



## ***Season 1 Episode 17 The Evan Knox Story***

[00:00:00] **David Pasqualone, Host:** [00:00:00] Hello friends. This is Dave Pasqualone with The Remarkable People Podcast. Season one episode 17 the Evan Knox story,

**Intro/Outro Reel:** [00:00:10] the remarkable people podcast. Check it out. the remarkable people podcast. Listen. Do. Repeat. For Life.

**David Pasqualone, Host:** [00:00:33] This is going to be a great episode. Before we get started though, I want to do some podcast housekeeping. We've had the privilege of being together for 17 episodes now, and I am so thankful for you. I hope this podcast is hitting the Mark. It's bringing you information that's useful. Entertaining, but also applicable things that you can do in steps one, two, three, how we can improve.

So if we're not hitting the Mark, please write me@meatdavidpascoealone.com if we are hitting the Mark, please go to Apple podcast, Google podcast, your favorite podcast directory. Give us a five star review and let the world know that you enjoy this podcast. So more people will listen. More guests will come on the show.

More sponsors will support it, so we can continue to bring you great content. Before we launch this particular episode with Evan, I just want to remind you that season one's coming to a close in a few weeks, we're going to take a short break. Then season two will launch, and Lord willing, it will be even more powerful than season one.

you can't take one gas and say their story's better than the other, but when I say, hopefully season two's better, it's me, me, as our host, the equipment we're using, the format we're using, hopefully we're bringing you content that you can enjoy and as valuable. And with our budget and time restraints, we can bring it to the best possible way.

So again, this is Dave pass along with the remarkable people podcast. Thank you. Thank you. Thank you. You sincerely are why we do this. To glorify God and to help you grow so that we can all be better. People in the world can be a better place. So enjoy this episode of the remarkable people podcast. Season one episode 17 the Evan Knox story.

Evan, thanks for being here today, man.

**Evan Knox, Guest:** [00:02:31] Thanks, David. I'm excited to hang out with you. It'll be fun.

**David Pasqualone, Host:** [00:02:34] Yeah, I'm looking forward to it too. We had some technical issues before we started, ladies and gentlemen, so this episode must be good because everything was stopping us from producing.

**Evan Knox, Guest:** [00:02:43] Yeah. Finally made it though.

**David Pasqualone, Host:** [00:02:45] Yes, yes. 20 minutes into our time, but we have Evan Knox with us today. He's the founder of caffeine marketing. He's a serial entrepreneur from a family of

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entrepreneurs, and he has a remarkable story, to date in the season. We've had people who have had drug addictions. We've had people who've had death and hardship in their life.

But what's interesting and how God's going to use Evan's story is his, is from the perspective of the sun. So we're gonna. Evan, the format of the show is you're going to tell your story. The obstacles are in your way in life, how you overcame them, and then where you're at today and where you're going, so we can help you.

Sound good.

**Evan Knox, Guest:** [00:03:33] That sounds great. I'm excited.

**David Pasqualone, Host:** [00:03:35] All right, buddy. Then let's just get started. I listened to a lot of your story yesterday and I was super, super interested and I know our audience is going to be as well, so. Tell us your story. How did it all begin?

**Evan Knox, Guest:** [00:03:47] Yeah, right on. so I grew up in a fairly affluent family in the suburbs of Atlanta, and I have, as an only child, I felt like I ever had, I had everything I ever wanted it more.

Like, I remember I would ask for something and my parents thought it was a good idea to get it for me. It wasn't a big deal. and so I never. Without, you know, having something that I wanted that my parents said otherwise didn't think is bad. But I do grass. I guess I just tried to say is that I had, we had everything we needed to more.

We had a regular house, we had a Lake house, we had multiple cars. My parents had timeshares, et cetera. so I grew up in this affluent lifestyle and. That was actually, I figured out later, that was a lot of where my identity was at. and it wasn't until my dad started to struggle with his drug addiction again when I went into high school.

that stuff started to unravel.

**David Pasqualone, Host:** [00:04:35] Now, when you say again, just for clarification, was it throughout your childhood or before your mom and dad get married?

**Evan Knox, Guest:** [00:04:40] Yeah, my parents met at like a, an AA and a of sorts function kind of social. and. He had had narcotic problems before that, you know, kind of right when he was out of high school.

and I think maybe one or two times somewhere in there. But yeah, he had been clean for most of my, I guess, yeah, my whole childhood, [00:05:00] so. Okay.

**David Pasqualone, Host:** [00:05:01] Okay. I didn't mean to hurt your, I just wanna make sure we clarify that. And you said NAA, narcotics anonymous.

**Evan Knox, Guest:** [00:05:05] Yes. So, so yeah, he was in that, but, anyway, so he had like.

it started to struggle with that again, and he was a high functioning drug addict for a while. And so he was kind of able to keep the house of cards in play until I was about 15 or so. and I was currently

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working at my grandfather's retail store where my dad also officed out of for his diamond wholesale company, which is like the B to B side of the jewelry industry.

And so, I was actually doing a lot of work with and for my dad, immigrant dad. And so all of a sudden my dad's just stops coming to work, you know, my grandpa and I are like, well, where the heck is he? Like, I don't know. and my mom had kind of already caught on. She knew that like he was doing drugs, but she was very kind and gracious, gracious, and didn't want to throw him under the bus and was very, like, spoke, you know, as highly as she could about them.

but they eventually get a divorce. And so, you know, I'm like, what the heck is my dad? You know, and. And so I ended up working a lot in the business. While he's not there, obviously as like a 16, 17 year old, I can only manage a company so much. but that was a really hard time in my life. I remember it.

at one point, my dad ends up going to jail, which was like super hard. but thankfully the thing that kinda got me through all of that, was F maybe a few months before stuff started to get tough with my parents. And even before the whole drug thing with my dad became apparent, I had found my faith in Jesus.

I kind of grown up in a church. Not really been my thing. I've always tried to go to church. I'd rather be at the Lake house riding jet skis or something. but whenever, I'd give my life to Christ. I remember the thing that stuck with me was the fact that God, viewed me as his son and that I had been adopted into his family thanks to Jesus paying the penalty for my sin.

And so I really hung onto the fact and that season that God was a perfect father. And so even though my earthly father was really struggling, I had a perfectly foe, perfect heavenly father who really loved me, cared for me, and was there for me, when my dad couldn't be. I think, children of, people who struggle with substance abuse can relate that thing, even if they don't want it to, can become the primary thing in their life.

And the kids can often be left feeling, Hey, am I even important that, you know, cause like if you really love me, then you would pick. me over these drugs or whichever. But there's obviously way more to that than that, but that's what it felt like as a kid. And so that, and that season, I was really able to lean into my faith in Jesus, which was pivotal for me.

that's what really, I think carried me through that season. And then, like I mentioned, the beginning was, grew up with everything I ever wanted, but eventually, my dad's habits caught up with us. and so that's when my parents didn't get divorced. My dad ends up like. I mean, I don't, I don't know the whole story, but basically it was from my perception that a lot of his money went towards drugs, and not showing up to work.

And so selling some of our possessions or most of them being foreclosed on. So like my house I grew up on and got foreclosed on, the Lake house got foreclosed on. well, he went into bankruptcy. It was not a good scene.

**David Pasqualone, Host:** [00:07:59] No. Hey, before you go on to, cause you've got so much you're unpacking and

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**Evan Knox, Guest:** [00:08:04] time.

**David Pasqualone, Host:** [00:08:05] Yeah.

Don't feel rushed at all. Cause this could go 20 minutes and go two hours

**Evan Knox, Guest:** [00:08:09] or whatever. But yeah,

**David Pasqualone, Host:** [00:08:10] let's back up just a little bit. Got, so you grew up going to church and, but then your world was spinning out of control. Yeah. Were you continuing to go to church at this time? Just thought of the row, this is what we do on Sundays and Wednesdays or whatever.

Or was there something that compelled you to go during this time? Like how did that transition? Because there's a difference between religion and true Christianity, you know? And so people can call themselves whatever they want, but there's a real relationship and there's just social environment. So how did that transition take place as your teenager.

**Evan Knox, Guest:** [00:08:46] Yeah. So the time that I had kind of put my faith in Jesus, if I remember, it was like middle of middle school ish, somewhere in there. maybe, maybe the end of it, I'm not really sure, but I remember being at a retreat. And in that moment, it just kind of clicked for me. There was that moment where I was like, wow.

I don't think I really wanted to go. I know that the year before that I definitely did not want to go and tell my mom, that she convinced me to go the next year. and so I went and I also started to make some friends at church. And so that was one that it clicked for me. And I think my mom, just kind of felt awkward going to church after getting divorced.

I'm not right or wrong round that. but it's just, I've, I think she felt uncomfortable, you know, with her old friend group. so it ends up, you know, my dad's kind of doing his own thing, and my mom kinda feels comfortable. And so really it was, it was on me. Like no one was making me go to church.

my mom took me to church, you know, when I would ask her. And she definitely was supportive of that. But she never forced me to go to church outside of what I was probably, it was just, well, I'd rather be at the Lake, you know, would have filled days. But, yeah, when it was, when I put my faith to Jesus, it was like, no, like, this is real.

Like, this is, there's something to this. I don't have it all figured [00:10:00] out, but there's something special here and I want to make it my own. So I kinda started going on my own, which really, I think the brokenness that I was experiencing, And my own heart was a catalyst for what made me so passionate about telling my friends about Jesus.

I look back and I in a lot of ways, was fairly destructive in the way that I would go about telling them I wasn't, I wasn't mean or anything. It wasn't like, you know, Oh, beating people over the head with like revelations and hell fire and stuff like that. But, I just was very enthusiastic and I lacked a lot of self awareness.

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and I look back at that season in my life and I. And I've had endearing and tender feelings towards younger version of me because I've just, just doing the best I could. And you know, like I, I had found Jesus, but yet some of those same habits and tendencies of finding my identity and other people, or what my perception like how people perceive me or whatever was still true, like that didn't just magically get solved.

You know, like I was still me, but yet God was renewing me from the inside out.

**David Pasqualone, Host:** [00:11:02] and it's a process. It's not, yeah, I mean, the salvation's instant and you're saved once you trust Christ. But the process of us changing, there are moments in life for some of us where there's instantaneous 180 degree change.

But for most, it's a process over time and

**Evan Knox, Guest:** [00:11:18] growth. Yeah, totally. And there was for sure there's moments. Yeah. As well. Like there were certain things that was like active decisions that I could make and I'd be like, no, I'm not doing that anymore. but the character of my heart definitely got developed.

And I look back at, my youth leader, and I'm really thankful for her in that season because she saw something, I don't know what she saw, but she saw something, and she really just. opened up opportunities for me to grow in my leadership. and I just, I mean, I remember leading a conference my senior year of high school with, you know, several hundred students at my high school because I had kind of experienced a version of that, this thing called passion conference.

And I was like, Oh, I want my entire high school to meet Jesus. So like, I still was like, I know how to do, so I'm going to figure out how to do it. And so I found a bunch of people who had helped me do that. So that brokenness really compelled me. I think that there's something about hard times. And trials in our life that draws closer to God or make it easier to hear him or connect with

**David Pasqualone, Host:** [00:12:13] him.

So, and then just to bring us back. So you're going through, you know, you're seeing your dad making some questionable decisions, bad decisions. You now you find out he's into drugs. Your parents are going through divorce. So all of this is going on. And then you find this kind of like, even though chaos is outside, you find this comfort within yourself.

Through Christ.

**Evan Knox, Guest:** [00:12:35] Yeah.

**David Pasqualone, Host:** [00:12:35] And then where are you go from there?

**Evan Knox, Guest:** [00:12:38] So that passion led me to, well, actually there was a decision to make. So back to the business side, my dad, I think he had either just gone to, I don't know what they call it, like. Detention or jail or whatever the term is. It's not prison. And he's like going away for a while, but he spent a few months in, I think the term is jail, but, so he's, he's there.

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And at that point, my grandfather has power of attorney and my dad is also kind of aware, like, Hey, I got myself here. You know, like I had had very blunt conversations. I'm an Enneagram eight and you could probably tell by my face, my family of origin, how I got to be in any grade eight. But, I was very confrontational with my dad and I, I tried, I felt like I was teaching the entire time as this whole situation was happening with my dad, which was like, Hey, he may not be trustworthy, but you're still called the loving.

And so I didn't necessarily have to like interest anything to my dad. but I felt like I was definitely convicting me to forgive him, because I remember one time where I was like kind of praying and I don't really, the whole audible voice of God thing, maybe there's like three times in my life I feel like that's ever happened.

But one of the moments was I was talking to God and then I was like, man, God, like. This is so hard. I'm so mad. Like my dad did not show up again. I forget if he like didn't show up to a football game or like one scenario remember, is he didn't go with me to this, motocross event that we both wanted to go to for like a year, you know, and he like no showed on me.

and I was so mad and I was like, God, this is so ridiculous. He does not deserve my forgiveness. And in that moment, I felt like God has said to me, he was like, Hey Evan, you didn't either, but I forgive you anyway. And that rocks my world. Because then I was able to try and forgive my dad, which was still difficult, but trying to forgive him in those scenarios and love him and support him the best I could.

Because the other thing I thought is like, man, I don't know how long he's going to be here. Like he could recover, which he eventually did and get sober, but like he could not have. And so I'm only responsible for me and how I treat and love him. So I wasn't going to be mean and ugly to him. But there was the scenarios.

Where I was like, Hey, like dad, you're on drugs. Like let's just call a spade a spade. Like I'm seeing this, it's right here. and so at that moment he had already kind of turned out to come to terms with that. And they are saying, Hey Evan, you've got some experiences in the company. are you interested in like us signing the company over to you?

This is my dad, becoming kind of aware of his situation and also my granddad, cause my granddad has power of attorney. And in that [00:15:00] moment I was like, wow, this is really awkward guys, because I actually feel like I want to go do mission work right now, which is kind of wild. you know, I'd grown up, always wanted to be an entrepreneur and a business owner, but I was like, I really feel like now's the time for me to go do mission work.

I don't feel like I was escaping anything. I'm sure maybe that's true at some level, but I really thought it made sense just at a really logical level to go. if I look at 18 years old. Coming out of high school, if there's any time for me to actually go and, go out and do this whole missionary thing, it's probably now because they don't have a family.

I, it's just may I have my, my immediate family, but I don't have like a wife or kids or whatever. And so I decided to go join this organization called why we in did their discipleship training school. That was

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super growing for me. I felt like I was really, at that moment a small fish in a big pond instead of the other way around.

but my dad eventually. he gets out of jail. My literally the day of my graduation of high school, I think he got like an exemption or something like that to come out and go see me graduate of high school. Nice. Yeah, it was cool. awkward for sure, but, you know, try to make the most of it. and so that was kind of what my family situation was like all through high school.

And

**David Pasqualone, Host:** [00:16:11] I don't want to speak for you, but no matter what our parents do, especially our dads. Would you agree there's something inside of us as men that we always want that love and approval from our dad, no matter what the situation,

**Evan Knox, Guest:** [00:16:23] a hundred percent a hundred percent and my, my dad is probably the most vocal dad as far as like telling people how proud he was of me, et cetera.

But it was hard for me because what I was experiencing from him was not the same as what he was sharing with other people. So I would have all kinds of people that knew him would be like, Oh my gosh, your dad talks about you all the time. but when I'm. But I'm like, yeah, but he's like not showing up for random things, you know?

Like he's, he said that was tough.

**David Pasqualone, Host:** [00:16:49] Let me ask you a question. What was his background like. Like upbringing and what happened in his life that gave him that medication need for the drugs.

**Evan Knox, Guest:** [00:16:58] I think I had to go back to my grandfather. My grandfather is possibly one of my favorite people on the planet. but he's not perfect either.

I think he really struggled with his dad. his dad, I don't know if there was abuse in the family, but I don't know that. His, my great grandfather was especially kind to my, my actual grandfather. And so my grandfather didn't have a great picture on what a loving, caring dad looked like. And also, I don't know, during that time period that that was really a thing, you know, I don't know that dads were as, as caring or unkind, or were expected to be at that moment.

That whole co-parenting idea.

**David Pasqualone, Host:** [00:17:33] Yeah. Different generation. Different expectations.

**Evan Knox, Guest:** [00:17:36] Yeah. And like, Hey, do we even share emotions? You know, it's like, that's a new thing. it feels like. Yeah, you're looking at me like, yeah, for sure. yeah,

**David Pasqualone, Host:** [00:17:43] no, I mean, I just think to now your kids are young, correct?

**Evan Knox, Guest:** [00:17:47] Yeah. So I've got a six month old right now.

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**David Pasqualone, Host:** [00:17:49] Yeah. So my kids are 17 and 15, and just in this time period from my growing up to there's, Oh, you talk about a contrast in parenting in the world. and then you go back another generation to my parents and my grandparents, and you know, yours. It's a real change. I mean, the whole mentality and style of the home is completely different.

And you know, you hear a lot of people joke about this snowflake generation and to us as older people. Yeah. I mean we used to be like, you know, suck it up. Be a man. What are you complaining about? Get through it, adapt and overcome. And now the generation is a lot different where there's definite pros and there's definite cons.

So. And with your dad and not be able to express love to you, but he was super proud of you with everyone else. It automatically leads me to believe what was his upbringing like? You know, what was his paradigm? What happened to him that he couldn't express that? So that's where I was going with that.

Cause that now you're seeing a difference, but some people call it generational sins. Have you heard that term?

**Evan Knox, Guest:** [00:18:56] Hmm. Yeah,

**David Pasqualone, Host:** [00:18:57] yeah. It's learned behavior is a Christian world. They got generational sins, but at the end of the day, the cool thing is we can break with us. Yeah. You can break it with us. So it's cool.

You're recognizing it, so now you can break it with your children. They don't have that.

**Evan Knox, Guest:** [00:19:10] Yeah, absolutely. And like you saying, that makes me feel like, you know, I'm looking at my grandfather who. Is incredibly loved by everybody. But man, he S he worked very hard for this entrepreneurial dream of his to own a company and make that work.

and so he may not have been as involved in my dad's life, as he wanted to. He also probably grew wiser with age, and so he maybe learned to express himself better in life, but he may not have done that as well as a regular dad. my dad and my uncle are both, like, we're. Well, my dad were, and my uncle is, just a handful.

I mean, just a lot of energy, and a lot to handle. So I could imagine parenting them. Will it just be hard anyway, if even if you're a perfect person, that might be difficult, but that possibly, I don't know where that's sort of my dad, he's an Enneagram or he wasn't Enneagram [00:20:00] seven, wing eight, which is like this personality type thing that you can check out.

But when you look at the sins of a seven, a seven doesn't want to feel pain. They typically will avoid feeling any sort of pain possible. And so my assumption is that he probably turned to drugs because he didn't want to feel pain of some sort. And I don't know what that was.

**David Pasqualone, Host:** [00:20:22] Yeah, he was medicating and he was trying to avoid that.

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And then just so the listeners know too, what you're talking about, the sevens and the eights, some people I've heard of disc, some people have heard the lion, the Beaver, the OD, or these are all personality type measurements. And that's what's Evan's referring to, correct.

**Evan Knox, Guest:** [00:20:38] Yep, that's correct. You can check out Ian, a guy named Ian Cron.

He's got a pretty good book on it. but yeah, it's, I don't, that's sometimes I think of the Enneagram, a little hokey, but it is really helpful to understand different people in their wiring

**David Pasqualone, Host:** [00:20:50] for sure. Oh yeah. One that's free. Have you ever seen the 16 personalities? I'll check all men. Yeah, I'll put that link in the show notes and I'll, I'll put a link to the end crown too.

But, that one's a free one and it is bought on as much as I have seen. I've honestly, I mean, I'm 43 I'm about to be 43. I've got a master's in counseling and executive leadership. So I've, and I've just in business, I mean, how many hundreds of these personality tests you take through the years. but this 16 personalities, it's a free tool.

You can always upgrade it. But they've sent me emails and I'm like, man, that actually helped me with insight to myself. Like understanding the motivation of what I'm doing and why. And, you know, I've read a lot of books on the topic and that was truly one of the best tools I've seen. That's amazing. Yeah.

So, and I'm going to check out the one you were saying the Ian Knox. Cool man. But go on with your story.

**Evan Knox, Guest:** [00:21:45] Yeah. So, I left high school, family. My, this is another key part of my story. My mom ends up getting remarried. she gets remarried to a guy named John. I'll circle back to John here in a little bit.

John John was a great guy. hardworking guy. Also another small business owner. He ended up an HVHC company, had a couple of guys working for him. but a different side of the, business world for sure. So anyway, I leave, Atlanta, leave high school, go do this thing called, why, why am I really enjoy it?

I feel like I was really challenged in a lot of ways, not only my theology, but personally. I figured out, some stuff that's culturally appropriate and the South is probably not okay everywhere else in the world. Like. Being really huggy. People are not about that.

**David Pasqualone, Host:** [00:22:28] And there's words you use then in one region or, okay.

And in other regions, they're not like ever coming down the cell from new England. There's words pastors were used from the pulpit and down here they're like, hardcore swears. I wasn't trying to offend anybody. I'm like, I'm sorry. So you found that when you were in Australia and in your travels.

**Evan Knox, Guest:** [00:22:47] Yeah. And it was little cultural nuances, and not only for Australia, but

The community that I was in was a lot of international community. So there's a lot of people from Europe, a few people from Asia. so I just got a great exposure to a lot of different, cultures and realize

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like, wow, I mean, and there's so much that I don't know. and so many times I think that's when I really started becoming, to learn like, wow, I could be wrong about so many things and feel so confident about it.

And then a year later I'd be like, what the heck was I thinking? huh. Oh yeah, totally. I always get nervous, like there's, we're probably going to look back on this podcast episode and three or four years now and just shake our heads at some level. So,

**David Pasqualone, Host:** [00:23:27] yeah, I think it, do you ever get that quote? If it was John Adams.

Any, I don't want, I'm going to butcher this. I'll try to put it up, but it basically says one of the scariest things in the world as someone who knows the right,

**Evan Knox, Guest:** [00:23:39] yeah, 100%

**David Pasqualone, Host:** [00:23:40] because they know they're right, but really they're wrong. So,

**Evan Knox, Guest:** [00:23:43] yeah.

**David Pasqualone, Host:** [00:23:44] Soaking, we're all going to grow every 10 years. We'll look back and be like, what a bonehead I was.

**Evan Knox, Guest:** [00:23:48] Yeah, totally. And that's just part of the process. Like you got to give yourself grace and just like I'm looking back at 18 year old me, you know, who's super enthusiastic but kind of going about it the wrong way and still has an ego. or still has a big ego. I mean, I just got to feel compassion for him.

You know, he's just doing the best he can. And 45 year old maybe will look back at me one day and be, you know, he's just doing the best he can right now and that's all I can do.

**David Pasqualone, Host:** [00:24:11] Yeah. It's like looking at our kids, even with an infant or a toddler, they'll do something like. Okay. It's like funny, like, man, they just picked that up and put in their mouth that you crazy.

But like, that's like God looking at us. He's like, he loves us and he's laughing in a way and it's like not laughing at sin, but you know what I mean? Like we're growing, we're learning. That's just part of the process and we get it right. It's time to go home.

**Evan Knox, Guest:** [00:24:32] Yeah, absolutely. If we ever become perfect.

**David Pasqualone, Host:** [00:24:35] so go ahead.

So now you're in Australia or learn a ton. You're seeing the whole world's different than what you knew where you at now.

**Evan Knox, Guest:** [00:24:41] So I went to Australia, then I went and did you know, quote. Outreach and quote. we basically just went and partnered with local nonprofits and churches for a few months, and I

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got to live in Thailand, which was really cool, but at the same time, just was exposed to just some really extreme poverty, and put things in perspective for me.

not to be [00:25:00] cliché, but really you go over there and people who not only don't have anything, that's one thing that really does suck. Sometimes that can even be a better lifestyle. In some regards, but people who are just really, really sick. And so I would remember we would go walk to a market or go to a somewhere to go, like buy things and people would be on the sides of the road.

Old ladies, random people. And yeah. They would have skin diseases. And I remember walking past the guy whose face was like half rotted off and his limbs were rotting. You could see the tendons and the bones like you had. The guy looked hardly alive. Like it was the scariest thing. And I'd seen, and I had almost passed out when I passed.

Like I walked by him. cause I remember being like, what does that smell? And then just I caught his eye or one of his eye and it was just really a rattling. And so I had to, when I came back to

**David Pasqualone, Host:** [00:25:48] leprosy or what was it, what would we consider it.

**Evan Knox, Guest:** [00:25:50] I have no idea. I've, a friend tried to describe it to me that like his body had developed some sort of like infection, bacterial infection that was like basically, killing it from the inside out.

So it was like his own skin was like fighting itself or something like that.

**David Pasqualone, Host:** [00:26:05] Wow. It's just stuff that we go to like CVS and get medicine for, they're just, it's progressed so far. They're dying from it.

**Evan Knox, Guest:** [00:26:12] I mean, that's my guess. I'm not probably educated enough to speak to that, but man. It was, it was tough for sure.

Instead of, the random thing is that I would come back when I came back to America, I would be walking in Publix or Kroger or whatever, and then all of a sudden I would just start crying like I just was, And they call it culture, like reverse culture shock. And so when you go from somewhere like that and you come back to like your normal environment, you're just like, people are spending \$200 on shoes.

Like you just like, you'll lose your mind. You know, you're like, what in the world?

**David Pasqualone, Host:** [00:26:42] And you probably have the right perspective at that point, honestly, you probably have the right perspective and you're not desensitized again. Correct.

**Evan Knox, Guest:** [00:26:50] Right. And there's probably a balance of both, right? You don't want to just like not enjoy life at all.

I don't think. I think that there's definitely a balance. but there is an awareness that like, Hey, if you know, to all my business at our friends out there, I love Porsche, my wife and I play around with the idea of buying a porch like every other week. And we're like, what about this one? We're like, no, we shouldn't do it.

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We shouldn't do it. But like, you know. If you're going to spend \$120,000 on a car, like you have to at least consider where else that money's going, but at the same time, some people give so much money away, they're giving millions and millions of dollars away, and then it's like \$120,000 courses. Nothing percentage wise in comparison to how generous they are.

So yeah, everything in perspective, I guess.

**David Pasqualone, Host:** [00:27:30] Yeah, it's between you and God and it's, it's however you, I'm not seeing if you buy a nice heart, if you buy a yacht, I'm not saying that's wrong, but it depends on your relationship with God and what he's telling you to do. But, I'm just talking about commenting.

If, if we were to really look at the grand scheme of things, like you are saying, we need shoes. We don't need \$250 shoes. We need a vehicle. We don't need a three point \$8 million vehicle. So the grand scheme of things, you just saw the depravity of man and the pain and the suffering, and you're like, dude, we can literally heal this whole village with the money that we're spending on Gulfies.

So that that's what you were feeling. You had just a real perspective of need versus want.

**Evan Knox, Guest:** [00:28:12] Yes, and what I often like, I think when I look at that, I try not to take the perspective of like, Oh my gosh, people are crazy. There's been so much money, because there's always that Planck in my own eye, and once time it was really apparent for me was I was inequitable, wore on a similar shorter term trip and.

I was talking to the guy who like ran the ministry that we were partnering with there and I'm like, I'm just trying to make guy talk, you know? We've been talking about other random things I thought we had, I was single out thing. I was talking about how cute girls were or something like that. And I'm like, all right, woke, what kind of car do you like?

You know, like, and he's like, man, people around here. It's not like, what car do you like? It's like if you even have a car, like it was just a. Totally eye opening to me because here I am like, Oh, what car would I want? Which is like the dumbest thing. It's all not going to matter a hundred years from now, but at the same time he's over here like, man, we don't even think like that.

That's not even a thought that we have here. It's just, do you have a car? Like do you even have transportation at all? Which was crazy.

**David Pasqualone, Host:** [00:29:13] Yeah, it's, it is crazy. And it's sometimes, like you were talking about earlier, we have to hit the lows or two to really appreciate anything. I remember my , excuse me, and my uncle coming back from his life.

He's been in every conflict since Vietnam in the military. Wow. And when he was in his last tour in Iraq, I remember him coming back and he literally said, it's a worst thing you ever saw. It took him like nine months, and this is a solid, he worked for MIT, you know, small institution. This guy is top notch in every aspect of humanity.

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And it shook him up and it changed his worldview. And he came back. One of the benefits was who cares? Like who cares about anything? Look at nobody's dying. Nobody's [00:30:00] being raped, nobody's starving. Nobody's being tortured. Man, we got it easy. He's like, anything that happens to me, I've got a smile on my face now because he saw so much over his life.

But I guess that third trip out there just was. It was changing to a point of now everything is just a blessing. Everything is a blessing. And thankfully, you know, he's years out now and he still has that. So the perspective you had repeatedly, what a blessing it is, you get to have that experience

**Evan Knox, Guest:** [00:30:28] and see.

Yeah, absolutely. And it actually, it was, I fit in red. Everything's clear in retrospect, but when we first got married, my wife and I, 2016, it was kinda hard for me even when we were dating because she had not had that same experience. Right. They, she had not seen extreme poverty. her home life was fairly normal.

And so I, it was really hard for me to give grace to her in certain areas. Like, you know, let's say she had a hard day at work. I do. I struggle with empathy now because even though that is kind of a small thing, like I need to care for her in that moment, right? I need to be caring about whatever Syria is, because every, it feels important to somebody.

It's important to them, like in a story. however, it's really hard for me to be empathetic at some level because now I'm like, Oh, like you're freaking out about this random thing over here. But like. In retrospect, it's really not that big of a deal. Like there are so many people that don't have access to clean drinking water.

Like this is not the worst thing in the world. Even if I have a client. So, and you know, occasionally clients decide not to work with caffeine anymore. It's not a good fit. Whichever. and in those moments, that's hard. It's a hard conversation. But I have to remind myself in retrospect, is this matter a hundred years from now?

No, this is, is this really that bad in comparison to the stuff that I was seeing in Thailand, among other things. No, not really. Do I have to sell my kid and in order to feed my family, but then like the rest of my family, no. Like this is all very surface level things

**David Pasqualone, Host:** [00:31:56] that, and that's, that's great man. And then to bridge that gap, if anybody's listening who's not married, I remember, did you know Charles home-share by any chance?

Colorado neighborhood by all time.

**Evan Knox, Guest:** [00:32:08] Sounds cool.

**David Pasqualone, Host:** [00:32:09] Oh, not bad bottle times. You've been around every bottle times around for like 65 years. And he was the founder ran it for like 55 of those years. I mean, he's, he was like my grandpa. And I love that man. He was probably the godliest human I've ever met. Not, not without sin, but man, what a great guy.

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And I learned so much from him. But one day I asked him, you know, you're in college and you're thinking about who you're going to marry. And he said exactly what you just said, having, he said, it's not the color of the skin. It's, it's the culture. He's like, when you marry someone, he's like, you want to marry someone with the closest culture to what you grew up with as possible is like, you're both going to grow.

You're both going to glorify God. Nothing will be exact. He's like, but the best marriages typically have that same cultural foundation.

**Evan Knox, Guest:** [00:32:57] Interesting.

**David Pasqualone, Host:** [00:32:58] So they can understand each other and grow, and like you said, you had a different. Your backgrounds are different and your perspectives are different, so you're going to grow together.

Yeah. But what he was saying that if you're listening, take it to heart because all of us have learned, let's say the hard way, but we love our wives. But the more culturally similar you are, the easier marriages because you're on that same plane. Like you said, you had experiences that she didn't have.

You go back, take another mission, strip together. And now you're sharing that and the culture just developed. So, all right, man, we'll get back. Go, go, go. We keep getting to trail, but I think it's good stuff.

**Evan Knox, Guest:** [00:33:35] Yeah. So that organization was a lot of fun. theologically I'd say that they're a little bit more charismatic than I, would probably identify with.

But I did feel like I needed to be with that organization a little bit longer. And so I decided to do part of their university program in Colorado and do a school of ministry development and is just follow that a little bit longer. And so I went out there, and I worked for a church called flat irons, which was a ton of fun.

had some incredible community, met two of my best friends out there I was still close with were guys at my wedding. And that's also where I met Missy. And so. that's also kind of a fun story. She had dated a friend of mine for about a month and then they broke up and about a year later, I was like, Hey man, would you be okay if I like talk to her?

And he was like, yeah, go for it. So, yeah. Anyway, so that was fun. we got married and then right after, and actually in that season. Was, and a lot of ways really fruitful, had incredible friendships. the church was awesome. some of the people that I worked with were, were really hard to work, work for.

I was kinda like a resident where it was like a year long internship. and, I, I feel like I've learned more under leadership that I really didn't like. Then I have under leadership that I've loved. and so that's always going to be

**David Pasqualone, Host:** [00:34:52] true, I think

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**Evan Knox, Guest:** [00:34:53] 100%. And so I would see, the people that were leading me, and I would think, man.

[00:35:00] I could be wrong. I could totally be wrong here, but like what I was perceiving and what I feel like a couple people around me were saying, that was also the case was like, man, it's possible that this person is like being extra harsh on you because they feel threatened. And I was like. That's really interesting.

So like I made it a point to like whatever, cause there will be inevitably there, there are people that are way more talented than I am, smart than I am cooler, whatever, that worked for me or work with me or whichever. But in those moments, I'm like, man, I have to check that at the door like I am here to, as their leader, I'm here to serve them.

And so that was a moment where I was like, man, I really don't want that to be a thing that's secretly sabotaging my own leadership. So that happened. And then we, when we got married, we left and drove across the country, literally had our cars packed and got married and drove our cars. We went to a honeymoon and Vail and Steamboat Colorado.

And then we drove all the way across to Charlotte. And I went to another internship program with this place called elevation church. elevation church was. Great. And so many ways, a lot of awesome leaders, but the pace there, I don't think it was at the end of the day, it was not a good fit for our family.

I hear it since it's changed. It's slowed down a little bit since then. but it could have been just the people that we were working for, or maybe the season wife, I don't know. But we were working like over 70 hours a week. And having just got married, we were like, who are each other? Like all we do is like see each other at work.

We both worked at the church and so we decide the best move for us was to move down to Atlanta. And I had been in a marketing role and Oh, actually, let me back up before that. Two events happen in my life, which really dramatically affected me in a lot of ways. It was when I was in Colorado before we got married.

my stepdad passed away in a car wreck. and that was like absolutely devastating. I'd grown pretty close to him. and so that was really hard. also hard cause I was close to my mom and then, you know, having to walk through that season with my mom was really tough. And, then we got to Charlotte and then like almost within two years or a year and a half later, whenever it was, my dad ends up getting a rare infection in his mouth that goes directly to his brain.

And basically within a day, he went from being completely normal till they found him on the ground of his kitchen. and then they took him to the hospital and after they, by the time they got the hospital, he had double pneumonia. And then by that time, I'm driving down from Charlotte down to Atlanta, and I make it for the last hour of his life when he's on full life support.

And so I watched my dad die in front of me, which was super hard.

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**David Pasqualone, Host:** [00:37:36] and that's, that's exceptionally crazy because he had a drug addiction and that could've taken him so many times. But a dentist is what is, I hate to say, use, but that's what took him out. That's crazy.

**Evan Knox, Guest:** [00:37:51] Yeah. And it may not have been like the dentists, I don't, I obviously don't know all the stuff behind it, but there's definitely like, it was some sort of like thing with his mouth.

He'd gotten some work done and I don't know if he was taking the right medication. I really don't know.

**David Pasqualone, Host:** [00:38:04] but 24 hours he was.

**Evan Knox, Guest:** [00:38:06] Yeah. Wow. So his, his girlfriend was like coming over later that evening to like hang out or whatever. And she had found him on the floor and like, called nine one one. it is crazy.

and so having to, like in that moment, my grandfather rightfully, is like beside himself, and so is my grandmother and the rest of my family. and so that Enneagram eight. As much as it can be hard to be an eight sometimes, like what's kind of a gift. So like in chaos and trauma like that, I was just able to have peace, like just through my natural wiring that God had given to me as a gift.

And then also leaning on him in that scenario and trying to navigate that and plan my dad's funeral. And, it's really tough. And anyone who's gone through grief with your family, you know what I'm talking about. but that was pretty hard and no doubt. Now

**David Pasqualone, Host:** [00:38:55] at that point, was your dad clean or was he still using cause like, I'm sure when they found him, was that a first question?

Like did he overdose or, I mean,

**Evan Knox, Guest:** [00:39:03] right. Yeah, totally valid question. so he had been clean since 20, 2013 or so, and he think he died four years ago, so he'd been cleaned for a few years, maybe like two, three years. He'd been clean.

**David Pasqualone, Host:** [00:39:20] And how did he, was he, did he trust Christ as a savior or did he not, do you know where the situation was?

**Evan Knox, Guest:** [00:39:25] Yeah, I mean, the way that I kind of, say is like, he loved Jesus, but yet really struggled with drugs. Like at the end of the day, he knew that Jesus was like. The all be all and really repeatedly, multiple times, was like trying to go back to Christ and, in a lot of scenarios. But yeah, I think it was just a, a thing that he could never quite shake, which, you know, eventually he was able to get clean.

but yeah, he did love Jesus.

**David Pasqualone, Host:** [00:39:49] Yeah. And so for the listeners out there, I know there's people of all different perspectives and, and worldviews, but whatever, and I are talking about is we have a Christian worldview where. The [00:40:00] Bible says, for whosoever shall call upon the name of the Lord shall be saved.

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And that's it. There's nothing we can do. Jesus did it all. And so if his father believed and trusted in Christ, then he saved and he'll be waiting for heaven, an attorney. but that doesn't mean we're free from struggle. Sometimes we have the demons and the pain in our life that we Christ can heal us.

But then we also have to work through it on our own and with each other. So. That's kind of what we're talking. I was just wondering, so you will see him again.

**Evan Knox, Guest:** [00:40:27] That is encouraging. Absolutely.

**David Pasqualone, Host:** [00:40:29] Amen, man. All right. We'll keep, keep going with the story.

**Evan Knox, Guest:** [00:40:32] Yeah. So, fast forward, back to the moment where we decided, Hey, Charlotte's enough for us.

funny enough, my mom gets a contract job to go to Alaska for nine months, and she was like, Hey, do you want to watch the house? And we were like, well, for sure we do. And so, we go down to Atlanta, and in that moment it was like pretty apparent that I was going to do something business marketing related.

I just felt like that that season, that was the best move for me.

**David Pasqualone, Host:** [00:40:56] and you're how old at this point?

**Evan Knox, Guest:** [00:40:57] Oh, at 22.

**David Pasqualone, Host:** [00:41:02] Yeah, she's 22 ish.

**Evan Knox, Guest:** [00:41:04] Yeah. 22 let's go. 22, has some marketing experience and was like, you know what? I've been listening, this guy named Gary Vaynerchuk, and he's got this whole, like eight, you know, Vayner media has got this huge marketing agency.

He's got multiple, like hundreds of teams across. The world. Then I looked at that and I was like, you know what? I don't think I could do it quite to that scale, but I was like, I know business from, you know, growing up and studying it, and I was like, I bet you I could start my own marketing agency. and so that's what I did.

kinda basically bootstrapped the whole thing. The thing that was kind of cool about it in retrospect was when we got married, Missy had \$100,000 in debt between a car debt and student loan debt. And we paid that off within three years of being married. But also during that time, that's when I bootstrapped my entire company.

So like without additional funding, having to put money aside to not invest back into the business, it was definitely a slower growth. but we just continue to pay off that student loan debt and get everything paid off, which was great.

**David Pasqualone, Host:** [00:42:03] Yeah, very smart prizes your future.

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**Evan Knox, Guest:** [00:42:06] Yeah. And it was one of those moments where it's like, man, where do we choose?

Like that was a hard businesses decision to make because as my agency was started to grow, I was like, man, do I put money there or do I have to pay off our personal debt? And what's pretty cool is like in retrospect, I've been able to double our bottom line revenue for the last three years in a row every single year.

And even during that time I was able to pay off. All of that debt, which is crazy. Hey,

**David Pasqualone, Host:** [00:42:29] let's take a minute. I mean, we're not a the Dave Ramsey show, but help the listeners. How did you do it? You had 100,000 which seems impossible for some people, right? And you know, the average person I hate, I think the last number I saw was the average American.

It's like 18,000 in credit card debt alone. That's not other debt. So that's not hosted car debt, medical debt. Gambling, whatever. They're into their

**Evan Knox, Guest:** [00:42:55] vices.

**David Pasqualone, Host:** [00:42:56] Yeah, but what I'm saying, so talk to me, how did you as a young married couple at 22 pack away 35,000 a year to

**Evan Knox, Guest:** [00:43:03] pay off debt? Yeah, great question. So the first thing was being on the same page.

I remember Missy came over, I think we had just gotten engaged or something like that. And I've always loved my math and numbers and. I was like, all right, but how much debt do you have? And I think she had already kind of told me, she was like, yeah, it's like above 50 or I don't know what she said. She wasn't hiding anything from me, but like it was time to actually look at the numbers and figure out, all right, how much are we actually talking here?

**David Pasqualone, Host:** [00:43:31] And

**Evan Knox, Guest:** [00:43:33] yeah, it, she was like, she's like, either I don't really want to do it. You know? She was kinda like beating around the Bush. And I was like, all right, well here, we'll make a thing out of it. We'll grab a glass of wine and we'll just sit down and look at an Excel sheet or whatever, which that's probably some people's nightmare.

Aside from the wine. Yeah. I left. I left school, but, we basically looked at it and. You know, I think she definitely felt, and that was not trying to shame her in any way, but like I think she just was aware that she had not made the best financial decisions. And so I think from that moment on, she was exceptionally committed to paying it off.

And. I think that really helped because it was not just me trying to convince her that this is what we should do. I think she really understood the gravity of it and that we wanted to be debt free as soon as possible. And so we just live very, very modestly. But at the same time, we, like we didn't eat rice and beans every single day, which is totally an option for some people, but we like, to like shop or fairly.

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Nice grocery products, you know? So we were spending \$500 a month or \$600 a month in groceries. so we didn't go to like extreme poverty. They, but we were just, we're very intentional. Like any of the stuff that we didn't need, we put off, if we really felt like we needed it, we were like, Hey, can we wait like another year or like two years before we buy that?

I've really, I've still developed a habit of like, I just wear one pair of shoes and I just wear them to the ground. So like, you know, we're talking about \$250 shoes not [00:45:00] being a good thing. I'm wearing ultra boost right now, which are probably close to that, but I wear this one pair. They're super comfortable and I wear them for a year.

and then I take a new pair of shoes. But, it's, there's not a secret formula. Dave Ramsey has got a lot of great resources. You can look into, you know, do, what debt do you have first? I think it's a self awareness of whether or not. you need that extra incentivization like incentivization, because I look at it and I'm like, no, we're very disciplined.

My wife and I are both very disciplined people. So if we say that we're going to pay off that we're going to do it. Some people need like the extra momentum, so they'll do a snowball method. So that's when you pay off the smallest debts first, and then you. Add up the monthly payments that you were making on those smaller debts to the bigger debts, and then you just basically pay it off.

By gaining momentum, we decided that we were going to pay off the debt so that were having the most interest, the most like total interest. So if like a \$10,000 loan had. Let's say it had 10% interest in a, \$9,000 loan, had like 15% interest. We did the math calculation and go, you know what? We actually need to pay this one off first.

**David Pasqualone, Host:** [00:46:06] cause it would cost you more money

**Evan Knox, Guest:** [00:46:08] and the end of the day it would have cost us more money. Yeah. And then eventually we got a, another thing I would suggest is like raising your income level, you have to. You know, just getting paid more at your job is not necessarily a great way to build wealth. really a great way to build wealth is through investing or business.

which is a whole nother topic or a topic we could talk about. But yeah, I mean, do you try to see if you can negotiate your salary if you do, if you are employed, but being self employed and owning my own company, it was more so a balance of like, okay, I need to have an emergency fund for my business that it can run for six months.

But anything above that. I'm going to like be putting directly into student loan debt, which was kind of sad cause I. I wish we didn't have the debt right, but that's just the matter of fact. We did and we had to pay it off. So like if I, if we took that \$100,000 debt that we didn't have, so I suggest, first off, don't get in debt because the a hundred thousand dollars we would have had man that could have paid for so much in my company, could have been even larger than it is today.

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And we kind of have a more, a better lifestyle, given more money away, all that stuff. But if you do have debt, I think end of the day it's just be disciplined and have self-awareness for what you need. So if you need to build momentum, build momentum. But, That would probably be the best advice I have.

**David Pasqualone, Host:** [00:47:23] All right, and let's talk about one more question on this topic, then we'll move back into your story. Okay. You have that self control. You have that mental awareness, so you take a lot for granted in the sense of what let's say the quote unquote average person has. I see all the time a harsh reality that people don't understand the difference between need versus want.

And you brought that up several times. Talk to us about how you see need versus want, and gives them illustration so the listeners can help understand it and apply it.

**Evan Knox, Guest:** [00:47:54] So when you're trying to think about what's a need versus a want, the first thing that comes to mind is social settings. So. I realized pretty early on that I could go somewhere and hang out with my friends, but not buy anything.

When we went out to eat, like I would stop by the grocery store and grab a power bar for \$2 when we would go out to eat with our friends and our friends would. You know, spend 30 bucks on a meal or whatever, and we just tried to make it not awkward as possible, but we were just on a mission to pay off that debt.

And so there's little things like that that add up over time. It's, I think there's an awareness of like, Hey, do we have to, you know, it's like, Oh. we have to like spend money to go out with the D a to eat with our family or our friends. And when I was like, no, you don't have to, that's not really a half to thing.

you just feel pressure to actually appear normal and do what normal people do, which is go, you know, go out to eat or whatever.

**David Pasqualone, Host:** [00:48:51] when people are in debt, so let's not do that.

**Evan Knox, Guest:** [00:48:53] Yeah. Right. And there's so many times where somebody asked me to hang out or during that season and I was like, Hey man, I would love to go grab beers with you.

But like. Just during the season and we're trying to like keep it low key. And so we'd go hang out at Starbucks for an hour, and probably wouldn't even order drinks at Starbucks, you know? So that's, a social setting where it's a need versus a want, but, and then honestly, anything that doesn't help your actual body just survive.

Like that's pretty standard definition. So you need shelter, you need food, you need water. But do you really need that nice apartment? Like, can you, can you double up with somebody? Can you have a room mate? And I think you're right. I think at some level I do, maybe based off life experiences and stuff, but man, I, I think it all ultimately comes down to self-awareness.

Like, what. Just why am I doing the things that I'm doing? Like how are you spending your money? And that's a great track runner because I'm Christian or not Christian. Jesus has a great saying. He's like, Hey,

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where your money is there, your heart will be also, or it's just basically an indicator of what you really care about.

So I've encouraged people to literally have the courage to [00:50:00] look at the last three months of their spending and figure out. What they spend their money on. They don't have to keep a budget, no budget at all. Just look at what you actually spend your money on and then that will be an indication of your priorities.

**David Pasqualone, Host:** [00:50:11] Yeah. And if you have a grocery bill of 300 and your cable bills, four 50, you might want to evaluate.

**Evan Knox, Guest:** [00:50:19] Yeah. My friend of mine, who I absolutely adore, he's one of my best friends. he, him and his wife are paying off some debt right now. and he's like, man, just gotta have cable for football. And I'm like, but you don't like.

You don't have to have that. You know what I mean? Like you can just not watch the ball for

**David Pasqualone, Host:** [00:50:36] a year. And we got people right now listening literally from all over the world, Evan, some people are like, what a shallow bunch of guys. These are when there's other people who are very wealthy and they're like, who cares about 400 bucks?

Now it's, you know, my, my golf fees this year were 250,000 so we have a very diverse audience. But if you're listening and you're one of the. Middle-class in America, the average or the, the people struggling and this is gold. Take it, run with it, apply it and reach out to me or reach out to Evan. Seriously.

I know Dave Ramsey has a great program, but I'm getting that under control is huge. And the borrower is servant to the lender. And if you have debt, you can't be free to do the things you want to do because you have a responsibility to pay it off. So get free, get free fast, and get help if you need it.

So, Evan. Oh, go ahead.

**Evan Knox, Guest:** [00:51:26] Well, I was gonna say we could have like little things that we did. I looked at the interest rate that we had on our loans and I looked at what they would penalty would be if we pulled out our 401ks and which were not much, but we looked at that and then we also looked at what it was earning and interest, and it made more.

Mathematical sense to pull out our form when case and take the loss, the penalty to pay off more debt. So that was one of the things that we did, which doesn't seem conventional, but mathematically was the thing that was going to be the best move for us.

**David Pasqualone, Host:** [00:51:55] Yeah. And doing stuff like that. Definitely, definitely.

Think through it. Pray, get with a qualified financial advisor. I can't tell you how many financial advisors I've met. I mean, you can agree or disagree. I'd say. I have know some great financial advisors.

**Evan Knox, Guest:** [00:52:11] Sure. But

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**David Pasqualone, Host:** [00:52:12] the majority that I've met are actually in debt themselves. I have no idea. They just push the products of what their company tells them to, what they get commission off of, and they couldn't finance a \$2,000 computer if they tried.

I mean, there's some really, really, just like anything else, there's good and bad and all kinds, but a, what do you call a doctor that graduates first in his class?

**Evan Knox, Guest:** [00:52:34] What do you call Hunter? Yeah, doctor.

**David Pasqualone, Host:** [00:52:36] Yeah. What do you call a doctor that graduates last in his class? Dr. Doctor. And same thing with financial advisors.

You've got to find the good ones if you're going to trust him with your future. Yeah. Your trust in Christ, but your money, you know?

**Evan Knox, Guest:** [00:52:47] All right, so now you're Kate yourself too. I mean, yeah, you can't be a victim. You can have a victim mentality and just go, I just don't understand it. Well, that's not really any way to live your life, just to give external locus of control and hand over the keys to your life, to everybody else.

Make a decision to go, you know what? I'm in control of what I can control and I'm going to do the very best I can. So if you don't know anything about finances, man, I would really encourage you, read as much books as you can. Read as many online articles as you can. And I, for a while, I did not love, like even my own accounting for my business, but I just wanted to be as educated as possible before I handed the keys off to somebody else for them to manage it.

So,

**David Pasqualone, Host:** [00:53:23] yeah. So you don't get taken advantage of too. Yeah. Totally. Yeah. All right. So your mom goes to Alaska Urin Atlanta. Pick up the story there.

**Evan Knox, Guest:** [00:53:31] Yeah.

**David Pasqualone, Host:** [00:53:31] So we're in Georgia. Sorry.

**Evan Knox, Guest:** [00:53:33] Yeah, Alaska would be cool. But she's an Alaska. we were in Georgia, so we moved down there. and we kind of house it from my mom for a few months and that also probably helped us financially with some margin.

And this is a little side note, I worked for a dealership, I car dealership, cause I, a friend of mine said he made a ton of money selling cars. So that was another thing that I was like, all right, I got to increase our income in order to pay for this. And I quickly learned that was not the route I wanted to go.

I love sales, but man, that world was crazy. Like the guy I worked for as like an MTV show, like he was like throwing phones across the. The room. I was like, all right, this is no bueno. And so I'd already thought about starting my company, but I was like, nah, let's get a normal job. I'll start caffeine marketing.

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My wife is like, you need to start having marketing. And I was like, Nope, I'm going to do my own thing. I'm gonna go like work for somebody else. And then very quickly it was like, Nope, that's not the right you're supposed to go. And so I started caffeine, bootstrapped. It really, I mean, we could talk client acquisition strategies, but in the very beginning I was just really gritty.

I mean, I'm just reach out to as many people as possible. I was pretty bad at sales. I didn't have a great messaging script or a sales script, or marketing funnel to begin with, but it had to start somewhere. And started off primarily doing social media marketing and then moved into holistic marketing strategy and really found my why, which was that I want to help business owners like my dad and grandfather, to grow their company because when we help grow an entrepreneur's company, not only do they.

A win, but their families and their entire company wins, [00:55:00] and they increase the quality of life for all those people. So that's why I started caffeine marketing. it's been awesome. It's been a ride, for the past couple of years. we had a baby boy, six months ago. His name is Titan. My wife's, yeah, it's a pretty cool name.

I equate it to like a Porsche nine 11, you know, it's like understated power, you know, it's not over the top. So that's what we were thinking for him. and then recently I've, within the last year and even the past couple of weeks, I've had a lot of new, exciting business stuff happen where. I've started an education side of my company, giving people the exact blueprint that I've run to double my company's public bottom line revenue for the past three years, every single year without adding overhead or stress.

And so I'm really excited to launch that. we were talking about that earlier. You can find that on my website. and then also I've got other, so I'm starting to get into the private equity world. I'm working with a couple deals right now. I'm currently a part a partner in one other business.

It's a fly fishing guide business, but I'm also trying to enter into this world of buying other companies and then, growing the revenue and then selling them to private investment firms, which has been pretty fun so far.

**David Pasqualone, Host:** [00:56:11] Yeah, that's a whole world of experience right there.

**Evan Knox, Guest:** [00:56:13] Yeah.

**David Pasqualone, Host:** [00:56:14] So let's do this. Let's talk about, cause there's a lot of people right now and they have small businesses.

And in small business, by definition, it doesn't mean you make \$10. No, it just means you have under what is the standard now? 500 employees. It's a small business. I

**Evan Knox, Guest:** [00:56:28] think it's more than that. The way that I typically define it. I mean, this is not the small business handbook definition, but we work with companies that are doing less than \$50 million a year.

So that to me is about a small company. At least by my definition at least.

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**David Pasqualone, Host:** [00:56:45] Yeah. And the way that government defines is it's, you know, government. So it's always changing and ineffective. But like, like everyone was saying, 50 million, some of you would be like, I wish I made 50 million, but that would still be a small business.

In some situations it could be 250 employees and some, it could be 1500 employees vote. When someone says they own or work with small and medium sized businesses. That just means they're not working with Coca-Cola, multibillion dollar international company, but they're still working with the large players.

So I guess before we go on, I keep thinking caffeine. Why'd you name it? Caffeine

**Evan Knox, Guest:** [00:57:15] marketing guy. Goodness. So I, for so long, the original name of, I don't know, I've never said this publicly, at least not in awhile. The original name of my company was Knox media LLC. Okay. And I just want to, I was. Very quick to move.

And I'm like, I just need a name. Let's just go for it. Let's see what we can we do here. And so that's how I came with Knox media, but I never loved it. my grandfather owned a store called Knox jewelers, in Atlanta. And so that was kind of like the, my, the route my family had gone, which is like the personal branding of the last name.

I did not want to go that route. just didn't like being like. Hey, what company do you have? Oh, it's named after me, basically. so I was struggling to find a name for a long time. So like, even when I first started a company, I was like, man, what do I call it? And then it occurred to me, the more time it's been around other entrepreneurs, it's like, man, we are always so gritty.

Like grit and hard work is the thing that got us to where we are today. And caffeine is awesome. usually the vehicle that enables us to do such great, hard work and pretty things. So that's why I picked caffeine. I just felt like. Most entrepreneurs says that's our typical client. Could relate to that.

**David Pasqualone, Host:** [00:58:21] Nice. Nice. Now go back into this. So you've got a small business owner listening now, and you said how you have these proven methods, and I knew of course is available and it looks like you have a great product offering, but I give some steps, give some easy steps that a small business owner, what's three practical tips that they can take, run with, apply and see success.

**Evan Knox, Guest:** [00:58:38] I love that. So I will, I'll try to give you three on the, The caffeine labs, which is the education side, and then I'll give you like a couple of marketing ones. So

**David Pasqualone, Host:** [00:58:47] yeah. Is everybody's looking to drive traffic now. That's like the big thing. Drive traffic, drive traffic. So

**Evan Knox, Guest:** [00:58:53] yeah, totally. So we'll start.

Let's start with marketing then. So the marketing I think is very basic. The very basic, if you just need to understand this about marketing, it is moving people through a marketing funnel. Some of it happens intentionally or unintentionally. It's always happening all the time. But in order to really grow and scale

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your company to acquire new clients, new customers, you need to understand a marketing funnel and build a marketing funnel.

A marketing funnel very simply, is moving people on the process of brand awareness to consideration conversion, and then increasing retention. So brand awareness is when people first become aware of your brand. They're never going to work for with you or buy from you if they don't know who you are. So the very first step is just getting in front of somebody.

The next step is consideration. A lot of consideration comes down to your messaging. So making sure that you have the right message, that you're not the hero of your own message, and that you're actually engaging your customers into a story and you're establishing yourself as the guide to that story.

You're painting a picture of success in your customer messaging, and you're also letting know potential customers what's at risk if they don't work with you. so like how are their lives going [01:00:00] to be negatively impacted if they don't buy your product? And then also aligning yourself with a problem that they are experiencing in your messaging.

Most people who are great at sales know that you're actually selling to a pain point. That's the thing that most people are actually going to buy from. So it's identifying what that pain point is and how it makes people feel, and then selling and marketing to that. So that's how most of your messaging should be.

but that's in that consideration phase. So you're creating, advertisements or you've got marketing funnels in place that were, people are being moved from brand awareness to consideration. And then lastly, your people who have now considering you. these are what you call a warm lead. These are people who are familiar with your brand.

They're at least moderately interested in working with you. now you want them to actually be customers. So there's a lot of, I'll give you a couple of practical ways on how to do this. My favorite though is gotta be some sort of lead gen. So something on your website, depending on what you sell. So either a B to B or B to C environment.

This, this works out great, which just means business to business or business to consumer. As a lead gen, so something somebody would actually want to download in exchange for their email. That Legion is going to give you their email and then what you're going to do is you're going to create a seven part.

Doesn't really matter how long, could be five, seven 12 part email sequence that's going to educate them about your product and it's going to convince them to buy. There's a lot of strategies behind email marketing campaigns, but at a really simple. overview, it's you've got some sort of thing that they want to download and e-commerce that can also just be like a 15% discount code.

That also works, but in most other environments, you need to like a five ways that we're going to save you money. And I've got a free resource that I'll recommend later. that is the similar thing. Like it's something that you would want to give your email away for. So that's the moving people from consideration to conversion.

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Another great way to do that is through retargeting ads. I had a business that I was talking to yesterday who I thought was absolutely bonkers. They don't work with us. but. They said, yeah, we just don't have enough money to spend on retargeting ads. Man. That is the easiest thing for you to do is to, whether that's set it up yourself, if you're a really small business or hire an agency to do it, you only need a couple, you know, depending on how much traffic you have, you could spend a dollar a day and show people ads so that they don't forget about you.

Because when it comes time to buy, you want them to remember you and your brand.

**David Pasqualone, Host:** [01:02:19] Yeah. And describe just some people don't even know what a retargeted ad is. They're so busy working in their pest control business or their coffee shop or their massage therapy. Explain to them what that is and how that would work, how they could practically do it themselves.

**Evan Knox, Guest:** [01:02:31] So if you were going to do it yourself, I would, I would set

**David Pasqualone, Host:** [01:02:34] out that you shouldn't talk to guys like us who are marketing experts, but if you're going to do it yourself, here's a tip,

**Evan Knox, Guest:** [01:02:39] right? Right. And I always get so nervous, like I don't do any other like social media advertising yourself. But if you want to set up this one thing I'm giving, we're giving you permission to do this one thing because, or else you're going to waste a lot of money if you don't know what you're doing.

And we don't want you to do that. We genuinely don't want you to waste a lot of money. So. This is the one thing that you can not mess up that bad, okay? But a retargeting ad is you're going to put a piece of code on your website that's going to track people so that you can show them ads later. With Facebook, it works.

You install what's called a Facebook pixel, and you put a piece of, it's basically a small piece of code that goes in your website, so don't be intimidated by that. And. What that code does is it's going to track every time somebody who's logged in on their phone, in their Facebook or Instagram app, they don't have to be in the app.

But like if they've got that logged in on their IP, like if that IP address is associated with that profile, it's got to track them. So now I can track a person whenever they come onto your website. So if Joe from Nebraska comes onto your website and, looks at, you know, your website but doesn't decide to buy from you or, in the pest control scenario, doesn't decide to work with you.

You can then show him retargeting ads within Facebook's ads manager. So you would just create a business manager account. You would create an ad account, and then you would install that pixel on your website. It's a small piece of code, and then once you do that, you can. It's depending on the traffic that you have to your site.

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It might be a dollar a day, or it might be \$100 today, depending on how many people actually are on your site. And you can also upload customer email lists or existing clients, to retarget ads too. But the general idea of, by definition I retargeting ad is somebody who's come in contact with you.

They're already familiar with your brand somewhere, that brand awareness part, and you're essentially showing them ads to get them to actually work with you.

**David Pasqualone, Host:** [01:04:28] Yes. And there is an Evan and I, you can talk to us privately and you know, talk to caffeine. There is a whole lot more to it. But that is in a nutshell what you can do.

But don't take that lightly either because as your website grows, and that might be the next question. People think, I can't sell ads cause I don't want people coming to my website. How do I do that? Well, again, talk to us. But once you get that traffic and once you get those sessions on your website. This can turn into a nice income stream.

I mean, you can make serious money just by retargeted [01:05:00] ads and selling ad space. And now, one simple trick I love is just mobile is 70% 70% of your traffic or more for most industries is mobile. If you're putting together an ad or a webpage, use portrait. You use portrait images because now you have more real estate on that phone screen to sell ads, and that's on, you may not ever use, but if you do, you can thank us later.

**Evan Knox, Guest:** [01:05:23] Yeah, absolutely. It's a, you're basically, what you're doing is you're taking up the greater real estate on the ad because a four by five, which is a portrait, like you were saying, is gonna have more quote, thumb stopping power because there's going to be more for them to look at. Then a landscape image.

**David Pasqualone, Host:** [01:05:42] Yeah. Just fills more of the screen and there's more to click and more to sell. That's a good tip. All right, so Evan sharing with us sheriffs, one more thing, sheriffs. How do you even get people to your website? Evan? What's a tip you'd use

**Evan Knox, Guest:** [01:05:53] for that? I would love to share a couple ideas with you there.

And then I don't want to forget the, through the core three of caffeine labs, which I think is so, crucial for any business owner who really wants to be successful in the longterm. But another great way to get people to, I just want to break down the different ways that, most people try to get traffic and maybe feel discouraged.

some people will try really hard at SEO, which is search engine optimization. That's certainly one way to go about getting traffic to your site. But that's a really long play. I think you should always be doing it when you can. you can do that by doing on page SEO, which basically means, you're optimizing all the keywords on your site.

There's also a technical SEO, which just means making sure that your website is set up correctly for Google to index it. but you always want to be. cognizant of SEO, learn as much as you can about SEO. so that your website is set up correctly so that it's going to appear higher in Google as time goes on.

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But if you're just starting a website, but it's likely you're not going to rank really high in Google because you not been around that long and you probably don't have that many keywords on your site,

**David Pasqualone, Host:** [01:06:51] or I don't want to stop and have, and again, you always correct me if you don't agree, but I'm as a marketing consultant also, I believe you should be working in your business and what you love and what you're passionate about.

Yeah. And if you're trying to be an expert at everything, you're going to be mediocre at everything. So when you find a qualified company, let them do this for you and pay them to do it. Because if you make X dollars an hour and they're charging a fraction that just pay him. So you have the time to spend with your family or grow your business and other areas.

But also, even before we move on past SEO, I see that as a, not only is it ever challenging opportunity. But it's a dying opportunity cause I'm watching Google absolutely shorten and close the window because now you have so many paid ads and even the geographic locations and it's really to get on page one is not easy to begin with.

No, but it's almost going to be, in my perspective, I'm seeing it's only going to be paid or play in a couple of years. What do you think about that?

**Evan Knox, Guest:** [01:07:56] and a lot of ways I agree with you. I think that reputation management for a local business that just basically means making sure that you're getting reviews on your website or for your local listing.

I think that will pretty much always be important. but I do think that you're right, if you're not within the top three, and even if you're not in the top one, I think like something like 40 or 50% of traffic actually goes to the paid ads. So immediately you're left with. Whatever's left of the 50% are they gonna even click on your spot number four or five.

So I put the whole SEO thing out there is like, yes, you should be thinking about it. And yes, maybe pay an SEO agency, but that's not the first hire that I would have. I would

**David Pasqualone, Host:** [01:08:36] exactly, I just want to clarify that too, cause it's something that you should do, but it's not the priority. And it's, in my, in my eyes and I guess even from whatever saying it's something that's definitely.

Closing, it's not going to be around forever. The inner, it's always changing and it's a pay to play world right now and getting worse.

**Evan Knox, Guest:** [01:08:52] Right. And if you can, so if that's, you know, if we're talking about how else to get traffic to your site, I caution you from, spending too much time on SEO because it's possible that the amount of money and time that you're gonna put into that, you're not going to see that return quick enough.

So. That's why paid advertising. my favorite right now is Facebook. that could always change, but that back end of that advertising platform and the cost per acquisition on that platform has been really great

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for my clients and for us. another great one is a YouTube. those are both great ways to send traffic to your site.

but at the end of the day, traffic is, is just traffic. Really what we want is conversions. And so that's why you need to learn to balance a great website, and however much you're spending in advertising. And the thing that I would encourage you to think about is what is the cost per acquisition that you can afford?

So what is the margin that you have in your product or service. That could be 30%, 40%, whichever. I thought, I was talking to a guy this morning who, he just acquired a new company and that company, they have their, B2B market. They do chemical sales or something like that. and he's got like \$25,000 in [01:10:00] margin per customer, and so he can afford.

Yeah. It's a lot of money per customer, so he can, I

**David Pasqualone, Host:** [01:10:07] don't use it all, but if you can use what you need.

**Evan Knox, Guest:** [01:10:10] Right. And so it's like what we're now doing is a math equation. So we're looking at, okay, he can afford up to \$25,000 per customer acquisition for a customer. Obviously we want that to be lower, when to make that as cheap as possible, but it's a reasonable for him to spend.

If he's working with over a hundred people a year, like a hundred different clients a year, then it's a reasonable for him to spend. \$25,000 on a rep, a website, because that's going to pay for itself within one customer. so don't be cheap where you don't need to be, but most people don't have \$25,000 in margin.

I would suggest doing the math equation of whatever you have in margin, like per client or customer. I'd multiply that by 10 at least. and then that might be a good starting point for you, but that doesn't mean that you need to spend that much.

**David Pasqualone, Host:** [01:10:56] Yeah, spend as little as possible, but make sure you're getting your return on investment.

I was just talking to a client in California yesterday and they were saying how they asked me, they said, well, we were spending X dollars on this type of advertising and we getting four and a half to five times consistently. Should we keep doing it? I'm like, yes. I'm like, if you're consistently getting four and a half times what you're investing.

I said, do it. I said, advertising alone. I said, do you want to make money? You don't want to just break even. But if you know you're making four and a half times consistently, why not?

**Evan Knox, Guest:** [01:11:30] Right? And let's say they have 50% margin in their product, right? So they're not keeping all of that. So really it's like every dollar that they're spending, they're getting two back.

If they have 50% margin in that scenario. But man, do I wish I had a machine that I could put a dollar bill in and take \$2 out.

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**David Pasqualone, Host:** [01:11:45] Yeah. And they, they had it, and I was looking at the numbers I've verified and I'm like, keep going. And then, you know, people, the average consumer goes on Google types, what they're looking for, and they click the first thing at the top, and that's an ad and that's paid.

And you could have a \$14 and 50 cent click just for clicking. You're charging that business \$14 and 50 cents you have attorneys. Five, six, 700 bucks, just for a click. It's not you're buying. Yeah. So people are paying big money for these ads. So if you're a small business owner, you want to look at what can you buy into that's not going to break the bank.

But for sure, Evan, talk about this, cause this drives me crazy. I look at other consultants. And it fires me up cause they really are just stealing from people. They're overcharging and purposely I get a \$50,000 website and they're super proud of it. But you're looking at like, honestly, that was a \$4,000 website they built you.

They just stole that money. But when it comes to marketing and it comes to, return on investment, people came in our generation from television and radio and it took months. It doesn't take months anymore. Talk about that. What should people's expectations be. From an online promotion these days.

**Evan Knox, Guest:** [01:12:57] So with paid advertising, so the first thing that you need to understand is your own sales cycle because it's going to be different from business to business.

So by the time that somebody comes aware of you, how long is it before they typically work with you? We can increase that by those retargeting ads that we, I mean, decrease the length of time. By those retargeting ads that we were talking about because they'll remember you and want to work with you sooner.

However, when we talk about like, what's the return on investment, how long to expect with paid advertising? For the most part, you could see it within a month, or even like two to three months. Like, we. If we're not seeing a return on investment for a client within two to three months, like something is wrong, something's broken somewhere.

The website, the advertising and the targeting, something's not working, the platform that we're using, whatever. Because when you're paying for this traffic, depending on what platform, if it's Google, these are high intent people, they're probably ready to buy. in the case of the chemical sales, let's say they're typing in chemical companies near them, that's a high intake keyword.

They're looking for somebody to buy from on Facebook. Maybe it's a little bit longer because now you've. Your disruptive advertising. They weren't necessarily thinking about working with their company, but now they're aware of your company. They like your company. It's just a matter of time for when they're going to work with you.

eCommerce is so, so easy to track. We've got a piece of code. We can track people from beginning to end for the most part, with, like 80% certainty. And then, we're seeing a return on investment within days. Like, I mean, so if we have an eCommerce client, and it's not working within the first 14 days or so, we know that we needed to make an adjustment because.

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we should be seeing conversions happen very quickly, but like SEO, that's one of the things where you're like, maybe, maybe it's going to help. I don't know. Yeah.

**David Pasqualone, Host:** [01:14:35] And I agree with Evan. I mean, I told my clients, if you get a killer agency, you know, one month you'll start seeing some juice. But yeah, that second month you should really be seeing results.

And by three for sure. So if you have someone that's like stringing you along and you're listening and they haven't, produce results, and it's been more than three months. give Evan a call, give myself a call, give a qualified agency a call, because right now you're just [01:15:00] getting money stolen from you for the most part.

I mean, there's always exceptions, but that's, that's probably the rule,

**Evan Knox, Guest:** [01:15:05] so

**David Pasqualone, Host:** [01:15:06] that's great. Talk about your three. You said your three core of caffeine.

**Evan Knox, Guest:** [01:15:12] So this is the, the three phases that I break down in caffeine labs and hyper optimizing each one of these categories. But it is yourself, your business, and your leadership.

And if you hyper optimize these three categories and you've got a proven system for a run, you're going to be able to create the business of your dreams and the ones that you've really, really wanted. A, I think self is probably the most overlooked and under-researched as far as entrepreneurs go. I would encourage them to begin to think at a really high level.

Of themselves, like a professional athlete, like you want your mind and your body to perform, with the highest output possible, but it's not just your sleep, nutrition, hydration. it's also how you structure your day. It's the meetings that you take. It's having a framework on what to delegate and what to keep all of that self related.

The second thing is your business. Most businesses have an absurd number of what I call revenue leaks. Revenue leaks are basically things that you're wasting money on that you didn't even know you were wasting money on. Like you were saying, it could be a bad agency that you're working with. And I, I'm not, I'm going to assume that most people are great and they're not a bad agency, but maybe there's not producing the results that they should be.

You're not seeing anything from that. another revenue Lake that comes to my mind is a small revenue Lake, but a socket to a lawyer. and he was like, yeah, I'm spending like \$1,000, every other month on mailers. And I'm like, have you seen any results from it? He's like. No. I'm like, then why are you doing it?

Like, what are you like? He's like, well, I'm just hope it's going to work. That's what most entrepreneurs do. They just throw money on the wall and hope something sticks, which is not a great way to scale or

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grow your company. Like you certainly had to experiment, but like, let's not just throw things out into the wilderness and waste your money like that.

**David Pasqualone, Host:** [01:16:53] Especially big dollar items. I mean, there's some people who are investing big dollars and they're just like, man, I'm doing fine, and they don't mind, but it's really a huge. Huge waste of money and they could be getting more employees are investing at work, ROI would come in.

**Evan Knox, Guest:** [01:17:08] You're right. If I think about that thousand dollars, so it's like, say 500 or \$500 a month, if you invested that back into your employees by training your employees and training your team, or taking your team out to eat or whatever.

I mean, if there's pretty much any other better, better investment than that, because revenue high or, Profitability hides a multitude of cents or like revenue hides and multitudes since. So like all of a sudden, it's like your revenue slows down and you're like, Oh, yeah. You know, it's like that Warren Buffett's saying, it's like you could figure out who's naked swimming naked when the tide goes out, you know?

so don't waste that money. Even if you guys got plenty of margin, like, you don't need to be. Overly, you don't have to look at every \$2, but just be cognizant of what you're spending.

**David Pasqualone, Host:** [01:17:51] Yeah, and I agree. We're, since we're on the last comment I would make, it's like with the attorneys, they make a lot of money and they can spend obscene amount of money on advertising if they get one deal.

Yep. They can make it more and buy an Island. You know what I mean? There's some big time, but I remember working with an attorney. And he was spending \$600 per click on his ads and he was doing a lot of things. I'm like, man, I'm like, I really don't think you need to do this. You have a highly competitive market.

But we made just a few tweaks, Evan and just the few tweaks we made, his expenses like a third of what he was paying and the profitability went up about the same.

**Evan Knox, Guest:** [01:18:29] So it's crazy.

**David Pasqualone, Host:** [01:18:31] The thing is you just look, talk to a guy like Evan and talk to people who know what they're doing and not know what they're doing by telling you it, but by bringing results with clients because they're going to be able to generate you revenue and bring a greater return on investment.

Because if you're going to be working hard. Get as much back as you can. Why waste the opportunity? You know, why make \$100 an hour when you can make \$200 an hour? Why make \$5,000 an hour and you can make \$50,000 an hour? You know, optimize every opportunity because you can get money back. You can get friends back, you can get vehicles back in homes, but you can't get time back.

So invest your time. Well, not just your money.

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**Evan Knox, Guest:** [01:19:09] I love that. And the last part of the framework is leadership. I feel like the first step of leadership is self awareness and self leadership. and of course we go into really, really practical ways to how to grow your leadership because, if you're a great leader, that's going to be very advantageous for you to scale your company because you're going to have much higher retention.

People are going to love working for you. they're going to be drawn into the vision and mission of your company. everybody's lives are going to be enhanced when you're become a better leader, but that starts off with self-awareness and being empathetic, I think is probably the key to leadership, is trying to understand how other people are feeling, not just in retrospect, but in real time as you're talking to them.

**David Pasqualone, Host:** [01:19:50] Awesome. Good advice, my friend. All right, so you brought us through your life. You are in your 20s. you have a wife, you have your first [01:20:00] child. What's life look like for you today?

**Evan Knox, Guest:** [01:20:04] it's pretty great. everybody's, everybody's always busy. So I, I always find it interesting when people say, I always, I questioned everything I do, but then I questioned everything everybody else does too.

But whenever I hear people, I'm like, Oh, how are you doing? Like, Oh, I'm so busy. And in my head I'm like, I'm way busier and you, but I would never say that, you know, like, that's not trying to judge him, you know? I'm just like, why do we say that? Is it a form of like self, We just feel like we're enough.

If we're busy, I don't know. But anyway, so yes, life is busy. life is great. I'm finishing it. Like I said, the education side with caffeine labs and caffeine marketing is going great. It's gone a really great for the past few years. We've got some awesome clients. that looks like it's going to continue to grow.

I love the business. I don't partner up with my partner in the fly fishing business. I'm also excited to take on. some other new companies, with this, a couple of other guys were essentially acquiring companies for, in exchange for our services. And we're going to give, we're going to take a percentage of equity and then, for running the company.

So I'll be, I'll function as the COO for these companies. the other guy will function as the CEO and then COO for the other one. so that's really exciting to think about, Hey, are we gonna. what companies are we going to acquire? We just finished up negotiations for one. I'm going to fly down to Florida, here in a week or two, and meet with them.

They both live in Florida, and then maybe the next five years looks like. You know, continuing to save 10 tuning to give. we want to buy like our house outright. So currently we're renting. we have, we have enough for a down payment for sure. But I just, I love this idea of not being in debt at all and having little to no liabilities.

So we'll probably buy a house here at some point and hopefully pick cash for it. So.

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**David Pasqualone, Host:** [01:21:46] Awesome, man. That's fantastic. So if you were to, we talked about your personal life and your story. And we talked about where you're at today. You said it yourself, you're always going to be growing. You're always going to learn.

You're going to look back at this Evan 10 years from now, and you're like, what a bonehead.

**Evan Knox, Guest:** [01:22:04] And I'll look back at last week and I'm like, Oh, I've got to send emails to apologize. I'm so sorry.

**David Pasqualone, Host:** [01:22:08] Yeah. But right now, right now, where you're at, what's the greatest life lesson you've learned from the adversity or just a couple of the great life lessons?

You're like, you know, looking back now. I'm the man I am today because of this. Like what are some of those lessons that our listeners can hear and apply to their life.

**Evan Knox, Guest:** [01:22:27] I think the first one is, if you are a real, I, I use the term religious. I don't consider myself religious, but if you do follow Jesus or have a higher power in your life, I think the first thing is when things get hard, go, go first to him, go first to God.

and even when things aren't, I think that that is ultimately the thing that's gonna matter a hundred years from now. And so I would just encourage people that despite all the craziness that I've seen in my personal life or. Have experienced overseas. I think we just have to keep our eyes on what matters.

in light of eternity or what's gonna matter when you're dead one day, if you don't believe in that. cause most things can be put in to perspective when we think about the fact that we're probably not going to be here a hundred years from now. The next thing which is I'm really passionate about is internal, external locus of control.

And I mentioned it earlier, but basically is this idea that we can either hand over the keys to our life, to the world around us, or we can decide, do you know what? I am not. I'm going to be the master of my own fate as much as I can handle it. I may not be able to control everything, but I sure can't control a lot.

And so, and yeah. And I, example of an external mindset or external locus of control would be a victim mindset. Somebody who walks around like, Whoa is me. The world's so tough. My boss didn't give me a raise. Somebody is out to get me. so as such and such as so mean, whichever, all of that is an external locus of control.

You're basically just forfeiting your rights. to have control of your interpersonal state. An internal locus of control, approach might be something like, you know what? I can't control everything, but I can control me and I can control, how I view things, how I see things, how are respond to things.

so I would really, that's the thing that's been absolutely key to me is like, amongst all this crazy stuff, I can't control everything, but I can control me. and then that's the best thing that I could do.

**David Pasqualone, Host:** [01:24:14] That's some great advice because we can all, again, a place where we're worrying and stress and what things we can't control, and then that keeps us from doing what we can do.

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And so I think that's great advice. Well, Evan, we've talked about your past, your present, where you're headed. Is there anything we missed or anything you want to go into greater depth on?

**Evan Knox, Guest:** [01:24:33] I think that's been, it's been an awesome time hanging out with you, David. I really appreciate hanging out with you guys here.

And thanks for having me. Yeah.

**David Pasqualone, Host:** [01:24:41] Yeah, I do not. I'm thankful we got through more technical issues than I've ever experienced. Have you ever been on a podcast with that many technical issues at the beginning?

**Evan Knox, Guest:** [01:24:49] No. Not that many, but there's always a first, you know, we

**David Pasqualone, Host:** [01:24:52] go, we can put it down if nothing else we've, we've overcome.

Right. All right, friends. Well, thanks for listening to this episode of the remarkable people podcast. [01:25:00] Hopefully Evan's story has inspired you and motivated you and even got you thinking not only about marketing and how to grow your business. But how to grow yourself, how to grow your life, how to grow your personal side, your spiritual side, and your physical side, because it all works together.

At the end of the day, it's all about God and each other. So I hope this really did help you. If you have any questions, let Evan and I know, check out the show notes for the links. Also, please rate and review the podcast, share it with your friends. The more listeners, the more we help people, the better it is for everybody.

So we love you. Like our slogan says, train, do, repeat for life. Until next time, this is Dave passcode to remarkable people podcast. God bless and have a great day.

**Evan Knox, Guest:** [01:25:47] The remarkable people podcast, check it out.

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