

Speaker 1

Welcome to the More Life Podcast, where creative problem solvers and entrepreneurs talk about squeezing more out and finding meaning in this crazy thing we call life. Let's dive in. Welcome back, guys. Another episode of The More Life Podcast this week, I'm here with Mr. Brady. Cheer in the building, creator of Nucleus and Protest Tools, helping churches navigate the biggest communication shift in 500 years. First off, thanks for being here, man. Say what's up to everybody and maybe elaborate on what that means. The biggest communication shift in 500 years, just as some people might not be as familiar with what that whole idea can be or mean.

Speaker 2

Yeah, sure thing. Glad to be here, Bart. Appreciate the invitation. Always great to connect. So the biggest communication shift in 500 years refers to the printing press that being the 500 year ago communication shift. And it basically is just a pithy way of acknowledging that we're living through one of the greatest shifts in communication and technology in the history of humankind, the last one being the printing press when the written word became available to everyone, and that drastically changed the face of the Western world and eventually the entire world with what it allowed.

Speaker 2

And for churches in particular, that printing press meant that every person could have a Bible, and you didn't have to go to your local priest or pastor and have them disseminate the word. You could read it for yourself. Nowadays, what it means is that you don't maybe get stuck in your Christian bubble. You are exposed to many More world views, which can be both challenging and rewarding. And then for churches, it gives them the ability to connect with people and affect life change, not just on Sunday mornings, let's say, at an in person gathering, but in the what we say 167 hours beyond that Sunday morning service.

Speaker 2

And there's just so much opportunity there. That's right for the taking. So that's the big idea behind what we do. Our primary product is a software platform called Nucleus, and so we have several thousand churches that are on paid subscriptions on that platform. It's a website builder, allows churches to accept donations online social media subscriptions. So there's content that you can download and much more beyond that. But that's kind of a quick summary of what we do and why we do it.

Speaker 1

That's awesome.

Speaker 2

Yeah.

Speaker 1

I love the whole idea that you guys went with the biggest shift in 500 years, and I feel like I've been following you for long enough to actually almost rhyme that off like that democratization of information, like, it's accessible for everybody. And what does that mean for people who are trying to, like, in your own words, navigate? How do I do this here and now? Like I said, I've seen you appear in other podcasts. I've seen you on social media bunch. You have a good following there.

Speaker 1

And I've always been interested in some of the process from an entrepreneurial standpoint in terms of a little bit of your backstory, what does that look like in starting? I know you hire people that work for you, hiring some friends, maybe talk us through that a little bit of what was the beginning, like, growing more on when it started to get really serious, and you start to see that exponential growth. And what does that mean? Yeah.

Speaker 2

So I went to school to be a youth pastor. That was my ambition as a teenager. So I have my degree in theology and youth Ministry, working with students, teenagers, high school kids, things like that. And it

was in my third year of school where I kind of, like, got enamored by just creative pursuits, whether it was video, social web design, graphics, branding and all that good stuff. And this was right as the Internet was taking off for everyone. So Facebook became publicly available. Seven, eight. This was around the turn of the decade.

Speaker 2

So like, 2010 ish, and we were just starting to see churches use things like proresenter or actually have websites that were functional. And that really intrigued me. And I was looking around at the peers of mine at my school, the ones that would go on to be student pastors and pastors of smaller, more rural churches in Canada, ones that would go on to be worship pastors. And I could kind of foresee and predict that those are going to be the same people that were eventually put in charge given the responsibility of, hey, can you post some stuff to our social pages that we need a website?

Speaker 2

Can you help us lock that down? And so as I was learning those skills and originally helping those close to me in geographical proximity, whether through contracts or just like helping out friends, it became clear to me that, hey, this was something that was going to be a big need for churches in the coming decades and decades beyond. And so I started just blogging about what I was learning, basically teaching what I was learning. So I started a YouTube channel, Pro Church Tools. Back then, I think that was 2012.

Speaker 2

And simultaneously I was becoming very enamored with this idea of online business. And I was listening to podcast about lifestyle design and reading blog posts and taking online courses about, like, hey, you can make money on the Internet and call it delusion. Call it confidence. But I was like, I think I can do this. I'm going to give it a shot. And so that was the intersection of what I was giving to the world and what I was hoping to achieve. My wife at the time, we were just newly married.

Speaker 2

So first year of marriage, third year of Bible College for both of us, where I was in Bible College, she was working full time at an insurance company. And we were living in Edmonton, Alberta. Canada is the most Northern major metropolis on the continent eight months of winter. Bart knows intimately. It's tough. It's tough. I mean, those that are born there, they ride for their city. And I respect that as imports. My wife and I from Southern Ontario. It was tough. And I just vividly remember the life being sucked out of my wife by this corporate job, nine to five insurance broker, the culture.

Speaker 2

They're just toxic in every way because it's just not a fun, enjoyable way of earning \$30,000 a year for us. At that time. It kept us afloat. So I'm thankful. And I'm grateful. But I was also ambitious to create something better for our family. And so that was like, the personal side of the ambition. So I start blogging. I start publishing these YouTube videos. Eventually I introduced a product to service, and the idea was we would create video announcements for churches. So if you're unfamiliar with Church, there's essentially three portions to almost every service.

Speaker 2

There's the music time, there's the talking time where the pastor's up there doing the preaching. And then there are the announcements, the not so glamorous element of the service, but necessary. Now, normally, what you have is someone who goes up there and maybe they're reading from the paper bulletin or they're going off the Dome. And maybe then they welcome up another person, and it can get pretty convoluted. It can extend beyond what it should be. So there was this trend right around that time of taking your announcements and putting them into, like, a three minute video.

Speaker 2

It meant that they wouldn't take up too much time in the service. And it was like, Whoa, talking on video in a studio. This is amazing. Now, a lot of churches didn't really have the skills at that time, or even at that point, we didn't have democratization of, like, videography. You couldn't really just film at that time. You needed, like, a DSLR or a camcorder. And at that point, a lot of Church didn't have that.

So we were like, okay, you send us the script each week I'll get on camera.

Speaker 2

I'll set up this collapsible green screen in my one bedroom apartment, and I'll make it all spiffy with the graphics. I'll send it back to you, and then you can play that in your service, and it's a product type service. We do this for you every week, so you pay us. Let's say \$299 a month. I think that was like, the around opening price. And I was like, okay, Lord. Okay, wife. Okay, friends and family. My mom, specifically, all I need is like, four churches to sign up for this.

Speaker 2

All I need is four of them, and it'll replace my meager Church income because at the time, I was on staff at a local Church plan as their media director, because again, that was my area of expertise. And I'll never forget Bart. The first time I got an email, I was sitting in the Church office doing my work was 20 hours a week, and I was freelancing on the side, full time in school, pretty busy trying to get this business off the ground. Pro Church tools, and I get an email and it was from a Church.

Speaker 2

And it's like we have signed up for the announcement. It was like the receipt email that my membership plugin automatically generates. And I was so excited. I was like, I made money on the Internet, but within about 30 minutes, I get an email from this Church specifically, individually now, and they go, oh, once we logged in, we realized this isn't exactly what we were hoping for. So can you refund us? And I broke down emotionally, like, I called my mom and I was crying. I was like, 21 in tears, and I was like, I can't it was there and it was taken away from me.

Speaker 2

So a week later, Church from Jacksonville, Florida, signs up Fort Carolina Baptist Church. They are still a user of our product now video announcements, I don't believe, but they are a nucleus user, our software now eleven, seven years later. I don't know. That's a wide gap between seven and eleven years. Many years later, they are still a customer of ours. And they were our very first Church that ever signed up. And we did video announcements for them for years and years. And after that, first Church signed up like two or three more had.

Speaker 2

And that got to, like, the \$1,200 a month range, which was what I was making at the Church, which allowed me to say, okay, if I need to step back from Church, we've replaced that income, and the next step from there was, okay, how do we replace my wife's income? Not only was she working at insurance, but also at Aldo at West Edmonton Mall in the evenings. That retail life because we needed that two jobs within about a year. That productive service was doing. Six figures and wife had quit both jobs.

Speaker 2

Brittany quit both jobs. She has a name. I don't have to keep calling her wife. Shout out to Brittany, and I was still serving in the Church, but no longer in a paid function because I had to focus now on this growing business. And that was really, like, the first phase. That was phase one of the pro Church tool story.

Speaker 1

Yeah, that's a lot to take in, man. And it happened relatively quick. You hit six figures. You're able to tell your wife you don't need to keep doing these jobs that you're not necessarily passionate about. Nothing wrong with a retail job. Everyone does food service, retail that type of stuff. If I'm not mistaken or born in the 90s, 91 was like, 91. So you kind of grew up with the hope and understanding of what a digital platform could mean. I feel like you still might be on the cutting edge.

Speaker 1

A being Canadian B being in a Church in Canada. We're usually on the late side on a lot of things and being able to grow with online ecommerce type of digital product. That's very unique in your space to see somebody who's like, okay, I see where this is trending. I've identified very acutely a need that

everybody is going to want is the production of video, because not everybody has the equipment. Like you said. So you guys grow into this, I guess, first product and then you subsequently you've had multiple products.

Speaker 1

I know it gets down the road. Some of these things get encompassed in nuclear, but give us a little bit of chronological advancement of what happens. Kind of an Academy. And then there might be other things. I know Nucleus fits there. And somewhere you also have rebel. So talk to us about, how did you identify some of these core needs for your demographic of churches?

Speaker 2

Sure. So once we kind of graduated from phase one of the pro Churchill story, the next phase was okay. I was working too much. So that's when we started getting into bringing on team members. And I as a 90s kid, like many of us grew up on some really good sitcoms. Whether it was Seinfeld's first friends to the office community, I had this just again, perhaps delusional view of life that you're just supposed to spend most of the time with your friends through your entire adulthood. And I was like, wait a minute.

Speaker 2

I had this really formative experience in youth group, where for the first time ever, I was like, a group of people who I feel like I fit in with. And then, wait. We all just go off our separate ways now. Luckily, we all decided to move off to Edmonton together for whatever reason, like, half the youth group, it seemed like moved from Southern Ontario town.

Speaker 1

And then we all went to the same, wow.

Speaker 2

And then I was like, Wait, now we just get our jobs and move our separate ways. I was like, no, I'm just going to hire all my friends and I'll pay them to be my friends. And we'll just work and we'll make really fun stuff. But, like, we'll just be all in payroll. It's great. The first person I ever hired was my first roommate in Bible College. His name is Mitch. We went to high school together. We moved across the country to Edmonton together. We lived together for the first two years.

Speaker 2

When I got married, I moved in with Britt, and Mitch was not able to join us at that time. Mitch is kind of like, okay, I got school. What do I do next? And I was like, do you want to try working for me? It started as this part time thing. He was doing this tiny elements. And then we got a garage in my first home, and we set up shop there. And so Mitch and I had like, two little desks, and we'd work together there.

Speaker 2

And then we hired another person from youth group, Jonas. So he was the second hire. And then we added Roxanne, who was a close friend of my wife and also from our youth group. So that was our third hire. And then we added Tristan and Brandon, and they were both from our youth group. And we just kept going and going and just kept hiring all of our friends, and every single one of them still works for us except one Brandon, who was like, hey, I want to try to make my own entrepreneurial journey.

Speaker 2

And he started doing freelance video after working for us for several years. And so he kind of, like, jumped into his own business thing, which we're really supportive of. And so we've never had any turnover, which is pretty remarkable. And everyone still works for us. That's the hiring side, which allowed me my ultimate pursuit in all of this. It was never the money.

Speaker 1

We're a profitable business.

Speaker 2

And we make more money than I ever could have dreamed of as a kid. The reason I started the business was freedom of time. I didn't want my wife to have to go to this job, and I didn't want to have to spend the majority of our waking hours doing these things we didn't want to. And again, I recognize the level of privilege and audacity to even want that kind of life. When you're a delusional kid, you're just like, I will do what I want. And I believe in myself.

Speaker 2

And then what happens is you get a level of success, and it becomes this, like.

Speaker 1

Belief cycle.

Speaker 2

Well, I wanted that first thing, and it worked out like, Why not this thing? Why not this thing? Why not this thing? And then it becomes this predictable, almost self fulfilling cycle. Anyway, we're doing this productized service. It's really intensive. It doesn't scale. The more clients you bring on, the more work that needs to be done, the more people we need to hire. So I was like, okay, let's pivot to something that's maybe a bit more scalable. So we start selling information products. We open an Academy, pro Church Academy.

Speaker 2

We call it \$35 a month, and we release new courses all the time. So we launched that 1000 churches sign up in the first week. It's a big success. It doesn't bring in quite as much money as the productized service, but it can scale without us having to worry about hiring more. Hiring, more hiring more. So that's great. What we come to learn about the information side of the business is that it has a lot higher turnover than the product type service. So we got 1000 churches.

Speaker 2

We got it close to 2000. But that scale, while possible, became more difficult because it was really easy to cancel that service. It wasn't like, oh, you know what? Once we have you doing video announcements like, it's years before we move on and either stop doing them or start doing them ourselves. It was really easy to be like, oh, yeah. I don't really care about the course this month or for the next couple months, I was canceled. So we didn't have the lifetime revenue per user that really allowed us to scale fully how we wanted.

Speaker 2

And that was when we were like, okay, let's make the leap and pivot to the big guns to software, the website builder for churches, the online giving platform for churches, the downloadable social media subscription service for churches, stock video for churches, and a people management database is what we're building now. And the next steps engine and all that that's being brought into Nucleus. There's all in one portal. The problem with software, of course, is that there's a huge barrier to entry. And so that's why a lot of companies will get investor capital.

Speaker 2

They'll bring in other partners, whatever it might be at that time. We had a lot of money in the bank because we don't really have too many expenses. We're paying myself and paying our friends and working out of garage. No big deal. So we had about a million in the bank. We're like, okay, that should be enough seed money to take a shot at this idea of software, this platform we're going to call Nucleus. So we build the first version of that with an agency. We bring in these developers, we're paying them, and we launch this first version again.

Speaker 2

We have 1000 churches sign up in the first week. It's amazing again. And now we have a platform that doesn't have the same turnover rate as the information business or information side of the business.

Speaker 1

Does you're more involved in the ground level of what they need, right?

Speaker 2

They need that once you need a website and you're using us, there's not going to be a day where we don't need this website anymore. You could switch to a different website provider, but you can't just cancel and be like, yeah, we don't need this anymore. Same with the online giving side of things. Of course, it's a much more expensive business, and we're hiring engineers. Now we're working with product designers, and these people deservedly demand a much higher salary than we gave to ourselves when we first started, all of me and my friends and I, and so we're five years in now to the software game, five years into Nucleus.

Speaker 2

And it's been so fun and so rewarding and outrageously challenging. Five years in. I feel like by the time we hit the end of that five years, not officially, five years, kind of like the first full version of Nucleus will be realized. And we'll have gotten to that point without having to take any investor capital without ever having to make decisions that we prefer not to, but because we have partners that are demanding us to, and they're the ones that are bankrolling everything. And I'm really glad to be there.

Speaker 2

But building software was by far much more difficult than the subscription business for information or even the product type service. But now we have this asset that just basically this beast that brings in cash that has big margins. Once you've built a lot of the things, and we also have the freedom to build what we want and create solutions for churches without anyone else calling the shots, which is really rewarding.

Speaker 1

That's, like, the biggest thing actually is to be like, you did it your way, and you don't have to answer to anybody. That's the ultimate for lack of a better term. Fu, there's no other way to be a boss if you still have to answer somebody. The one thing that I love talking with you pretty so much is the business acuity that oozes out of you.

Speaker 2

And.

Speaker 1

That'S not necessarily something that comes from seminary or going to a Bible College. So I'm like, where did this come from? I can see already, especially more in your early years, your work ethic was like, draped all over you. I could see that you are working really hard, probably studying, taking time to do research, listening to a lot of things, reading things. But where would you say your drive or acuity for business? Just because you're a creative and just because you're a pastor does not mean that you could have built pro Church tools.

Speaker 1

There has to have been another element of smartness to engineer these type of products, to understand the issues of having these types of services that you were offering that did not scale the way that they should and how to map out those pathways to profitability and all that type of stuff. So Where's that third element come from?

Speaker 2

Well, I love being on podcasts like this bar, because I never get to talk about the business side of things, right? And that's one of the biggest difficulties when you get into, like, whether it's a side hustle when you first start or you want to do your own thing. People think a lot about, like, okay, what's going to be the product that I offer or what's the skill that I have that the world needs, and that's important. So that's my understanding of Church communications. It's our software product.

Speaker 2

It's all of that. But then the other side is like, Well, you also have to be a good business person. And those are two full time jobs, whatever your level of expertise is. And one thing and then also running the business that quickly became a realization for me. And sure, I went to seminar. I have my degree. That's my formal training. But I didn't learn anything about digital media there either. And so everything that I was learning, whether it be about social, web, videography, photography, like that.

Speaker 2

I'm just picking up YouTube University. And the same was true for the business side of things. Like taking those lifestyle business courses and trying to figure out like, I have a very analytical mind. And so this is another part of the equation, like knowing yourself your strengths and weaknesses. I have a very analytical mind. And so I approach digital from an analytical perspective. And I do the same for business. And so it became spreadsheets and matrixes or matrices, rally and just numbers. And then it became executing on those numbers, which is just kind of like my natural skill set.

Speaker 2

And then again, I really believe in the neural plasticity of the human brain, like the fluidity of the individual. And it's especially good to learn that when you're young, when you are able to adjust more easily and the older you get, I'm imagining it, it's the more difficult it becomes when you get older and you start feeling your muscles, they don't move the way they used to. They're more stiff. And so is our brain. It's just like it's not as fluid and as responsive as it once was.

Speaker 2

But I fully believe that we have the capacity for much more than we believe about ourselves often and again, it becomes this self fulfilling cycle of belief. If you think that you're going to not achieve something and then you don't achieve it, well, then that output becomes the next input. Well, last time I tried something, it didn't work. I'm the type of person that doesn't work for. And it becomes a spiral and spiral. And you never started at that low of a place. But after a number of shortcoming failures, you're like, you know what?

Speaker 2

This is just the type of person I am. And then you start to believe that about yourself. Well, the cycle works in the other way. And so I have to also acknowledge that being born in 91 and doing this when I did it in the industry that I did it, that's always ten years behind. So I'm always able to look at the real world and be like, what are they doing? Okay, as long as they implement that within ten years, we'll be ahead of the curve.

Speaker 2

In the Church world, there's a huge luck side of the equation timing. If I was born in one and did the exact same thing today, I don't think it would be as successful. I got in at the right time, and I worked really hard, and I'm good at what I do. But there are three sides to this thing. It's hard work, it's intelligence, and it's luck of the draw. And I think that needs to be acknowledged also. But I think about that just cycle of fulfillment, that self fulfilling cycle.

Speaker 2

It's like you believe something about yourself, and because of that belief or delusion, you're more likely to achieve it. And then when you think about something, the next time you're like, why achieve this thing? Why not that? And just the two diverging paths that can go along no great resolution.

Speaker 1

No, it's all good. It's all good. A lot of people who achieve success, and you can define success in whichever way you want usually have that confidence for lack of a better term, like you said, delusional or whatever it may be. But you do have to kind of see it. And as when you're leading a company, when you're leading people, you serve them by keeping your head in the game and knowing where the ship is pointed. I'd love to talk even a little bit more about your workplace culture.

Speaker 1

Like, you guys seem very casual. You have fun. You hired your friends by conventional measures. That

would be a big taboo. Don't do that. Don't go into business with your friends. It's never going to end well. And here you are. So it's kind of like, I'd love to know what's your team management culture. How do you guys create the happy work life balance? I think you live in the world. We both live in the world where people see our jobs as cool. You're entrepreneurial. You're doing your own thing creative.

Speaker 1

You get to do things that other people don't necessarily get to do. And they see that as a Glamor type job because of the way it's perceived on social media. Talk to us a little bit about your workplace culture. How do you keep everyone balanced in terms of workplace and home and balance in terms of team culture?

Speaker 2

Well, once I had established for my own self this, like, freedom of time and financial stability, I wanted to then, like, if I could pass that on to the people closest to me. And so our culture is definitely unconventional, and I would certainly not say it's even replicable. It starts with healthy margins, and it starts with predictable income. One of the things that my accountants say to me every month is like, yeah, same thing. And I'm still kind of taken aback by that sometimes because it's just what I'm used to.

Speaker 2

But one thing they'll say is there's a lot of businesses that say, oh, yeah, a little up this week month, a little down last month. And there's this volatility. But again, when I made that bet on software, one of the reasons was we wanted that predictable income to afford the work culture that we were pursuing. And so I work hard and smart to protect that runway so that we can do this for as long as we want to. But it starts with those healthy margins and the industry we're in.

Speaker 2

And the fact that it's a fully digital thing. So it allows for remote and hybrid work. Everyone is at Max, two days at home, but usually most of them are two days in the office, three days at home.

Speaker 1

And then.

Speaker 2

We built an office space that we were like, hey, let's create an office space. Once we had the Mayas get out of this dingy garage, we'll build an office space from scratch. And the idea will be that it is a creative space that you want to come to, and it fuels creativity while you're there. But it's also like a collaborative place like you're there to just chat with your friends and hang out and share meals together. And so sometimes people will critique or ask from the outside, like, do people ever work because it can kind of look like that compared to maybe what they might be used to.

Speaker 2

And that is not a bug. It's a feature of what we are trying to establish and have established and now again want to protect and give as much runway to as possible. And I would say that for virtually everyone in our company, they're still my friend first and an employee second. So there's a lot of freedom and leeway given to folks. I don't know if I ever had a tough conversation with anyone, maybe one or two. I can't recall one at this moment. I'm not sure there must have been one in, like, the seven years we've all been there.

Speaker 2

But you basically just look at the results, like zero turnover, except for the person that wanted to start their own thing. And we were like, let's go. And we gave them a runway of a few months of salary where they could do half time before they felt like, okay, I now have my feet under me.

Speaker 1

That's awesome.

Speaker 2

Or the ground under my feet. Let's go. It's like there's no turnover. And everyone I believe is happy on a day to day and we all hang out outside of work still as much as we can.

Speaker 1

That's very rare.

Speaker 2

And you know what? I can't take credit for so much of this because it's just the quality of people. I'm continually impressed by the quality of people in my life. And I also think from a philosophy or value side of things. One of my core beliefs in life is that longevity is so underrated in that, like the relationships in my life now all span from my adolescence to I'm married with kids and a mortgage, even though it's only like ten to 15 years. It's like half my life.

Speaker 2

And these people have been there since that time. So they were there through the fun parts when we got 1000 churches signed up in, like, a week. We had this huge product launch and it was more successful than we ever thought. And they were with me when we traveled across the world on our retreats or on our filming trips. And they were with me at my mum's funeral when I'm crying and she goes into the ground because for the highest moments and the lowest moments, we're all there together for each other.

Speaker 2

And there's no words to articulate how valuable that is. Especially in a culture where many people feel lack of community, they feel loneliness. They feel I go to a job and I make money to pay the rent. But there's something missing beyond that. And at least for my part, I have never felt that because we have such a strong community around us, and we don't have this level of transience where people are like, yeah, I wish I could stay, but I have this job and it's in Midland, and I got to move two and a half hours away and come see me.

Speaker 2

But then life happens and you don't and you move on.

Speaker 1

You articulated that really well. I was just, I guess, on someone's podcast, and we were talking about the difference between a transactional or relational type of work relationship. I have four people who are on contract part time with me and taking care of them. I feel is kind of my responsibility that we have that proper workplace culture that I care about you first as a person and then as the employee. And we were talking even about, like, the dignity of work is kind of lost where you used to work and feel good because you didn't work and it afforded you a life that you wanted, the life that you want.

Speaker 1

And now it's very like, hey, I'm just here for the check. Thank you very much. I'll see you later. Don't ask me about anything. And because I'm after that longevity in my own business, I'm trying to build these relationships with people who I feel add value to the company. And it's just very cool to see it at a later stage. Like what you have now has been the process, like you said for almost 15 years. But if you want good work, you have to find good people.

Speaker 1

And if you have good people, then you should trust them and take care of them and then get out of the way. Let them do the good work that you've hired them to do. And I just feel like there's a culture of even in the gig economy type thing where I'm just here to do this one specific thing. And as soon as I'm done, peace out, I'll catch you on the flip side. And the more I'm getting my own perspective of how I'm going to operate and run a business, the more I see the relationships matter.

Speaker 1

If you want to keep the quality level up. I love how you framed that whole life journey that you're on

with your group of friends. It is kind of like a TV show this could turn into.

Speaker 2
Thank you.

Speaker 1
Bye.

Speaker 2
That is my life goal. Thank you. My life is just a comp. That's what I've always wanted. You saying that means you wanted. Yeah.

Speaker 1
It could definitely be that I would love to know a little bit about what your day to day routines are. Like you said, you got plenty of margin with your time not to say that you don't work hard and that you don't work smart. But I wrote that down. Work hard and smart to protect that runway. That's the goal. I want to do the things that I'm most passionate about and execute at a high level so that I can protect the things that I care the most about, which is, for me, my family spending time with my own mother, who's aging, being able to travel, being able to do the things that I care about because that's the only non renewable resource we got is time, money.

Speaker 1
You can always make more money. I can work harder and smarter and make more money, but that always is going to be there. But time that's finite. I love to know a little bit about your routine. How do you protect those margins for yourself?

Speaker 2
Yeah, I'm a very structured person. My free time is generally structured. There are also different seasons to this, right? So when I was first starting, it was nose to the grindstone, extreme hours of work and everything is a trade off. So you do that, and then your physical health suffers. Your mental health suffers. Spiritual health, relational health suffers. It's a trade off. And I mentioned my mom passing. That was three years ago. She was my best friend and my biggest mentor. And one of the things that she always said to me was, she's like, You're not always going to have this level of motivation and this youthful vigor to just go out and get something.

Speaker 2
And she's like, yeah, work hard. Now I see how hard you're working. Keep it up because one day something's going to hit you're going to be like, I think I kind of just want to crack a beer and watch the game today. And she's like, That's a good thing, too. That's a good season, too. So don't then regret it when you get there. So with that in mind, everything came about like, all right, I'm going to establish something in our business. We're going to then build a system around that, and then I'm going to hand it off.

Speaker 2
And I can't even recall who I was speaking to yesterday. So I don't even know what usually I have a good memory. They were like, how do you know so much about so many things? And I was like, well, usually there are just, like, seasons where I do a sprint and I figure out everything I need to know about this one thing. I then create a system to allow for that one thing to be sustainable in my life. It then becomes a concrete addition to my life.

Speaker 2
And I move on. And if you keep doing that over and over again individually, you'll seem a lot smarter than you actually are. Over ten years. And in your business, your systems and what you're able to output volume wise will be much greater than it was ten years prior. I have this quote written on my wall because I turned 30 this year. So I've been a decade ahead of me, and it says most people appreciate it because most people overestimate what they can do in one year underestimate what they can do in ten years.

Speaker 2

And I used to have these big yearly goals, and we never quite hit them. And I was like, I need to expand my scope on this and my vantage point, like, how far I'm looking in the future. And so now we keep thinking about what are we trying to accomplish over the next decade? And on the one hand, it kind of gives us less urgency and less pressure to fast track something that you have to earn over a longer period of time. And it also allows us to dream a bit bigger.

Speaker 2

Now, as for my daily routines, I wake up after eight or at eight. On most days, I average more than 8 hours of sleep at night. I do my creative work first thing. So I'll have a coffee and I will do my writing, my creative work eight until ten till one is exercise, walk the dog, lift some weights, go on a longer walk, mobility, work, meditation, lunch at one. And then afternoon is meetings into the office. And then the rest is basically free time, like, I never ever work past 04:00 basically.

Speaker 2

And then I make space for the recreational things that I enjoy, the things that can help turn my mind off. But also I love basketball, football and baseball. I like very much. I love TV and movies. I love eating good food, drinking, good drink, being with my friends. And so I make lots of time for those things as well. And then there's the familial side. One of my again, big goals was like, I just want my wife and I to be home all the time for our kids.

Speaker 2

And I don't want my daughter to watch us. I have a daughter. She's six. I don't want her to rarely see her dad. My dad was home a lot because he was a firefighter 25 years in the city. And so he would do 24 hours shifts, like eight days a month. And then he was home, like, 24 other days of the month. And so I kind of was like, oh, and mom didn't work. Mom stayed at home. So I was like, oh, I love having all the parents at home all the time, except for when dad had to do his 24 hours shifts, which were so long and they counted overnight that they seemed like way less.

Speaker 2

And so that also became a big goal of ours. That's a bit about routine structure.

Speaker 1

Yeah, man, that's really good. You touched on something like you said a bunch of stuff. But the one thing that stood out to me because I'm going through this process now, where the more I get involved in any type of marketing or development of the business, the more I'm realizing the ultimate tool is the pen. It used to be the pen tool an illustrator or Photoshop. I don't know if you can separate writing and good writing from being anyone who does anything digitally or marketing at all, even social media.

Speaker 1

You got to have a really good caption as well. That talks about what you're trying to say. How did you hone in on the writing skill? You get me probably like, number one and number two where I see an email from you come in and I click it right away, thinking, Why is Brady messaging me and I read about, oh, this is a regular email to everybody, because the writing gets you every time the subject line or the pretext gets you every single time where it's like, it's very natural.

Speaker 1

It speaks very clearly. But again, it's one of those things where if you don't know that from the outside, looking in on anyone who does like social media or does any marketing or brand development, it just looks like all cool, fun pictures, nice, fun colors, all that kind of stuff. But the real essence to any core message is going to be the tone the writing was, that voice is going to be sounding like, where did that addition come into play for you guys?

Speaker 2

Yeah, it's funny we haven't talked about this yet because the true catalyst behind everything I've ever done has been the influence we have in our industry. You don't just launch a software product and get

1000 churches to sign up in the first week without funding or some crazy partnership like that happened because our email list and our social platforms are big for our industry. And I have specifically because I'm the public face on our company considerable influence because since the first day of our business, we're like, okay, the most important thing is to build an email list and to create content that people enjoy.

Speaker 2

Give it away for free, build trust with those people and our audience, and eventually some of them will buy the things we sell because they trust us. And that has been the singular biggest focus of everything we do even now with our software platform. So again, I mean, getting to it now 45 minutes into the podcast is probably an oversight on my part. When I say writing, I write my social posts. I write the scripts for my videos on our YouTube channel, Word for Word. I write our TikTok and short form videos, and then I obviously write our blog posts and our email.

Speaker 2

So writing to me is like, that's just how all the content begins. And because I'm analytical because I'm so structured, like, I do like to take great care in every single word that I choose. Our podcast will be the only thing that's a little bit more free flowing. And it's important for us to have that content medium because everything else is so scripted that it's good to have the more free form stuff. So I don't always sound like a robot as for how to develop that skill, I've written 1000 blog posts and 1000 social posts conservatively over ten years, and so you just do that?

Speaker 2

It's like anything. Get into the gym. I struggled with my deadlift form for so long, and I would read about it, and I'd watch YouTube videos on how to do it. But the deadlift is a complex exercise because a lot of it has to do with the specific length of your legs versus your torso versus your arms. Right. So if you watch someone else's set up, let's say they're like, put your knees here and your legs here. I'm like, Well, when my knees go there and my legs go there, it hurts because, oh, your arms are shorter than mine or my legs are shorter than yours.

Speaker 2

And you can really only learn it if you get down there and you just try it again and again and again, and you watch for the input that your body's giving you. Okay. This feels like that when I do that, that seems bad, but this feels good. Okay. Adjust adjust. And I was doing some draft work for a YouTube video that we are going to publish in the next couple of months. And the working title is like, what I never wanted to tell you about social media.

Speaker 2

And the thesis behind that video is that I can teach and lay out my best strategies for social, for writing, for digital. And I can give you to use an analogy. The scales for music. Here are the rules here's what works good as a foundation, but social and digital and writing and building an audience. It's like jazz. It's reacting. It's putting out something and then getting back something and adjusting. Let's use a different analogy.

Speaker 1

We'll use sports.

Speaker 2

It's baseball season, September when we're recording this, it's the pitcher versus the battery. It's not like me on the free throw line, shooting a basket where the basket never moves. And so I can just focus on what I'm doing. It's pitcher and hitter. I'm throwing this. They're expecting me to throw that I need to know they're expecting that. So I need to adjust slightly. And then once I've adjusted, they're going to adjust again. And I need to adjust again. And that is everything about digital. It's moving so quickly.

Speaker 2

It's evolving so fast. You can understand some of the rules, but you can only ever get really good at it

if you're doing it again and again and again, because even if you become good at it, if you then stop in twelve months, you won't be good at it because so much will have changed. And so there's no easy answer there. Except, like, do it and write and publish. And just remember that no one knows what they're doing, and everyone starts at the same place. You read my first content.

Speaker 2

Watch my first video, go to my YouTube channel, sort by oldest to newest and watch the first one. Like, my presence is not nearly as good as it is now on video. For some reason, I keep looking up like this. For those listening. I got my chin to the sky. I don't know why I'm looking at the camera.

Speaker 1

And I'm.

Speaker 2

Like, okay, show them your neck. They want to see your atoms. Apple, everyone does that. And so you got to just do the work. There's no really easy solution and finding your voice.

Speaker 1

No substitution for the work. Yeah, that's really good. In passing there you dropped another reflect on us. You said a few months out and I was like, Wait, you're writing content for a few months from now, and I understand people pre plan and try to get as much of a calendar together of what you want to say. But at the same time, when things happen so fast, like we're talking about, you still have a thread that you're okay. We have these themes, these ideas that we're trying to put together, but at the same time, we can react to things and we can comply to other things, to provide assistance to the audience, to actually help them through what's happening currently.

Speaker 1

And that's just so amazing.

Because.

Speaker 1

Most people who again in your niche, I don't know if they're doing that degree of preparation and planning with an email list of your site. And I think that's a huge testament to how analytical. Like you said, your mind is right. It's more like you're thinking at this. You're thinking going through the motions, thinking of this really as a business where I think a lot of people might get bogged down with the content of the business and who the audience is. And so they may get slowed down, whereas you're trying to keep it so laser focused on.

Speaker 1

Ok, this is a content marketing business. Or if we're a software company, how exactly are we going to keep putting 1ft in front of the other? I hope all the listeners are catching all this stuff. I myself have about a page and a half worth of notes just talking with you, Brady, I'm Super thankful that you've taken the time to talk. It's always great catching up with you, ma'am. Let people know where they can find you, tell them about Nucleus and where they can find that.

Speaker 2

Yeah, you may not be the target audience to be a user of our platform, but if you want to see how we do our marketing pages and what Nucleus is all about, it's Nucleus Church. It's the simple URL Nucleus Church. And then it's just my name on all the social platforms at Brady Shearer, Twitter, Instagram, TikTok, YouTube. You can see the content that we do there and connect. If you do want to connect with me personally, the DMs of Instagram are your best. That again operating here on Instagram to shoot me a message and do my best to get back to you.

Speaker 1

Sweet man. I appreciate it. We'll talk soon. Bye.