

Legendary Legacy with Jordan Guernsey – The Light Inside: Truth in Business, Life and Love

Note: This is a personal interview conducted on November 18, 2014, a few days before Jordan passed away in his home on December 8th. He was 30 years old. As a Maverick1000 member, we've travelled together from one place on the globe to the next. Everything from the Ice hotel in Sweden to helping orphans and building villages in Haiti. The conversations we've shared over the years were intensively powerful and enlightening. I respected him as an entrepreneur but also one of the most beloved men I've had the honor of knowing. As he was in very late stages of melanoma, he agreed to this private interview as a way to further his legacy and share some of his insights with the world. It was, and still is, my absolute privilege and joy to be able to bring this forth... - Y.S.

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Yanik Silver: So you and I were talking about this a little bit earlier, you and I met and we are still not sure if it was Inc. 500 or in Vegas or a drunken spree or...

Jordan Guernsey: It was a drunken spree. We can just assume that. Somewhere.

Yanik: Somewhere. Somehow. And then at Inc. 500 I came to your house and saw the picture and saw you with the silly bright green bowtie that we gave out to people and you weren't even a Maverick member then.

Jordan: Nah.

Yanik: Yeah. That's what we were trying to do. We were trying to recruit, trying to force you into wearing the bowtie.

Jordan: Hey it worked.

Yanik: It's that Cialdini, like, commitment consistency principle.

Jordan: Argh damn you.

Yanik: (laughs)

Jordan: Marketing 101.

Yanik: You and I were talking a little bit about this and this is a slight fast forward, but like Joe Mechlinski, who's a Maverick member and one of my partners he was talking about, you know, I met Jordan and he's like, his first event and he said I don't think I would have connected with Mavericks as much if I hadn't met Jordan.

Jordan: How nice.

Yanik: He sent you this long message today about it and, and you and I were both talking like we don't always recognize...

Jordan: the people you talk to...

Yanik: From Sweden to Haiti and we have been on other adventures, I'm sure too but, so give us a, give us a little background that you'd founded –Molding Box we're talking a little bit about when we were 21.

Jordan: Well, so I'll give you a little, I'll give you my life back. Yeah, nah, Molding Box is more interesting.

Yanik: I was born 6 pounds...

Jordan: I was born six pounds and four ounces, South Carolina. Grew up in Pheasant Grove, Utah. Actually, that's kind of a true story. Well I got kicked out of High School actually at 17 so I moved out from Pheasant Grove High School which is... I live in Salt Lake right now and if anyone's familiar with Utah, the worst things about Utah is Utah County. That's what everybody thinks of. I grew up there, and it was horrible.

So moving from there to Salt Lake County is like oh my gosh. You know, it's like moving from I don't know, Guantanamo Bay to the Ritz Carlton or something like that. We got up to the Salt Lake and moved in with my sister and worked for my brother in law doing credit card processing, got into product development and like I was telling you earlier, got into fulfilment and just the fulfilment got out of control. We were selling like how to make money on ebay, how to make money online using government grants...

Yanik: Was it your own stuff or

Jordan: Yeah, so we were doing the Heiress credit processing and realised holy cow, these guys are pumping through tens of millions of dollars a month, why don't I just do what they do and build our own products and we had all the merchandise in and so we started doing that and we just started crushing it and at a point we started sending out a bunch of physical stuff and it was too hard to handle in house and we started looking out for an outsource and everyone I called sucked, like no customer service, no anything so I'm just like alright, I'll go do it so I went back to my brother in law and said I'll do it and charge you this much and if you're good with that, let's go. Literally like two days later we were alright cool and we went to my mom's basement and just started.

Yanik: 500 bucks.

Jordan: 500 bucks on a credit limit.

Yanik: Nothing like ignorance when you're 21.

Jordan: Yeah total ignorance. Total ignorance and this was going to be so easy and within a month and a half I got slapped by a fine and from the, what was it, the Partner of Workforce Services which was a hundred and something thousand dollars for not having some insurance.

Yanik: Nice.

Jordan: But luckily I met a lawyer and he saved me a hundred grand and I'm just like, I'm just like you're my lawyer for life man. I don't care, you just paid for yourself. I was definitely school of hard knocks from there and somebody asked me how did you grow the

business because as you said we met on the five hundred list, well I started out with nothing and we, that first year we earned maybe, I guess that is a lot of money. We did four hundred thousand the first year and then we started exploding.

I think we were part of a trend of, we were in the right market space at the right time and then we captured on the marketspace and so any time anyone wanted to travel anywhere, clients would go out there and we would get referred to and we treated them like gold. Get them on board and do what they wanted us to do and then you know, that just helped us grow, fuel the growth and we weren't dumping money just to dump money. It was back into the company in order for it to continue to grow. It grew from that and it moved from my mom's basement which was 2,500 square feet up to my brother in law which was 5,000 square feet which grew to 10,000 square feet and from that we have a new facility which is 50,000 square feet now and we have been there since 2012, I think, and that's about the time when I got cancer.

Right when we started to move into this new building is... It was like we started like in maybe July of 2011 looking for a building and then finally got everything approved, got all the build-out done, by February we had it done. I walked into the office in February, I had some lymphnodes swell up in April, and I was out of the office by April. So I got like a month and a half in my actual office that I have now before I was diagnosed and forced my way back out of Molding Box into you know, health stage, I suppose.

Yanik: Yeah, so I assume the new office is pretty awesome and I got the little mini, the little what is it; I think the palate was...

Jordan: Nice, nice, yeah, yeah....

Yanik: So Molding Box with kind of like, if you were going to talk to your younger entrepreneurial self, what are some of the things you might have told yourself?

Jordan: I think with Molding Box I might have told myself slow down, like that's one of the biggest things. Slow down and define what you want because, I just ran, like that's the main thing. I was just like go. The whole thing for me was we have got to be successful, to be successful we've got to grow, to grow you'd have to get more cash, to get more cash you'd need to get more customers and so on. We were so focused on the growth, so focused on the we had to be bigger, better, faster instead of focusing, in hindsight, I would have focused more on what I really value.

I would have focused on who I really would want to work with, focused on profitability, really focused on the four things, the two things, the one thing I do really well and stop doing all the rest because I have wasted so much money pursuing opportunities that were just opportunities and weren't really in our wheel house but just, they were there and they were low hanging fruit and it was something that we could do so we did. But then ended up wasting a lot of money and we thought it was a bigger market than it was. Versus just sticking with what we were good at and just following that path so that's probably the biggest investment. We don't want to be, you know, trust but verify, I think I heard that from you, at a Maverick event probably a few years ago.

But one of the things when I stepped down out of Molding Box, I had to hire a CFO, a CEO. I had to bring in management teams, hindsight being what it is, 20/20, I would of much rather taken the time to find the right people versus just finding people to go in because I needed the

people at that point in time. It caused some messes in our like, they all resigned back in, about six months from now, back in the middle of this year, 2014, during the company that had done a lot of things that just weren't ethically right. Luckily, I still had the energy to go in and turn it around and we have done a lot more now, we have learned a lot from those mistakes but in hindsight, I didn't have to deal with that, that would have been friggin' awesome. I think that was two things, focus on what you really want, focus on what you really love and just do that. And then when you going to get a teammate make sure they are really on board and really vet them out and really make sure they are going to be a long-term not just that they say they're going to be a long term.

Yanik: The trust with verify, can't take credit for it, but it's a Regan quote talking about Gorbachev, during that time period. You know so it's interesting right, because on one hand when we are young, we are pursuing every single opportunity because that's how you kind of figure out...

Jordan: Not to do them all... (laughs)

Yanik: Well, yeah or you're like there's something here and we're going to keep going and make that bigger because there's marketplace here and then on the other hand the maturity kicks in and like 'Maybe we shouldn't have done that in that way'. Where is that sweet balance of being open to opportunity but also cutting back the growth a little bit?

Jordan: Yeah, and that's a really, well the way you portrayed that, you're right... you have to find that balance. I mean, you can't be so conservative and you die and you're not taking risks and you're not stretching.

Yanik: When, you're like 22, of course, I'm going to do this and I'm going to say yes to everything my client tells me because it grows your business in different ways.

Jordan: I think it comes down to again, a definition of like... I think business cycle is like, you start out and we need money. That's what you're going for and as you mature and as you realize that I'm trading my time for money right now, and I don't really have a product. That's when you have to start thinking, well what is our product? Well I'm not saying a widget or a water bottle.

You know for Molding Box, for us is like all of our inclusive skin and nutraceutical offering is a product we can sell and it's something we know what we are doing and we can replicate it over and over again to multiple people versus being that custom shop. When that switch happens, I think for us it's when you get enough people, if you've read a good degree on the Flywheel Concept where there's, let's say you have 30 different product offerings but when you really look at it and you look at that 80/20 rule, only 20% of it that is actually generating money and the other 80 is just burning cash.

When you can objectively look at that, that is when you have to make the switch and a lot of sellers can't objectively look at that because they get so emotionally involved looking at the 80% rather than looking at the 20% that is actually creating revenue around the 80% because it is a passion project and their ego is in the way and they don't have the right facts, they are assuming all of the other things versus looking at it as a business and saying here's the money, this is the profitability, this is where it's really going and this is how it's working,

let's cut off all this stuff and just go this path. It's hard for entrepreneurs to do this because it's their baby and they're like I really like this feature, but your customers don't.

Yanik: Yeah, when we are getting really confusing messages and you know I think what you bring out for me is that all revenues are not good revenues...

Jordan: I hear quite a lot of well, like law suits or anything like that, you have a choice, you can throw good money after bad money, or you know that's really your only choice. You're not sure if you're going to get that but you have the money now, you have some money now and you pursue a lawsuit, but its bad money so you walk away and do whatever you want or it's up to you. It's all part of the cost.

Yanik: It's not even the bad energy that's...

Jordan: Do you go to ground with it...

Yanik: Yeah. So let's talk about people. You have, I forgot the exact slogan that you guys have...

Jordan: Unleashing potential

Yanik: That was kind of like your north star, it was like your big mission or...

Jordan: I think for me, I love people, I just really love them. I have come to love people. I have a hard time with the human race sometimes, and I'm sure most people do. They're so asinine. There are so many things that people just fight over and do and you know that makes no sense to anyone ever if you actually think about it, but that's just human nature. And what I have circled around here, you know, I used to be very bitter because I have been screwed, I have been whatever it is when you are trying to externalize all that blame that someone did something to you but when you really...

Yanik: Is this business or...?

Jordan: Business, life... just feeling like you were taken advantage of or you know some type of blame out there. Well, in the last couple of years, with cancer and stuff, it's really switched my perspective to look at all the stuff is just happening to me internally so if I am getting mad at someone doing something, it's not because of what they are doing, it's because somehow I am reacting to what they are doing.

What they are doing is bothering me inside so why don't I just fix that inside of me so that I am not offended by this person and I can have this genuine love for this person? So I can have respect and try and help this person as much as I can without those prejudices against myself. So that's all it is. When you look at people, and people are just mirrors of you. You look at them and you're like, I don't like that about you because I don't like it about me. The way you act this way because I can see that being reflected in myself, and so I am going to ignore that and say you are a bad person like that. Or if you are more accepting and open and realize that all your flaws are my flaws and all my flaws are your flaws and it's a lot easier to just love each other and move forward.

Yanik: Yeah, we are going to get into that for sure. So I think that gets to the real interesting conversations of human dynamics and unity of everything. So on the business side - releasing potential... How did, if you had your way of what that looks like for anyone, as an entrepreneur or for anyone you know, your kids growing up or my kids, what does that look like?

Jordan: I think it is a path. That is really what it is. My, I guess a mission I have, a mission for me is to set people on a path. I don't even know what path or what the right path is, I feel that there are so many people so lost, they don't know where to go, don't know what to do. You hear about college kids that get a degree and didn't think. They did this because they were supposed to and now what, you know? And I think for me there is potential, there is an option out there, there is a path. It's not just about what you think you can do, anything, you have full capability to go out and conquer the world. Choose, you know. You can choose any path and maybe it's a path through business, it's a path through spirituality, it's a path through love, through sex, whatever it is. I think, for me, a success is getting someone to realize they can do something and for me that is a mission potential, you know.

Yanik: Maybe letting them see a bigger future...

Jordan: Yeah, yeah. A bigger horizon than what they currently see.

Yanik: I absolutely, totally share this about the status quo, you go out, get a good job, go to college, do whatever, it works out sometimes for some people but it's such that just the confining box and I think, like I see with my daughter, she's like this creative, really outgoing, bubbly personality and you know my son has this different personality as this loving, cool caring boy and if the school system is going to treat them in this exact same way - it's sad...

Jordan: Yep, it's really sad. It's really sad.

Yanik: And unleashing potential for me, when you bring that up means finding like that best possible way they can live out their biggest gifts...

Jordan: I agree.

Yanik: What have you found that's helped you?

Jordan: I think it is identifying, I mean it's so much internal work and that's what it comes down to. It's identifying what you're really best at. It's really defining what is my stick in the mud? What am I going to be best at so that I can be that flaming star, so I can be that, you know, who cares? All my weaknesses go away because my strengths are so big. All my weaknesses people lay on me doesn't matter because I am so good at this thing and that's where a lot of people fear because they think as they get bigger and bigger, people are going to notice my weaknesses.

Stop focusing on the weaknesses and just focus on what you are good at. You hear about concert pianists were blind or deaf or different elements people get over. They didn't let that stop them; they just did what their work was and I think that's what the key thing is. People need to really understand what they are best at and what they really want.

You know, the thing people grow up being told what they want the whole time. You're told you want a job and you're told you want to be a good son, a good daughter, you're told you want to be a good cook, you'll want to be able to take care of this, you'll want to be able to take care of this and you want God to love you and you want so many other things and you get so lost in the construct of our realities that we are not able to break it all down and define who we are and say what do we actually want out of this life.

Not ignoring what we learn, but taking what we learn and actually learning from it and saying that was stupid and crazy and I need to do this, but I really like this part about me. I really like the strength that came out from this tragedy and I like the sorrow that came from this to help blend that and make the whole thing and I'll use that to move forward. I don't think people do that or enough or seriously enough to define *this is me* or this is how I am going to shine.

Once they have that then they are confident in it and no one can stop them and that's some of the things I want my kids to really know. You know, it doesn't matter about academics, it doesn't matter about the smartness, it doesn't matter about the books or anything like that. If you love something just pursue it, you will be successful. It's just law of nature. You're just bound to do it. It's just going to happen.

Yanik: Yes, something, I don't know if you have read this book, I told you about it or not, it's called the *Great Work of Your Life*.

Jordan: You have mentioned it, on like Facebook or something.

Yanik: Yeah, so in there, there is an exploration of the Bhagavad Gita.

Jordan: Ok. Yeah.

Yanik: So in there, one of the main principles is that you can't be attached to the fruit of the work...

Jordan: Yeah, absolutely.

Yanik: The work is if you put your true heart and soul into it then you have won already. And from that exact same place, if you are pursuing something you absolutely love and want, you want and as long as you aren't attached to - I'm going to get accolades or I am going to get some "success"...

Jordan: Yeah, some outcome out of...

Yanik: That's really powerful, and that's been a huge learning for me, even lately and it's...

Jordan: The joy is in the doing. That's what it is.

Yanik: Is there a time that comes up for you when you can just consider you put your true heart and soul into something? It could be work; it could be anything.

Jordan: I mean now, honestly, it is when, there are times for work. Work is just awesome because you are with entrepreneurs and business energy and you get sucked into it and it's

just so easy. You just get into that rhythm. But now honestly seeing my kids and seeing my wife, I live in such a moment to moment thing anyway. But just being in the doing the family stuff. Like just being here.

Where my physical strength is going down and down farther and I have to mentally suppress a lot of shit because it is just like not being able to walk is a really difficult thing to accept and really start processing. And so it has been a lot more mental acceptance, but being able to do that while still being able to smile around my family and being able to be here and just be a present has been a passion for me. Just trying to see my kids every single day, seeing them smile, seeing my wife, just do those things and all the other stuff. It's just all a journey. It's all stuff that is going on. I can be happy and some days I'm groggy and some days I'm sad and you know things like that, but it is ok, it's ok to do all that stuff, as long as I know I'm still going down the right path. I'm still going with my kids, I'm still going with my wife and you know things like that.

Yanik: So let's get into that a little bit, this transition that 2012, you were diagnosed with cancer, melanoma, what stage was it?

Jordan: Stage 3C. So I had two lymph nodes swell up. They took out 20 of them, and four of them came back with melanoma so they stage it 3C. So I originally had eight years with a mole on my head - right head, got them removed, then they did this MOHs procedure which was supposed to be the correct procedure.

Back in 2012, I had some lymph nodes pop up, got those removed, like I said they took out 20 of them, four came back with melanoma and because they were all in the same spot, they called it 3C so it goes to stage 4 when it metastasizes outside of that. So I did radiation, did biochemo, dropped out of biochemo. Went through and did all natural stuff, did everything like that and kept on seeing more tumours pop up and so jumped on to some clinical trials that were being run through the huntsman. One of them literally saved my life and went to two or three other ones. And then kind of in and out of radiation, in and out of some type of chemotherapy, some type of alternative treatment or regular experimental drug for the past almost three years, pretty consistently. So I think the last nine months, I have been at a doctor's office at least once a week, so...

Yanik: I know some of the ways that's changed your life, and I like to hear from you too. Obviously in business you've said I am not doing this anymore and the team is going to take this over as there are some pluses and minuses as you've talked about a little bit before. But I think the ability for you to elevate yourself out of business is really more powerful than leaving yourself in there and just withering away...

Jordan: I'll try to touch on business, spirituality, and life. They are all kind of entwined, and they all kind of happened around cancer.

So I know what you're saying so the greatest thing I did do and the worst thing I did do with Molding Box was just stop and walk away because I could have set it up a lot better, and I could have spent the time to get better people in there, get better management and get better things like that. The reason I say this is the best thing I did is because it just forced me to leave. I mean it's got to run or not, and it proved that it could run and it was organizationally sound, and I built it well enough so I was able to remove myself almost completely for almost two years without detrimental or anything really happening there.

It was when I had to step back, one of the debates me and Paola were going back and forth. I was like - well I could go and sell, I've done that forever. I could go in and run this thing. I can go in and take on all this burden, but let's wait. Let's see what's here and see what seeds are planted. Let's do the work; let's harvest and not expect anything at the end of it and actually see what is going to happen.

So a month goes by, or something like that, and I start slowly not entering myself but dropping suggestions and telling people what to do and identifying the things that need to happen. Honestly within three or four months, had a really big shift. There was a lot of culture, there was a lot of things that were there. I had the mental shift and I was like holy crap, this isn't a small business. This isn't a start-up. It's a real business. It has been around for eight years. It's a producing business. It's always going to be. We are still a multi-million dollar business at the end of the year. We have had some hiccups.

Ok so if we have all that in place, why are we stressing out? Why are we so stressed out about I'm not here every single day? Why don't I just find the team members to bring in to replace those people who aren't going to be here? Because there is no point for me to get re-involved and then if I do die, we are in the same situation where Paola is going to have to take over. And then there is no leadership there; there is not anything like that. And so in the last three months, we have been really gearing towards finding the right team members, really training them, building the trust between the family and the business. So when that transition does happen, the communication is already there, the trust is already inbuilt and they are all on the same page of what's happening.

So it's like a blessing in disguise with my C-suite leaving when they did because it forced me to make moves, and it forced me to make moves that were way better for the business, long term and it made me emotionally not involved which is great so...

Richard (Jordan's Dad): We gotta go. See you. Love you, son.

Jordan: Love you too.

Yanik: So we'll talk about the changes in life and spirituality of finding, I mean when I think about, you know, how I knew you from before and then how you've showed up the last couple of years, it's like the same Jordan. It's like you're the same essence and same person, but you show up in a whole different way. I mean the conversations we had in Haiti and Sweden are just you know, we're talking about God is inside all of us, we're talking about you know, what's real, what's illusion and what's...

Jordan: Well, I think what happened is that cancer is really one of the greatest gifts anyone can ever get because it just cuts out all the bullshit. It really, it makes you free, that's one of the biggest things I think I have gotten out of cancer is total freedom. Like I don't answer to anyone. I have no like... it sounds very egotistical but the goods and bad of opinions of others is no concern of mine. I don't care what people think about me. I don't need to think what people think about me. I love everyone. I'll turn the cheek every other time. You know, I'm totally confident with who I am, but it took cancer getting me to all that.

It took me, being a business owner and being everything like that. You go after the fame, you go after the success, you go after the status quo of how big my business is. You go after all

this stuff, but you never really ask yourself why. When I got diagnosed with cancer, it stopped everything, and it made me really start asking myself why am I doing these things? What is the purpose behind all this? You know I'm facing a deadly illness, now I have family. I'm not really that happy. I'm just going after money. We're making a ton of money. I'm doing all these things, but internally I am not at peace. I don't understand what's happening, and so cancer made me stop. I started doing a lot of reading and a lot of meditation and trying to slow my mind down because ... and this is funny... I'm sure you're the same way, but everyone is diagnosed as ADD, but I don't give a shit, it was just me. Right?

It wasn't until I was 30 that I started, you know me and my wife were going through counselling and stuff like that – it's one of those things where she was like around thirty they start figuring it out. You know, you're an asshole to the tee exactly how I am but it is just those realizations that have come up because of cancer, the perspective I have on life now. I don't live in a dualistic life like a lot of people. I don't think there is a right and a wrong. I don't think we're good or we're bad, or I'm being punished for something or you know my body did something wrong or anything like that. I feel like I've gained a depth of mind and knowledge and a depth of soul that I just did not have before.

You know, I think I wasn't very charismatic. I wasn't very positive. I wasn't very me and like just getting out there, but I think I have rounded that out with the love of family, the spirituality that I have gotten and the faith that I have discovered, the truth that I have found, and my own path, my acceptance of God, my acceptance of death, my acceptance of just being open-minded and not knowing anything and really realizing I'm the dumbest person in the world. The more I learn, the more I am like nope - don't ask me anything because I have no clue. I can point you in a direction, but beyond that like, it's just a journey. It's just an incredible, incredible journey.

Yanik: Yeah, I mean it's interesting, it really mirrors some of the stuff that I've been going through. For me it was about seven years ago, when I looked at my world as making a lot of money, had a great family, had a great reputation in the internet space. I just wasn't happy, and so I started journaling and thinking about it and trying to figure out what does make me happy. Then it turned into this path of the deeper knowledge of spiritual practices and I meditate every day...

Jordan: Good on you.

Yanik: I do yoga a couple of times a week...

Jordan: Nice.

Yanik: It's just like all those things have broadened and opened up all these different awarenesses and truths like you say, perceived truth maybe, but regardless... It's something bigger than it was before. I really see this merging going on and it's exciting to see, we're at this position in time where we are at the merging of, I call it... when I went to Peru, I wanted this, my intention was to align my head and heart and my divine inner child and verge all of those. So I look at the head as all the business stuff. And then the heart is how do we make a difference and how do we show up in the greatest expression of ourselves. Then the inner child is just being the goofball that you are.

Talk about the acceptance because I remember a conversation we had in Sweden, and I might be para-phrasing, but it was something like I want to change my diagnosis if I could and...

Jordan: Well, it's one of those things where, cancer was one of the greatest gifts that was ever given to me because I looked at it that way. Let's say Poker - you can look at your cards and say they suck or you can look at the cards and say these are the ones I have to play with. There's nothing... we really don't control a lot in our lives. That is one of the things I have come to realize. It's that illusion of control that brings suffering, that brings discomfort, that brings I'm not okay, I can't accept what is going on. If you can start letting that stuff go you can accept what is happening to you, it's so friggin' free.

I feel we want these outcomes to happen. We want all these things to fit into our own little world. We want, as we're going through society, if someone pisses you off and it's their fault, if you're walking down the street and you wanted something but it is closed. It's - oh my gosh the world is against me and everything, I don't think you realize that you are not the center of the universe most of the time. So for accepting for me, I know this is very superficial but for me getting into cancer, getting into death, getting into the end of life and stuff like that...

When I first got diagnosed I wasn't really, I wasn't really like shocked. I'm such a go person. I'm such an active do-do-do person that it hit me and I was like - Ok well we'll deal with that and I just kept going. Didn't really think about it, didn't really think about it. The next thing that came up I just kept going, going, going and honestly it wasn't even until the last going down to Brazil and having that emotional breakdown of the real anxiety that I am feeling behind it.

I have always been accepting of dying. I've read plenty on death. I've read plenty on philosophy and God and all this stuff that it's never been like, 'What we have to die? Oh that's so shocking!' I've always been okay with it, but like never really been emotionally okay with it until Brazil when we went to the Sacred Waterfall and literally went in the waterfall, water came over and I started walking up and I just had this breakdown. I started crying and just this emotional break and went to talked to this guy and ____ (33.34) was there too and I think what it was, was the anxiety, that's the main thing. I never accepted that it is scary to die.

It actually is very hard to face something that is just so unknown, but the thing I love about what I have done in the last couple of years is meditation like we talked about and really exploring who I am and really becoming okay with who I am because being able to accept that anxiety and being able to accept it and not just run from it is huge. That was probably the toughest thing, and it's still those emotional things that I'm getting through.

My biggest fears right now are leaving my kids and my wife. I'm not afraid of what's next. I'm not concerned about what's next. I don't know what's next, but the main thing is leaving what is here behind and going back to Bhagavad Gita - his whole thing was all life is suffering so get rid of all attachment and you won't suffer.

And one of the things I was thinking is that like, you know that sounds all right but it is sort of dull. I'd much rather going through the life that I have gone through, I'd much rather be in so much pain because I am losing my wife and my kids because I know searing through me and I know I will never lose that versus just being okay just letting go and walking away from

it. And that's where I have found my own truths through the Bhagavad Gita, through Ghandi, through all these other things. It's not just one path. This is my path for me, and I'd much rather follow this path because it means something to me I guess.

Yanik: Yeah, absolutely.

Jordan: So that was the acceptance so...

Yanik: Let's turn this into a slightly weirder conversation since we're not talking about anything, right? Do you want to take a break?

Jordan: Nah.

Yanik: So, you know I have explored many different entheogenic substances. I think every ancient civilization has all sorts of ways where they've altered consciousness just to get closer to the divine. And, I don't know, us in America labelled everything as Schedule 1 and tried to make everything completely illegal. There have been studies where they give people who are near death are Psilocybin mushrooms, and the anxiety of death has lessened. You and I have done mushroom journeys. I just got back from Peru and had a San Pedro ceremony with a Shaman there, and it's like that has been going around for 3,500 years in that culture, probably more, any insights that come up from that?

Jordan: I think marijuana is what I've done probably the most of and mushrooms. I think everyone in the world should do mushrooms at least once. You have to. There's just no way you can... It's just such a different perspective in life. It just opens up your life to thinking different things, and weed is just the same way. You smoke it. It's amazing; it makes you giggle, no side-effects. It just feels awesome.

I mean it and honestly like, so I'm on these crazy opioids right now, like straight opioids right; methadone, hydrocodone or something like that, basically they have no ceiling. I can take as much as I want and just keep going and going and going. That's a poppy seed plant and thinking about the poppy seed plant and the human body can interact with that much pain killers, no real side effects besides like constipation, that sucks. But that symbiotic relationship really, in my mind, is like that's proof of God.

Like that's easy enough to say, we should probably be using these things to help us understand who we are as people and how interactive or how connected we really are with the planet that we are on and really connected we are with the rest of the things in this universe. I'm a big fan of it. With 'shrooms, I've had good, fun experiences. I've always had fun experiences with mushroom and weed and stuff. But I have never gone on... I was really sad I missed that Peru trip actually because I wanted to do that guided, like the guided finding your spiritual animal using those types of things or whatever it was you guys were doing with a professional to walk through that.

Yanik: Yeah.

Jordan: So, but I think Cline's coming on Monday, and I think his going to bring some.

Yanik: Well there you go. He'll be like your Shaman.

Jordan: Yeah, the cool thing about the hospice I am with now is open for everything....

Yanik: Do whatever.

Jordan: The whole thing is just like comfort. Like whatever you need, if it's going to make you comfortable, definitely do it. If you need more of that, go for it, we're here for you.

Yanik: Do you think it requires someone getting bonked over the head with cancer to go through and get to the realizations that you have come to?

Jordan: I would like say no. I would like to say that I am stubborn as shit, because I am. I don't think people will get... there will never be another you, there will never be another someone that the way that I did it would ever happen again. But I pray that someone can take my example of getting cancer and change their lifestyle now so they can live a much better life... healthier, longer life than I did.

Yanik: Like, we hear it all the time from people that are like stages of what they're going through. Spend more time with your family; don't be at the office. You're not going to wish that you worked more, that you sent that extra email, or whatever you did. Like how the hell do you get that message out because it doesn't seem to stick all the time?

Jordan: Well that's the problem, you need to go through challenges and that's people don't go through challenges because they would rather rely on other people, they would rather beg, blame, do everything else instead of take personal responsibility and say it is my responsibility to be happy and it is my responsibility to go through this shit and make sure that we can still love. I think you do have to face adversity. You do have to fix something big. One thing is, just say money. People get all stressed out about money and all these other things that, we need money, we need a house, roof and clothes, blah, blah, blah, blah. Well no, you really don't. That's just a society thing. It really is. If you really want to, you can go to live in the mountains for free. I know that's an extreme, but when everything was going down in Molding Box and me and Paola were looking at our finances and really trying to understand everything and I felt like a failure. Again, I hadn't cried for 28 years. The last 2 years I've cried more than like I ever wanted to in my life. She was out of town. I fell over and started bawling, and I felt like an absolute failure.

Yanik: Felt ashamed.

Jordan: Yeah. Felt ashamed that I hadn't set this up right, that I did these things and oh my gosh you know we had like this long conversation. But at the end we realized that love will conquer all, love will conquer absolutely everything. If you focus on that, all the other shit is just bullshit. And so, we got home and we are just sitting there after contemplating for a bit, getting our heads around, getting around the emotional part out, you know all that, you know what? Fuck it. If it goes down, it goes down.

Plenty of people have gone out of business, plenty of people have gone bankrupt, plenty of other people have done other things. People have done way worse stuff, are way worse off than us. We still have some money in the bank. We still have a savings account. We still have food on the table. We still have this stuff, and if it all goes away, it all goes away. We have each other, we have our kids and if we can focus on that, our family will take care of us, we have people who love us.

Why are we worried that we lost a hundred grand this year? Why are we worried that we are not millionaires? Why are we worried that something may happen? Because a meteor can come down and blow up all this shit to. So let's stop focusing on all that, and start focusing on what we have now and I can be happy that you're alive. I can be happy that I'm alive. I

can be happy that my kids can smile and give me a kiss and a hug. I'll be okay with that. I am content with that. I don't need more. More is always greater, but I'd rather plant the seed then just let it grow. And hang out and do my work with my kids while everything else is growing.

Yanik: Yeah, and it is so much about what we focus on. It's really easy for people and I get stuck in this every once in a while too. What you focus on expands... and so our business is going to shoot here or this is not going well, and you just keep on going into this downward spiral or if you actually take the time to regroup and realize this is what we have and this is going well, and it's just a different perspective and it's exactly what we give meaning to or what we put attention on...

Jordan: What we put energy on, grows...

Yanik: Yeah, exactly.

Jordan: It has been very difficult the last couple of months for me to really write. I used to do my gratitude journal every single morning and write about what I am thankful for and it really sets the day right because you go into the day with an attitude of gratitude. You look for things that are positive, and you find the positive people that are generating those positive things, who are usually doing those positive things, who are attracted to positive things. You know if you start with a negative it is exactly what it is. You just follow those paths. You choose to go positive or you choose to go negative and it just starts in the morning and you just choose to do this, you know.

Yanik: Yeah. That shame you are talking about from the last couple of years when things were going sideways with my publishing company, which use to make a whole lot of money because I was focused on where my true passion is and trying to figure out what the hell it is. I had those same feelings and I'm like shit, I should be going back to what I know and exactly what works to making a bunch more money for my family. But I just couldn't, it wasn't in me to do it because it was like cutting off something that I knew that I wanted to pursue. I don't think you're the only entrepreneur who's ever felt that kind of emotion and we suppress it or we just...

Jordan: ignore it...

Yanik: Yeah and it's like if you face it head on, like you said then it even that awareness of it makes it potentially makes it go away or you're going to handle it in some different way than just simply ignoring it.

Jordan: Well, one thing I heard is, 'The solution to every problem lies in the problem itself.' So by ignoring the problem, you're just ignoring the solution within it. Once you actually tackle it, the solution prevents itself and just says oh...

Yanik: And getting truthful and getting real about it, like here's where we are. You know I still, I don't even love looking at our P&L just because I just don't want to see everything that we have going on. We are back to profitability and doing better but, that honestly is a thing that I actually am going to work on that. I want to get that a little bit better.

So let's talk about destiny. Do you believe in destiny?

Jordan: Oh, define destiny.

Yanik: What is your definition for it?

Jordan: Destiny. I think there are certain things in this world that are meant to happen. I think me and Paola were destined to be together. Absolutely. I could not imagine this life or any other life without her. I have never really believed in fate. I have never really believed in destiny, never really believed in God until literally the last couple of years just being with Paola because of how well we get along, the relationship depth that we have together, the shit we've gone through, and survived and thrived. It's absolutely incredible. Am I meant to do something amazing or anything like that? Sure, I think everyone is. I think I have done a lot in a short amount of time. I think I have influenced a lot of people in my short amount of time.

Yanik: Here's your boy...

Jordan: What's up boy? Hi. Well no, it's such a hard thing because it's... Well, why not? That's the thing, it is destiny. Of course it is. It could be destiny, you can call in consciousness, you can call it imagination, you can call it whatever it is, but it is all going down a path. I think you have a choice of where that path goes, and everything we do is just to support us. That's all it is.

There is a book called *Little Soul in the Sun* and it talks about a little soul talking to God and God just reminds the little soul – 'Remember, everyone that I send you is an angel. It doesn't matter what you think, everyone I send you is an angel and they may not look like that but it is.' I think that's... that's, I guess, a destiny right there. It's like you need to look at it that way too. Like, it may not be what you want, it may not be what you think you need, but it's guiding you along to where you to go to become a better person and a bigger person and a bigger soul or whatever it is...

Yanik: Yeah, there's this book called *Living In Joy* or *Living through Joy*. It talks about the soul is, only grows through pain or joy. This idea of every person, everything... We give meaning to things, and I think having a meaningless existence is really boring. We're talking about everything is suffering and wanting attachment and you're okay with some of the attachment. But this idea of things having meaning and the more I become aware of these interesting synchronicities or "coincidences" happening, the more they show up in these really amazing and unique ways. Have you seen anything in your...

Jordan: Yeah, me and Paola were going through a tough time earlier this year. It was funny, every time we'd be driving in the car or we were kind of fighting or something like that a song would pop on. Like just random songs me and Paola were just like, what the fuck? Every single time we are just about to be very much into it, something that was just say that was really, oh that's it, you know, whatever. Then the song would pop on and it'll be something we both love. It's exactly what we need to hear at that exact time and there had been several occasions like that where it has been at the breaking point for both of us and then something random like that, a song will come on or one of our favorite things would pop on television or something random that just happens that you're like – 'Fuck you God. Like you're an asshole.'

Yanik: Alright, it's just like that little wink that....

Jordan: It's just hey, someone is watching, it's okay. So we have had a lot of those experiences that have come up. You know, I think a lot of us have those experiences every day and deny a lot of them....

Yanik: Not being open to them or not aware.

Jordan: Or that we want something different.

Yanik: Show up in a way we want them to show up.

Jordan: That's what my neighbour was asking me. She was like when you die will you do something for me so I know you are there? And I'm like yeah, I'll be in absolutely everything. I'll be in the wind. I'll blow your hair. I'll let you smell the flowers. You can look outside and see the stars and the sun and the clouds. I will be in everything. Well yeah but dude this one thing. It's like I get that, but I'm telling you like that's not the way I believe in God. I believe that God is everything and so just open your eyes and just realize that I am there all the time through absolutely everything and be comforted by that. And if you smell weed, that's me.

Yanik: It's like can you have Salt Lake Real win the championship?

Jordan: Can I have them win 14 to 0 please? With this spread.

Yanik: Oh man. You and I both believe that there's more to us than our physical bodies and our minds, and what do you think now?

Jordan: I think there is so much more than we possibly ever fathom. You know that's really what it is. They say energy levels, they say reason, they say all of these things but the universe is ruled by something, some type of order, some type of chaos, some type of everything. I think we transfer into that magnitude. I kind of lost my train of thought there...

Yanik: We were talking about how we are much more than just our bodies or just our minds....

Jordan: Oh, yeah. Yeah, so you know, I think we are a collection of all our physical, all of our spiritual, all of our experiences, all of our emotional, all of our thoughts, all of our feelings, it just seems like such a waste to go through everything we go through in this life to have it all be for naught, you know what I mean? That is the biggest, I think that is the biggest atheism crux in the world because it is that why question. If atheism is real and there is no God, there is no anything, there is no plan, there is no anything like that, you go back to the like is it just human nature to be good then? Is it just human nature to continue to be good? But I mean you learn so much through adversity.

You learn so much through adversity. You learn so much through pain. You learn so much through suffering. You learn so much that it just seems like a tragedy if at the end of all of it, it is just gone and just disappears and we're not somehow taking that knowledge into something else in order to help somewhere. I think, again, to me love is religion and love permeates absolutely everything. In our tiny little galaxy right here we have such a small minute part to the whole. I think it all contributes somehow.

Yanik: Yeah, so one realization out of Peru for me was that love and appreciation, love is, you just say I love you because that person is there. Or even a tree – anything because they exist and so I can say I love you. It doesn't have to have a reason.

Jordan: It doesn't have to be creepy?

Yanik: No. I love you.

Jordan: Well it can. (laughs)

Yanik: I love you, and I do. Appreciation, though, is for merit. It's for something and we can appreciate and we were talking about mirrors before. So when you appreciate someone and you're pointing out and looking at, if you really appreciate them you are hopefully picking out their best attribute that you also have in some way yourself and you become a transparent mirror for them or they become a transparent mirror for you and so let's talk about love.

Jordan: Love man. Love is my religion. Love is everything. I would have to say, I think love is the strongest thing. I think love is God. I think that is what it really comes down to, ah jeez, my hands are weird, you see my hands moving?

Paola (Jordan's wife): Is this bothering you?

Jordan: Yeah.

Paola (Jordan's wife): Can you not control it?

Jordan: Uh huh. Oh it's weird. Okay. I think love is absolutely everything. I think love is the only thing. It is just unconditional love. When you're with the sun, the sun don't give a shit who has taken the sunshine, just let him do it. I think love and God are synonymous, it is just unconditional give, give, give. There are no qualifications there, there is no anything like that. I think it is the ultimate healing power and I think it is the aftermath. I think it is the beginning. I think it is absolutely everything. Yeah, there is nothing else besides it. That's what it comes down to. I don't know.

Yanik: Let's see. I've got a lot more questions, but I also don't want you to get tired out.

Jordan: I'm alright right now. You can keep going.

Yanik: So, discovering truths are what we think are perceived truths. Lay down some truth on me.

Jordan: Some truth.

Yanik: We talked about love...

Jordan: Love is eternal as always, but what is the truth? Truth is in the eye of the beholder, but there are certain truths that everyone does behold. That sounded more riddly than anything. I think, that you know, it is your own truth. That's really what I believe is that you make up what you believe is right and you go after that. I mean it's like Steve Jobs - I want to put a dent in the universe, I'm going to do this.

You can define your own purpose. You can define your own rightness. You can define your own whatever it is you want. If you're looking for God, you can find God in anything including mathematics, including electricity, including all the other stuff. I've done a lot of reading. You know when math was first found they explained a lot about God through math and trigonometry and geometry and all the other stuff because numbers are true. They can do these things, and they just wouldn't change. You know there are certain truths in everything, and they all point to the same thing, which is that we're all love. We are all ruled by the same thing, everyone just wants to get everything ... I lost my train of thought.

Yanik: We had your whole family hanging out now... They are trying to be nice and quiet. Bring the boy back.

Jordan: (laughs) Well the truth, well it's just going to circle back around cause I was writing my kids journals...

Yanik: So you wrote a journal for your kids?

Jordan: I was going to, but it is just difficult. So what we are doing now is we've gotten books, like eighteen years' worth of books, and I'm just writing in a quick note or something like that. The last one I'm doing right now.

Yanik: Like just journals for them?

Jordan: Nah, just like books. The Holy Bible, Gandhi, you know like random stuff. Like their seventeenth on is the meaningful stuff, so just like they have something, you know, it's just like a happy birthday, I love you, here's a comic book or something like that.

Because I didn't want to make it too... it's so difficult seeing that, imagining them being 18 and trying to say what the fuck are you going to be facing at that point in time that I can possibly say that is going to be relevant? And trying to do that every single year so a lot of it is kind of more, that you will never, it doesn't matter what I say, you will never get rid of this book because I wrote in it and it says, 'I love you, Daddy.' It just doesn't matter.

I have a *Bible*, *Conversation with God*, and *Five Love Languages* and some others like, Gandhi and some spiritual books. You know I'm talking about truth like I wrote in the other books, you know I hope this helps you find your own truth. For me this helped me along my path to go and discover who I believe I am and who I believe God is, but may these help you along your path.

Because I don't want to... that is one of the things I have learned from Jesus and I have learned from several religions and stuff. Jesus didn't write by anything, he lived by example. Buddha didn't really write anything, he lived by example. And that's how I want my kids to live. I want my kids to see me as who I am as a person and realize that I didn't need to say a lot because I acted a certain way and people knew who I was, and those are the types of things I knew as the truth. It's not about what I read. It's not about what I say. It's not about how I tell people what I do. It is the way that I am on a day to day basis.

Yanik: So everyone has kind of left. It is just you and I here right now. I mean personally, I have young kids as well, that is probably one of the most difficult things for me to fathom and think about. You know how would they remember? What is my legacy for them? I think you talked about that, and that was really cool about the books and things like that. You have been doing the video blogs, so obviously they are going to have that too, to see you, what is the biggest message that you would want to just share with your kids?

Jordan: Well honestly, the biggest and the only thing I want my kids to know is how much I love them. At the end of the day, how I much love them, how much I respect them, how proud I am of them, how nothing they can do will ever make me not love them. The unconditional love I have for my kids, I will always, always, always have. I'll always be proud of them. I'll always love and accept them no matter what, and I think that's the biggest thing I can offer them, and that's the only thing I want to offer them is just the unconditional love. They can always come to me for anything because I'm their dad, you know? And that's really what it is. They may not be able to physically see me there some of the times or be able to interact that way, but they just know I'm there, which I think they do. You know that's the biggest thing for me.

Yanik: You know, it never goes away. My mom passed away nine years ago and when I feel like I need advice from her or anything like that I always feel like I can tap into her. So like you said before in the wind and you know everything. That for me turned into for some reason butterflies. And I didn't really think about it before, but they just showed up at interesting times like in Haiti. It might have been the trip you were on. We just opened up the new village, and I walked away by myself and like I was just thinking, 'I think my mom would really be proud of me here' and literally there were butterflies...

Jordan: That's awesome. Awesome.

Yanik: My mom and my aunt are twins, and the last birthday of theirs there was a butterfly sitting on my car and my door handle and it just sat there and I was like that's pretty cool.

Jordan: That's awesome, man.

Yanik: Yeah, just stuff like that will come up and so you can hopefully better knowing there will be that connection always, and there is no way it changes....

Jordan: Yeah, for sure.

Yanik: And so they will, I'm proud of you. You've touched so many people and you know I know they will grow up thinking and seeing what you've done and who you've touched and helped.

Jordan: You know I'm really excited. I'm glad I did, I'm glad I did the blog that I did for long as I did. I'm glad I journaled for as long as I did. I wrote down a lot of that stuff. I haven't done the last few months, but I think my kids will have a good solid record of real transformation from who I was to who I am now and I think that is my legacy right there for them.

Yanik: So when you are writing your journals before, were you thinking someone is going to read these?

Jordan: I wasn't originally. There were a couple of times when I just was like ahhh, this one is kind of like how Paola would run into this eventually but most of it is just totally just me in my own head just thinking about my own thoughts, you know just writing down the different ideas I had, and my gratitude stuff and....

Yanik: Were you completely honest in your journals?

Jordan: Most of them, I think there was a couple of them where I eluded to certain things and you know, I tried to keep it as honest because it's me, as honest as I could for me.

Yanik: Yeah, I feel like my journals are like 98% and then I maybe I haven't been willing to explore what the other 2% looks like.

Jordan: Yeah (laughs)

Yanik: And it's okay for now, but I think that is also part of... I really love my journals to think about you know who's going to read it. And not that I'm writing it for them, I'm writing it for me.

Jordan: Yeah, but just in case sometimes...

Yanik: Yeah, like your kids. So let's talk about... this is kind of interesting and might be a different perspective is in a way I kind of envy you with that you're going to see what is on the other side. It's exciting and interesting. How do you think about that?

Jordan: It's... I understand the envy I guess is a good way to put it. One of the things that my doctor said that I really enjoyed... He has a friend and they are both cancer doctors and he's like you know, if I am going to die, I'd choose cancer. Like I definitely would choose cancer. But my melanoma doctor was like why? You see the pain that they go through. You see all this stuff. Why would you do it? He's like because then you know. Then you can script the last part of your life and you can really write out how you want it to go, what you want it to be and really define that ending and moving on to something else.

I've really come to appreciate that as well because it is like this. I'm having this conversation with you. You know say real, final goodbyes and to have a real conversation. And to say it sucks, loved life, loved everything about it, you know wrap up everything and say hey, great see you on the other side and being able to do that is such a blessing.

It's an enviable position because it's like going on a plane and it can blow up, and then you don't see your family. You don't get to do any of that. There are so many things that are left unsaid or undone or unresolved and in your head. It's a little abrupt. Where with being in the position I am, it's a lot easier to process through a lot of the stuff, to say you know I am way more prepared than anyone, and I'm going into this afterlife. I am way more prepared walking down those gates or whatever it is because I had the time to do it and I had the time to think about it and accept it, get my family to accept it, get the people around me to accept it. Cause it's all support, not that one negative energy that's out there, you know a lot of things are out there as well.

Yanik: I feel like we hit a lot. I just want you to know, and I want it to be on the recording, that you have touched so many people and you've lived a good life and a full life, a life of meaning.

Jordan: Thanks man. I tried. I had a good time. I'll tell you that.

Yanik: Is there anything you would change or do differently?

Jordan: No. Honestly no. I've never passed the burden. I'd never give up what I went through for something else because it's made me who I am, and I fucking love myself. Like I am really happy with myself, who I am as a person. I love the husband I've become. I love the man I've become. I love the father I've become. I love the business person I've become. I am really happy with who I am, so there is nothing I would change.

Yanik: That's a good spot to end on.

Jordan: Yeah.

Yanik: Alright, buddy. Good job. Give me a hug.

Jordan: Yeah bro, you're awesome man.

Yanik: And you're amazing.

Jordan: You can hang out here for a bit.

Yanik: I'm not leaving.

Jordan: Good man.

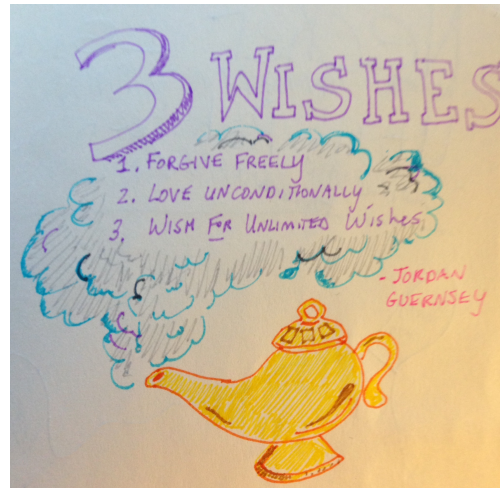
Yanik: I'm just turning off the recording.



Jordan (far left) and other Mavericks in our frigid living room of the Ice Hotel in Sweden.



Jordan had a Budha-like wisdom to him and I couldn't help but snap this picture while we were eating Thai.



A page from my journal after our final conversation in his home.

There is no copyright on this work. Please feel free to share this interview in its entirety.