



Learning From Others

www.learningfromothers.com

35 Experts

One Year of Guests

Hundreds of Tips for Success

Thousands of Words of Wisdom

The Birth of Learning From Others Podcast

After spending seven years on-air in radio in Salt Lake City, Utah, Damon Burton founded a successful search engine optimization agency, SEO National, in 2007.

In the past decade+ in running his internet marketing agency, this husband and father of three has spoken at conferences, been featured on BuzzFeed, USA Weekly, and has optimized websites for INC5000 companies, NBA teams, and businesses featured on Shark Tank.

He took his unique experiences in radio, marketing, and having a portfolio of successful entrepreneurs that he's worked to create the Learning From Others podcast. This podcast has provided a unique platform for business owners and budding entrepreneurs to learn from Damon's guests; the best in a variety of professional industries.



Damon Burton
Learning From Others host

“

In the past decade of working with successful entrepreneurs, I had a goal with starting the Learning From Others podcast of connecting those fellow successful friends with new, aspiring entrepreneurs, to help others start or grow their business or project more successfully. What I've learned since starting the podcast in mid-2018 is that people learn more from experiences than advice.

What do I mean?

People don't usually learn from a task list of advice. Instead, they learn from stories. From what happened to other people.

*Giving guests a platform to talk about their successes and failures has taught me that this podcast is about connecting with others more than advising them. **That's where the magic happens and people are impacted like the following listener's testimonial...***

”



“

Hey Damon, WOW.

I just have to thank you for all the insights you spoke about in your podcast interview. I really need to thank you for all your transparency within your interview.

I love your story and really relate with it.

The way you spoke about a number of things like:

- Making the choice to become a champion even though on the outside people might not see this way.*
- Why you should switch your mindset to accepting your circumstances.*
- Why you need a plan and conviction to succeed.*
- Why you should measure your progress in years.*

Personally, I've experienced a lot of depression, body image issues, ADHD and to top it all off-attempted suicide. But I don't want to let that end my life.

Because of YOU and your inspiration; I want to raise awareness that the things we think about A LOT but don't ever talk about need to be spoken about more often. And that our thoughts are not us all the time.

My hope is to give people dealing with negative beliefs about themselves the tools to combat it. And make them feel less alone. I believe your voice is one of the ways.

Much love and thanks.

Anonymous



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JOSEPH HANSEN

He built and sold five businesses in 10 years. We talk about taking a leap of faith to start your own business. And successfully balancing family and work life.

[Joseph Hansen's Podcast](#)



“

**PARTNERSHIPS
WORK THE BEST.**

**Make sure you do the things that give you control
over your brand and distribution.**

”



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RYAN TREFT



Would you turn down a guaranteed 6 figure income in the real estate industry to go start a new toy company when your partners had no experience in toys and you had no background in the toy industry either. Well that's what our next guest, Ryan TrefT, did. President and partner at IFS360, as well as an investor in other ventures like Coalatree, a clothing line geared towards outdoor adventures, and Peejamas, PEE-Jamas. Kick-starter's most successful kids' campaign to date, a startup of pajamas for kids, for potty training kids. And Ryan TrefT turned down 6 figures in real estate which been a wise move because a year later, the housing bubble burst but Zoobies, his toy company was doing 7 figures.

[Ryan TrefT's Podcast](#)

“
**WORK WITH PEOPLE THAT
YOU CAN TRUST.**

Move on from things that do not go your way.

**Just throw yourself into things. That is the
best way you learn from things.**

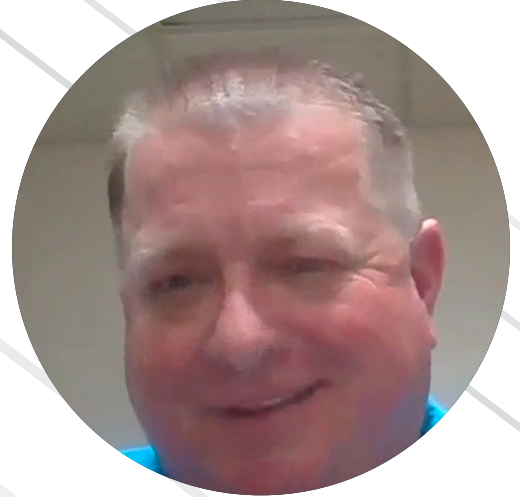
**Do not go for home run right away. Get to
first and second, first.**



PATRICK LANGE

We talk starting multiple businesses, nude, yes, naked pool stories, managing 100 million dollars in assets and the pros and cons of hiring and working with family. Great business advice from a seasoned entrepreneur.

[Patrick Lange's Podcast](#)



“

BE CONFIDENT.

Holding people to your own standards isn't necessarily the right way to run a business.

It is hard, but sometimes you have to lower your standards.

Soften up in some areas that maybe are not as important to your customers.

”



DALE MAJORS



Dale started buying and selling on eBay when he was in high school. He got his dad involved, and they eventually grew that business to 10M in annual revenue before selling it in 2016. That business was Bike Wagon.

Dale's been doing consulting and executive coaching since then and has found a new sweet spot in training entrepreneurs. He started a company called Venture Anyway where he runs mastermind groups with entrepreneurs. He also co-founded an outsourced CMO agency focused on bringing some transparency in to the world of marketing.

Dale and his wife have 5 kids and love traveling and going on adventures, mostly by bike.

[Dale Majors' Podcast](#)

“

HAVE HUMILITY.

Trust a process.
Look for successful people, find out what they do, then do those things.
You need to have self worth.
Have a checked ego.
Know that your value is solid.

”



IVAN RAMIREZ

He's one of the first employees at Overstock.com. Later saw a business opportunity to start his own operations. He successfully grew that business to be bought out later by Groupon. We talk family and how financial free isn't the end goal but freedom of time is.

[Ivan Ramirez' Podcast](#)



“

**SUCCESS IS BEING ABLE TO DO
WHATEVER YOU WANT TO DO.**

Success is being able to tell the world that they are wrong, the way I do it is right.

Be daring to f*** things up, because you will mess up.

”



SHAWN BUCHER



World traveling chef and the author of First-timers' Cookbook, Shawn Bucher, joins us. He fell in the culinary arts after taking class by accident. His first job in the food world led to him cutting his finger, blood everywhere, and dropping a knife on his foot. Fast forward 20 years, and he's a world recognized chef.

[Shawn Bucher's Podcast](#)

“

BE PATIENT.

**Know that whatever you do, it's going to be hard.
There will be sacrifices.
Starting a business takes time.
A formal education is not for everyone.**

”

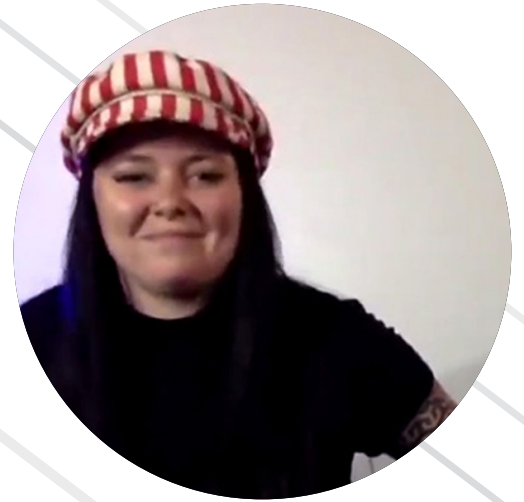


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SHUTTER BRIGADE: LEAH THOMPSON & JOSHUA OMAN

Leah Thompson and Joshua Oman, from the ShutterBrigade. We talk about cinematography, following your dreams to start your own business and about the Hollywood film industry.

[Shutter Brigade's Podcast](#)



“
START SOON.
BE GRATEFUL.

Get a business partner you can trust.

”



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CHAD SHELLABARGER

Chad Shellabarger, a videographer, from Dojo Built and Green Light Shooting. Excited to have him on the show because we actually had the pleasure for being his first paid client when he quit his 9-5 job, let's say it was about 4-5 years ago.

He did some shooting for a commercial for SEO National. And we're going to talk about where he'd come from there. He's done a lot of evolution over the years, and grown as a business and had a lot of success. He's going to talk about that, some of the successes and the trials of running your own company, building up with a partnership that went sour and how to overcome that and be successful afterwards. And he's going to talk about how to balance multiple DBA's. Right now, he has Green Light Shooting, Dojo Built and apparel line, all sort of other stuff. And he's an upcoming father, so he's going to talk about balancing entrepreneur life with family time.



[Chad Shellabarger's Podcast](#)

“

CONSISTENCY IS HUGE.

Start with something you are passionate about.

Never put yourself in a situation where you are taking money over surrounding yourself with good people.

”



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DARREN SQUIRES

Data Analytics Guru, Darren Squires, former president of Fans Sports Apparel went owned by LHM, Larry H. Miller Sports and Entertainment and now the chief analytics officer Tingey Injury Law Firm. We talk sports retail, scaling supply chain and crazy Vegas tourist.

[Darren Squires' Podcast](#)



“
**GET OUT AND TRY
NEW THINGS.**

Start with the people you know.

Be able to know how to do forecasting.

”



TERI KLUG



Teri Klug, from strategicdevelop.com, a business leader that is a powerhouse in her field. She's innovative, yet humble. And we're going to talk about how earthquakes played a role career, robots taking over the world, and how she brought a ship building company into land-locked Utah. She also brought tens of thousands of jobs to the beehive state as well.

[Teri Klug's Podcast](#)

“

READ A LOT.

**Be curious. Wherever you are just ask yourself
“What can I learn here?”**

**When you want to figure out what you want, 10x it.
If you do not know something tell yourself that
you will find out a way to know it.**

”



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NATHAN THOMAS

Helps online businesses go through the next level by helping them scale. Influencer, Pro-Athlete, Mentor, and Speaker, Nate Thomas.

[Nathan Thomas' Podcast](#)



“
**YOUR JOB IS YOUR
BIGGEST CLIENT.**

Take charge of your life.

If you can learn something in life then you can return that. We need to be able to give back.

Do not over complicate things, just have a regular conversation.

Have faith and just show up.

”



KAREN OTIS



Karen Otis from Otis Architecture, having been in architecture, she talks surviving two recessions, one of which, put an estimated 50% of architects out of business and she talks about how to master the art of business and inspired life in her book, Architect Your Epic Life. We talked Frank Lloyd Wright and bad George Costanza jokes.

[Karen Otis' Podcast](#)

“
**MAKE A VISION OF
WHAT YOU WANT.**

Make your vision a reality.

Do not be okay with just floating around in life.

Be self-motivated.

”



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JAD MAWLAWI

International Entrepreneur, Jad Mawlawi, from Dooply.com. He's focused on human-human marketing interaction and endorsements and he talks about how his diverse background from living in Lebanon, Canada and UK, as well as working in tech and oil industry provided him a unique opportunity to see how understanding culture helps improve communication with the people he works with.

[Jad Mawlawi's Podcast](#)



“

**INVEST IN YOURSELF AS A PERSON
RATHER THAN YOUR BUSINESS.**

Understand your customer's culture.

Theories are not always applicable.

Surround yourself with the right team

If you were to recruit somebody, focus on their personality rather than their skills.

Focus on quality clients.

Have a higher purpose that is beyond just money.

”



ROB WADDELL



He has decades of experience in marketing, including direct response tv advertising for some of the UK's biggest food brands, which gave him the experience of managing a half a billion dollar brand when he was just 30 years old and now specializing on digital marketing since launching his business in 2006. We talk about trusting your instincts learning by mistakes, and how to prioritize.

[Rob Waddell's Podcast](#)

“

**BUILD A TEAM AROUND
YOUR BUSINESS.**

Prioritize your business.

**Always find out what they are wanting to do with
their business right away.**

”

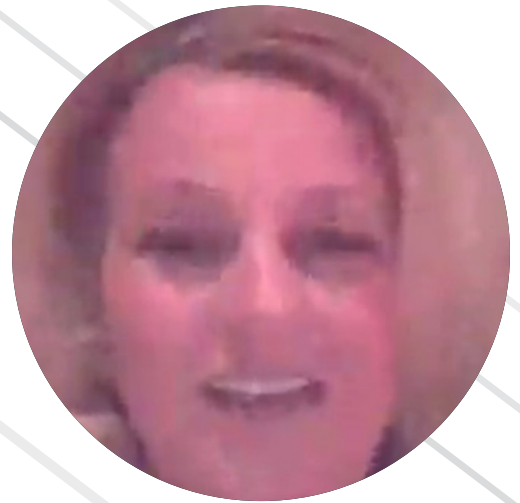


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ANDREA HALL

Andrea Hall from Wither Whisper, LLC at Eaton, Colorado. Fascinating profession, she's a life coach and Equine Gestalt Coach, to be exact, which is a life coach that brings in horses as a tool of healing. Learn how she went from opening her own law practice to transitioning into a Equine Gestalt coaching, to pursue her own happiness.

[Andrea Hall's Podcast](#)



“

DO NOT FEAR CHANGE.

Having a coach or somebody to hold her accountable helps her stay on track.

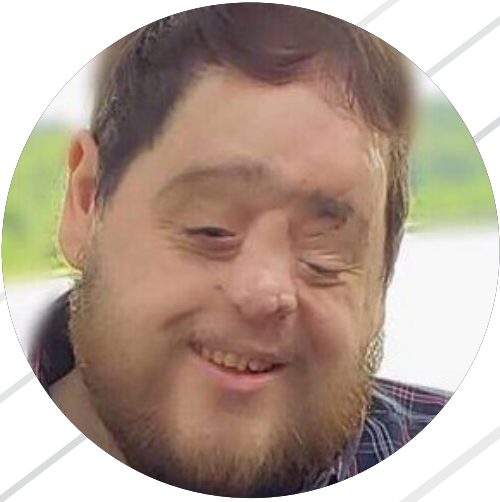
Figure out your passion.

Sometimes you just have to take a leap of faith.

”



COREY TAYLOR



Corey Taylor was born with a condition that left him with a deformed nose eyes and partially blind. Hear how he's using his story to inspire the youth to be open minded and to have empathy for others and teaching adults how to love themselves and be confident.

[Corey Taylor's Podcast](#)

“
**HAVE CONFIDENCE IN
YOURSELF.**

Do not give up!

Be the best version of YOU that you can be.

**When things get tough just stay positive and
know that things will get better.**

**Do not let anybody tell you that you can't do
something.**



DR. CARLA MANLY

Dr. Carla Marie Manly is a clinical psychologist and wellness expert. She promotes healthy self awareness and nurturing interpersonal relationships. Reaching beyond her local community, she enjoys fostering mental health awareness and overall well-being through writing speaking and advocating for others.

[Carla Manly's Podcast](#)



“

**YOU HAVE TO HAVE
PERSEVERANCE.**

You need to have focus, set your goals and stay focused.

Find the right fit for you, personalize your tool kit.

Experiment, if it works for you keep doing it.

Find your balance point.

”



BRANDON PEELE



He's a purpose guide, leadership coach, and author. He helps you find meaning in your life.

[Brandon Peele's Podcast](#)

“
**SUCCESS DOES NOT
MAKE YOU HAPPIER.**

**You can't live your life without a connection to
your purpose.**

Find your purpose.

**Do not be the guy that gets rich and does not
help or give out.**

”



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CHRIS STAFFORD

He's a successful real estate listing agent that's over 25 years in the game and he's one of the top producing real estate brokers in the San Francisco Bay Area, averaging upwards of 2.5 million dollar sell price listings. And he's on a mission that exposed to you, the listeners, the secret of the highly successful listing agents so you could learn from them and live the listing agent dream and cut your learning curve dramatically.

[Chris Stafford's Podcast](#)



“

**BEING AVAILABLE 24/7
IS STUPID, TAKE TIME OFF.**

Let them know when you are and are not able to work up front.

Make your customers feel comfortable, do not be the guy that just talks about all the nice things you have.

Talk to friends and family to see if they know people.

”



KAREN FORD



Karen Ford, who is financial specialist. She shares stories of helping couples with as much as 800,000 USD in debt or another couple who is approaching nearly 100 credit cards.

[Karen Ford's Podcast](#)

“

START INVESTING, NOW.

Do not go into debt.

Have a good accountability partner.

**It does not take a lot of smarts to build wealth,
you just have to be willing to change behaviors
and attitude.**

**Before you make a purchase, ask yourself if this
is a need or a want.**

”

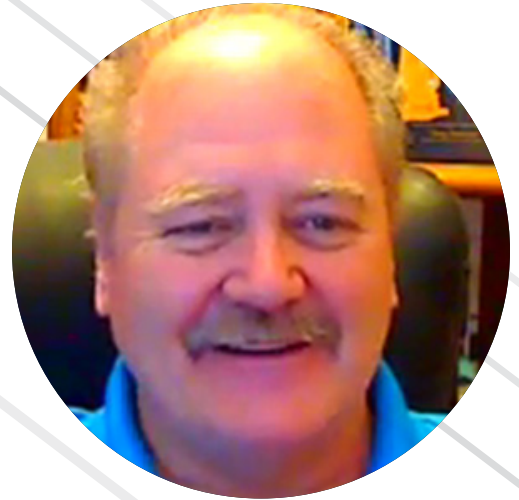


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GREG JAMESON

Having been fortunate enough to have an early introduction in 1974 into what would later become the internet, Greg Jameson is a computer pioneer, entrepreneur, author, speaker and e-commerce consultant. His projects have been recognized on the Inc 500 list, and he's won multiple business of the year awards, and joins us today to help you learn how to grow a business online.

[Greg Jameson's Podcast](#)



“

SAVE MONEY, NOTHING LASTS FOREVER.

The best way to learn things is to teach things.
Keep up with all of the changes.

Sometimes it's good to turn everything off and take a break from the internet.

Having a background where you can really understand the scenes is really important.

”



JAMES DRURY



James Drury, a public speaker that started his entrepreneurial career by opening up a laundry mat as a side hustle with his corporate day job. And we talk solitude of traveling alone, and an entertaining story about a fear of a heart attack and falling face first into sheep manure.

[James Drury's Podcast](#)

“
**DO NOT THINK RIGHT WHEN YOU
START A BUSINESS IT WILL REPLACE
YOUR COOPERATE JOB.**

A side business does not usually provide you with
enough money to support yourself.

Mistakes happen but take it as a learning experience.

Do not tell anybody your plans and what you are
going to do.

”



CASEY STUBBS

He's an adviser to entrepreneurs on how to build audiences online. He's on track to do 2 million dollars in 2018, and his greatest transaction was \$850,000 over three weeks. He talks about being action taker and perseverance.

[Casey Stubbs' Podcast](#)



“

**BE HUNGRY, DON'T
SETTLE, STRIVE FOR MORE.**

Try to get connected with influencers.

Your success comes from getting information then applying that information. Execution is critical.

Stuff is going to happen to you in life but what separates you from everybody else is the way you respond.

Do not fall apart when the bad things happen.

”



DAMION LUPO



Damion Lupo is a 4-time college dropout, who became a self-made multi-millionaire by age 25. Today, he talks about how he lost 20 million dollars and his success started when he took out a cash advance on his visa, bought a rental property which he doesn't recommend doing now. But that snowballed into owning a hundred fifty rental houses in 7 states in less than 5 years.

[Damion Lupo's Podcast](#)

“
**FAIL FASTER TO GET THOSE
NERVES OF FAILING OUT.**

Do not be afraid to make a mistake.
Understand that mistakes are
a thing to grow from.
You want a mentor or somebody to give you
advice on things you don't know about.

”



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REGGIE MCKIVER

Talk about finding your life's defining moment to embrace and then break free of what's holding you back.

[Reggie McKiver's Podcast](#)



“

**DON'T LISTEN TO YOUR EGO,
LISTEN TO YOUR SPIRIT.**

Start a bank account for your children's children,
that is how you build generational wealth.

Everybody is a coach, we are here to help our
brothers and sisters.

”



JULES WHITE



Jules White is a professional sales coach whose business allows her to do what she loves, helping entrepreneurs and businesses to succeed at sales and to fall in love with selling. She has over 30 years' experience of business and sales, including winning investment from Peter Jones on Dragons' Den, making her a real dragon slayer. She is a TEDx speaker and hosts the podcast 'The Human Conversation' on iTunes.

[Jules White's Podcast](#)

“

**LISTEN TO THE ADVICE OTHERS
ARE WILLING TO GIVE YOU.**

There is a risk to not being
“human” when you sale.

We need to understand our purpose and belief,
because that is where we truly connect.

”



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JAMES ARTHUR RAY

Internationally recognized speaker and author of multiple books, talked with James Arthur Ray. You may know him from Oprah and The Secret. Down-to-Earth guy that spoke about his successes, but equally admirable, his candid words about learning lessons in life. Modest perspectives on him realizing “your arms aren’t long enough when you’re at the top of the mountain...” when trying to help others down below. But being through the best of the best and worst of the worst has given him new perspectives on life, and an amplified dream of helping others.

“It’s not about title or position. It’s not about getting the most votes or having the most followers or likes,” said Ray. “It’s the ability and willingness to give yourself to a cause and a calling far beyond personal comforts and needs.”

Ray says that efforts to look beyond ourselves often come back to us in unexpected ways

[James Arthur Ray's Podcast](#)



“

**WE NEED MORE LEADERS
IN THIS WORLD.**

**It took him 20 years to have
“over night success.”**

**No matter who you are, you are one
step away from potential destruction.**

Just keep climbing, do not give up.

”



MARK HARSLEY



Owner of the internationally successful hat manufacturing company, Acme Hat Co.

[Mark Harsley's Podcast](#)

“
**BEING LIKABLE,
GENUINE AND HONEST
IS VERY IMPORTANT.**

Use mistakes as an opportunity to grow. If you mess something up and fix it you are going to have a loyal customer for a very long time.

”



RON CARUCCI

Ron Carucci, is a TED talk speaker and co-founder and managing partner at Navalent. He works with Fortune 10 companies and their CEOs and executives to uncover patterns to break or habits to start to transform their organizations for the better. He has also been featured on Forbes Fortune, Business Insider, MSNBC and several others as a thought leader in his field.

[Ron Carucci's Podcast](#)



“

**YOU HAVE TO LEARN
BEFORE YOU CAN CHANGE.**

Do not be the know-it-all guy.

Work hard and get experience.

Be curious, ask why things are the way they are.

”



JILL ERAS



She helps entrepreneurs, individuals, and couples to explore their dreams to find out who they are to be more productive and happy. We talk about dreams, divorce, re-marriage and dancing the tango.

[Jill Eras' Podcast](#)

“
**LEAVE THE PAST
BEHIND YOU.**

Appreciate who you are.

Get to know yourself.

**Bragging is not allowed in her work, she does not
like bragging.**

”



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DAVE BLUM

Dave Blum a.k.a Dr. Clue. Founder and President of Dr. Clue Treasure Hunts, the world's largest team-building treasure hunt company, joins us today on Learning From Others. He's been in business for 24 years and talks about team-building, following destiny, and surviving the Dot-com Burst as well as the 2008 Financial Crisis.

[Dave Blum's Podcast](#)



“
**DON'T STOP
ADVERTISING.**

Have a good relationship with your banker.
Maintain good credit.
Take selling classes, learn the value of selling.

”



JON HARRINGTON



Jon Harrington, owner of luxury cigar bar in Phoenix, Arizona, Torch Cigar Bar.

He talks about:

- being on the inside with the ultra successful
- hanging out with NFL Hall of Famers and Olympic legend, Michael Phelps
- how to stay driven and mentally strong as an entrepreneur
- Madonna and castles in Europe
- and other celebrity stories

[Jon Harrington's Podcast](#)

“
YOU CAN'T HAVE A PLAN B.

Be able to be comfortable while being uncomfortable.

Just keep grinding. It's a time based business.

Over time you will eventually hit what you are trying to accomplish, do not give up.

”



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KAREN WALKER

She talks about being one of the first employees at an unheard of startup at the time, and that company later became known as Compaq Computers. Fast forward just a short time later and she helped the company grow from no revenue to one billion dollars. She then took that experience to start with her own consulting services as well as writing a new book where she tells entrepreneurs and business owners how you can learn from her decades of experience in working with Fortune 500 and Inc 500 companies.

[Karen Walker's Podcast](#)



“

ALWAYS THINK BIGGER.

It's good to be curious, feed your curiosity.
If you are miserable in your job, change it.
Explore. Find something that you like and do it.
Don't just quit and move on the the next thing,
but do try new things.

”



OWEN FULLER



Chatted with the GM of Lucid Press, Owen Fuller, whose company has 20 million users, recently raised a Series C of \$72 million, and has over 400 employees.

Owen grew up in Alaska. Got into entrepreneurial world when working for a wireless internet service provider that grew to be largest in country.

He comments, "People that start successful positions are normal people that work really hard." And shares other great entrepreneurial advice.

[Owen Fuller's Podcast](#)

“
**DON'T BE AFRAID TO
SHARE YOUR IDEAS.**

**To have success you need to work hard. The most
successful people I have ever seen are normal
people that work harder than everybody else.**

**Just jump into it, don't get so caught up into a
big business plan.**



ANMOL SINGH

Anmol Singh, co-founder of LiveTraders.com, voted the number one trading education firm, teaches us about trading stocks. And he talks about how he lost thousands before getting a mentor, how his relationship with that mentor has resulted in a successful business and the biggest risk that he's ever taken

[Anmol Singh's Podcast](#)



“

GET A MENTOR.

Playing “team sports” is vital.

Always have an online element to your game.

Ups and downs always happen, but it's how you adjust to those ups and downs.

There is always a bright side, you might not see it right now, it might be in 10 years but it will happen.

”





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