money and giving tiny bits of money and teaching them capitalism. And I've heard all different arguments around why that works and why that

doesn't work, but the idea of passing along wealth, right. To others, giving opportunities to people. I just, you know, I realized that's a, maybe a really wide open question that you could take anywhere you want, but I'd love to just hear your thoughts about, I know your kids are young too, so you've got a ways to go.

Matt Aitchison ([09:53](#)):

Yeah. I mean, I think for me, what I think about is what do we stand for? Because like personally, yes, I want to provide a foundation and a platform and equip my children with, you know, the right tools and resources to go out there and be successful and make the most of themselves and be contributing to human beings and dah, dah, dah, dah. Right. I think for me though, I go back to more in terms of, I look at, from like wealth and passing on something. It has nothing to do with money. To me personally, to me, it has to do with the core values that I believe myself and our family stand for and how my children embody that in what they do, whether they want to go and make a million dollars a year, they want to go and travel around the world and go on mission trips and money doesn't mean anything to them at all.

Matt Aitchison ([10:45](#)):

To me, it's staying in alignment and congruency with the core values and how clearly one did I communicate to that, that to them. And two, how clearly did I live that myself? And so to me, I think that's way more important from a legacy perspective, because at the end of the day, again, my definition of wealth may not be their definition of what your definition of wealth may not be Tiger's definition of wealth. And so it's not my responsibility to instill that in some contexts that they are required or entitled or expected to carry that on for me, the best way to carry that on or hope that they would carry that on is to embody the core values that at the root it has nothing to do with the external world. It's really the internal and how the internal helps shape the external for my kids and the other people around them and what that ripple effect looks like. So to me, that's more important, um, from a legacy perspective and, and I, and my accountability in that is how well did I communicate that to them and create space for them to cultivate that and carry that out in their own and in turn, make a difference for other people to create and define and live their own definition.

Jon Vroman ([12:01](#)):

Would you say, are your family values that have the rich life? Is it relationships, income, community, and health? Are they different?

Matt Aitchison ([12:07](#)):

No, they're different. I'm actually looking at them right now. Uh, cause I have these up and we have them on our wall in our house and it's growth, respect, integrity, gratitude, attitude, accountability, appreciation, leadership, and love. And we have them like, you know, kind of a sentence written after each one. But it's funny because now I communicate to my kids. I discipline, I acknowledge I celebrate in terms of our core values. So it's funny like the other day, you know, Marie and I got into a little TIFF and you know what, no, we don't do that shit.

Matt Aitchison ([12:46](#)):

And my daughter walks up and she goes, guys, guys, we treat ourselves and others with love and respect one, I caught myself right into. I was like, fuck yeah, Ella, like, that's awesome because my daughter is policing her parents on whether or not we are in alignment and living and fulfilling our core values as a family. Right. So it's really cool when we, when you have that clarity, it's great because now we can hold

each other accountable to being that authentically, right. Not just like the audio saying one thing in the video displaying another, making sure, like for me, congruency synergy alignment as woo and out there as it sounds, which I'm not really that kind of guy at the same time I am that guy. Um, and I've become that guy because I realized that when I'm congruent, I am very dangerous from the perspective of I can achieve a whole lot of shit in business.

Matt Aitchison ([13:45](#)):

I can make an impact in relationships. I can help people at a higher level when I'm in congruency and I'm in synergy with what I stand for and what I believe in. I really feel limitless. I feel very, I like the Terminator sometimes. And also when I feel like I'm in a rut or I'm, you know, something's not right, my energy's low or maybe I'm feeling a little depressed or down. I often go and look back and reflect on how in alignment am I with my core values and what I say, I stand for what I do and don't do. And it's oftentimes when I'm in congruent and out of alignment with those things. So for me, it's a, it's important, like clarity is a big piece and whether it's my, and my goals in my business or my relationship, or, you know, my definition of wealth, rich life or whatever it is, because that helps me say yes to the right things, no to the wrong things, know what I need to course correct.

Matt Aitchison ([14:37](#)):

No one I'm killing it. I should double down and lean in harder and try and peel back another layer. Um, and so without that clarity, it, it doesn't allow or empower me to be as intentional as I know I can be because when I'm clear, I'm an executor. Like most of the guys that listen to this podcast are probably very intentional. And executor's, it's oftentimes when I'm not clear on what it is that I'm going after that I spin my wheels and waste a lot of time and don't get the outcome or result or where I want to go as fast as I probably could, because I'm just not clear. I'm lacking that clarity.

Speaker 3 ([15:11](#)):

So you have a lot of clarity and direction and congruency in your life right now. And I know that money has the momentum behind it as well. So when you have wealth, having that investing power, having that, buying power, having that, that community, you know, that deal flow, if you will, is very, very powerful, but let's go back and look for a moment at the journey too, because some guys that are listening to this are wealthy, financially wealthy. And in all areas, they might be wealthy. They might feel like they're in that zone of genius right now. But I also believe that there might be other, I know for a fact, there are people listening to this podcast that are like, shit, my health is fucked up. My relationships are jacked and I'm not making enough money. I'm like, I'm not in a good spot.

Speaker 3 ([15:54](#)):

And I need to, I need to invest. I've got no money in the bank. Let's talk about that. So go back to, if you will, and go back as far as you want, did you go back to childhood if you want, but when you think about the blueprint that you now have, right, that guides you in the belief system and the values that you have around wealth creation and what, what allowed you to formulate the rich life acronym? Do what were the, what were some of the key components? Who, what books, what people, yeah. What examples. It was a lot of fucking up. I got expelled,

Matt Aitchison ([16:29](#)):

I got arrested in college. I got faced with, you know, pretty significant jail time. And that was kind of like, I think, yeah. You know, so maybe that's not your story or that's not relatable to you, but I think we all

have those rock bottom moments where there's this polarity to life of. I knew that, you know, how I was living my life and the decisions that I was making, or maybe the circumstances or results that I was getting in that moment was not need nor was I going to just allow it to become me. And, and it was making that decision. And really, it was just one small decision at a day, at a time, um, over and over and over, over an extended period of time that now looking back was like, Oh shit like that actually added up to being something pretty significant or big, or, or life-changing, or a fork in the road.

Matt Aitchison ([17:15](#)):

So I've been extremely broken living at home and no money and poor credit and borrowing money from people and not able to pay my rent right now, obviously being in a little bit more of an abundant position to where you can start to play the game. And I never really understood, like play the game of wealth, building the rules of money, the laws of right. Becoming financially free. But as you, as you step up to the plate more and more, and you strike out a lot after a while, you start to see enough pitches come across the plate that, you know, things start to slow down a little bit. You start to get a couple foul tips every once in a while you hit a single, Oh shit. I just had a double, Whoa. I stepped up to the plate and I hit a triple or a home run.

Matt Aitchison ([17:59](#)):

And eventually you start putting points up on the board. And so for me, it was one of those things where I I've, you know, one of my life mottoes is I people always go like, why have you had success at an early age? And I go, to be honest, I have, it's not because I wasn't scared. I've always had those, Oh shit moments. I've just changed the narrative and the conversation in my own head with fear, because I've had some of those early rock, bottom moments with, you know, my stepmom dying at an early age, tragically getting arrested, like facing those like, Oh fuck, my life could be completely different if I don't do something about this, I'm in that pain really being there. And because I have gone and pushed through that fear so many times, and then come out on the other side and maybe whether it was the result I wander didn't want, but whatever that fear was that was potentially preventing me, or I saw prevent a lot of other people from taking action on whatever it was.

Matt Aitchison ([18:58](#)):

Um, I would still check my pulse. I'd still hear my heart beat. You know, the people that really matter to me most were still there, whatever the outcome was. And I went, okay, like that fear overcome slowly started to compound and the little things of confidence. And so it was like, how do I get into more of the situations that scare the fuck out of me? And I started to change that narrative and it almost kind of, every time I was fearful of something or it was like, Oh shit, you know, that anxiety sets in. It was like a call to adventure and action, because I knew I was going to find something out about myself. I was still going to be living. I might be living maybe in a dire circumstance that was different than what I expected or desired, but I started to become more confident who I was.

Matt Aitchison ([19:45](#)):

And so as I started to do more things I started to build, and this was one of my life models was like, I am dumb enough to believe in myself. And I am smart enough to execute every single day, no matter how big or how small it was. And as I started to apply that in the game of wealth building, I mean, one of my worst seasons financially of my life was I lost \$189,000 on one development project that I did. And the poor me mentality was like, you suck, why would you do this? What the hell? Like, how could you lose that kind of money? And now looking back like those losses and failures, I've really been my greatest

stepping stones and teaching moments for success that, you know, I literally can allocate that one \$190,000 loss to being, um, a lesson that ultimately helped me buy the hotel that I'm crushing it on right now.

Matt Aitchison ([20:45](#)):

So it's those little things that, you know, I would encourage anybody from a wealth building perspective to of course, mentors, right? A lot of the people that you and I know that are way smarter than me, way more resource and capitalize than me, way more experienced than me connected than me, those individuals, and being around those individuals have been my greatest life and business hack as a dad being around someone like you and getting frameworks and teachings lessons, um, you know, people like Tim road or David Osborne, or Pat Highman from wealth building perspectives, you know, and I can go through, I call them my board of directors. I'm always looking to fill seats in my board of directors based on where I'm at in order to get to that next level. And by being around those individuals, they've been my greatest life or business hack because they shorten my learning curve.

Matt Aitchison ([21:33](#)):

They helped me avoid mistakes that they've already made that I probably make on my own. Um, and I just try and be a student in life and business every single day that, um, ultimately puts me in a position to learn and grow. And I'm always, this is the one thing I'm always looking for my next teacher. Like it's my job to go out and find who that person is. It's nobody's job to come teach me how to have great sex with my wife or to, you know, be a great father and be present with them or to go find that next investment opportunity. That's gonna make me a 50% ROI. It's nobody's job to teach you to empower you, to put you in positions to win, but yourself. And so for me, my awareness is up every single day. And ultimately how I gained that awareness was just by being fucking lazy slob for so many years of my life, that the pain was so excruciating that I was like, no, like I am going to make a choice about this.

Matt Aitchison ([22:27](#)):

And it was just finding those little decisions that when I made them, I knew that they were like the lead domino that's swung the pendulum back in the other direction where that was going to go. I don't know, but it was different than the direction that I was going in. And so it's finding those drastic, um, decisions, whether they're right or wrong, sometimes like most of them were wrong, but they led me to the right one. It was making something that drastic a decision I had drastically changed the momentum and the direction that I was going in that I did not like, or want

Jon Vroman ([23:01](#)):

Lead Domino's for a minute. I love that. I was just thinking about our mutual friend, Jay Papasan. Right. And, uh, you know, he's got these tattoos right on his forearms of the Domino's. Oh, does he really? Yeah. He looked at my front row foundation tattoo. Yeah. Yeah. We have a similar idea. So let's talk about the lead domino and for anybody who's hearing that for the first time, it's just, obviously, what's the thing that we can, what action can we take that would result in some type of incredible ripple effect, impacting lots of other areas of our lives. And the fact that I think the example using the one thing is that whenever you tip that lead domino, the next domino, it could tip could be 50% bigger than it could knock over. And then that's how you really

Speaker 3 ([23:46](#)):

Build momentum. So let's talk about that in each category of the rich life. So go relationship, income, community, and health. When you look at your current status, or if you want to look back at your building, you know, the road to success, what have been some of the lead dominoes that you either had tipped or continue to tip to this day in each of the four categories?

Matt Aitchison ([24:08](#)):

Yeah, my number one, and it's all encompassing of all four of those categories for me, my number one thing is physical fitness. It really is like if I am off my game, if I'm lacking discipline in certain areas, confidence in certain areas, energy, physical, mental, spiritual energy in certain areas that always, for me, it's the one thing I have spotlighted as being my number. One thing that swings the pendulum back in the right direction, it's physical fitness. Um, so that, that is always the one thing that I lean on when I'm not feeling as dangerous or as weaponized or as sharp as I know I can be. It's usually, Oh, I'm not eating as well. Cause I'm not working out. Oh, I'm not as energized at work because I'm not working out. That's like the one thing foundationally for me. And honestly, I would say it probably, I don't want to say it is for everybody, but are we as human beings, we're designed to move.

Matt Aitchison ([25:06](#)):

We were designed to move. And when I know that I am intentionally moving my body, I intentionally move my mind. There's like this kind of at the root of it, this discipline, one of my favorite books is jockowillink and he, you know, ownership, extreme ownership. And one of the things that obviously he talks throughout that book over and over and over again as one accountability, right. But discipline equally and freedom. And what moves the needle for me and almost all areas of my life from a discipline perspective is if I can be disciplined enough to go get my lazy ass in the gym and move around or to go do an activity or a hike or something physical, I become this light. It's almost like this. Tim Grover wrote a book on Michael Jordan and Dwayne Wade and Kobe Bryan and kind of this, this dark side.

Matt Aitchison ([25:54](#)):

And there is this alter ego and dark side of Maddie that when I'm in the gym, I will go for a juggler and it's like a metaphorical juggler, but it's like, when I'm in there, I feel very fucking dangerous. And when I'm dangerous in the gym or with my physical fitness, I know I can be dangerous in other areas of my life as well. And so for me, that's my lead domino. It's the old, I don't want to have a lead domino and everything. I just need that one thing to focus in. And that one thing trickles into so many other things.

Speaker 3 ([26:28](#)):

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 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 3 ([27:09](#)):

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 and 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. Here's what one of our members has to say about the brotherhood,

Matt Aitchison ([27:48](#)):

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 business men with families that changed everything. That one line shifted my entire thought on what you're about, what this community is about, what this 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 I've seen

Speaker 3 ([28:25](#)):

Have we want our kids to have great relationships and learn from others. We should lead the way and model the behavior we want to pass along. Hey, 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. But 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 3 ([29:31](#)):

Are you in the gym

Matt Aitchison ([29:32](#)):

Every day? I'm just even my body, every single day. Weight training. Yeah. So for me, it's about four to five a week in weight training. I've toyed around. And usually we'll based on type of year. Like right now I'm swimming a lot more in swimming laps when it's cold outside, I'm usually doing more like yoga and things along those lines. So I try and rotate kind of like my supplemental days, but yeah, for me, it's weight. It's like weights just there's something about it because I grew up in sports and we were always doing weight training and that's just kind of a part of the what's burned and ingrained into my DNA. Now that I know when I can compete against myself in the gym, I can go out and compete at a high level in

life. You work out by yourself. I rotate between, you know, having a couple buddies always work out better, hands down when I have somebody to kind of hold me accountable and, and work out.

Matt Aitchison ([30:26](#)):

But it's not the buddy who wants to shoot the shit in the gym. Like when we get in there, we get in there to sweat to get after it. But I also have over this last year kind of like I've looked at like certain people that actually do work out by themselves. Like for example, Dwayne Johnson, the rock, every time he's filming a video home, he's in there by himself. Like, it's almost like, can you, when you looked at Coby, a lot of the time when he was working out at two to four in the morning, there really wasn't anybody in the fucking gym with him. Right? So it was like this beast mode mentality of like, do I really need somebody in here to hold me accountable in my, that big of a bitch that I need to call someone to get my best workout.

Matt Aitchison ([31:04](#)):

And I would apply that in certain areas of life is like, when you think about, I've always been a big, like accountability, extreme ownership, and you think about it, whether it's in terms of hiring somebody into your organization and like, Oh, you need to build in all this stuff to hold them accountable. And I'm like, when I think about the most successful, the high performers, the high achievers, they really don't need accountability. The only accountability they have or need is with themselves. And so for me, it's like, how do I get to that next level accountability with, with myself? Because oftentimes there are those days where I'm like, eh, that negative self talk shit. I don't want to do this, or I'm not going to do this. And then I don't write. And for me it's like, how do I get to a level of accountability where I don't need anybody else or any incentive beyond me? That's kind of the code I'm trying to crack for myself.

Speaker 3 ([31:52](#)):

That's really cool. Do you have any trip wires for yourself that, uh, when you drop below a certain weight that you can pick up when you're can see your belly popping out of your shirt, when your body fat percentage goes above a certain metric, like, do you have, like, I might vary a little bit in my strength or my speed or my whatever, but do you have a, like never fucking below this number or never below?

Matt Aitchison ([32:16](#)):

I don't, for me, it's, it's always, it's never an external measurement for me. It's always internal. And how do I feel? How do I see myself internally? And I guess that's more of like a gut feeling. That's a good question, but for me, no, it's always at, like for me, I just want to look good naked and enjoy having sex with my wife. So like physically, I want to feel good when I'm naked. And then

Jon Vroman ([32:40](#)):

Other than that, it really is just based off of feeling. And how do I feel about myself? So there's been times I've been a little fluffier and I feel fucking great about myself and there's other times where I'm shredded and I'm still not like, satisfied with it. So I usually go off of kind of that emotional feeling instead of like markers or measurements and things like that. Yeah. That's cool. I haven't really thought about that. Yeah. I definitely have a couple of those. And then I listed them actually as my examples, like body fat percentage, that percentage is one that I watched because I just think that's an indicator for me that keeps me on track. And if I see it trending in the wrong direction, I'm like, yeah, that's probably cause I'm fucking eating ice cream at nine o'clock at night. You know, I need to maybe dial that down a

little bit. But the other one is just, there's been times when I've looked in the mirror and I could see my belt, my stomach was pushing out, maybe even further than that,

Speaker 4 ([33:28](#)):

My chest. And I was like, that's fucked up, man. If I do my stomach, my stomach is pushing out further than my chest. I gotta do something about that.

Jon Vroman ([33:37](#)):

Yeah. I have never swung too far in one direction or the other. I've always kind of been like a slow and steady kind of guy. If I had more extremes in my life, I probably would be tracking those things more. And I know a lot of friends and mentors that do have a lot of fucking extremes. I'm one 69 right now. And I've been one 87 and that was a different body, but I also was drinking. I'm not drinking at all right now. I gave up, I gave up booze, well forever. I gave up booze two years ago and I just woke up one morning and I was sitting down and I just thought that was a fucking great ride, but I'm done. I just don't want to do it. Oh shit. That's a big, I mean, it's, it's really not that big. I can make it big.

Jon Vroman ([34:20](#)):

Like I can make the story big, but the re the reality is it just was not helping me, like at one point that you could say it helps you helps break the ice and adds a lot of joy to your life and all these, like, I can make a thousand excuses why it was not excuses by the way, a thousand real reasons why I enjoyed it and why it was why it was great in my life. I just had enough reasons why it wasn't great in my life. And when that scale tipped and I became conscious of it, I was like, I can't consciously do this anymore. And mostly because I'm an all in kind of guy, I wasn't, I wasn't crashing cars and getting DUIs, but I was definitely like, I was definitely abusing alcohol for sure. I was drinking way more than I should have. I'm also, you know, me, dude, it's like, I'm always ready to make a front row moment. So it's like, dude, I would, any time

Speaker 4 ([35:02](#)):

It would be like, it's a Tuesday. How can we not open up the best bottle of wine we have? It's a fucking dude.

Jon Vroman ([35:08](#)):

Right? We made it through Monday. Tomorrow's Wednesday. I mean, I was the best it just making,

Speaker 4 ([35:15](#)):

I was the best at making excuses.

Jon Vroman ([35:18](#)):

Why to bust out the best bottle of cognac or the best triple Belgium, Chappelle Belgian, you know, it's like, I just, I was good at that. I was really good at that. So now I just needed a new way of looking at moments. What happened was I was, I was creating moments with alcohol, but I was also losing others. And for every moment I would drink with alcohol, I would lose another one because of energy or, or whatever. It was just, you know, maybe it was like, I just looked at it and said, you know what? The first half of my life I drank in the second half of my life, I'm not, and I'm going to have just as much fun.

Matt Aitchison ([35:46](#)):

I think those, just those moments of awareness to where you feel empowered to make a decision. Yeah. That's it decisions and you truly follow through on it. You know, that that's ultimately where I think for me, I try and get to a place where I don't say one thing and then do the other, because then there's this friction that I really feel internally and it shows up everywhere. Yep, yep. Yeah. Kudos to you for doing that. I'm still cracking bottles on a Tuesday night

Jon Vroman ([36:19](#)):

And what's great. Is that I'm glad I did for all them. I'm glad I did. I don't regret any of it. I'm glad I did. And I mean, dude, I was at Osborne's house the other night and he's, you know, this is it. This is, I mean, he's, you know, this is the best wine in the world.

Matt Aitchison ([36:36](#)):

Oh, you ever go back? You think ever have a drink again right now? The answer is no.

Jon Vroman ([36:41](#)):

Forgot myself to say that. Yeah. I mean, I just, I don't even want to say that. I just want to, I just want to be comfortable saying I have no intentions to that. I, at this moment, I don't have any intention ever drink again, but I can't predict the future. So it is what it is. And I also don't want to I've I've, I've, you know, I don't want to be in the place where I feel like I'm actually bound to not drink because I saw him house said, you know, all these people, I want to make it. It's a conscious choice for me. Not for everybody else. Like I just want to do it for me. All right. How about some other bleed dominoes? How about with community or income or relationships? What are you focused on as the Keystone?

Matt Aitchison ([37:17](#)):

Yeah, for me, you know, I've got, there's the changing, evolving goals, right? That are based on what the vision is and what I'm moving the needle forward on. But then there's just kind of like the foundational principles of things that I always need to be doing. And yeah, money donating money is great. And I've got a lot of, you know, lines and different fishing ponds that allow me to donate. But for me, it's always like I'm a face to face person. I really do get energy from being around other people. And that's why I fuck dude. I mean, this whole COVID and isolation, it's been challenging for me at times, but finding ways to contribute and make a difference in other people's lives, whether that's just jumping on a phone call, but for me, it's really getting in proximity to people. So just having my quarterly, you know, get together with kind of like my little community, my rich life community, as well as getting involved in other groups and masterminds and charities, obviously great friend, Tim Rhode, and a big mentor and influencer in my life. You know, being a part of his mission and helping in any way I can. So those are things that if, you know, if I feel like

Jon Vroman ([38:24](#)):

Let's give him a little love right now, because I know we both love this guy.

Matt Aitchison ([38:28](#)):

One of the most hall of fame, human beings just come across Tim road.

Jon Vroman ([38:32](#)):

So the organization, I know that we're both a big fan of, we both supported in many different ways. One, one life fully lived. And what I want to give a shout out to also is there their roadmap that they put together. So good. Right. And it's downstairs on my kitchen table and we're doing this co-op homeschooling program with another family. And part of my mission is every Tuesday and Thursday from one to three, I have Daniel and tiger as like, these are my they're the older boys. I get them. I get to create the curriculum. I could teach them anything I want. It's it's awesome, man. I'm a teacher, which is like in a way that I've never been or, or, or an identity that I've never had. I should say we're using the one life roadmap. And I just want to give props to Tim road and the whole and the whole team. Cause I know that Tim and many other people contributed to the development of that. In fact, I wouldn't even attempt to name all the people that have supported it, but it's been a lot of amazing people bringing their, their heart and soul to the table. And how would you describe the OneLife roadmap? Like I think I would do a really shitty job right now, but how would you describe it?

Matt Aitchison ([39:33](#)):

I would just say in general, and this kind of goes back to whether this is for your kids or for a friend or a family member or for yourself, it's really, it's a tool that asks really quality questions that helps you help your brain get to work and finding quality answers. That's what, the way I would describe it in the sense of, yes, it gives you tools and resources and kind of helps you map out where you want to go and by when and with who and all of those things. But in general, like I find, I found this in my own life. I'll just speak from my own perspective that when I'm feeling like I'm not covering the ground that I want to cover, or I'm feeling a little lost or unclear, it's it really comes back to just not asking the right questions, therefore not finding the right answers because when I'm clear and I know what it is that I'm moving towards, it's pretty, I don't want to say easy, but it's much more simple to create a roadmap that I can focus very clearly on and just get in the trenches and execute on.

Matt Aitchison ([40:36](#)):

Yeah. It's oftentimes when a lot of people don't have that clarity, like when I ask a lot of people, you know, whether I'm working or consulting with one-on-one or, you know, just friends or family member, like, Hey, we're going to, what are some of your goals next year? Or what are you working towards? I just want to make more money. I just want to have a better relationship with my wife. Oh, I just want to travel more. That's such an ambiguous, large subjective answer. Like if we could just like take it from a shotgun to a sniper and be like, I want to make another \$50,000 in the next three months by doing X. Okay, cool. We can, we can back into that plan. Hey, I want to travel with my kids three times over the next three months to three different destinations, go on X date nights with my wife and do blah, blah, blah. Okay, cool. We can back into that. So it's one of those things where tool-wise, I think it just really helps you ask the right questions, put your, your brain in a state that allows you to go and find clarity and the things that you may be a little bit foggy. And when you think

Jon Vroman ([41:39](#)):

About questions that have helped you in the last 12 months or mantras or statements, you know, what comes to

Matt Aitchison ([41:47](#)):

One was I was at a, like this men's group recently, and it was a pastor of a really big church. And I would consider myself more spiritual than religious, but I have definitely some religious aspects of my life. And, uh, you know, this guy is such a good teacher and such a good speaker. And one of the questions that he

asks that I've really been asking myself a lot over the last 30 to 45 days is how emotionally connected are you to every person in your family? And what I identified was, you know, I feel like my wife and I are great, but like I wasn't feeling like really, really emotionally connected to her. I mean, with the isolation and her having the kids at home, and by the time I get home from work, she's touched out. She's like, I need fucking like two hours to myself to not be a snack bitch and talk to anybody.

Matt Aitchison ([42:36](#)):

And I'm like, cool, I got you. Right? And so it was like this whole, but we, and we were still supporting each other. The love is still there. That passion is still there, but like on a deep, deep level, because when I'm emotionally connected to my wife, like my axes of my world, what I've found really does spin around my relationship with my wife. When my relationship with her is really deep, really connected, really strong, really passionate, really congruent with the vision I have for what, you know, a 10 out of 10 marriage and relationship looks like that's, that's probably one of my other lead dominoes is probably the it's fitness and my emotional and physical connection to my wife for having sex. And we're emotionally connected watch out and asking that question recently, it was like, man, I feel super connected to my kids, my mom, my dad, my friends, my employees, but that was like the one thing that kinda kept coming to the forefront for me.

Matt Aitchison ([43:36](#)):

And just by creating that awareness, it has really a, and we do something that we call the relationship recharge. So we asked three questions every Sunday. What did I do well this week? What could I have done better? What do you have coming up this week that I can support you in? And what I realized was we do it and we were kind of like getting into that, that law of familiarity of like, Oh, we're just going through the motions. Yeah. We're doing a relationship recharge. Cool. All right, let's go. And then, but we weren't really like putting in the work and we weren't really showing up emotionally, physically, spiritually to that conversation, which when we do we're weaponized as a couple and as a couple, and we're weaponized other areas of our life, our family, our business, things like that are, um, are very weaponized as well. And so that one question of how emotionally connected are you to the people who matter most in your life really put me back in a position to go in. I'm aware now that I am not that. And I am now empowered to be intentional about what I can do to get back to that. So that was a powerful question that is kind of come to the forefront for me the last two months.

Speaker 3 ([44:44](#)):

Yeah. That's cool, man. How much quiet time do you get? Because as a, as a guy who kicks ass go into the gym, multiple businesses, you bought a hotel. You're like, you know, you're just, you're on this podcast. Fuck man. How did you make time? Right. But I just, I really genuinely want to know, like how much thinking time do you get, how much time do you feel? And the reason I'm asking and again, at the risk of overstating the question, I'm, I'm asking this for a reason. And that is because I think a lot of guys are not emotionally connected to their wives or to their families because they're just so busy kicking ass. Yeah. But they're not breathing into like just allowing space to be connected. They're just doing shit.

Matt Aitchison ([45:31](#)):

Yeah. For me, this was maybe about two years ago. I did an Iowa Oscar retreat. And that was probably my biggest takeaway. I remember, you know, for those that don't know about lowasca, I would just say, do a little research on it and you'll maybe get a little bit more context and color to what I'm talking about here. But I was coming out of the first night of ceremony and you know, my mind was completely

blown out of my freaking brain and you kind of have to relieve like, Hey, you will learn so much. You do so much in that experience that it was like, I don't know how to process all of this. And so I was sitting down with one of the shamans and I start kind of talking about some of my hobbies and the things that I had experienced and learned and felt.

Matt Aitchison ([46:21](#)):

And, and they kind of help you kind of like therapeutically process, all of this stuff. So that way you can figure out how do you want to go back and integrate this into your life? And I remember straight up like balling, crying and like hands like ugly, cries, not, and like, I couldn't stop. And she's like, well, what's wrong? Like, what are you feeling right now? And I was like, I feel like this is the first time I'm like almost getting emotional, even thinking about it. It's like taking me back there. I feel like this is the first time that I've actually truly been able to feel what rest is, what stopping and pausing is and what that feels like, because I've been sucked into this vortex of life. And I've been in the eye of the tornado of my own storm. And we all have like my, my, my busiest, no different than the next person's busiest, just are busy.

Matt Aitchison ([47:14](#)):

It's our own tornado. We're all stuck in the center of this crazy fucking storm that we've all created in our own lives. And mine's no better, no worse than anybody else's, but it's my own storm. It's my own shit. And it was like, I haven't able to like really give myself time to rest and know I felt so mind you, I was throwing up like 20 times in a bucket for the last eight hours. And I felt so cleansed and so rested. And so at peace. And I realized that I'm always in a hurry to get to the next destination. And I don't give myself as much permission or time to enjoy where I'm at. And of course, life sucked me back into that vortex. And at the same time, I'm so much more aware and intentional about carving out those moments of peace and quiet.

Matt Aitchison ([48:05](#)):

I've become an I, and I try and tell other people too, like, it's okay to be selfish. You deserve to be selfish. And also by being selfish, it one helps you show up better in the moments that you are there and needed for other people, because you were selfish as long as you're being intentional in those moments of selfishness too. It gives other people permission who really needed as well, like your wife or your kids or your friends or somebody else to be selfish as well. Now, of course, there's a way of, in my opinion, being selfish and being useful and productive with that time that you're really taking for yourself and saying, fuck the world, fuck your needs. Fuck this, fuck that. And really given that to yourself. But man, as I've done more of that and gotten better at kind of building that bunker around those moments in time, it really has served me at such a high level.

Matt Aitchison ([49:00](#)):

So I've got probably two or three times throughout the day. And if I could flip this camera around, you'll see my office and I got this big comfy cozy couch. And I probably go and lay on that thing when I'm feeling anxious or I'm feeling tired or drained or whatever, I go land that thing. And I meditate and I, I really give myself permission to just be and shut everything else out. Also, when I pull into my garage, I, part of my routine and habit now is I literally will sit in my own garage in silence for five to 10 minutes, because I know when I walk in that house, I'm going to have all kinds of hooks in me that are pulling me in 20, 30, 40, 50 different directions. And I'm okay with that. And I'm there to serve in that moment. But I also want to make sure that I'm really giving myself those moments to make sure that I'm recharging

because you know, if you're walking in and your cup is half depleted or you have nothing left to give, you're not doing yourself or anybody else, any good. So I've, I've tried to be a lot more intentional aware about those moments. And man, it's, it's been very powerful for me,

Speaker 3 ([50:02](#)):

Madea. That's a, I think that's a perfect place to wrap. I think that that final statement right there, that is a wonderful place to end this conversation. I don't want it in the conversation for the record. Fuck that, man. I don't want to keep talking. I got, I got 10 more questions for you that are going to lead to a hundred more after that, but I will say that that was a, that was really great. Yeah. And it reminds me having this chat. You

Jon Vroman ([50:28](#)):

Really does remind me how much I like you as a person and how smart you are and how kind and also how, how much you kick ass. Right? I can't say

Speaker 5 ([50:39](#)):

Kick ass or a kit say bad-ass now without thinking about

Jon Vroman ([50:41](#)):

The new Cobra guy, did you see it?

Speaker 5 ([50:45](#)):

Johnny's always like, but it's bad ass. And I'm like, every time I say bad-ass now, I think it is

Jon Vroman ([50:49](#)):

Johnny Netflix. And I was like, no, they didn't do, were you a little, were you a little cautious going into it in the beginning? Like a little bit cautious. I was too. I was like, this is to, this might be a total fucking train wreck I'm going to watch. And it's really good. It's really good. It really is awesome. So anyway, man, thanks for being badass. Thank you so much for taking time to share with us today. I think this is really helpful for me and I hope it's helpful for everybody out there listening. Congrats, dude, on finding your definition of wealth. And I love what it is. I love the rich life. I love that your pillar, you know, that you are focusing on in the, in the lead domino is with health. I love what you said about your lead domino being with your marriage as number two, I thought that's so great.

Jon Vroman ([51:36](#)):

And from a guy who was a millionaire at a very young age and has continued to create incredible wealth for yourself and now helping others to do the same. I love you talking about rest. And man, I just really, really appreciated how you approached this dialogue. And it definitely makes me feel stronger and more focused as a man for having this chat. So thank you, dude did as always John you're world class at creating space for people to feel comfortable and to I think, serve and deliver the value that they have to offer. And sometimes they don't even know it. So I appreciate you brother and not what you do, what you've done for me, what you continue to do for me, what you do for others. And you are another one of those hall of fame, human beings, man, I got a lot of love for you.

Jon Vroman ([52:18](#)):

Thanks for having me on today. Thanks buddy. And I know you're teaching. I know you're coaching. You're helping people. I mean, you've got, you've had tremendous success with flipping houses. You've had success in lots of different areas of real estate. You mentioned that owning a hotel now and whatnot, but you've got some clients, you've got some programs. You've got some places where people can go. Can you give a little, a little direction? Where can guys go connect with you? If anybody wants to connect with me, they can always text. I got a text number that basically anybody can reach out to me at eight four, four, four, four seven, 1555. Anybody that wants to know more about, you know, coaching, mentorship, uh, you can just text mentor to that number, mentor to eight four, four, four, four seven, 1555. That's a way for us to set up a call, connect, hangout, chat. See if there's based on your goals, what you're looking to accomplish by when, at whether there's some synergy or for it's not me, you know who I can help maybe point you into the right direction on that. You know, we've got great networks and great people, just always looking to serve and connect with other great people. Thanks buddy. Appreciate it. I'm looking forward to another chat, man. I'm going to get it scheduled. Now I'm fucking talking to Rachel. We're going to get this shit scheduled now. Slip away. All right, man. Thanks buddy.

Speaker 6 ([53:26](#)):

Thanks buddy.

Jon Vroman ([53:28](#)):

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 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?

Jon Vroman ([54:04](#)):

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 blast, and 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.

Speaker 6 ([54:43](#)):

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. 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 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.