Description

Hey Campers! In this episode, we delve into the crossroads of entrepreneurship, personal growth, and genuine storytelling. We're honored to be joined by a remarkable guest, Trevor Turnbull, a visionary who has embarked on a captivating odyssey of personal evolution and consciousness. This episode intimately uncovers Trevor's ventures, encompassing "The Extremely Conscious Man," "Change Maker Connector," "Intellect Amplifier," and "Amplify Impact Machine."

We forge a profound connection, delving into individual transformative paths, the significance of human bonds, and the hurdles faced in our swiftly changing world. Tune in as they navigate the realm of relationships, the pivotal role of authenticity in crafting content, and the pursuit of fulfillment transcending mere financial success.

Prepare for an immersive exploration as Molly and Trevor guide us through this life-altering dialogue.

Quotes

"Real joy and contentment surpass money; they're found in relationships and making a difference."-Trevor Turnbull

"Authenticity is the currency of connection. When we show up as our true selves, we create meaningful relationships that can't be replicated or faked."- Trevor Turnbull

Featured Guest

Trevor Turnbull
Website: https://www.extremelyconscious.com/
Linkedin: https://linkedin.com/in/trevorturnbull

Chapters

01:06 - Introduction
01:55 - The Evolution of Authentic Content Creation
03:48 - Sharing the Journey: Authenticity, Connection, and Resonance
06:43 - Empowering Established Companies to Level Up
11:22 - Podcasting Unveiled: Self-Expression and Connection
14:19 - Embracing Challenges: Seeking Change and Purpose
17:49 - Retreat Reflections: Stepping Back and Slowing Down
19:31 - Authentic Conversations Amidst Challenges

23:58 - Building Trust and Providing Value
24:43 - Power of Relationships: Personal and Business Insights
25:50 - The Value of Being Open and Authentic
29:27 - Equal Participation and Empathy: ADA Advances
32:10 - Conclusion

Transcript

Molly Ruland:

Alright. Alright. We're coming in hot with another episode of Camp content, and I am stoked today for our guest. Trevor Turnbull is joining us today from the extremely conscious man and also from the change maker connector, the intellect Amplifier and Amplify Impact machine. So, a little background on Trevor. I met Trevor on LinkedIn because he was asking me about Costa Rica. I was thinking about the morning. I was like, how did I meet Trevor? You were asking me questions about Costa Rica and my life here. And then we've been connected ever since. So I've just really enjoyed all your content, all the work you're doing, and your journey, and how honest and authentic you are about it. So I'm excited to chat with you today and tell the world a little bit about the world. All seven of our listeners talk about your journey and, you know, what you got going on and how you help other people to do that because you also left your whole life, and made a huge change with your family in tow. Right? So people think, Like, it's just me, man. I can blow with the wind. You know, it's a lot different when you have a family. So welcome to the show, Trevor. Thanks for joining us.

Trevor Turnbull:

Yeah. Thank you. And like I say, it only takes one person to hear something that inspires them to move in a different direction that makes all this stuff worth it. So I appreciate these conversations.

Molly Ruland:

Yeah, man. Well, you know, like I said, I've been following you for a while ever since our conversation, and I was looking at your LinkedIn profile, your about section is really good. It made me realize I should probably re-tool mine a little bit honestly, but I love how honest you are. You're like, I've made millions. I've lost millions. You know, I've walked away from big deals. You know, I'll make millions more, but I'm really in tune with who I am and creating authentic content. So I'm like, well, you're a perfect person to chat with about content. And what does that look like for you? You know, like, what was the initial inspiration behind starting your podcast?

Trevor Turnbull:

Really, it was just about having a platform to speak the truth out loud. I felt like, you know, I often joke about the fact that I went to school in this digital marketing world really, really early in, like, 2006. And by 2009, 2010, the social media platforms were really starting to be a thing. Right? And I dove straight into content creation back then without really any kind of strategy aside from just putting stuff out to try and sell things. You know? And it's evolved over the years, and I've recognized that, you know, more soul, less strategy is actually a way better way to approach things because you end up attracting who it is you're here to serve as opposed to pushing somebody down a path. And there's not really a magic formula, although there is a framework that a person can go to do that. And a lot of it just comes down to authenticity and hitting records on those things where you're like, geez, should I really say that out loud? because the answer is usually yes. It's just how do you weather the storms in your own brain as you put it out into the world and wait for the feedback to come back or not?

Molly Ruland:

or not, right, which can almost be worse sometimes. You're like, hello, anyone here. I just shared my whole soul. Like, is that what I'm reading this? Yeah. Yeah. Yeah. I mean, I hear you. I think that, you know, the things that happened to us, you know, for us, however you wanna frame it is what connects us. You know, and I think we live in this world right now where it's like everybody's focusing on what makes them different, what makes them special, what makes them unique. And it's actually the pain and suffering that we all feel that connects us. You know, it's being able to relate to somebody and go, yeah. I I feel that too. It's nice to know him not alone because the world isn't perfect, and we're not perfect. Life is hard. Life is super hard. So -- Yeah. Tell me a little bit about your journey to Costa Rica, because this is definitely, you know, I get these questions all the time. I know you do too, but tell us a little bit about that.

Trevor Turnbull:

Yeah. That was, you know, kind of like my entrepreneurial journey, 15 years in the making overnight success, right? I read a book in 2007, I believe it was. It was a lonely planet story. What the heck was it called again? I can't remember the name of the title, but if you look up you know, the founders of lonely planet, they wrote an autobiography talking about how they traveled the world and then wrote a book and sold the book and had a family and brought their kids with them and went to base camp with them and just all these crazy adventures back in the day. I was thinking, well, that sounds cool. I'd like to do that. And you know, 15 years later, I made it happen. And, it was not smooth just to be clear. And I know you and I have talked about this before, even too, you know, even just the simplest things of trying to decide where to go and thinking like, well, the beach is where I wanna be, but then we spent a whole year there and we were like, damn, it's hot here, you know, not that I don't like the heat, but there's something to be said about, cooler temperatures and whatnot too. So, yeah, it's and speaking of content though, I've actually been getting reminders on my Facebook memories, which I love those Facebook memories. They pop up those things for you. But a year ago, I created content that I called, advice to my younger self. So, like, 30 days leading up to leaving for Costa Rica. I went back into all the archives of stuff that we had around the house. papers from, you know, the first loan

that I got to the university course that I took for my degree to, you know, old pick shares and stuff. And I thought, oh, yeah. I remember that time. What would I tell that version of myself knowing what I know now? And it was such a great series of content and really resonated with people. And because they could see themselves in that current reality wanting to be 5 to 10 years ahead. but not recognizing that like, hey. You gotta appreciate where you are right now. And the more you share that journey, the more that authenticity comes out, the more the connection comes out. So Yeah. So Costa Rica has been a trip to say the least. And we're back in Canada right now with plans on going back, but who knows? We'll see what happens in the fall here.

Molly Ruland:

Yeah. Well, you guys, you do come back or when you come back, you should come stay with me for a few days. Come check out this area. You might really like it. I was actually just in the Tampa window over the weekend, and it was great. And then we went to the beach, and we did all the things, we ate all the good food, and all that stuff. But then we were like, I can't wait to give it home to the cool temperatures. And it's not even the hot season right now. It's like the rainy season. So it's significantly cooler than, like, high season, and it was still like, oh my god. I might die. This is so hot. I can't sweat anymore. This is -- Yeah. -- this is insane. You know? So tell me a little bit about the single because that's a new thing that you have started. What like, while you were in Costa Rica, probably not related to Costa Rica, but tell me a little bit more about that. I'm very curious.

Trevor Turnbull:

Yeah. That was something that my wife and I just wrapped a name around, really, because Single is just a combination of our two names. So it doesn't really mean anything. It's another Google. You know, her last name is Singh. My name is Turnbull. So we got super creative on that one. But the truth is we've been operating that way as, like, fractional chief growth versus what we refer to it as. So we come in and work with founders of companies that are already established that are in a growth phase where They need to move to that next level, but they maybe don't have the revenue or the experience to hire the full team to really grow. So they need somebody to come in that knows a little bit about marketing, a bit about sales and can support the founder. That's, you know, the foundation of it is that it has big crazy ideas. And we have case studies and clients in the past that we worked with that were just like that, you know, a buddy of mine, Jeremy Lang from back in Canada, had an idea to take flax straw and biopolymers. So biodegradable type plastic material. not plastic because it actually blood grades and combines it and creates phone cases. And at the time in, like, the mid 2000s, all of our buddies because he was an old hockey buddy, but all of our friends were like, dude, that sounds cool, but you're crazy. Like, what are you gonna do? Click put your engineering job and go and do that. And I was behind him going like, yeah, dude, you need to move in that direction. Let me help you get funding. Let me build your first website. Let me create an explainer video. Let's get that first product done. Let's introduce manufacturing friends. I know, hey, there's this

mastermind you should go and join. Oh, yeah. It's your last $10. Go anyways. and he did it. And it's a $100,000,000 company with 300 employees now. So

Molly Ruland:

-- Holy cow.

Trevor Turnbull:

That's our best example of, like, what do we do? It's like he can't even explain it other than we are there to support the entrepreneurs that are a little crazy, you know, like the Steve Jobs that's, you know, his famous quote there. Right? The ones that changed the world. And we help him with a little bit of everything. including telling the story, and that's where content comes in.

Molly Ruland:

So you guys have been doing that a long time. You it just sounds like you just put a name to it is really essential what it is. I mean, you know, from a personal standpoint, I think that's really cool that you guys have been working together for a long time. And even after moving to Costa Rica and after putting a lot of stress on your relationship, your marriage, your life, just in I mean, I'm not married. Don't have those kids. It was stressful to move to another country. Like, everything is different. Language is different. Convergent is different. Like, pricing. Everything is so stressful. Doesn't matter who you are, where you come from. And in the midst of all that, you're still, like, really, solidifying that work that you're doing together and building more. I think that's awesome. You know, I can only hope, you know, and I and I recognize it doesn't mean this was all perfect. But it means there's a lot of growth there. Right?

Trevor Turnbull:

Yeah. Well, and I think, you know, relating it to the content, because I know this discussion is specifically around that, like creating content. It's one of the things in selling that is it's a difficult thing to find the people that are operating those businesses and then also attract them so that they know, like, well, what is it you do exactly? See, wait a second. Do you do Facebook ads? It's like, yeah, we do Facebook ads, but that's not all.

Molly Ruland:

Among other things.

Trevor Turnbull:

Yeah. Oh, you know, that's a part.

Matt Billman:

Yeah. People that aren't an agency or consultant, as it says, but investors of Kwan. That's, like, the big keywords in red on their thing is we're not an agency. We're not consultants. We're quant. So I was like, alright. I don't wanna go to an agency.

Trevor Turnbull:

Yeah. I know I had to pay homage to the old Jerry McGuire quote. Yeah. It is true.
It's, you know, if you're everything to everybody, it's seemingly in the marketing world, you're nobody to everybody, you know, but it's just not true if you choose to create that. Right? Like, we're almost paving a path that doesn't really exist. Like, just look up fractional chief growth officers, like, who even who even labels themselves as that. So up a hill already to to, like, even I, you know, communicate exactly what it is that we do. But the only way to do that is through stories through telling little bits and pieces of the journey that brought us here because it's really about a problem, and finding a creative way to solve it. You know?

Molly Ruland:

So let's talk a little bit about Let's talk a little bit about the Trevor Turnbull Show. You've been doing that for two years. Lots of episodes. How's that directly brought? How has that been a business development tool for you? break that down for me.

Trevor Turnbull:

Yeah. That started out as just a self-expression tool to say, I got stuff to say and I got people that I wanna talk to. And I don't need permission to start. You know, that's one of the beautiful parts about podcasting is you don't need a, a distribution deal with entrepreneur magazine in order to start a podcast, you know, you just you just start. And to me, that's like, I I talked about this this morning, actually, with one of the guys in our inner circle for the extremely conscious man movement stuff that I do as well. And he's just starting his podcast, and he's in that kind of overwhelm stage of like, what should it be called? And, you know, I need a logo, and I gotta buy all this equipment and I was like, yeah, dude. Been there. Like, it took me 8 months by the time I said, I'm gonna start a podcast to actually recording that first episode. And then when I did, I realized that if I just speak authentically from the heart, bring people on that I want to talk to, that I believe have value to share in this world that it just naturally flows and happens, but you gotta start If you don't start and you stay constantly in your head, then it never it never materializes. So to me and we were just talking about this before we hopped on. It's an evolution now. Like, I recorded I can't remember how many episodes. I think a 100. I I think I stopped at a 100, and now I'm in this phase right now where I'm like, okay. Let's reevaluate. What am I trying to do with this? But where it served me initially, Molly was just it had me having conversations with people that I thinking in my head that I thought I was a little crazy about, that I then talked to somebody else, and they would affirm that feeling. And I'd be like, oh, shit. I'm not alone.

Molly Ruland:

I'm not crazy.

Trevor Turnbull:

That was it. Somebody else might hear that.

Matt Billman:

Yeah. We're basically just talking beforehand, breaking it up in the seasons because you, at some point, you're gonna hit a stalemate, and you're just like, I'm just putting stuff out to put it out instead of refreshing quality stuff.

Molly Ruland:

Yeah. How is this because I definitely wanna talk about the extreme man, the extremely conscious man stuff because I find that to be really fascinating, you know, and I actually forwarded your retreat to some friends of mine who I was like, I think you would. I think you would really enjoy this. You know? Yeah. Well, it's a really unique thing. Right? And I think that, like, talk a little shit about white dudes, but, you know, I come from one. So it's all it's all love, you know, for all intents and purposes, I am a white dude, you know, but I think that, you know, guys are having kind of a hard time. You guys get blamed for a lot of stuff right now. Some of it's warranted. Some of it isn't. But, like, men are also going through a huge shift in consciousness, and there's a lot, and there doesn't seem to be as much support. So I was really, like, impressed and interested in this platform that you've created for all of that for the retreats, the coaching. So let's talk a little bit about that. What is an extremely conscious man and how does that work for people?

Trevor Turnbull:

Yeah. So it began with me hitting a point right around when I started my podcast, actually, where I thought There's gotta be more to this life than what I'm living right now. I'm grinding on the computer doing calls and stuff. I'm defaulting to my old patterns like, well, I'm really good at this, and I can make money at this. I might as well just keep doing this. And that was in a sales role primarily in when I sold my business, but Yeah. I just did a point where I was like, nope. Can't do it anymore. And my history told me that I could just drop everything and reinvent myself. So I did. And it led me down a really lonely path of trying to figure out how to navigate this world and find fulfillments and career and relationships and family and health and everything else. And then I was fortunate because I ended up running into a neighbor who was, like, three doors down for me, Mike Prince, and he was in the exact same phase of his life, just a different aspect. His breakdown was a physical health issue. with Lyme disease and mine was just a lack of inspiration and purpose. And together, we just started doing stuff, you know, like we jump into the river and do cold plunges together. We kinda joke about it now. You know, these phases that guys typically go through to create change in their life. First, it's like comfort on cruise control.

It's like, yeah, I would change, but I'm pretty good. You know? I like watching Sunday Sunday football and drinking beers. I'm good. I'm good. You know? And then eventually it's kinda like you discover, like, Wim Hof, for example, and you go, oh, that's interesting. A little crazy. I'd never do it, but it's interesting. And then a breakdown happens. Something. Right? Physical illness, relationship breakdown, death in the family, financial stress, and you're forced to go and look for answers. Right? So you become curious. And then to tie it back to what I was just gonna say though, then usually as guys, what we default to is we say, alright. I'm doing this. And you just bravely jump in. Yeah. Like, for in our case, it was like, let's go in the river. It's three degrees Celsius, and let's do it every day for, like, three months and record ourselves in, like, It was kind of nuts, but that's what guys do. You know?

Matt Billman:

Guys being dudes, Man.

Trevor Turnbull:

guys being dudes. But then what we learned though too is that that's not enough. That's not what creates change. That just creates a dopamine rush. Right? So What's the next thing? Well, create an intention for what you wanna create in your life. And then you gotta go down that path of creating habits. Right? So You gotta acknowledge your current reality, accept it, and speak the truth. Like, I'm in shitty shape right now. I need to eat better. You know, I don't move my body, whatever. And then create a practice that turns into a or a behavior that turns into a regular practice that turns into a habit that creates new ways of being. And then before you know it, you're a new person, and you're at the bottom of the next level, which is just things that kind of level up again. So that's where it came from was, like, just a desire for us to shift something in our own life where the only starting point was something doesn't feel right here. somes gotta change. And we just continue to navigate it. Now we do retreats. We have a community. We do coach, group coaching, and one on one coaching. And, yeah, it's all meant to serve us first.

Molly Ruland:

So that's really evolved quite a bit, and grown since the retreat?

Trevor Turnbull:

Yeah. Totally. Yeah. We had to take a step back after the retreat even too because the retreat was still very well planned as far as, like, it evolved over time. It wasn't just a dive both beats, first bravely into the unknown. But we recognize at the end of it, like, man, if we really want this to serve us and others, we need to slow down to speed up. We have to define the vision and the mission and the values We have to live it. Like, that's the biggest thing. Not that we weren't living it, but we weren't 100% living it. And now I can tell you because speaking of, like, Costa Rica and the uncertainty of the fall and everything, I'm literally in a crazy season right now. You

know, our We're going through an illness in the family right now. not sure exactly what's gonna happen in the fall here with where we're gonna move. Our kids are starting kindergarten and grade 1. trying to navigate the education system. And there's a massive wildfire back where our house is right now too. That's threatening the whole area to actually burn down the entire town. So

Molly Ruland:

In Costa Rica?

Trevor Turnbull:

No. In Canada, in BC.

Molly Ruland:

Oh, jeez Louise. No big deal.

Trevor Turnbull:

No big deal. But an old version of me would have made me poor. Like, I can't believe this is happening. How could this be happening to me? And now this version of me says, oh, yeah. More training for life here. lean into this. There's resistance all around you. What are you gonna do to create your reality and accept what's happening? Because I can't change a lot of these things. I can't stop those fires.

Molly Ruland:

Can't stop a fire. Yeah.

Trevor Turnbull:

can't stop cancer. You know? So not me personally, but somebody in the family.

Molly Ruland:

Yeah. Well, I mean, you know, this is why I really, you know, was excited to talk because I think this is important. And I think, especially, like, on LinkedIn, it's just too much focus on, like, you know, the money you're making and the deals you're closing, not you, but just in general, like, the business world and And I just don't think people are really talking enough about real stuff, you know, and especially the last few years, you know, It doesn't even matter at this point where your political beliefs, vaccine mat none of that matters anymore. We all lost everything. We lost family members due to arguments and division. We actually buried people. We left the countries. We're I mean, there was so much loss and grief all the way around that I think a lot of

people are really questioning. Like, I'm not happy, you know, and you could be broke and not be happy. You could also have, like, a super successful company. We make $1,000,000 a year and are even more unhappy. Right? And I I don't think there's enough conversation about the things that you're talking about, like accountability and authenticity and leading into the lessons no matter how hard they are. Just, you know, it's not always about selling that company. I like, we've entered into this VC world of, like, rounds and raising this. And then how much money are you making? It's like we're just in a hurry to ruin everything. And then It's like, you know, and I've even been there myself because for a long time, life was really hard for me. And it was a struggle. I had a bunch of spinal surgeries, left home at 17. You know, like, nothing was forgiven to me. And I got really used to hard stuff and dealing with it on my own. And then I started having some success and it made me even more sad because I was having success alone, and I had nobody to share it with. And I got used to not you know, lightning the load on anybody else, but then I had nobody to share those wins with. And so in this world where you think, selling your company or making a lot of money or hitting those milestones, that can actually be incredibly sad for a lot of people, right, especially if you feel like your whole thing is on it. You sell the company, then you're like

Trevor Turnbull:

Now what?

Molly Ruland:

Fuck. Now what? And then you gotta start looking in because there's no revenue markers. There's no investors. It's just you now. You're the revenue marker. You're the investor. You're the one that you gotta make happy. And for a lot of people, that's a hard thing to look inside and accept all of it. And then know what to do next, right, because one of my favorite quotes is you can't read the label from inside the jar. And, you know, it's so true. It's like, you can help other people with their stuff, but sometimes your own is impossible. So I think that there's so much value in what you're doing with the extremely conscious you know, men men's, work. I really do. I think

Trevor Turnbull:

I think I appreciate that. Even though they're all kind of separate entities, they're all tied together too because at the end of the day, I desire to find purpose and meaning and to move confidently in a direction in my own life. So everything that I do is, like I say, training for this next round of people that I come across that are looking at that question of, like, there's gotta be more. And at the same time, on the surface, they're ultra-success They're running these great businesses. They're creating impact and influence, but there's still a piece missing, and they can't put their finger on it. And there's no business strategy out there that'll solve it. You know, we saw a big internet marketing push a couple of days ago, which I'm sure you know what I mean, a big book launch.

Man, I watched that whole thing because I thought, oh, I'm curious about this. And I thought, jeez, there's a lot of people that are gonna be misdirected from following their gut instinct and instead trying to copy somebody else's life. And that's the epidemic that we're in. Everybody's looking for a damn shortcut. no shortcuts in this life. You gotta go and feel all the pain along the way and become more resilient as you go through it. But nobody wants to hear that because we want pain killers. We don't want vitamins.

Molly Ruland:

Yeah. I mean, we live in a society that's like, I wanna quit smoking, so I'm gonna take this pill.

Trevor Turnbull:

Right?

Molly Ruland:

You're like, you wanna remove something out of your life so you're adding something that, by the way, might make you schizophrenic. No big deal. Right? But it's like, or you could just not smoke, but it's like everybody wants a magic pill. They want a solution, and it's like, the solution is not do the thing, not add more, but that's just the that's just the world that we live in. You know? It's like more, more, more, all the time.

Trevor Turnbull:

Yeah. Well, that's why I think it's beautiful. What you guys do with your work and what you're doing even with this show too is, you know, it really is vitamin esque I guess you could say. Right? Are you gonna see massive instant returns from your investments in your podcast even in particular? You know? No. Of course. But will the, you know, I show up every day with the intent on providing value and not only to the viewers, but, like, to me, even since how give me a platform to tell my story. That pays off because people discover things on their own time and the own phase of the life that they happen to be in. And when they're ready, they're ready. And now your sales cycle and your closing skills aren't required anymore. Yeah. because there's a lot of trust built.

Molly Ruland:

You know, I just really focused on the importance of relationships. It's just they really enrich your personal and business life, and you just never know. I was, right after I moved to Costa Rica, like, literally a week after I moved here, I was on a podcast, you know, podcast expert. I don't know. Some convention, and I was on a panel with a couple other people. And the guy was like, and, you know, you hear this all my business partner lives in Costa Rica, and it's always like, yeah. You know, I'm sure it is 17 hours away, though. You know, everybody thinks Costa Rica is like a town and not a whole country, but I was like, okay. Cool. And so, he was like, oh, she's

moving to the beach. She was living, and she was actually living, like, 20 minutes from where I live now. And she was moving to the beach. So you guys should get together. I was like, alright. I'll have lunch. I have no idea what to expect. Right? I'm like, this guy's business. I have no idea. Maria Joiner, you know, founder scale shout out, is now one of my closest friends here and has introduced me to, like, no less than fifty people. Maria has been a super connector. And now, like, just the other day, I had a dog sitter come, and she's no Maria since, like, Maria lived. You know what? It's like, His country is so small, but you just never know. And had I not been open to that panel, been open to that experience, shared with people what I was doing? I wouldn't have met her. And so you just never know. And I, you know, I wrote recently how it's not very often when my friends become my clients, but I find very often that my clients come my friends because I'm working with people who align with me, and I align with them because I am authentic. You know, I am who I am, it took a long time to bake this cake. You can't undo it. You know, there's a lot of room for growth, but, you know, I lean more towards stand up comedy than I do, like, a church prayer You know what I mean? And that's okay because I find my people and we're good, but the relationships, I think, make everything in life better. So whether any business comes from it or not, it doesn't matter. Right? It's about filling your cup in other ways. And maybe somebody hearing this will value this. you know, and hear what you're saying and wanna come talk to you. And it's not about getting you a sale. It's about you might really help somebody out who's, like, in a really hard place in their life right now. And if I can even be, like, a tiny little push in facilitating making something good happen, I'm super stoked with that, you know, because At the end of the day, that's what it is. And the world is very small. Yeah. Moving to a whole other country really showed me how small this whole world is.

Trevor Turnbull:

Well, and the other, you know, plug for the podcast world and the content creation is that people are struggling with who to trust these days, especially with AI and deep fakes. And, like, you just don't know. Like, even if you go to your favorite, most trustworthy online source of search a k a, you know, the g the g word, But, now that we can't say it, but if you know, you just don't know. Like, is it being fed to you in a way that somebody wants you to see it, or is it the absolute effort?

Matt Billman:

Generating for you to see it. And -- Yeah. Who are you talking to? Or is that you're talking to somebody or is it somebody generating something to talk to you?

Trevor Turnbull:

Yeah. So I said this to Mike the other day, you know, I can't remember exactly what he forwarded me, but it was somewhere around the lines of, like, people not trusting each other as much. And I said, that's why in person is going to be absolutely critical going forward to and not just in person events, but even in person like this, doing an interview because, like how do you fake this? You know? You can't fake this. This is live in person. You know?

Trevor Turnbull:

Not yet. Yeah. I'm sure there will be some way

Molly Ruland:

-- Yeah. Exactly. --

Trevor Turnbull:

To give it a year. But you certainly can't fake a hug, you know, like a live in person interview on a podcast. Like, how do you fake that? unless you're talking holograms. And we're still a ways away.

Matt Billman:

So my hologram is starting to sit in every meeting with Molly.

Molly Ruland:

Yeah. I'm not that important to be holograms yet. You know, I hope I never am. You know what I mean? At least that's a two o'clock. He killed it. That's it. But, yeah, I mean, that's exactly right. And I've I've said this a lot recently too thinking about and it's like, well, you can't fake the funk with a podcast interview. That's a real connection. That's really happening. That's not like an AI generated social media caption. I mean, even on LinkedIn now, you go to write a post and they're like, would you like us to help you write that with AI? And I'm like, no, not not particularly, you know, On the same side, I will I will say this, like, loom, and there was somebody else, oh, Facebook. On Facebook, I left somebody a voice memo on Facebook and the messenger and automatically transcribed it. And it does it on Loom now. It'll automatically transcribe and summarize your video. using the transcription and AI, which I gotta say from a accessibility standpoint is pretty amazing. That's awesome. It's amazing. So I was joking the other day I said, well, it's probably gonna kill us all, but at least it'll kill us all equally. Everyone will know because they will have seen red herd whatever wherever they are, the content's getting through. We'll we'll all die together. But I do love that it's, it is making a lot of advances in that ADA realm. Right? So it's not all bad, but but none of that can duplicate this exact thing, the humanity and the conversations, the relationships that you build, you know, the the feelings, the empathy that you share was one another, you know, that is all real and can't can't be fake. So I'm super stoked that you came on today. And, you know, of course, keep me posted if there's anything I, you know, can do to help or I I mean, I don't know what that would be, but, you know, you gotta fan and a friend in me, and I I hope things improve. I know, you know, I I lost my mom, like, two years ago. And so it is, like, you know, it's difficult when a family member is sick for sure, so send y'all my best. And, you know, if there's anything we can do at Heart Cast Media, you, you know, me, Matt, the whole crew, whatever, you let us know. And, if you do come back, you gotta

bring the kids up. You gotta come spend a few days up here and chill out all these beautiful flowers and lush.

Trevor Turnbull:

Absolutely. I know that's one thing about Costa Rica. We didn't spend a lot of time jumping around in different places. And if we did, it would be a day or two here. You know? But you gotta spend a good week or two and then you get a feel for the area and the people and the weather and things to do.

Molly Ruland:

So it's a great place to do retreats here too. It's a lot cheaper. It's a lot cheaper.

Trevor Turnbull:

Yeah.

Molly Ruland:

And then, like, no sorrows in the beach areas, it's, like, a whole different ball game, but that's a whole -- Absolutely. -- different conversation from whenever that time is right. But, Before we go, what's the best way people can find you, talk to you, or reach out to you? How do they do that?

Trevor Turnbull:

Yeah. I think, you know, just Google my name in the first piece. Just Trevor Turnbull, t u r n b u l l. you'll come across my personal website. extremely conscious.com is our extremely conscious man movement. And then single.com is the one that explains kind of the model of what I quote, unquote do for work. Even though I don't consider it work, the best way is to find me. And I put content out on LinkedIn and Instagram and Facebook primarily.

Molly Ruland:

Yeah. You're super consistent with it. So if you're looking for new podcasts, if you're looking for any things that, you know, we've been talking about today, definitely hit up Trevor and visit his website. And I'm gonna hit up your I gotta get your wife on the show. That'll be the next

Trevor Turnbull:

Oh, she's got a story to tell too. Let me tell you, and she's just stepping into that ownership of that story. She's kind of in the middle of the journey, which, as you know, is messy

Trevor Turnbull:

I'll let her step into that whenever she's ready, but there's no doubt she's gotta stop.

Molly Ruland:

I'll reach out to her and put my hat in a ring for when that time comes because I would love to meet her and chat with her too because it's a it's a it's a, you know, it's a whole thing. So, thank you, Trevor, for coming on the show today. We appreciate your time. And, yeah, stay warm up there in Canada. I hope fires are, you know, get contained and everything works out. But I have no doubt no matter what, you will. You will be okay. You and your family will land on your feet, and whatever happens next will just be fodder for the next lesson for you and for what you're gonna share with everybody else who's gonna go through it too. thanks.

Trevor Turnbull:

Thank you so much, guys. Appreciate it.