BtR 353 Kevin Palmieri\_FINAL

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**SPEAKERS**

Jerry Dugan, Kevin Palmieri

**Kevin Palmieri** 00:00

Your reality becomes the parts of your imagination that you hold on to and pour into the longest. We, when we're young, we have these incredible imaginations, anything is possible. But as we get older, we start to say, I know it's not that realistic. And I was the same way. But five years ago, six years ago, however long it's been, I said, I want to be a full time podcast. And that's the thing that I focused on, and I worked at the most. And now that is the reality. So I can't guarantee that everything is possible for you. But I can guarantee if you don't believe in it, and you don't pour into it, it won't happen. So you at least got to give it a shot.

**Jerry Dugan** 00:36

Hey, what's going on Rutter Nation. This is another episode of beyond the rut, the podcast that shares encouraging stories and practical tools to help pull you out of your rut into a life worth living. I'm your host, Jerry Dugan, and we're going to be joined by Kevin Palmieri. Kevin is one half of the next level University team. They are speakers, authors and coaches helping you, their audience, my audience, get out of their ruts create a life that is just stripped away from limiting beliefs so that they live a life that is meaningful, has significance and impact. That is pretty much what BEYOND THE RED is all about. So Kevin's going to share with us his story about when he was in his 20s he faced burnout. He found success quickly. He burned out quickly. Now in his 30s. He's regrouped. He's got himself into a nice framework for living and he's sharing it with the world. Audiences old, new, young, all the all that all of it, all of it. That's why I love having them on the show. That's why we're going to talk with you about limiting beliefs, shattering those limiting beliefs and living your best life. So here we go. All right. Hey, Kevin. Thanks for calling in from New Hampshire. How are you doing today?

**Kevin Palmieri** 01:51

I am doing very well Jerry, I appreciate the opportunity to chat. I am excited to see where we go and you and I connected behind the scenes here. So I'm assuming everything will go swimmingly during our conversations swimmingly.

**Jerry Dugan** 02:02

I think that's officially the first time we use that word on the show. That's what I was going for, like a good baseball stat. The first person use the word swimmingly, on Beyond the Rut. So we connected through pod match.com. So just quick shout out to Alex Sanfilippo. Because I've known him for a couple of years, never tinkered with the platform until just a couple of months ago. And now I'm like, flooded with great folks like yourself that are like, really good fits for the show for the audience. And, and if you don't know, folks, pod match is kind of like, if pod chaser which is a podcast directory, and I don't know, pick a dating app, any dating app, if they both got together and had a baby, pod match is what brings hosts and guests together. And, Kevin, you're kind of both on both. And so that's how we met. That's how you got on the show. And we're gonna be talking about limiting beliefs, I believe. But before we do that, I want to hear a bit more of your story. Because you look young, your platform is next level University. And you and Alan work to help people really get to the next level in their lives. So what was that beginning process like for you? Like, what was that aha moment that said, You know what, I got to draw my own line in the sand and have my own next level University for me.

**Kevin Palmieri** 03:25

Yeah, it's very interesting. I appreciate the looking young comment. I think one of the things I always say Jerry is I didn't have a midlife crisis, I had a quarter life crisis. And so when I was 25 years old, if you looked at me, you would see somebody who looks very, very, quote unquote, successful. I was in the best shape of my life, because I had just won a bodybuilding show. My girlfriend was a model, I had a sports car, I had a new apartment, I had a high paying job, quite literally, everything you could really want as a young man. And the truth is, I wasn't very happy. And I definitely wasn't fulfilled. Maybe I had momentary pieces of happiness, momentary moods of happiness, but I was not fulfilled. I was not purpose driven. And I didn't feel like what I was doing in the world was very important. So one day, my girlfriend came to me. And she said, Kev, I want to move from the East Coast to the West Coast. I want to live in California, and I want to chase my dreams. And just as a reflection of who I was, as a man, I gave her every every excuse in the world why she shouldn't do it. What if you fail? What if you don't find a job? What if bla bla bla the truth of it, Jerry was I was afraid of being left behind. I was afraid that I couldn't hang. I was afraid that I wasn't good enough. And she ended up leaving, and she left me and she chased her dreams. And that's exactly what she should have done. But when she did that, I started to dip my toe into self improvement. I had this moment where I said, Okay, I'm at least 50% of all the problems I've had and relationships, again, you got to get to the point where you don't just blame the other person and say, oh, this person was crazy. This. It's not just that there's something going on with me too. It took me many years to get there, but I eventually did. Luckily and As I started dipping my toe into self, but I had this interesting moment where I said, You know what? I think the problem is I haven't made enough money, I'm making good money. But I think I need to make more because I think that'll fix all these voids inside of me. So the next year starts. And I was working in the weatherization industry. And all that means is we would go into state owned buildings. So we'd work in schools, fire stations, police stations, and we would make them more energy efficient. So we'd work in the ceiling, we'd work in the attic, windows, doors, that sort of thing. So I ended up getting a promotion at the beginning of the next year. And again, that's very much in alignment with the result I want, I want to make as much money as possible. Now I'm a foreman. So I start the job, I run the job, I close the job. Oh, awesome. So that year, I'm making anywhere from 60 to $120 an hour depending on where we're working. But we did a lot of our work on the road. So I lived in New Hampshire, a lot of our work was in New Jersey, which is like six or seven hours away, depending on where you're working. But I didn't care because I was making really good money. So if you fast forward to the end of that year, I had been on the road for 10 months, out of the 12. Every single week I was living in not very nice hotels, Jerry, not the not the kind you see on TV. But I was making a lot of money. And that's exactly what I wanted. So you get to the end of that year, I have my final pay stub in hand. And I said I wanted to make $100,000 at 26 with no college degree did I do it? Yes. But again, it was one of those very, very shallow moments of happiness, followed by a large moment of awareness where I said, Oh, my goodness, I did it again. I assumed this external stuff was going to fix my internal stuff. In that moment, I realized that for most of my life I had lived unconsciously the opposite of unconscious is hyper conscious. So I did what anybody would do. I started a podcast called The Hyper conscious podcast. Nice. Yeah, that's it. And then it was very, it almost sounds like from a movie. But the day I started the podcast, I stopped caring about my job. I didn't care about the money because I knew I didn't want to do what it took to get to make the money. And I actually felt like I was having an impact with the podcast talking about stuff that really mattered. What are your dreams? What are your fears? What do you really want out of life? What do you hate doing? Like, let's talk about the real stuff. What makes you happy? What makes you sad. So I start calling out of work, I start leaving the job site early, I start showing up late I am just one foot in and one foot out. But I didn't know what else to do. I was still making good money. So I kept doing it. And eventually it got to the point where I was in New Jersey. And on a cold winter morning, my alarm clock went off at 515 in this hotel sat up, I slipped to the edge of the bed, I was lacing up my work boots. And that morning was different. It was like there was 10 televisions on in my head at the same time. And every single one was on a different station. One is saying you're stuck here forever. I know you don't want to be here. But there are no other options. You're never going to make this kind of money again. You got lucky in the first place. Number two, if you do leave, what are your friends gonna say? You make more money than all of your friends. They look up to you significance, there's significance there. If you do have the courage to leave, what's your family gonna say your family looks up to you too. And if you do have the courage to leave, do you really think you're going to do this podcast thing full time? Is that really how this is all going to work out for you. And in that moment, I felt that if I was to take my life, I would take my problems with me. Now. One of the things I talk about a lot is the impact of your community. My best friend at the time, one of my best friends, I messaged him, I texted him and said, Hey, Alan, I'm going through a lot. I don't know what's going on. I'm having these dark thoughts. What do I do? Allen had been studying self improvement for pretty much his entire life. He said Kev over the last few years, your awareness has shifted a bunch, but your environments have remained the same. I think it's time for you to change your environment. So I ended up leaving my job going into business with Alan. And then we did this podcasting full time. And here we are, however many years later, maybe five years later, and we are quote unquote successful in the podcast industry. But what's most important to me is I'm actually fulfilled in what I do. And that's the beautiful part of it is I found success. Then I found rock bottom. Then we climbed out of rock bottom, redefining what success was to us. And now we actually are the most holistically successful we've ever been

**Jerry Dugan** 09:12

nice. Yeah, it's funny that you said way back. That wherever you were in your relationships, you essentially were always there. Yeah, yeah. Whether they worked out or not, you were always there. And so to have that awareness to look inward and say, Okay, well what am I bringing to the table? What am I not bringing to the table? And other things I'm bringing or not bringing? What is helpful, what is not and then how do I become the better me, not for somebody else, but for me, and for the life I want to live and that's very key and you went through that journey as well. Like, you initially thought that the key to happiness was get that six figure income by the age of 26 without a college degree. That is a cool feat. A lot of people don't pull that off. But was it really yours? Or did you hear somebody else saying say That's a good measure. Let's go after it. And I come across folks all the time that, you know, they had a goal, they chased it. And they realized I don't I was that way, you know, I was a pre med student when I went to college. Why? Because my mom had always said, you're gonna go to school, you're gonna go to college, you're going to become a doctor, you're going to join the army, you're going to be an officer in the army. And I realized, that was her dream. Even the, you know, the army was a big part of my life. You can't have a conversation without having at least one army story with me. I'm sorry, everybody. But a big part of that. I mean, part of that was my dream, because that's how I grew up. And I wanted to be like my dad. But the other thing was, it was something that's not my mom was speaking in over and over again, and just realizing that was her dream, not mine. And then going through the next it was a 10 year process for me to really identify, what do I want to do in life? What is my dream to be? And, you know, finally got there. So is a very important process to go through like to know first and foremost, where do you want to go? And how old are you now? Like, what? How old? Are you when you hit that aha moment? Like, this is what I want to do. Was it at 25? Or was it later? 26?

**Kevin Palmieri** 11:08

Yeah, it was 20. Yeah, I was 26. I'm 33. Now, and I feel very blessed. Because the level of clarity that I have, I know exactly what I'm doing every day. And I know what I want to do for the rest of my life. There's no, no questions. Can that change? Of course, right. It's so interesting, Jerry, because, and I've said this for many years, I don't know if I have a story to make this land. I don't know if I have numbers to make this land. But I really feel like the journey is 99.9% of anything. And okay, I made $100,000. But how long? It took me a year of sacrifice struggle in just really grinding my face off. Yeah, you make the money. And then you have the realization of what does this mean? Like, what does this actually mean? And I think to your point, when you're setting goals, when you're setting intentions, when you're planning your future, not only do you have to decide what do I want, you have to decide who do I want to become, and those are two completely different lives, I will never most likely get to the point where we have the level of impact that we want, we want to have the most successful self improvement podcast ever. That's a large, large, large, we may never get there. But we're okay with that. Because we also are very, very happy and fulfilled with the journey. So the journey matters, honestly, more than the results. Obviously, you have to decide the result, you want to dictate the journey, but you can't really have one without the other.

**Jerry Dugan** 12:30

Yeah. And by pushing the goalposts as far out as you have, wherever you wind up, it's gonna be further along than you are today. And that is huge. A lot of folks are like, Well, what about achievable? Yeah, achievable. Goals are great. But you got to have a vision that we chase and and it sounds like you and Elon, both are pursuing something that, you know, every day, it's like, okay, one day we'll get there. That's the dream, whether or not I see it doesn't matter, because the impact we're going to have is going to be still important and valuable. And it's going to change the world. It's somebody once asked me, you know, what is your definition of success? And what does it look like? And I'm like, I don't I don't know what it's gonna look like, because I won't be around to see it. And it was like, what? Like, yeah, that seeds I'm planting today or for like two or three generations from now, in my family, and they're just like, what and might not happen? I'll never know,

**Kevin Palmieri** 13:26

legacy, like, yeah,

**Jerry Dugan** 13:28

yeah, it's worth pursuing. Now, it also sounds like it's, it's good to have a friend like Alan is, is also what I picked up from this. So how long have you known Alan? And, you know, what is? What is it that makes him such a good friend and business partner to have?

**Kevin Palmieri** 13:43

So we were talking in the preamble about how you grew up with people, and you would run into people and they say, Hey, do you know this person? Do you know this person? And very rarely did you actually know that person? So I actually went to middle school with Alan Alan I grew up in the same town. We were really good friends. When we were younger. We both had bowl cuts. We were part of the bowl cut. That was really cool. At that stage in life, if you had a bowl cut, you are probably popular. So that worked pretty well. I quite literally played spin the bottle with Alan and the popular girls at his house when we were in at an elite Middle School. So Elena, I had a really good relationship. What happened was, when we went to high school, I was a jock. I played baseball. I was one of the captains when I was older. Alan was an intellectual. Alan was getting straight A's getting the President's awards, taking our classes. We didn't get along very well. I was very insecure. Alan was very confident. And honestly, Alan was picked on in high school I wasn't really picked on because I was a jock. It was it was an interesting dynamic. So we were not friends. Then. What happened was I ended up running into Alan when I was probably 25. Like right after that breakup happened. I ran into Alan, and he had left a six figure income and he was an entrepreneur. And I remember connecting with him, and he was into fitness and we were just like, we were on the same wavelength. So we ended up reconnecting. And then we became really, really, really good friends because I was curious about what he knew. And I believed in a lot of the stuff that he was talking about, and other people didn't other people thought he was crazy. So it made sense to me logically, when it was time for me to leave and partner up with somebody to partner up with Alan, because I knew he knew more than I did. I didn't know what he knew. But I did know he knew enough where we would be more successful with him than I would be without him. It's one of the best things about somebody like him is he wants and this is rare, he wants what's best for me, regardless of him, Elon knows he's going to be successful. So he wants me to be successful to me being successful does not take away from it. So that's one of the best things about being friends with him is he will never take wind out of your sails. He doesn't know how that's not the way he's wired, the business side of things. He's just a genius. I mean, he is a he is a visionary genius. When it comes to business. He understands math at the deepest levels. He understands a lot of things. So he has helped me succeed in business numbers and data, I have helped him succeed in personal relationships, emotional intelligence, and understanding energetic positioning and how the how things really, really work. So yeah, it's been a very, very important, impactful thing. This is what I will say, though, the level of accountability we have with one another is amazing. I mean, you don't get to 1175 episodes without missing unless you have some sort of accountability. And that has been instrumental for both of us, we will not let each other down. And we don't want to let the community down. And that's why we are as consistent as we are.

**Jerry Dugan** 16:38

Nice. Yeah, definitely a numbers guy. So if anyone has an older brother, or sibling who wants to get into podcasting,

**Kevin Palmieri** 16:49

he doesn't, but I would get along well.

**Jerry Dugan** 16:53

Jerry, just kind of weird. Man. I mean, that is very important. I mean, you're bringing strengths into each other. But I like what you pointed out about Alan, in terms of he is the opposite of what you mentioned earlier, like when you were going through that breakup. You were telling her, your ex girlfriend now, how it wouldn't work. You know? What if she fails all that stuff? And we've run into people like that? We've all been that person at some point. And, yeah, you're an allen type behalfs? Like, yeah, so what I think, how connected would you say that is to like an abundance mindset to be able to say, yeah, you can succeed. So can I and so can they, and I want you to succeed. So what can I do to help you

**Kevin Palmieri** 17:39

the most the most, I mean, when we're talking about limiting beliefs, and a fixed mindset, he's the opposite. His limiting beliefs are different, it might be, I'm going to become too successful, and I'm gonna lose a lot of the relationships that I have in my life, not I can't be successful. And those are two very, very different lives. He is He is Yeah, extremely abundant. When it comes to energy, when it comes to belief, honestly, at times in the past, to a detriment to a detriment, I remember telling him one time, you will be the most successful speaker living under a bridge, because you don't, you're not doing things that are actually bringing you money, and you're not, you're not doing it like you're just you're so focused on being the best that you don't care where you end up. I don't want that for you. So he has, he is one of the most abundant mindsets I've ever met out of anybody, mentors included. And it just speaks to the results that he's been able to get in his life. One of the it's one of those things where we had a team member last night, and she said, Hey, I'm thinking of going back to school to become a doctor of physical therapy. And we literally were like, the only way you don't succeed is if you quit, but you're not going to fail. Like just you'll, you're going to be fine. But five years ago, I would have been like, I don't know, I don't know, that sounds pretty hard. So it's really rubbed off on me to have a more abundant mindset and say, I understand what it's like to be the anchor, I've been the anchor in relationships. Before I understand very much. I don't ever want to take wind out of somebody's sails. But I also do have empathy for the people that do, because it's usually not them. It's usually a reflection of their belief based on somebody else's journey. So that's helped me really understand both sides of the coin. Yeah,

**Jerry Dugan** 19:10

I think abundance mindset is something I've been working on a lot more lately, because I just left my job, started a business and you know, everybody's, the sound advice is nice, shut down. Jerry, you're kind of a generalist. What's your niche I'm like, but if I niche it down too much, and one of the customers and then it's like, Wait, there are 7 billion people on this planet, there. Even if it's a fraction of a fraction of a percent of those folks, on this planet, there is a group of people you can serve in a very specific way. And, you know, we're not going to run out of business. You know, even when I look in like the leadership development space, public speaking space, my call, man, there's so many speakers, and it's like, no, you're just more tuned to it because you're now looking and paying attention. You just notice all the people who are already playing, but there's still a lot of folks out there looking for what you've got, and it's like I'm not just saying this for myself, I'm saying it for everybody who's listening in. There is plenty out there. It's just a matter of looking up finding it. And so I'm hoping I'm on topic in echoing what you're saying they're shifting to the limiting beliefs, though, like, what are some of the common limiting beliefs that we put on ourselves that you've come across, you and Alan have come across? Yeah, I

**Kevin Palmieri** 20:23

would say the number, the number one limiting belief is I can't, and just you can put anything after that I can't find my dream partner, I can't get in shape, I can't run a successful business, I can't learn math, it's it's one of those interesting things where when you really start to understand somebody, you get to know somebody you understand their past, you start to realize pretty quickly that most of our limiting beliefs are created in childhood. And then they're perpetuated through life. So if, for me, my dad was never around, I didn't meet my dad until I was 27. So my, I'm not good enough. That is my limiting belief, I am not good enough for the interview, I'm not good enough to coach this person, I'm not good enough to speak on stage. But then what happens is that becomes part of your identity, then you start making decisions based based on that part of your identity. So instead of raising your hand and asking a question, you will not do that, because you don't think you're good enough to get an answer. And that reinforces that limiting belief, it reinforces that limiting belief. And then we get to the point where that becomes our comfortable or comfortable is us staying within our limiting belief, because getting outside of those limiting beliefs is very uncomfortable. And there's a potential for pain, there's a potential for embarrassment. And there's a potential for quote, unquote, failure. So I would say one of the biggest ones is, I'm not good enough. I think that's probably somebody who has a low level of self worth. That's a huge one. But on the opposite spectrum, there's also a lot of people out there that that think I can't be successful, because I'm afraid of success, which I never, I didn't believe that at the beginning. So isn't that what you're doing this for as you're doing this for success. But there are people that struggle with that, too. So it's very important to understand that a lot of us are very focused on the future. And that's great. A lot of us are very focused on the present, that's great, too, you have to understand that most of the results, all of the results you have in the present are from the past. So this podcast interview, say Jerry blows up in a couple of years, and somebody finds this and cool. Who's this Kevin guy, and then a million people come, listen, that's not based on anything I did that day, that's based on what we're doing right now. But there's a lag, there's a lag. So it's very important to understand that a lot of your limiting beliefs have come from your past. And what humans look at is we look at recent and relevant proof. So if you give a speech, and this is why professional athletes have to have very strong mindsets, when you throw an interception, when you strike out when you fumble, the next time you have the opportunity, you can't be thinking about that you can't be thinking about oh, last time I did this, I'm going to do it again, you have to look at the most relevant proof. The relevant proof is you're one of the best people in the world at this. So yeah, as a human being make sure you're looking at the right proof in your past. But it's very important that you understand your past because that's where a lot of your conditioning, most of your conditioning comes from.

**Jerry Dugan** 23:05

The word that's coming to mind as I'm listening to your talk is momentum. You know, that long game is building momentum getting past those mistakes. And we tend to be short sighted, we tend to look in the now that instant gratification. How, how much do you talk about that in your sessions? And how do you help people build momentum in the long run?

**Kevin Palmieri** 23:27

Yeah, it's a great, it's a great point. It's a great fundamental to understand, we talk about and it's mirrored from atomic habits, one of the best books ever James clear, we talk about getting a little bit better every single day, what you do today is not going to shift today. Really, it just really it's not the way it works. When I go to the gym, nothing really happens today, I might weigh more than I did yesterday, right? Like that's just sometimes that's how it works. So understanding that momentum number one is the hardest thing to build. But number two is built over the course of days, weeks, months and years, not right away. You can't expect results in the short term. And the only results you're gonna get in the short term are you're going to find potential quote unquote wins and you're gonna find potential losses, you're not going to see a ton of change the quote I always say for that Jerry is from day to day, progress is an invisible from year to year, it's impossible to miss right from day to day, nothing's gonna happen doesn't seem like anything is happening. But from year to year, you can see drastic changes. So we always tell people, all you have to do is start something new, but it can be super small, as simple as Okay, I want to be healthier. I want to build momentum and health cool. All I want you to do is tomorrow when you wake up, I want you to weigh yourself. That's it. I don't want you to do anything different. I just want you to weigh yourself so you have a new awareness which will give you a new opportunity for feet. I want to build momentum and finance. Okay, cool. Tomorrow when you wake up, I want you to look at the number in your bank account and write it down. And then the next day I want you to do the same thing. Is it that number going up or is it going down and why? And then I want to build momentum and love, whether it's self love or relationship every night before you go to bed, if you have a partner, I want you to say one thing you're grateful for about that person, have them reciprocate. If you're riding solo, and you don't have a partner, you can say something you're grateful for about yourself and your life. That's you building a new habit, that's you building momentum, then when you do that for long enough, you can start adding other stuff. But I think a lot of us are too worried about the summit. And we're not worried about getting the right hiking boots, if you don't have the right hiking boots, you're not going to make it to the summit anyway. So focus on a small sustainable things you can do to build momentum, then when you build momentum, it's easier to add things on you already have the habits you can stack. That's what I would say.

**Jerry Dugan** 25:40

Nice. Yeah, I love that. And it tacks on with what you were just talking about prior to, to this about, you know, what we're seeing today is the result of all our days that have led up to this, and you know, what you're doing today becomes part of that stack, and tomorrow and so on. And that's just huge. And a lot of us forget that, you know, I had a bad day. Oh, that's this is never gonna work. And it's that limiting belief comes and sneaks right back in. And, you know, what do we do? And we run into that, you know, when when that limiting belief starts to creep back in like, See, I told you, you weren't smart enough for this thing? Or see, you don't know technology at all? You forgot to hit the record button again, didn't you? Jerry? Yeah. No, I didn't guys,

**Kevin Palmieri** 26:23

then there, I've been there, it's I think you have to reflect I think it's very, it's very easy as human beings to assume where I am today is where I am forever. And when in reality, where you are today is somebody that you know, somewhere you never would have been if you didn't change things in the past, you have to check in with Okay, do I have a fixed mindset where I assume if something goes wrong, that's the way it is. And I can't get any better? Do I have a very, so I guess if you can think of it this way, there's like a hyper fixed mindset where nothing, everything is the way it is, and nothing can ever change. There's probably a fixed mindset where you understand that things can change, but you're very hesitant, and you don't believe in it a lot. There's probably a growth mindset where, you know, things can change. And there's probably a hyper growth mindset where you're, no matter what happens, you know, you're gonna win eventually, if you do it, right, you have to figure out where you are in that spectrum. So maybe for you, the limiting beliefs pop back up. But at one point, they ran your life, that's progress, it just might not seem like it, there's a fine line between logic and emotion, emotionally, when we have a bad financial month, it sucks. Logically, if you look at the graph, we're still trending in the right direction. So it's very important to separate emotion and logic, emotionally, you might not feel great, and it doesn't mean logically data driven, you're not doing well. And I think that's very, very important. The other thing too is, the higher you get, the harder it is to fall. So you might be the best you've ever been. But if you feel like you're taking taking a step back, you're afraid you're gonna fall all the way back in that just is that's an emotional thought completely understandable. So I try to reflect when I get very high emotionally, or very low Emotionally, I try to look back and say, Oh, my goodness, how much has changed in a year? What could possibly change from this time to next year? But I also when I'm struggling, I want to look back and say, Wow, the problem you have today is the problem that you would have wished for five years ago. So make sure you understand contextually. Yeah, you're always gonna have problems, they're gonna be higher quality problems, more aligned problems. I think that helps. So checking in with where your mindset is fixed or growth, and then maybe you know, the subcategories of each. And then just really reflecting on how far have you actually come? And have you given yourself credit for that

**Jerry Dugan** 28:33

yet? And when that's thinking, everybody as Kevin is talking, I'm thinking to myself, wow, you know, I'm in that boat. Yeah, it's, I'm getting bills for business expenses. I'm like, what, what is this? And I'm like, you know, it was a time where that never would have happened. And I would just been like, wondering, and it's sort of business. So now it's like, I started a business. This is part of it. Now. I'll go earn some revenue. Jerry, go, go. Now, tell me more about next level University. You know, what is it you and Alan do for folks? How do people reach out to you? And you know, what was the benefit of connecting with next level University?

**Kevin Palmieri** 29:15

Yeah, so next level University is not only our podcast, but it's really the the entire business. So we have a podcast we do seven episodes a week. Our motto is self improvement in your pocket every day from anywhere on the planet completely free. That's that is what our mission is to put self improvement in the pocket of everybody. So we have an episode every day. It's Alan and I figuring out what is the most valuable topic that we can cover that will add value to our audience. And our jam is really holistic self improvement for Dream chasers. There's a lot of people that can tell you about finance. There's a lot of people that can tell you about relationships. There's a lot of people that can tell you about fitness, it's harder to master all of them. And I think at a deep level, we all want to master all of them. Instead of having to go find a bunch of different people. We try to deliver that door actually to our audience, I would say the biggest benefit is you're going to learn about yourself, which is going to give you new opportunities. And I think the other benefit is we try to do it with as little ego as humanly possible. I don't want to be the person who yells at you and tells you, you suck. I want to be the person that gets you to look in the mirror and say, Am I doing things to the highest level? I could? Or am I giving myself credit for what I'm actually doing? And I would say the the last thing is, I've been there. I didn't start out as a hyper confident person who thought I could do anything I wanted. I've been in the shoes of many people who have low self worth many people who lack self belief, many people who want to level up their community. I've been there, I've been one of them. And that's one of the reasons I do things the way I do. So. Yeah, I would say those are the benefits. You can find our podcasts on all the platforms, if you want to listen, I don't I don't want to ever sell anything. If you think it's a good fit, check it out. There's plenty of content, you'll you'll find plenty of content out there.

**Jerry Dugan** 30:57

Awesome. And the website is next level university.com.

**Kevin Palmieri** 31:00

It's next level universe.com universe when we were buying the thing, and somebody wanted to haggle with us. And we said honestly, we'll get it later.

**Jerry Dugan** 31:08

You either go out of business or we will get it then I'm like that about a particular URL. But every year that I Wait, he gets better at his craft. I'm like, well played Jerry Dugan. He's a videographer out of Las Vegas. So I just gotta stop wishing, wishing the best

**Kevin Palmieri** 31:27

wishes, wish him the best and then grow your thing so much that he's like, You know what, I need to sell this to you.

**Jerry Dugan** 31:32

Yeah, you know, he keeps getting better and better. So it's like, who knows? One day we'll work together and people just be confused. Like, wait, you're Jerry Dugan. Yeah, you're Jerry.

**Kevin Palmieri** 31:41

Yeah, you're getting better to Jerry I even talking about when we were talking about reflecting I did my research before this. And I've seen your studio the all 12 iterations of blank wall to this color to this color. And you've come a long way. So thank you. Obviously, reflecting is important for for all of us.

**Jerry Dugan** 31:57

I've come a long way since the blanket forts. That is true. blanket for the days of Brandon and I do on the show blanket for it. But before we go, are there any final words of wisdom,

**Kevin Palmieri** 32:09

one of my favorite things to say is your reality becomes the parts of your imagination that you hold on to and pour into the longest. We when we're young, we have these incredible imagination, anything is possible. You can do anything astronaut, President, firefighter, police officer, actor, actress, singer, whatever it is. But as we get older, we start to say I know it's not that realistic, or I can never make money doing that. And I was the same way. But five years ago, six years ago, however long it's been, I said, I want to be a full time podcaster I want to wake up I want to when I want I want to go to sleep when I want I want to interview amazing people speak on stages. And that's the thing that I focused on, and I worked at the most. And now that is the reality. So I can't guarantee that everything is possible for you. But I can guarantee if you don't believe in it, and you don't pour into it, it won't happen. So you at least got to give it a shot.

**Jerry Dugan** 33:01

Fantastic. Kevin, it was great to have you on the show. And I definitely know whose shoes I want to be was it shoes path? Anyway, I'm gonna watch what you guys are up to because I'm gonna be taking notes and like, oh, they do this. Okay, see if you can do that.

**Kevin Palmieri** 33:14

I appreciate it. I have little feet Jerry. So we're gonna have to get you some different shoes.

**Jerry Dugan** 33:20

I got big hobbit feet. It's cool. It's cool. Awesome. Thank you. Thank you. Now I hope that you got a lot out of that conversation like I did. Now you don't know this. But after Kevin and I stopped recording, he hung out with me for another 30 minutes helping me put together the initial push for what is now BTR impact. We talked about things like strategy niching down and just going for it. And it was just a great, great conversation. It's even that conversation that led me to having those Jerry's short episodes. Now. That's not why I'm closing it out. That's how I'm closing this out. What I want to do is share with you the resources that Kevin shared with us, and you can do that by going to the show notes at beyond the rut.com/ 353. There you'll find links to the next level university, my book Beyond the rut, create a life worth living in your faith, family and career and so much more. Now, I'm glad you joined me for this episode, and I look forward to joining you again on the next episode. But until next time, go live life beyond the runt. Take care