

Billy Eldrige ([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.

Billy Eldrige ([00:47](#)):

Gentlemen, welcome to the front road ad podcast. I'm your host, John Broman. This is a show for family men with businesses, not businessmen with families. I'm here today with my new friends, Billy and Brandy Eldridge. And we're talking about the beta male revolution. Now, when I first heard that, I think my head probably cocked to the side a little bit and I was like, wait a minute. What am I missing? Because everything that I've heard has been around alpha male, but once I started exploring this with Billy, I thought we need to talk about this. It's an important subject. I don't think it's been explored enough. So Billy let's go to you first, man, what is beta male revolution to you? Beta male revolution was a way for us to begin to talk about a different type of masculinity. So when I look out there in the world of, of men's content, I saw a ton of stuff about alpha and how they go from a beta to be an alpha and how to awaken your inner alpha and a lot of good stuff and a lot of solid content, but what we wanted to do here, because I believe I'm a beta at heart.

Billy Eldrige ([01:47](#)):

I'm a therapist. That's my job. For years, I worked in construction and it was like a square peg in a round hole. I was in this very male dominated, you know, dog eat dog aggressive type industry. And I was miserable and I was dying on the inside. And I got into a lot of dysfunctional ways of coping with that, their drugs and alcohol, well through recovery. I got permission from some men in my life, some sponsors and mentors to just be me. And when I tapped into that, that was more of a beta guy. Abby, I went back to school, became a therapist. I love talking to people talking about emotions, feelings. You know, when we look at the any business, we look at a, C-suite not, everybody's a CEO. Sometimes we have a chief operating officer or a chief financial officer and our house, the way our dynamics set up, Brandy takes on more of the CEO of the household. And I fill other roles and duties. So where can we have those conversations about those types of men who fit in that? And aren't looking to be something different than what they are well said. And Brandy, welcome to the show. How do you view the beta male revolution? Is it the same? Would you say yeah. What he said or you have a different take on it?

Brandy Eldridge ([03:00](#)):

I think a little bit of a different take from the female perspective. A lot of times women girls were raised to have a manly man and make sure that he can do these things, like fix a sink and change the tire, which Billy can do by the way. But I was raised by the way,

Billy Eldrige ([03:17](#)):

Billy also looks like a manly man. For those of you just listening, like Billy looks like, if you look at him wrong, he'll take you out, right? Like, did you got some muscle? You've got the beard. You've got like, you're not a guy who would want to mess with

Brandy Eldridge (03:30):

Likes to say, he's like a Peruvian grappler. Like we'll come in fast,

Billy Eldrige (03:34):

I'm close to the ground.

Brandy Eldridge (03:38):

I was raised by an alpha father and he can do everything. And to this day, you know, we have problems with house stuff. It's let's call my dad and Billy is the same way, but I grew up thinking that's what a man should be. And then I fall in love with this man. And one of the things we talked about, even before we got married is he said, I'll always make enough money to call a repair man, because I just don't know how to repair things and I'll plan on it. And I thought that was just really open. And then we also had the conversation of like, look, I'm not one of those women, that's just going to sit down and let you lead and submit and be that, that, that woman like, um, with, you know, RGB like where the decisions are made is where I want to be.

Brandy Eldridge (04:20):

And I related a lot more to the alpha content and being able to talk to a man that says, I'm okay with, with you being the best you and, and taking a second seat to that. Like, to me, that was the strongest thing a man could say is like, Hey, my egos aside, I want you to win on for you. Like that's really empowering for a woman. And I don't think feminism can work without men. And we grew up and we are still here in the Bible belt. And we talk a lot about the Bible belt of Texas, where women are supposed to submit and that's just not me. And I wanted him to know that upfront. And he was like, I don't even understand what that means. Like why would I ever ask you to do that? That's really empowering. And that's it's, to me, that's a different side of masculinity that I respect.

Billy Eldrige (05:06):

Yeah. How does your dad feel about this?

Brandy Eldridge (05:09):

I mean, he teases Billy about everything. Like he tells Billy, like he's got a really nice 10 key hand cause we can come.

Billy Eldrige (05:15):

I used the, I used to keep books in my first career and I could work at 10 key calculator like nobody's business. So if it comes to financial information, the funny thing is her dad is that ditch Digger by trade. He's got a backhoe and a truck and digs pools for a living. And he's just a built up strong guy. But when it comes to like, where do I file my taxes and how do I keep things streamlined in my business? He'll call me now. If I need to like put in a fence, I call him and we just, we have this balance and this yin and yang, like with Brandy and the way she was talking about her power and strength doesn't affect my ego, the way it would have in the twenties. It doesn't make me feel less than to me. It's super sexy and awesome to come alongside a powerful woman who's taken on the world. I mean, to me, that's an honor to get to sit in that position in that place.

Brandy Eldridge (06:08):

Cute. Right? Like who wouldn't love this? My parents do love it by the way.

Billy Eldrige (06:12):

That's awesome. When does it not work?

Brandy Eldridge (06:16):

Ooh, good, good question. Good question. I think we've had struggles when it comes to parenting. I think that was, we had to really wrap our heads around how each other were going to parent because I come from that very like alpha don't disrespect me. Don't talk to your mom like that. And Billy is very much like, Hey, what are you feeling right now? My dad can't rationalize with a five-year-old like just, you know, and, and so we had to really like work through and balance that. And I think we found a really good balance of listening to our children, working things out with them being firm fair and consistent. And I think that was a that's when it doesn't work, that's when it happened.

Billy Eldrige (06:53):

I've worked in the past. Yeah. And I think in our relationship with our kids, yeah, I would probably come from, I want to be an emotionally available emotionally and tuned parent. And, and, and I feel that, you know, those are the kind of the gifts I give the world and the things I teach guys in our relationship, kind of the ways it hasn't worked is I'm a big feeler. So I get my feelings hurt really easy. So when she kind of comes in like a wrecking ball and has got her, her plan on how we're going to do something and I want to go a different direction and I get my feelings hurt. If I'm not in a healthy place, I go to becoming passive aggressive. I can get real nasty. I'm not good with confrontation. So I've had to learn that that's one of those probably more alpha skills.

Billy Eldrige (07:38):

One of those strengths that I've taken is learning healthy confrontation because my emo was just to avoid, avoid, avoid. And if I got upset enough, I'd get really nasty and passive aggressive where I'm just aggressive going, never have to wonder where she stands. And that's a beautiful gift. But with me, I can be a bit of a mystery because I don't know what I feel. A lot of the tops. I can feel a room and tell everybody in the room probably where they're at emotionally, but when it comes to me, it's really hard for me to identify exactly what's going on in here. And I've had to do a lot of work on that. Is there a no, go ahead. I'm sorry. I was just going to ask if there's a time when you do step into the alpha and is there a time Brandy, when you just loved him to take the reins? Is there a time when you want to be submitted? You know, if you will, is your podcast.

Speaker 3 (08:31):

Yeah. The answer, the answer is yes. The answer is,

Billy Eldrige (08:33):

Yeah, let's see. I'd love to talk about that because that's a big part of where this shows up. I mean, when you do the deep dive in the research, if you're talking about the way of the superior man, as an example of a book that's been shared a lot know in the alpha world or in, in, when you talk to sex therapist, a relationship therapist, a lot of it is you need to step in and own your alpha because the true feminine spirit really, really wants to be controlled and taken care of. Even if they say they don't, it's like, right. I mean, that's an interesting place to play. So I mean, my question is, is there a time to be alpha for you? And if we want to take it to a romantic or intimate setting, I'd love to go there.

Brandy Eldridge ([09:17](#)):

Well, I'm gonna tackle the bedroom first because I really do think that I really do. I think that's a great question. And I would give you pushback on that and say, that's not really an alpha move in the bedroom because what a beta does is a beta listens and knows, and is a giver. And I think when you talk about everything, according to intimacy, when you talk to women about intimacy, there is that fantasy of like, yeah. You know, honor. But there's also the reality of if I don't feel connected to my husband or my spouse or my partner, if I don't feel that connection first, I don't want to do anything. And that's when you see a lot of women that are in my groups, I've seen a lot of, of women that are like, Oh gosh, I'd have to make sure I have sex with my husband this week. And I've never felt that like, I'm excited because there's this intimacy that he has created. And there's this place in the bedroom where it's not about him, it's about me. And to me, that is the most alpha move you could ever make.

Billy Eldrige ([10:23](#)):

Yeah. That's a really good point. Brandy. And I would say there is part of that. You do have to tap into confidence. I think an unhealthy beta of which I probably was for a lot of years, there were a lot of insecurities that I had that I had to work on that didn't allow me to have the confidence I needed to have to, um, own myself in certain spaces. And the bedroom was one of them. So that's where definitely being in tuned with my partner, communicating about sex. I think just a lot of unhealthy men just require and demand sex. And so you can say that's a gruff very forward move, but if that's all it is, and you're not talking about it and you're not being attentive to the other person, and you're not finding out what they like and exploring their fantasies and their passions. And it becomes a reciprocal thing where we're both listening to one another Brandy talks about kind of the thing that won her over the first time I gave you a kiss was a bit of, a bit of, yeah,

Brandy Eldridge ([11:25](#)):

Our first, our first date. He, uh, we'd been friends for many, many years and just hadn't crossed that line. And he asked me at the end of the night, can I kiss you goodnight? I was like, no, we've been friends since college. That's just not going to happen. And he walked off from my doorstep and he turned around. He goes, yeah. But one of these days you're going to ask me to kiss you and did he just have this air of confidence about him? And I was like, get over here. Let's do it. That was the other side after that. And it was like this confidence that he had,

Billy Eldrige ([11:54](#)):

Then another part since they don't want it. That's a great, that's really great. So, I mean, truly being beta is not the absence of confidence. Right, right. No, I think it's so funny because I think we have a spectrum and then there's an unhealthy beta that tends to go to self pity, shame, passive aggressiveness. There's the overinflated alpha. Who's just ego driven everybody else out of the way. Doesn't think of others. But when they both get healthy, they, they look a lot like each other and they're here in the middle and they embrace both sides of that confidence, that strength, but also that emotional attunement where I come in after a long day, and I want to be able to check in with my wife and be present with my children and be an emotionally available partner. I'm not just, you know, it said for years, men were just the financial providers where women are out there killing it in the business world.

Billy Eldrige ([12:48](#)):

They need an emotional provider and who's going to show up and make deposits in that emotional account. And who's going to get on the floor and play with the kids and not just hop in the recliner and be like, I did my part. I put the check in the account. I'm good. Now, how does, well actually let me stick with the unhealthy part for a second. I really like where that was going, where it's like, what does healthy look like? What does unhealthy look like? And I think you're doing an amazing job of articulating that. I just wonder if there's any other nuances there that we want to pay attention to. Like, what is an unhealthy alpha, what's an unhealthy beta? What does it look like when they're both healthy and functioning? Right. Is there anything else we're missing in that space that it's okay if we covered it all, I just, that's such an interesting way of looking at it of here's an example of unhealthy.

Billy Eldrige ([13:33](#)):

And here's an example of when it's thriving. I think it all boils down to insecurity. They just manifest in different ways. I think someone who believes they've got to go full alpha will amp up their bravado. They'll show off instead of show up in friend groups, they'll tell and they'll take, and it's all about them. Now on the other end, the beta may become quiet and small and shrink themselves and not stay right sized in their presence because they feel less than so it's calling people forward into their true, authentic selves, which kind of comes to the middle and they kind of blend and look a lot and share strengths from each other.

Brandy Eldridge ([14:16](#)):

I mean, in marriage, I can tell you in our relationship when it's not healthy, what betas and alphas do for me, I'm just in business mode a lot. And when I come home, I'm still in business mode. And like, it just, it can be somewhat of a ignorance of anybody's feelings. So I have to really check in with him and see where he is and his feelings and, and just like, Hey, how was your day? Instead of like, Hey, we need to get this, this and this done. I've got this project we need to work on. When we go, we have a small little cabin in the woods. And when we go to the cabin, I'm like, all right, we've got four projects we need to work on. And he's like, I just want to relax. Really? Just one. I'm like, no, we don't have time for that.

Brandy Eldridge ([14:54](#)):

So here it is, this is where we're going. I need this done by this time. And he's like, Hey babe, Hey, let's just enjoy the sunset. Right? I'll enjoy the sunset when that chair is cleaned off and this is done. And I really, you know, and so it is some of that, but then it's also when we're arguing and he goes quiet and just like agreeable on everything like that, doesn't help anybody. Right. And when I'm just like over aggressively yelling and flipping out and blaming, because I'm never wrong. I mean, I'm just never wrong. And alphas are never wrong. We know what we're doing. And chances are, we really do because we have this foresight, but being able to say like step back and say, Hey, what was, and Billy's very good about that. His, one of his things is always clean your side of the street.

Brandy Eldridge ([15:42](#)):

What is, what are you responsible for? Stay in your lane, take your broom on your side of the street and clean it stopped cleaning mine. And so when I have to, he's really taught me that to like step back and see what my part is in it. And he's really good about always seeing his part in it. Like, he's really good about apologizing first because I'm not going to apologize first. And he's really good about coming to me and letting me know that that hurt his feelings or he didn't like that. And I don't want to see, that's not attractive when you do that. And I defend myself and then anytime I'm defending myself, Billy has

reminded me when we're not arguing. If you have to defend yourself, you're wrong, like anytime. And so it's really listening to each other and noticing when we're getting out of alignment,

Speaker 4 ([16:24](#)):

Brandy, what do you like most about Billy? Like what do you, you mentioned a few things, but what, what really lights you up about this man?

Brandy Eldridge ([16:30](#)):

One, I said it before, but that he's always in my corner. Like he's never telling me I can't do something or shouldn't do something he's always cheering me on and letting me know that I could take on the world if I need to. He's always in my corner. And that's really attractive that he doesn't get insecure about things that I'm doing. He's kind to people. I mean, when we go to restaurants, I don't have to worry about him getting upset because his steak isn't cooked. Right? Like he's kind to people and he's easy to have in a room and not have to worry about him talking to people. So if we go to a fundraiser or we have to go to a black tie affair, I know that he can talk with anybody, chill with anybody, not be insecure about it. Or if he is, he's not showing it, he can work a room beautifully. And he really listens to people when you meet him in person, like he's going to listen to you. You feel like you're the only person in the room. And so he just gives this. I'm here with you. I'm present with you and just exudes kindness to people in open mindness. And that, that is really sexy.

Speaker 4 ([17:35](#)):

And you feel so you feel supported. That's what I heard really supported. And as somebody who's taking on the world, like you need support. It's part of taking on the world, right? Is that you really need a team isolated. Billy, what do you love about,

Billy Eldrige ([17:50](#)):

Uh, it's fun to sit back in all and just watch her go and have full confidence in knowing that what she sets her mind to she's gone to accomplish the work she does in the world. She works for a nonprofit who helps children suffered at the hands of child abuse. And she does it from an executive standpoint and putting all the parts into place so that system can function and the services are there when they're needed. And it's just amazing to me. She came to me, she wanted to go back and get her doctorate and I'd think, okay, she's going to go here to a local, small community college. She decides to go to the university of Southern California and she's finishing up her doctorate right now in leadership and organizational change. And just to sit back and be amazed at the person I get to share my life with is such a cool feeling. Yeah.

Speaker 5 ([18:44](#)):

Idea a lot. And I told you, I think Billy, that you and I have a lot in common, a lot of things, you talk about, a lot of things that you feel are things I've felt over time. And it's actually, when it's a front row foundation, our charity that started back in 2005, you know, helps kids and adults who have a life threatening illness, go see the event of their dreams from the front row. And then we decided to write a book about all this 10 years later, which was called the front row factor. It's like, what is living life on the front row really look like? And the thing that, the metaphor that, or the story that we tell about what that looks like is we give a lot of credit to people playing the game. You hear in motivational speeches. It's like, don't be on the sidelines, like get in the game.

Speaker 5 ([19:22](#)):

Right. And, well, of course, it's wonderful to play the game and we need players and you, you need to play the game. Right? I get the idea that it's not lost on me, but I think that what we do in the spirit of that is sometimes put down the people on the sideline. Like you're a loser if you're on the sideline, but we're not talking about just being on the sideline because you're too afraid to be on the field. We're talking about being on the sideline because you're choosing to cheer someone on like, as a parent, I'm on the sideline. It doesn't mean I'm a loser. It means I'm there supporting my kids, playing a game. You love sports. You're there to cheer your team on. Like, they love that it's part of the community. It's like, you need somebody that's playing and you need somebody that's cheering them on.

Speaker 5 ([20:07](#)):

They're both important roles for the ecosystem to work. And so living a front row life was oftentimes about putting somebody else in the spotlight, making somebody else the star for a moment versus like, how can you just do more and more and more for you? It's like, we all even alphas, everybody takes a moment to shine the light on somebody else. I mean, a lot of times, if somebody is the leader of a team and they're the CEO, they have to be praising and leading and being in the front row of somebody else on their team to delegate credit. Right. And to shine the light. So I think there's just different ways of articulating. Like when do we show up as support for the other person? How can we not be threatened by somebody

Billy Eldrige ([20:48](#)):

Else showing up and stepping up? You know? And I think that's really what we're talking about here. Tell me Billy, from your perspective, as a therapist, looking at your practice, looking at the people that you've supported, is this a topic by the way that you've been diving into for a period of time with men, this alpha beta concept? Yeah, yeah. Yeah. So here's my question. How many guys are beta? And that really should be alpha that are just being, you know, they should really step up into the alpha role and maybe that's not even fair to say shift into the alpha role. Right. Because it's stepping up, makes it sound like beta is somehow stepping down. And I think we're trying to eliminate that, but yeah. Right. So, but what I'm saying is how many people are pretending to be alpha. That should be beta.

Billy Eldrige ([21:37](#)):

How many people are beta that should be alpha? How can they shift back and forth? And maybe without making this question too long, can we redefine what alpha and beta is? Because I think that taking a step back for a second, going, wait a minute, I'm not even sure. I recognize the difference now that we're into this conversation about what is beta again and what is alpha. So can we start by defining it? And then you tell me a little bit about where people are playing and should they shift. Yeah. You know, I think when we look at the natural alpha role, it's those people who fall in to the leader of the pack very comfortably. We go back to the hunters and gatherers. And that's one question we ask, are you a Hunter? Are you a gatherer? You know, do you want to charge out with a weapon and bring back the kill?

Billy Eldrige ([22:23](#)):

Are you more interested in once the kills back? You know, like bring the backstrap back in. You're able to stuff it with the cream cheese rapid and some bank and put it on the smoker, make it taste delicious. We're both valuable. We both have something to offer, but we're two different people. And we both have strengths to bring to the table. So really alpha and beta in and of itself, they're just constructs and

their ways to describe personalities. We can describe it a million different ways to the Enneagram through, through other typing systems. But it gave us a very simple way to break down what we would consider health and unhealth in two simple personality types. And so what we want to see is people becoming fully integrated, where they're truly authentic. And if you are a sensitive feeling person that is not weakness, that is strength.

Billy Eldrige ([23:13](#)):

If you have this passion to take on the world and charge the mountain and start a company that revolutionizes the way an industry works, go do that. And I will come alongside you and be your support person and a million different ways. I'm your guy, but I'm probably not going to start the charge. And so it's me trying to fit into that role. That's unhealthy. So I have a lot of guys come in that would probably fit in the alpha role. I get a lot of guys from industry, a lot of executives, a lot of all field tough gruff workers. And usually their biggest problem is they're not emotionally in tuned to their family. I tell people, I work with husbands that don't want to be in therapy or men that don't want to be in therapy. Either their work made them come because there's some dysfunction there or their wives made them come.

Billy Eldrige ([24:00](#)):

And so they're not there by their own choice. And usually it's because they haven't tapped into a deeper level of what do I do outside of my role as a provider. Their wife's not happy with them because they're out playing all the time. And so I work with a lot of guys who come in 10 minutes. They don't want to be there, but in 10 minutes are crying on the couch. Cause they're talking about their dad when they were 10 years old and how they didn't feel worthy and how they weren't ever going to let anybody make them feel like that again. And they were going to show everybody who was boss. And even though that worked for them, when they were a child, as an adult, that's not a very effective coping mechanism.

Speaker 4 ([24:40](#)):

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 4 ([25:21](#)):

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

Billy Eldrige ([26:00](#)):

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 father or 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 4 ([26:37](#)):

Have we want our kids to have great relationships and learn from others. We should lead the way and model the, we went to pass along. I 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, a 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 4 ([27:43](#)):

Ben, any thoughts on that?

Brandy Eldridge ([27:44](#)):

Yeah, I think I don't like labels at all. And so I like that you brought that up in that the beta and the alpha, when they're healthy, they start to look like each other. And it's just a very well integrated, healthy person. I think there's a lot of work on the individual. And Billy is really good about getting to that softer side that men often cover up. But I think there's a beta and an alpha in every one of us. And I think it's understanding where your strengths are and understanding where your stretches are. And I think the world now, like Billy said earlier, women don't necessarily need these alpha bravado providers anymore. We can provide for ourselves and we can take care of things, but we want a partner. We want someone who is emotionally available and that's this evolution of the evolving man, which is what you do is you talk about, you know, how to be a better husband and how to be a better father and a better businessman.

Brandy Eldridge ([28:40](#)):

And I think it's the alphas, having these conversations, the betas saying, Hey, we have something to offer too. And just because we're a little different, doesn't mean we're less than, and I think it's coming together and really looking deeper within ourselves. It all comes down to the individual work we do on

ourselves, understanding your triggers, understanding your traumas, understanding, you know, what legacy do I want to leave? And then working either backwards from that, I think that's an important part of this self-defining role of, am I an alpha? Am I a beta? Like, like Billy said, we just, it's just something we construct. And then it's all about how we tear it down. And I think that's what both sides your podcast and our podcast are doing. We're saying, Hey, you're okay to be this way. We give you permission to be an alpha or a beta, but you can't stay unhealthy. We've got to integrate. We've gotta, we gotta like look at each other YouTube, look more like each other than not. When it comes to probably how you love your families, that that's healthy.

Speaker 4 ([29:39](#)):

Well, physically we a little different. The

Speaker 5 ([29:42](#)):

First time you were at the pool,

Speaker 6 ([29:45](#)):

It was, it was a nice, it was, it was, it was a nice picture. I'm going to tell you, I was,

Speaker 5 ([29:51](#)):

There's a beta I'm like this guy has done some pushups and I had to put myself in check, but then I fell in love with the work you were doing. I'm like, here's a guy with all the confidence in the world, tons of stuff going for it. And he's talking about being a rockstar, dad, man, my heart just filled with joy and love for this thing you're doing. And I've been listening and tune in end. And I'm just so excited because you are the type of person who has this magnetic personality that can rally the troops and you know, Brandy's that kind of person that can rally the troops. I'm a one on one therapy me on a couch, in a chair. I do that kind of work. And then maybe one or two guys. I love that. But the big stage is a little far off for me.

Speaker 5 ([30:35](#)):

I don't fit into that very comfortably. So I love other people who can get on that and articulate the message. I love, you know, Brandy with your work in leadership. What I heard you said, which I think is brilliant is that really, we're just looking for strengths. We're looking to know ourselves, where are our natural tendencies, our gifts, you know, who our personality type, if you will, the part we were born with and then understand a little bit about the programming of course, and how the, our father affected us. When we were a kid, you know, what type of ego we built to protect ourselves and present a false self to the world. But then as we get older and we start to chip away and at get at our core, who are we really in this world? And then we can figure out how it merges with other people and how we can then work with people and say, look, you got this strength.

Speaker 5 ([31:26](#)):

I got that strength we can partner up and we can create real momentum together. That's what I hear you talking about, where I think the things that we'll want to rebel against shout out to my friend, Ned shot, who has rebel and create. It was like one of the things that we rebel against here front row dads is this idea of dad being of certain stereotypes of dads in general. And like one of them is that they can't be emotionally dialed in they're this bumbling idiot, like just, you know, and I think that a lot of what you bring to the table, Billy have this emotional that's one of our pillars, by the way, emotional intelligence is

a pillar of front roads. We have six of them. So we have health. We have marriage, we have parenting wealth and legacy and emotional intelligence is in there because what you're talking about, and I was kind of raised in the Tony Robbins environment and as their Parral, uh, all of the masculine and feminine energy and understanding both of those.

Speaker 5 ([32:21](#)):

And I looked at Tony as a great leader in that space because not only does he, he has, he can grab a hold of his masculine. Somebody breaks into his house. I would not want to be on the receiving end of that. He knows where that is, right. And that where he needs to step up and lead. And at the same time, the guy cries, like every other word, either there's tears, there's connection, there's love there's. And I think that what we're talking about is understanding our core, understanding how it merges with the world, how it merges with your partner. And I don't think one is better than the other. I used to think that I used to think like alphas are better than betas.

Billy Eldrige ([32:56](#)):

Yeah. And that was a lot of, of me growing up. I thought I had to be an alpha to be worthy. And so here's how it went for me. I never could pull it off on my own. So in high school I found alcohol and I found drugs and that was my armor. And I could feel 10 feet tall and Bulletproof and walk into a room and have the bravado and confidence that I thought I needed to fit in. And so in the early days it was just partying and fun and being a wild kid. But as I progressed into adulthood and it became full blown addiction and it, and it was time to leave these things behind. I just became an out of control alcoholic and a drug addict, and that's all I had to offer the world. And so when I got sober, I thought, okay, it's back to needing to be an alpha.

Billy Eldrige ([33:45](#)):

And in an old fellow sent me down and one of these wise men, and he said, you know, first off you want to God's kids. And he's crazy about you. And that just broke me because I felt unworthy and unloved. And then he said, I bet you thought you needed a big life. He said, maybe, maybe you need to wrap your head around a small life with some small plans and just do what you're put here to do. And then that'll be bigger than anything you can ever imagine. And that gave me permission to kind of tone down and just realize I had to step into my role and be who I was called to be. That doesn't mean I have to, uh, disregard what others should call to be. And I can't appreciate what they have to offer my life because alphas teach me a lot. And I say, if there's ever a zombie apocalypse or a nuclear fallout, I'm finding an alpha and getting behind him and asking, where do I need to go now? I mean, if he's hungry, it needs a good meal or her, and talk about, uh, the atrocities of war and the trauma that causes we can sit down and work.

Speaker 5 ([34:46](#)):

Yeah. They'll attack the zombies and you'll heal them when they get back. I get it. That's so funny. I was talking about one of our close friends, Ursula, and she has a lot of leadership qualities. And we are saying that if there is that zombie apocalypse, like we pictured her in the kitchen, like one hand she's, she's flipping some, you know, some sandwiches. I was have grilled cheese sandwiches. On the other hand, she shooting zombies out the window and she's dealt like, cause she just, she crushes it. Right. She's got a lot of, uh, alpha tendencies. And I just think this is it's fun to appreciate all of it. Yeah. So I do appreciate all of it. How, how much has the Enneagram, you mentioned that earlier, how much has that played a role in your life?

Billy Eldrige ([35:24](#)):

Oh, that's informed our marriage and how we relate to one another. It's helped me understand Brandy. And we go through, we, we, we did an Enneagram episode on the podcast and we're going to go through each number and kind of dial down. But that's informed me in a way to help appreciate some of the things that used to just scare the shit out of him that she brought to the table. I just, this is the lens through which she sees the world. So she's an Enneagram seven. It helps me understand. And I'm a non, I'm a, I'm a feeler, I'm passive. I'm kind of, you know, easy going. She wants to tackle the world. So I always saw that as a threat. Now I know that, you know, hanging out at the house and chilling in town, if I don't get her out of town and take her on an adventure, or at least once a month, she's going to start slowly dying on the inside. And that's going to manifest in an unpleasant human being that I have to live with. So I know I need to feed that in her. And then she knows, I like to chill out and rest a lot. That's kind of my thing.

Brandy Eldridge ([36:24](#)):

When we go on vacations, now I plan him in that, like I know because I'm going to want to see everything and do everything. But if I don't plan him a nap, he's not going with me. And he knows, he's got to go with me on some of these things. I think whatever works for people that Enneagram worked for us. Because I, I don't like, again, I don't like to be typed. Like you don't know me. Don't put me in a box. You don't know where I'm from. Take my earrings off and like show me, you know? But when I, when I did read the Enneagram, again, it goes back to that self work and the road back to you. But we are working with Jackie Cobin. Who's fantastic. And she's on one of our podcasts and she'll go a little deeper and I don't think it matters what you use if the Enneagram works for you.

Brandy Eldridge ([37:06](#)):

But again, I always Myers-Briggs whatever. I think it all comes back to, like you said earlier, when you're a leader in an organization, if you're not self-reflective and you're not willing to say, you're sorry, and you're not willing to look at yourself. You're not a good business leader because if you have employees like I did, I would have people come in my office once a week telling me that I hurt their feelings. And that I said something that I shouldn't have said to them. And I was like, God, you guys are so sensitive. I just thought people were sensitive. And when I started to lens it through their eyes and their different personalities and where they were coming from, I had to like say, well, I'm sorry. I didn't mean to say that. I'm sorry. And it wasn't so much of like, God, these people are so sensitive and needy all the time.

Brandy Eldridge ([37:50](#)):

It was more like, I see their point of view. I can come off very blunt. I don't beat around the bush. And I forget things as soon as I say I am. And so it helped me be able to see other people's point of views and be a more self-reflective leader and hear what people needed from me. What did they need from me at work emotionally? And I wasn't giving that to them. And so I think anything you use that, that again, you start to integrate fully, you start to, to be a better person and put more kindness out there in the world. Anything like that, that I can use. I'm going to use. Yeah.

Billy Eldrige ([38:25](#)):

Yeah. I interviewed Ian on our facing life podcast previously known as the front row factor years ago. And that was good. I think that we have guys in our community are big on that big on the Instagram. Yeah. And I think a lot of these things just give us a common language. It gives us a jumping off point to have conversation. And it's also nice when somebody else says it. And you're not saying it because if I

look at my wife and go, here's who you are, my wife's Russian. And I would probably get, you know, I call her the Russian assassins. She doesn't like to be coached. So if I say it, Oh, it's always so funny with she'll. She won't get a coach or something or have a mentor into her life and she'll come to me and say, this is what the mentor said.

Billy Eldrige ([39:07](#)):

And it's like, I've been saying that for seven years. Right. So we laugh about it, but it's nice when somebody else says it, Hey, the books that I was, this, the book says, I'm this way. I'm like, really the book said that I would have never guessed. Yeah, that's cool. I like tools like that because I believe they help you do a deep dive into the inner work. And aluminated things that would take a lot longer to pull out when you have that guide and you have that something like Ian's work his book, it just helps point you in the right direction. And there's just so many hacks in there where you can drill down and get deeper so much quicker. And anything like that. I believe that Enneagram is such a powerful tool. Somebody's out there right now. They're up there in their heart going, Billy.

Billy Eldrige ([39:52](#)):

I think I'm a beta. Right. And I've yet to embrace it. No, they're just feeling like that. What do you say to that guy? You know, probably the first step is to find a good understanding therapist. There's something powerful about having four walls, where one it's confidential and you can explore conversations in spaces where you can talk about things you wouldn't normally. So tap into finding your authentic self. I think just starting to talk about it and starting to acknowledge it and find the places and spaces where you fit are so important because I believe we heal in community, not in isolation. So when you find people who love you and support you, when you start having those conversations, they're going to support you in those conversations. And you're just trying to find your best self can betas and alphas be friends. Can they totally, my, some of my best friends, I'm married to one, I sleep with one.

Brandy Eldridge ([40:51](#)):

So started when we went on a camping trip and we were with like five other couples, I think. And it would just, we'd always noticed that how we would congregate. And I was with these more alphas and Billy was always with the betas, which tended to be mostly women, but not all. And we just kind of started joking all the time. Like, Hey, the outlook at the alphas, they're planning the hike right now. And the betas are wondering how everybody's feeling and what we're going to eat for dinner and what game we might play later on. And so we just started joking and Billy was kind of the beta male through the whole thing. And that's where this started, but he was the one over there having these conversations. And he's the one that when our friends are having problems, they call him and, and it just was a natural thing us. And so I think betas and alphas are the best of friends. Yeah,

Billy Eldrige ([41:37](#)):

Yeah. Yeah. And for so long, I thought I didn't have anything to bring to the table. All the alphas had all the good stuff and I had some crumbs to show up with. And then when I became a therapist and stepped in to my colleague and the role I'm supposed to do, I start getting these phone calls from all my alpha buddies. They're like, man, I'm struggling with this thing with my wife. How do I work through it? And I begin processing through conversations. I show up to a camping trip and my buddy, Brian's got an act and a gun in case a bear attacks. And I've got a crockpot full of gumbo already ready when we show up and he starts going on about how good the gumbo was. And you thought about all of this. I can't believe this. And I'm thinking, I'm glad we've got a gun.

Billy Eldrige ([42:22](#)):

And then we found this loving relationship and he's this awesome guy that was a pro baseball player for the Dodgers, just the ultimate alpha. And we have this loving understanding of each other's strengths and what each of us bring to the table. I think it's good to, um, to make that point. Cause we have, we, I know we have alphas and betas in our dad's group for sure. And I also wonder if there's, is there a term for somebody that's just falls right in the middle of those two? Yeah. Yeah. That would be, Oh, what is it? No, there is another term for the person that falls in the middle, but I think that would just ultimately be a healthy human be just somebody that's fully integrated into their true, authentic self, but they're probably going to have shades of one type more than the other. And in a relationship you usually have that dynamic too. Who's the one that tends to get in the driver's seat. When you go to dinner, you know, who's the one that usually makes the plans for vacation. Who's the one that usually is kind of the CEO of the house that gets everything together. And the other person comes in the supportive role. And, and we do a lot of couples work together. We do couples consulting and a lot of it is based on which one are you.

Brandy Eldridge ([43:38](#)):

Yeah. So like you said earlier, can you be an alpha and the beta? Absolutely. There are people that are complete alphas at work and betas at home. And I think it's, that's a healthy thing to have, like knowing when you can go in and out of it and when you need to step up and when you need to relax. And if there's a lot of alphas in the room, ongoing beta, you know, like I don't need, I don't need to be alpha right now. There's plenty of them. They're going to take care of it. I'm going back beta. I'm here to have a good time. And I think that that's part of it is just knowing, like when do I need to step up? And we like to talk about, and Billy likes to talk about some of the things that he needs to do that are more on those alpha things. Like he needs to work on these, bringing out some alpha characteristics.

Billy Eldrige ([44:17](#)):

Do you see it as kind of a spectrum? Like if we were to look at extrovert and introvert. Yeah. If I look at it as a spectrum and you were to be on that, uh, you know, you're a highly extroverted or highly introverted, but if you're somewhere in the middle, what do they call that? An ambivert Amber.

Speaker 5 ([44:32](#)):

So if you're in the middle and then do you see, I guess I'm a little confused about like, is the alpha beta also a spectrum B super alpha or super beta, but you could be right in the middle, but you could also be in your best self either end of that spectrum.

Billy Eldrige ([44:49](#)):

Absolutely. I believe it is a spectrum. And like when I think of somebody like a general mad dog Mattis, you know, who is the ultimate Marine, he was the defense secretary.

Speaker 5 ([45:02](#)):

I have somebody get to yell at me cause I don't know what about is

Billy Eldrige ([45:04](#)):

It's okay. He is, well, he's a Marine. And they ask him, Darren, during the Iraq war, does the enemy keep you up at night? And he says, nobody keeps me up at night. I keep other people up at night. That was his

response. And he's just this full alpha guy. But you know, he's also a wonderful human being that his calling is to protect and to protect a nation and to protect his family. And the way he sees the world is amazing. Now a lot of his philosophies I don't relate to at all and I'm a fish out of water, but I respect him and I value him. So yeah, I believe he would be the idea of the consummate healthy alpha. When I think of a healthy beta, I think of Fred Rogers. I don't think anybody would say Mr. Rogers didn't have a lot to offer the world. He did a lot of teaching. He sat in front of Congress and defended PBS the most powerful, powerful, defended funding yet. He was a sensitive, intuitive knowing guy and his wife described him as a liberated man. And to me, that's a, that's beautiful. So I think we can have shades of both. We can be extreme on one end of the other. I believe Fred Rogers was a super beta

Speaker 5 ([46:25](#)):

Question. And, and, uh, I'm so glad that you brought that up because what a way to powerfully lead in his most authentic way. I watched that movie and great admiration. I mean, I did watch a little bit as a kid, but I think I appreciated him more as an adult and to see that strength show up in the way that it did, that's certainly, there's a presence there that oftentimes feels much stronger because it has so much certainty to it than a lot of the fake alpha bullshit that shows up to yeah,

Billy Eldrige ([46:56](#)):

Yeah. What a sad world. It would have been. If someone would have grabbed Fred Rogers and said, quit being such a weekly, you need to grow up here and man up. Right. Um, and he changed the trajectory of his life to try to fit in a role he wasn't built for, but it took great strength and he did get some pushback from people about being, you know, this and that, but he didn't let it bother him. He was what he was and he did it with authenticity and integrity. And in a way the world needs more of that, I think, than less than

Speaker 5 ([47:27](#)):

Guys. This has been a great conversation. Want to thank you both for being with me today. This has been so fun, lots of value. Uh, really appreciate your energy between the two of you and what a great example. So not only do you bring great wisdom, but the way you showed up for each other today was also really fun to be a witness to where can people go connect with you beyond this book, beta male revolution.com. We've got a little free course on there that you can take. That kind of goes through what it's like to be a beta. And our tagline is, you know, a place for beta males and the alphas who love them. And, you know, we have this interchange between Brandy and I and alpha females alphas in general, Facebook, Instagram website. Our podcast is on everything, Amazon mail revolution. That's great.

Speaker 5 ([48:17](#)):

Well, I appreciate you too very much. Brandy. I wish you great success with your journey ahead and pursuing your doctorate. When, when does that come to a close 22, 22, 2022? It's a long road, but I know there's a lot of effort to be put in there. And, and for your three kids, yes. For your three kids, I wish you guys tremendous memories ahead and that, uh, I want to say if they ever happened to listen to this episode, that they are very fortunate kids to have you two as parents. Thank you, John. You're an amazing human being and I'm so glad our mutual friend, Joe Sanok connected us because the work you're doing in the world inspires me. And, uh, through listening to your work, I've already made some key changes in my life, in my morning routine that have started to impact, uh, our relationship and my relationship with my kids. And man, thank you so much. Awesome guys. Well, let's do a, let's do a round

two some time. We'll come back to this and see how beta male revolution has grown. Absolutely. Thank you so much. Thanks John.

Speaker 5 ([49:27](#)):

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 we 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 everyone, but tons of other people are reading them too. And 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? 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,

Speaker 4 ([50:28](#)):

Then I want to leave you with a few comments from guys who are part of our tribe. And here's what they have to say about why they joined 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 7 ([50:41](#)):

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 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.