



## **Ray Edwards Show, Episode 498 Mentor To Millions With Mark Timm**

**Mark Timm** ([00:01](#)):

See, I'm going to tell you something, Ray. I think work-life balance is a myth. It's something that we run after for most of our life and we can never achieve it. It doesn't exist.

**Announcer** ([00:16](#)):

The Ray Edwards show. This is the podcast for prosperity, with purpose.

**Kris Edwards** ([00:24](#)):

Hello and welcome to the Ray Edwards show, episode 498, and the last episode of 2020. Hopefully, you had a great Christmas and are looking forward to a wonderful new year. This week's episode is great. Ray had a chance to hang out with entrepreneur extraordinaire, Mark Timm. That's Timm with two M's for those Googling along at home. Mark Timm actually co-authored a book with one of the sharks from Shark Tank. Which one? Well, you'll find out that and all kinds of other stuff as we jump right in right now.

**Announcer** ([00:56](#)):

And now, our feature presentation.

**Ray Edwards** ([00:59](#)):

Mark Timm has been a serial entrepreneur and what he calls an exponential thinking practitioner- I'm going to be asking you about that later- for a couple of decades now. He's done so many impressive things. He started more than a dozen companies, several have multiplied and been sold. He's spoken professionally for more than 25 years. Most recently he wrote a book called mentor to millions, along with another guy you may have heard of, Kevin Harrington. So the subtitle of this book is what really hooks me. Mark. The title is Mentor to Millions-Secrets of Success in Business, relationships, and beyond. How did you two come to decide to write that book?

**Mark Timm** ([01:34](#)):

Well, first off you need to know that often people ask me, how did I meet a shark from shark tank? And, uh, what people don't know is that backstory, which is my first official mentor, when I was 19 years old was a man by the name of Zig Ziglar. And he took me under his wing. He mentored me, he inspired me, motivated me and long comes me with a family. My kids love Shark Tank and they're like, "dad, why can't you get a mentor? Like, you know, one of

these guys on Shark Tank?" And lo and behold, one of Kevin's original mentors was Zig Ziglar. Now Zig passed this earth, but his son, Tom still is living out zigs legacy. And Tom Ziglar actually introduced me to Kevin Harrington and we had an instant connection and we developed that all important know, like and trust of each other, and it became very apparent that if Kevin Harrington could mentor me that I could accomplish some pretty cool things in this world. So, I asked him to mentor me. I promised him I would be his best student, and exactly what I did. And after five years of that relationship, we said, we need to tell this story, because right now, Ray, the world is divided in half, actually less than half. It's the haves and the have-nots. And the haves have mentors and the have-nots are struggling because they're alone out there. And we weren't put on this earth to be alone, not even a single day. We're supposed to be doing this together. And so if you've got a product, a purpose or a passion, the world needs the quickest way to get that to the world is through mentorship.

**Ray Edwards (03:11):**

And there's so much confusion around the topic of mentorship because different people mean different things by that. So tell me, how do you define a mentor?

**Mark Timm (03:17):**

Yeah. A mentor is somebody who accepts the invitation to come into your life and is willing to share their wisdom. And by the way, Ray, what I mean by wisdom is- most of the time failure. People ask me all the time, what kind of mentor should I find? And I say, right away, you need to find a mentor. That's got two ears and one mouth because they need to listen to your unique abilities and what you want to accomplish in the world. And the second thing is you better find a mentor that's failed and failed a lot, because if they've only had success, they're only going to know one way to do things. But if they've experienced failure and they have reached the point that you want them to be a mentor, one of the things they're going to do is they're going to teach you how they failed. They're going to teach you what they've learned. And they're also going to do something super important, Ray, they're going to let you fail. See the worst thing a mentor can do is not let you fail. That's not a mentor. A lot of times, those are people that, uh, you know, that actually even don't have your best interest at heart because a mentor lets you fail and then helps you learn from that failure. I think it was Brené Brown that said you can learn more in 10 minutes of agony than you can in 10 years of bliss. And so we learn from our failures. We are a product of our failures. Zig Ziglar used to say, nobody drowns from falling in water. They only drown if they stay in it. And so we need to fail. We need to fail fast and we need to learn from our failures, but we need to be able to fail. So, finding that mentor that you know, that you like that you trust. And by the way I use trust last, but it's probably the most important because you'll be vulnerable to your mentor. And you've got to trust that they're giving you advice based on the love and respect that they have for you. That's a real mentor.

**Ray Edwards (05:05):**

Wow. Wow. That's powerful. And I think that if you were just casually listening, you need to go back and listen to that again, because this word mentor gets thrown around so often online and too often, people think it involves you paying money to be in a program of some kind, which it may, and that may be, but we're talking about, I think something deeper, something more powerful.

**Mark Timm (05:26):**

Yeah. I didn't pay Kevin Harrington. I mean, he, he could have charged me any amount of money. He wanted to coach me by the way to coach me, but he became my mentor. And so, and I'm not saying a coach can't become a mentor. I'm not saying I've joined masterminds before Ray, where I paid to be in the mastermind. And I, I never the person running the

mastermind never became a mentor. They were a coach and they performed a very specific role in my life. And I've benefited greatly from it yet. I have been in masterminds where that person leading it over time became a mentor. And that's when they decided to invest in me beyond the fee that I was paying to be in that group. That's when they decided that they knew me, liked me, trust me. And I decided the same thing. Mentorship the difference, I think, between coaching and mentorship is one word- vulnerability. I think a coach, we can be very specific and they can be very specific and they can take us to wonderful things. And I'm a big fan of coaches, by the way, I think you should have coaches, but a mentor, you can be vulnerable. You can be real, you can be authentic and they can be the same back to you. And I think that's the crossover difference between a coach and a mentor.

**Ray Edwards (06:37):**

So, if someone is intrigued and they've reached a point in their life, maybe some unexpected things happened over the last few months, perhaps. And they feel like they're in need of a mentor to help them sort things out. What can they expect if they pick up a copy of *Mentor to Millions*? What's the outcome of reading this book going to be for them?

**Mark Timm (06:52):**

You know, I think one of the things they're going to see right away is that, uh, everyone has their own mentorship journey. This is not a how to book. It's not filled with step one, step two, step three. In fact, the book begins with one of the most vulnerable moments of my life. Like it begins in a place called "my driveway moment" where I'm sitting in my driveway and I don't want to go home. Now, the reasons for not wanting to go home, Ray, should be, I filed bankruptcy, I lost a lot of money, but quite the opposite. I didn't want to go home because I just experienced one of the best days of my life. One of the most extraordinary I made every decision with confidence and clarity. So what in the world am I doing sitting at the end of my driveway? It's because I knew the second I got home, I was going to leave a world of clarity and confidence and enter a world of chaos and confusion. And I knew that's not right. I knew I was put on this earth to do something different than that. I knew that my family deserved my best and my first, not my last and my least, like they were getting. And so the book begins with that kind of vulnerability. It ends with even more vulnerability. And so when you pick up *Mentor to Millions*, be prepared not to put it down because it is anecdotal, anecdotal story after story of real life mentorship. Of real life struggles, of failures and of successes. But when you're done, when you close the last chapter of that book, the last page of that book, the one thing that I know every single person has told me is they close the book and say, "I need more mentors in my life. And I need to be a mentor to more people." And guess what, Ray? That was the entire goal of the book. The entire goal of the book was to show through real life examples, the power and the impact of mentorship so that every person out there would join the haves. Anyone that's in the have-nots would cross over to the haves. And those that were in the haves would say, "I need to be mentoring more of the have-nots". You see, there is a formula and the formula goes like this. Number one, you got to have the right mentor. Number two, you gotta be that mentor's best student. And then number three, you have to teach whatever you've learned to other people. And you can't skip any of those steps. If you follow that formula, you will be well on your way to impacting millions. You see, Ray, this millions, it's not money, it's impact, it's impact. It's all about impact. If you've got a product purpose or passion, the world needs, you can impact the world through mentorship. It's the fastest way. Anything other than that is linear. It's just you doing more, you know, anybody can work harder. Okay. But can you work exponentially? You said you were going to ask me about that. So I'm just going to tell it. Mentorship is exponential. It's not you plus a mentor. It's you times the mentor, you times the mentor should equal 10, not two. And sometimes it equals a hundred. Sometimes it equals a thousand because you get the benefit of all the wisdom that that mentor has. And you get the benefit of all the wisdom that you

have. And those two things multiply. They don't add. That's exponential thinking. And that's the power of mentorship.

**Ray Edwards (10:11):**

That is a heavy Revy. That's what we call it around my office, a heavy revelation, a big revelation. If you think about the power of that, and we're seeing this demonstrated in best case scenarios around the world, right now, as people are rising up to the occasion, rising to the call, mentoring and being mentored and being vulnerable to it. You mentioned vulnerability. I mean, you have to be vulnerable going into the relationship on either side. And I love that. I love the fact that we're at a point in history where really our future depends on us becoming better people and becoming better mentors and mentees. There's this one guy in history, mentored 12 people- made an enormous impact in all of history all the years that came after that time, 2000 years ago. He had no Twitter, no Facebook, no Instagram, no Tik-Tok. He didn't even write a book. For those of you trying to figure out who I'm talking about, it's Jesus. One of the things I love is the way you define your most important role as a CEO. Could you talk a little about that?

**Mark Timm (11:04):**

Yeah, that's a, that happened as part of the driveway moment. Uh, what happened that day is I realized that everything I was doing, it was this. We all play this game called. What if. What if I was, you know, born in another state? What if I, you know, was 10 inches taller? What if I had a million dollars? What if I drove this car? What if I lived in this house? So I played that day, a what if game. The what if game went like this. What if I was actually not going to the most valuable business? What if I was not working in the most valuable business? What if the most valuable business I will ever own ever operate, ever even be a part of was the business I was going home to, not the business I went to that day? What if, Ray, everything I was doing in business was practice so that I could go home and be the CEO of the most valuable business in the world and I could get it perfect? What if every mastermind I went to was so that I could learn lessons and wisdom to bring home? What if every person I interacted with that I learned from was not just so I could apply to my business, but I could bring it home? What if? And you know what? I just started living out that what if. I just started saying, I'm going to bring my best in my first, I'm going to bring my every bit of wisdom. I'm going to take two pages of notes for my business. And four pages of notes for my family. At every mastermind I went to. And people asked me, what do you mean your first and your best? Well, I was spending my best time of the day thinking and my best time of the day productivity wise was in the morning. So when my kids were getting up and getting ready for school, I was doing emails. I was planning for the day. I was strategizing, cause I was fresh, I was alert, and I was just like getting ready for the day. And instead I decided for a year I would become a short order cook. Now, by the way, I don't cook. It wasn't something that I, my family was used to. But I thought to myself, "How can I pour into the lives of my family, of my kids when I'm at my best?" And they were all running around, getting ready for school and they were busy and I'm like, how do I interrupt their pattern? And so one day I said, "Hey, I'll cook you something for breakfast." And they're like, Whoa, Whoa, you're going to cook me something for breakfast, Dad, are you okay? Are you feeling all right? I said, no. What would you like? Oh, I want some cheesy eggs. And I'm like, I can do that. My next child says, Oh really dad, I want a pancake. Oh, I can do that too. And so the next thing you know, I become a short order cook. And what happened was is while they were getting ready, it drew all of them to the kitchen and they got up a little earlier. They came to the kitchen, they challenged me with all kinds of new things that they wanted. And some of them wanted oatmeal. Some of them wanted all kinds of different stuff for that period of about a half hour, I would do anything the thing they wanted, but the exchange was they had to sit in there and eat it. And I got to be the last thing that went into their mind before they walked out the door and went to school. I got to spend my best thinking, my best productivity investing in my kids' lives before I sent them off to school.

That's what giving your family your first and your best looks like it's not something crazy and something that you read in all kinds of books. It's just saying, when am I my best? And how can I give that to my family? And that's what it looks like. It's practical. Anyone can do it. If you're good at anything in life, you can be that good at home. And I started- I'm good at meetings, Ray. And so I started holding shareholder meetings. Now I got to tell you, to be the CEO of my family. I went over the top and I legally incorporated my family. 2BTimm's LLC is a legal corporation in the state of Indiana. You can look it up. And we started having shareholder meetings and my youngest child owned the same amount of shares that I own in the corporation. And so I'm good at meetings. I'm good at holding those kinds of meetings. And so I started doing it with my family. And it wasn't, what's our schedule. What are you doing? It was, why was our family put on this earth? What are, what do we stand for? What contribution are we going to make? What's our reputation in the community. What's our enterprise value as a family. And it gave everybody a voice and it gave them a vote and very quickly that voice and that vote mattered. And so it became something where they didn't miss because they wanted that voice and they wanted that vote.

**Ray Edwards (15:44):**

That is amazing. And that lines up. When I go to your website I see this: Achieve professional success without sacrificing personal fulfillment

**Mark Timm (15:52):**

I believe that actually, um, if you get this right, see, I'm going to tell you something, Ray, I think work-life balance is a myth. I think it is a fool's gold. It's something that we run after for most of our life and we can never achieve it. It doesn't exist because work-life balance assumes that you can have both of these things in perfect balance. And always one of them is pulling one to the side and you're falling down if your goal is to have balance. So I actually believe the only attainable is work-life integration. If you can bring your work and your life together and you can integrate them. And I don't mean that your kids become your employees or vice versa. I mean that you're not afraid to bring your work home, that you take the best of what you do and you apply it to your family. You teach them what you do, you share with them, the good and the bad and the ugly, and you make them part of your world. And if you'll have that level of vulnerability and by the way, this journey didn't happen until I, I mentioned vulnerability earlier, my kids thought I had just kind of lost it for a while. They're just like, dad's on this rant and he's going down this path. And I don't know, it'll, it'll, it'll fade out. It won't last. And then one day I sat down and I took responsibility for not- for failing really as their father and failing as a husband and not being the father and husband that I was put on this earth to beat that I was giving my best to something else and not where it really mattered most. And I took full responsibility that day. I felt the weakest that I'd ever been as a man. I felt so vulnerable. So exposed to these people that I love, because I was literally, you know, just asking for their rawest forgiveness. Now I will tell you, I have young adult children now that are, that have gone out into the world. And they would tell you that that day, that moment in our living room, I was the strongest father, the strongest husband they've ever seen in their life. When I saw myself as the weakest, because here's the catch. It takes real courage and real strength to be vulnerable. It takes no courage to fake it. Whoever came up with the saying fake it till you make it needs to be thrown out, you know, in the Backwoods because it ain't true. Fake it till you make it is a sure fire path to failure, but courage, vulnerability raw real with the people you love is a sure path to meaningful, measurable, and amazing relationships and success

**Ray Edwards (18:25):**

Well said. I'm wondering, how did the unfortunate events of 2020 affect your family and your business? I know that when you plan to release this book, that was not on the calendar, the pandemic was not on the calendar, it was not scheduled. So can you share vulnerably a little

bit about what the initial impact was? And as we approached the end of the year, how things are going for you now?

**Mark Timm (18:44):**

So I, my businesses, uh, I had multiple businesses and essentially within a five day span, two of them were over ended. They were physical based businesses, event-based businesses where it required people to come and be there. And they were just over instantly. And, uh, 13 of my travel trips were canceled over that same five day period. I went from having 13 trips on the books to having none. And so a tremendous amount of lost revenue happened instantly. I had children that I thought I had sent off to college that all of a sudden ended up back at my house. And we went from a quiet home to a chaotic home in that same, you know, five day period. And so in a lot of ways, our entire ecosystem was just, uh, imploded from a financial perspective and imploded, you know, from just, uh, people, resources, it imploded. But the cool thing is, is that we had built this foundation. We had built this business, this family business. And so we were able to go back to that platform and back to that ground point and say, okay, we've been here before. And you know, and so what we decided to do is, is that I basically looked at it, okay, if anyone, uh, if you know the term, you know, if you've ever played golf, okay, there is a term called a Mulligan and a Mulligan is where you hit the ball badly. And you, you, the people you're playing with say, I'll give you a Mulligan. And what that means is you get to tee up another ball, hit it again. And then if that's better, you get to take that one. And so what happened Ray is, is that I'm sitting here looking at it, going, wait a minute. I've been given a Mulligan. Like these kids, I did a good job. And I sent them out into the world and they were doing pretty good, but all of a sudden I get a Mulligan. And so I'm like, I get them back again, and they're under my roof and they're going to school again in my home. And I'm like, and now these businesses have just gone away. And so I've got more time on my hands. I am a little financially stressed, but I've got this extra time. And I started investing in relationships because what I actually believe now is that relationships is the currency of the future. I believe that the real currency of the future is the relationships, the quality of the relationships. Ray, I told you this personally, that, you know, you are somebody that I want to invest in my relationship with you. Why? Because I like you and I trust you. And I think you're doing awesome things in the world. And so therefore I want to invest more in our relationship. And I took that same philosophy with my kids and with my wife. And what was cool was that I put it before the financial issues that I had to deal with. And so I just doubled down on these relationships. And I went on, walks with my kids and went on, walks with my wife for a period of about 90 days. My wife and I didn't miss a single sunset on our property. And we figured out that we fell in love with our property all over again. And it was a beautiful thing. And, and we did the same thing. We spent quality time. We played games. We watched movies with our kids and all the time, this is happening. I had started this little business that was running in the background, and it was an e-commerce business selling products on Amazon. And you probably know where this is going, but while I'm investing in these relationships, behind me this little business is putting up double digit, triple digit kind of sales results because everybody's sitting at home and they're buying online. And so I would say this is a business that was getting a couple hours a week of my time. And now I had all this extra time to give. So at the same time that I'm developing these relationships, I started involving some of my kids to help me out in this e-commerce business. And it just explodes the e-commerce business explodes. And right now I am well on my way to the largest business that I have ever owned in my lifetime. And it was a business that was barely getting 5% of my time prior to quarantine and COVID happening. And so I'm at the end of the year. And I can't sit here and tell you that my bank account is significantly bigger, but I can tell you that it is going in the right direction. And I've got a business that I believe will be the biggest business I've ever had, but I can tell you that my relational account, with my kids and my wife has never been bigger. And the cool part is, is that I get to cash that out over the rest of my life. And so I'm very thankful to have been given the Mulligan for my kids and for my wife. And I

can't wait to see what comes from this year and the relationships that I have been able to develop.

**Ray Edwards (23:19):**

That's fantastic as we move into the new year. And I think we're all looking forward to the restrictions, being relaxed at some point. We don't know when that will happen or to what degree they'll be relaxed, but I think we can count on it's going to be better. It's going to get better. I think that's going to happen. It's a matter of time. What do you see for you going forward? I mean, you've got the e-commerce business, which is cranking along. Are you going to get back out on the speaking trail?

**Mark Timm (23:43):**

No, I, uh, I made a decision to not start up those businesses again. It's not that I won't do some speaking, but I love the focus. So I've always been a serial entrepreneur. I've always had multiple businesses going at once and I've decided that my 2021 forward for me, I will have one principle business that generates cash and cashflow and that's my e-commerce business. And then during this time I have become an advisor to multiple businesses and I see myself on the advisory board or role of other companies. I'm actually on my first publicly traded company board, Ray. And so I see myself actually taking my life's work and wisdom and applying it to other companies at that level, instead of starting my own businesses. And instead of developing a large ecosystem and infrastructure. I think I'm at a place in life where I want to mentor other businesses based on my past success and failures. And ultimately I want all of this to end with, uh, my big why, which is this piece of property that I have been sitting on for two decades, Ray. That I had taken for granted that I'm watching sunsets out on every night- that property, I would like to put little cabins on our Lake, and I would like to once a month invite high-performing entrepreneurs in and I would like to help them win at home, like they win at work. I want them to learn from the journey that I took and learn from the failures that I made. And I actually believe that's one of the main reasons I've been put on this earth is to help high performing entrepreneurs crush it at home instead of get crushed.

**Ray Edwards (25:26):**

Well, I know there are high performing entrepreneurs listening to this right now who would love the chance to do that, so, how do people follow up with you and follow what you're doing?

**Mark Timm (25:33):**

Go to Marktimm.com. That's it. You were there, uh, earlier in this podcast and you were reading from it. Um, I can tell you that the vision that I just laid out is probably a two year unfolding, but it begins now the first thing people need to do Ray , is go get the book. If you want to learn more about mentorship, you want to learn more about me, go to Amazon, Barnes and noble, wherever books are sold. Get this book, read it. If you're inspired by the content that we've shared here, if you're inspired by wanting to win at home and win at work, then go to Marktimm.com. Sign up, engage, reach out and stay in touch. And, and maybe they can actually be a part of helping make that vision and that dream a reality.

**Ray Edwards (26:12):**

That's beautiful. We'll have links in the show notes for the book and for Mark's website and his social media presence. And Mark, thank you so much for taking the time to talk and for being my friend. I really appreciate you.

**Mark Timm** ([26:23](#)):

Well, I got to tell you, Ray, the feeling is mutual. I have to tell you that you were a mastermind. We got to connect in a meaningful way at a mastermind that you invited me to. And I can honestly say that, uh, that I learned a lot at that mastermind, but more than that was, I got to meet you and develop that know like, and trust equation. And I love the that you're doing. I consider you a friend and I can't wait to see the impact that you make because you're already a mentor to millions and your work has just begun.

**Ray Edwards** ([26:52](#)):

Thank you. That's it for this week until next week. My prayer for you is that you enjoy long life, good health, much prosperity, and of course, peace for you and peace for your house.

**Announcer** ([27:06](#)):

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