

Rachel: Hello. In today's episode we're going to be speaking with Dale Partridge who is just incredible. I was feeling so intimidated before we started this podcast because I just think the guy is incredible. As you're going to hear, he has funded a bunch of companies. One of the companies is called [Sevenly](#). What that company does if you haven't heard of it is basically every time any piece of merchandise is sold they donate \$7 to a charity and their charities end up switching over every single week. Since he's launched the company, they've donated over \$4.2 million to various charities around the world. So just incredible.

He has this book called [People Over Profit](#) and it just really talks about how to create a company that is a good company, like really solid values that can actually do really well. And he talks about in our interview how a lot of companies go through this four part era where they start out really wanting to make the world better and have really great missions. Then they go into efficiency and then this area of deception, and so we talk about that and then they get into the apologetic error. That's the four-part cycle. But we talk about how you can avoid that altogether.

So we cover that, we cover just what Dale's life looks like now, what's important to him, how he was able to create so many multimillion dollar companies because Sevenly was just one of them. And we talk about how he deals with fear and just all kinds of important things to him. Then at the very end we touch just a little bit on his social media followings and how he is able to have such a huge following because he has over 756,000 [Pinterest](#) followers, 142,000 on [Twitter](#) and that's just for his name. He also has for his companies more hundreds of thousands of followers. So I learned a lot from this and I hope that you really enjoy it too. All right here we go.

Thank you so much for being here, Dale.

Dale: Hey, thanks for having me, super stoked to share my story and hopefully let your listeners walk away with something they can use.

Rachel: I'm sure that's going to happen. So the intention behind a better life was to show people that if they have a choice they can choose a better life. So in that spirit can you take a minute to just share with us some of the things that you're most proud of in your life?

Dale: Yeah. For a long time I wanted to be a successful entrepreneur and I thought that was kind of the purpose of life for me and I made a lot of progress there and built many multimillion dollar companies. And I think as I've gotten older I'm learning that the most important things in life are being a great husband, being a great father, being a great friend, a great son, and a great older brother. And I'm trying to really look at lives of people that I follow. I used to follow people that were really successful in business and I was like, "Yeah, that's great." I've kind of tipped it on its head and said, "Hey, how can I start finding people that are not just really good at business and successful there but also have really incredibly strong families and a great marriage and a great name in the community and are wise?"

So I'm trying to look for more of these people now and the goal for me is to watch my kids run around in the backyard. So that's the exciting part is I'm shifting a little bit into some clarity there.

Rachel: I love it. I wasn't expecting that answer so now I'm so curious. Who are some other people that you are following?

Dale: They're not people you're going to find on social media but I have a couple of people I can tell you shortly about. One of them his name is [Jim Van Eerden](#). He's the chairman of my past company that I founded [Sevenly](#) and he's got 10 children and his last one that he had he adopted with Down syndrome and he's got his boys and respect him and his daughters adore him and his wife and his marriage is strong. He's ran multimillion dollar companies and does charity work and he's just a spiritual leader. He's a great all around guy and these people are very rare.

Another guy in my realm is here located in Bend, Oregon, with me is [Matthew Jacobson](#). He's got eight kids and very similar. Just this idea where it's like, his focus is not just to be successful at work or successful at home. And I know people that are a bit of both. I know lots of people that are great dads and husbands but they have very little purpose at work. It's a unique dynamic when you're extra good at all three of them. So yeah, Matt Jacobson you could find him online. He's got a little bit of a following. So yeah, that's been the shift and it's been such a cool journey to just shift my gears in a different direction.

Rachel: Yeah, that's really interesting. I'm also curious because I remember reading that you're really competitive or you were really competitive. How does that play into changing your focus to be more into family?

Dale: Yeah. As a business guy I'm super competitive. I'm also competitive with myself mostly so meaning that I'm constantly trying to get better and constantly trying to grow and I'm addicted almost to growth. I'm learning to find the balance in that because I think that sometimes the way that how addicted I am might not be good, I'm looking more to patience. For example I'm trying to teach where I'm really comfortable and not teach where I'm not really comfortable. I think that many men especially, I know this is happening obviously for women, too, but just in my experience with men is that they want to start teaching on things before they're seasoned in them. So for me it's the competitiveness in me that says, "Oh, I'm ready. I'm ready. I can do this."

So writing this book was a hard thing because I had to really say. "Can I really write this book?" I felt confident with 11 years of entrepreneurial experience under my belt that I could and I hope that my books coming in the future will have that kind of cred, but I also have said no to a lot of things. That I go, "Man, I'm just not ready to talk about that yet," and that's hard because I want to win, I want to win now. So it's helped me a lot and it's helped me realize again that the most important thing in the world is the relationships that we have.

Rachel: I love that and I really love that you mentioned about not wanting to teach things until you've learned them. Because I think it's become really popular for people to

say we teach what we need to learn and something about that just doesn't sit right with me. I'd rather people either get a good grip on it first or master it before they go and teach that.

Dale: Absolutely.

Rachel: So I have been just really excited. I was saying right before we got started how excited I am about your book and just talking with you, and I want to dive into that. So to give people some context just about the type of companies that you've founded, because I know you've founded seven. Seven now or is it more?

Dale: It's seven still.

Rachel: Awesome. So can you share with [Sevenly](#), in particular, since you referenced that so many times in the book, just what the purpose was behind it and the tangible results from it?

Dale: Sure. I started as an entrepreneur going into fitness companies and then I started a rock climbing gym and I got fired from my own company which is a story we can talk about later if you want. And learned a lot about leadership, learned about who I am. Started a branded agency, a conference company. Then I, all of a sudden, got to the point where I go, "You know what? Making six figures and stuffing my pockets with money, success wasn't fixing me." I realized that I want to figure out how I could lend purpose and profit and what did that look like. I started asking the hard questions and I started flipping capital that was upside down and I wanted to create a philosophy out of the things that I was already doing in my mind and the way that I was running my companies and I was always very different in the way that I thought about employees, the way that I thought about leadership and I wanted to really implement those principles.

So I started a company called [Sevenly](#) in 2011 with my business partner out of a desire to...I realized I wanted to help people, I wanted to do something with charities and I realized that I wasn't the guy that...I so badly wanted to be the guy that you would see a photo of me digging a well in Africa or like Mycoskie from TOMS Shoes like pretty much kids shoe on in Peru. But I wasn't that guy and I had to be okay with that.

I wasn't called to the field, I was called to the people called to the field and this was hard for me to swallow. But I said, "Okay, well, what does this look like in a business?" People that follow me know that I'm a Christian guy. I try to be as real as it can get from that perspective because I know a lot of Christians live a pretty ugly life on the outside. I remember asking the question, I said, "Okay, if Jesus started a company what would it look like?" I wanted to figure out like in Church and stuff, and Christians they always talk about things outside of business and they almost separate it. I'm like, "No, I don't think Jesus changes wherever he's at." I think, "If he started a company what would that really look like?"

So I started asking some hard questions and I came up with the idea of Sevenly, where every week we'd partner with a new nonprofit. We would give \$7 of every item we sold to a charity. So if we sold 1000 products in a week we would give that charity \$7,000. It

was cause first, it was like helping people. I remember the lesson that I learned is that building a million dollar company wasn't even on my radar. It was a just a result of what I was doing and I had to stop seeing money as the primary goal but rather as a product of helping a million people.

So I shifted into that mindset and I just got lost in helping people. All of a sudden I looked out and two and half years later we've given away \$4.2 million, we've grown the company to almost 50 employees and almost \$10 million in revenue, and I was on the cover of magazines and I was traveling the world and speaking to 3000 Facebook employees at their headquarters and everything just worked and I thought, "Wow. What a cool thing to just focus on the right things and things typically work."

So that was the experience there and the philosophies that I had implemented at [Sevenly](#) over the three and a half years that I was there. I'd recently sold my stock in the company and the lessons I learned there and the philosophy of my business, I think, really got a chance for me to put into practice what I was thinking and it worked. Then that's why I wrote the book [People Over Profit](#) that I think will help teach the lessons that worked for me, as well as that are working for some of the biggest companies in the world and help people create better companies.

Rachel: Awesome. Can you explain real quick why you opted to create a new charity every week because I think this is a really powerful message for people.

Dale: Yeah. One thing is it was super stressful. I remember my friend, kind of mentor at the time, was like, "Dale, you've created a hell of a model for peace in your life. Every week you got to create new products and a new campaign and a new marketing strategy and a new charity," and it was a lot of work to do that. But I think people are really addicted to variety. And I think not everybody cares about the same issues. So having that chance for every week a new option and I think people also wanted to create a purchase with a purpose and they wanted to have that guilt-free buying experience. So we became the ability for people to give in the daily things that they spend. Like you're going to buy a shirt anyways, you might as well but it from us and then feed a child for a month. So I think that connection there was really helpful in the growth for the company.

Rachel: Yeah. One of the things that I just loved about that concept is so many people talk about having this elusive purpose or this one thing that they're so passionate about, and what I love is that it doesn't need to be one specific thing if you're not tied to like one particular thing that you want to support. It's all these different ones. So you're still doing good but it doesn't have to be in a very tight kind of fashion.

Dale: Yeah, exactly. There are so many causes out there. You don't need to be stuck with just food or you don't need to be stuck with just water. I think that opening your eyes to what's really happening in the world which is a really hard to do, a lot of people when they see it and they mentally believe it. But if they emotionally believe it they actually have to do something about it. So I don't think a lot of people emotionally believe when they see people dying of starvation or when they are in like sex trafficking.

They don't want to emotionally believe it because that means they'd actually have to change and they'd have to do something about it.

So our goal was to try to help people emotionally get it and say, "Hey, it's time to make a move," and I think that's what really made us successful.

Rachel: Yeah. With over \$4.2 million at this point I would say so.

Dale: Yeah, in \$7 donations right, that's the weird part. They're all in tiny donations.

Rachel: It's crazy. So awesome, I'm just so inspired by this. As I was telling you before I started reading the book when I was getting a blow out. I got home and I immediately went over to my boyfriend, who's launching like part clothing. There's lot kinds of merchandise and I just told him about you and how just pumped I was. Just such good stuff. So in [People Over Profit](#) you share that most businesses in America go through this four part cycle where...actually before I go into that, can you just give a brief overview, then we'll dig into each era? So just a brief overview of each era.

Dale: Yeah. I'd learned the big thing was that I was wondering why was my company working. I thought, "Holy crap, like how is it that I'm giving 23% of our top line revenue away and we're still growing and people love it?" I wondered, "Is this something that we do differently and why aren't other companies doing it?" Then I started realizing that there was other companies that had been giving but faded away from it and I learned that other companies that had great startup stories but were horrible companies now. And I thought, "Wow, companies change. Especially over long periods of time."

I realized after doing my research that all companies start in what I call the honest era. It's because they have to, they can't be dishonest they'd go out of business. And they start with this beautiful mission and they're focused. Then over time they start to forget, kind of fueled by growth and a little bit of a lack of control of their growth, they move into what I call the efficiency era. This is an era or a time where assembly lines and outsourcing and some of these attributes of growth and mainstreaming. This is when a company used to do all their stuff in America and then they outsource it to China, right? Or when they used to have somebody to answer the phone and now they have a call center. Then they don't even really know that they're there.

But then it's when a company goes from there to the next era, which is the third era, which is the deceptive era. This might be 20, 30 years after they started. It could even be as little as 10 years but it's when a company forgets really who they are. I sometimes use Bank of America as this example. If you hear their startup story, which is too long of a story for us today but they have an incredible startup story. And you're like, "Wow I love that company. Who is that?" And then when you go, "It's Bank of America," and you go, "What?" You look at them now and they've got a lot of bad brand perception. Anybody you say, "Hey, do you think that Bank of America values people over profit or profit over people?" There's very few people who will say that, "Oh yeah, they value people over profit."

So they find themselves in a deceptive era where a change in leadership and seasons and transition and they're different than when they started, they're not the same

company. Typically companies that fall into that era either have to go backwards into the efficiency era, back in the honest era but they often almost die or they struggle or competitors come up and they're starting to overtake their market share and they push them into what I call the fourth era which is the final era which is the apologetic era. This is an era of regaining consumer trust and rebuilding that relationship between you and the people that you serve and it requires extreme vulnerability, transparency, authenticity, honesty, generosity and courage. I talk about that.

So the ultimate goal of the book is to say, "Hey, this era sucks," or "This cycle sucks. We don't even want to do this cycle. I don't want to have a company that is honest and then all of a sudden it's efficient, then all of sudden it's deceptive, and then all of sudden has to go to an apologetic era to get back to the honest era. I don't want that. How do we just skip this all together and just stay honest all the time? And who's done that? And what are they doing to do that?" That's what the book is about.

It's talking about I see companies that have been in business for 20 plus years with great brand perception, high employee retention rates and they do things that are super unique and the funny thing is that none of them know that they do them. They don't realize, it's not on their mission statement, it's not in their core values, it's not tattooed on their wall in their corporate HQ. And it's not the things you're going to find in Fortune or Forbes or Fast Company magazine. These are things that these leaders know that are the timeless principles that they learned like in kindergarten, like when their parents taught them to not lie and to share and to care for one another, to be kind.

It sounds too simple to be true but it's very difficult. If it was not that difficult then everybody would be doing it. But the leaders of people over profit companies like Patagonia, Whole Foods, North Face, REI, Chick-fil-A, In-N-Out and some of these other great brands that have this success. Their leaders are just really incredible core foundational, timeless, principled-type people. That's what I'm saying, "Hey, this is my philosophy in business, this is these people's philosophy in business. Here's what it looks like and here's how you can adopt it."

Rachel: What are the things that you think are in their mindset to be able to keep these? I know you share that there are seven core beliefs in the book. How do they keep those beliefs?

Dale: It's very difficult. It requires a leader that's capable of...what I actually say in the book is they're constitutionally incapable of operating without them. And it takes a focus on valuing people, it takes a focus on telling the truth completely and clearly and it's hard to be authentic and transparent and to focus on those things and quality, keeping quality high and generosity and courage. These are the things that I talk about. It's hard because they're big terms and you've got to have a leader that says, "I'm willing to figure out what this big term looks like tactically in business and in my business and with the customers."

Rachel: I'm sure you still do what you were doing with hiring and firing with [Sevenly](#)? Can you explain that process, because I think it puts these beliefs in such clear format?

Dale: Yeah. So I kind of reinvented the golden rule and I said, "The golden rule changed to fire people the way you would like to be fired." I remember looking at that and I go, "Firing is a really crappy day for anybody. And the way we do it is not really honorable to anybody either." It's funny because we ask employees to give two week notices to us when they leave, yet that we just drop them on a hat. We just say, "Hey, you're fired today. Go look for a job tomorrow."

So I said, "Hey, why don't we start giving them notice or giving them like a small severance package even if they're not a long-term employee. Hey, we're going to let you go," which we'd always do on Friday, we'd always do at the end of the day and we'd always speak to the problem, not the person. I would even write them a letter of recommendation for the things that they're good at. Also remember they have mortgages, bills, children, spouses and all those things that we have too. And say, "Hey, just letting you know if you need your benefits extended a little bit, we can see if we can do that. We want to also give you two weeks of pay to help you through that too."

We try to do this for as many people as possible. We would say often, "Hey, if you use your laptop to make money, maybe we can figure out a way that you can keep the laptop." What changed, I think, a big way is that we'd actually ask them if they want to come back the following Monday and let the entire staff go around and tell them how much they mean to us and how great they are. So we would see about 80% of the employees would do this and they would come back and they would sit in the center of the room and we would say, "Hey, aw man, John, every day I walked in and you smiled and you're so funny and you made working here better." Then someone else would say, "Your art was so incredible that every time I wake up in the morning I look at your Instagram and you inspire me." And then the next person and it's just this affirmation process where they go and they leave and they don't feel like a past employee, they feel like alumni.

Things like that is what people over profit companies do. We shift, we change, we break the system right. We break the system to create a better version of capitalism that's not so disgusting and rude and mean and it's hard. It's really hard to do. The premise of the book is that I believe that if you value people over profit you'll actually be more profitable.

Rachel: Yeah. I agree and I think even just the profitable in terms of emotion and realizing that you've lived your life to the fullest and you can just feel like a good person.

Dale: Right, that's huge. You go home and you feel good. You don't have to worry about people hating you and it takes some maturity. It takes a leadership and emotional maturity to do this and it's a mature book for mature thinkers. I'm trying to sell as many copies as I can to get it on the New York Times list so that we can get this in the hands of the CEOs of the biggest companies in the world. If you get the CEO Bank of America to read this and adopt it. What does that do for the 30,000 employees they have, it changes lives.

Rachel: Absolutely and even just writing your book you did it in a way where you were valuing people over profit. I loved at the end how you were talking about how so many

books have so much fluff and how you just got yours right to the point because you knew that that's what you would want.

Dale: Right. Nobody likes a long book especially business people. I guess if you're reading a fiction novel you might like a long book but business people hate long books and I hate it when it's dragged on for pages I'm like. "Oh God." So I tried to make really short chapters, really cool graphics. Just keep it simple and light and not focus so much on length.

Rachel: That's awesome. So in your speaking reel you also said that never let a problem that needs solved to be more important than the person who needs loved. Can you explain about that too?

Dale: Yeah. The biggest thing is our companies aren't made of cards, they're made of people. So when you go in and the problem that needs to be solved you're like, "Oh my gosh." If the problem is more important than the person you've totally screwed up and that's what leadership is. When leaders can go, "Oh my gosh. I'm not talking to a problem here, I'm talking to a person that needs to have some correction to make this problem work." That's always just been the way that I've been able to get through to people and I think that it's helped me be a better entrepreneur because of it.

Rachel: Yeah. So on the tails of this. I was reading where you were saying how you experience fright daily, fear. I'd love to hear what that looks like for you and how you battle it.

Dale: Yeah, fear sucks. I actually write that as a title in the book, fear sucks. Fear is such a hard thing because it sits on your shoulder everyday and it tells you why you won't be able to succeed and why you can't do it. I had a quote here, I'm going to try to pull up here, is fear has kept many would-be leaders on the sidelines while opportunities paraded by. They didn't lack insight, they lacked courage.

I think a true leader is someone who has the courage to say publicly what everybody else is whispering privately. It's their insight, that sets leaders apart and it's the courage to act on what they see, to speak up when everyone else is silent and encourage...I spoke up for good causes, I spoke up for people that want to start their dream at [startupcamp.com](http://startupcamp.com). My big thing is just having the courage and the ability to speak up. I think it gets easier. The way that you get better at fear is that just pushing through it. The more you push through it, the more positive results you get from pushing through it, the more faith you have.

Coming up the next fearful thing you go, "You know what, I've been here before, I pushed through it and I won and it feels good and I'll do it again." But those first few times are really hard and it is faith. It's a total faith thing. You go, "You know what, I'm just going to do it." And there's risk, right? Like no one successful has ever gone without risk, like big risk. Like ugly, horrific scary risk.

So sometimes you just got to make sure your plan B's are in a row. Just make sure that you got a fall plan. Walking a tight rope without a safety net is incredibly dangerous. Just

walk with a safety net. It's still crazy to walk on a tight rope, but do it with a safety net and that's kind of the philosophy I've been using.

Rachel: How did you create your safety net? I understand you were writing some things down, right?

Dale: Yeah. I created a list, like my plan B list. I'd put it in the drawer of my desk and it was this list of people that I could fall back on. I'd say, 'Okay, if this falls apart I can go back and live with my parents. That would suck, but I can do that. I could get a job with this guy, I could restart this company, I could do this extra project, I could lean on my savings for six months, I could XYZ,' right? So creating that list you can then use that list when you're fearful you just pull that list out and you go, "Okay, I'm good, that's my safety net. I'm just going to press forward anyways," and it's super scary but having that list is important and writing it down is important, too.

Rachel: Awesome. I'm curious, too. Just a little bit more about mindset because you have so many things going on. When I was looking at your speaking page, it's like every week it's almost like you're in two different locations or something just all over. Started seven companies, the book, so many things going on. How do you stay focused?

Dale: Well, it was unsustainable so I'm now the last probably six months to nine months I've completely changed my life round because it was a season of really rapid growth. And it was way too much. So now I'm cutting way back, I'm spending more time at home. I've moved from Southern California to Bend, Oregon. I'm living in central Oregon now. We bought seven acres and we're building a new house and I'm living more of a peaceful life.

What I do now is I try not to work more than five hours a day now. It's a luxury but I earned that luxury. Not everybody can do that right now but I try to do that and I try to never work on the weekends, if I can. And I try to just focus like I said on what's important. The more I do that the more I can work. If I lose focus and start diving into work again, I typically have the results that many of the listeners do, is insomnia, anxiety, depression, stress, sore back, neck all that stuff. It's very common when you just overwork.

So I just try to find that balance because I think that God created our bodies in a way that works pretty much one way and we all have these thresholds that are built in to our bodies and every time we push the threshold we start breaking down and we wonder why we're sick, we wonder why we have like hypochondria and we think we're probably dying. No, it's because you're over stimulated. You just need to like chill, you need a sabbatical, you need to relax.

Rachel: How do you think people can relax? Because you mentioned how you kind of earned the right to do the five hour days because you've worked so much in that season of rapid growth. How can other people get to that place where you are without having to overwork or do they have to?

Dale: I think it's the intentional one day a week of just complete rest. Just know this, I'm not a preachy guy but I'm going back to the idea of the Sabbath, and I think that

Sabbath, it's a great idea. I don't care what religion you're in or who you are. The idea of a one day off is a really great idea and I think that that means that you just don't do anything that has to do with work and get off your phone for a day. That one day of rejuvenation allows you to do the other six. When you just do a little bit every day, you still never got that full day off. And I think a vacation is important every year for those that can afford it. I don't care if it's a cheap vacation but just do a vacation every year. If you can do it, do it every quarter even if it's just a weekend away. And treat yourself, remember you have needs.

I'm constantly giving and I'm not trying to sound cocky, I'm just saying that I'm pouring out content, writing, speaking, teaching and I'm on podcast. Whatever I'm doing it's constantly giving. So I need to make sure that I recognize that I have needs. I need my wife to tell me that she loves me and I need my wife to tell me that she's going to take care of me sometimes. I need my friends to say like, "I got you, bro." I need a massage sometimes, I need someone to plan a day for me and having those needs is not a bad thing as a leader, and I think that we need to be more confident in just asking or telling people around us, "Hey, I have needs. Can you help me out?" And not feel bad about it.

Rachel: How did you identify your needs?

Dale: For me I go for my love language. So that book, the [Five Love Languages](#). My love language is physical touch, so having my wife give me a massage is like a great rejuvenation or if my wife just pays for someone to give me a massage. So that's a great thing and also I'm becoming more introverted. I'm a classic extrovert but I've become more introverted, meaning that the definition of an introvert is someone that is energized by quiet time and an extrovert is someone who's energized by public time, social time. I used to be energized by social time, now I'm a little bit drained by it and I'm more energized by quiet.

So it's an interesting transition in life. You don't think that's possible. You think, "Oh, I'm an introvert. I'm always an introvert. I'm an extrovert. I'm always an extrovert." I don't think that's true. So I'm learning that one of my needs is quiet. I just like watching a movie by myself. Those kind of things rejuvenate me and also getting outside. I think that we need to be outside way more than get stuck behind our computers, in our buildings and getting outside is so important to have space. There's something about spaciousness that's really good for the human soul.

Rachel: Yeah, I agree. Now, I live in Vegas and it's been getting hotter here, but I know during the winter I would just walk outside around my house and my emotional happiness, I was just so much happier it's unbelievable. Now I've been doing my walking. I try to walk at least five to ten miles a day but I'll do it inside my house either on the treadmill or just walking in the event room and it's not the same at all. Exercise is important but exercise outside is just glorious.

Dale: Yeah, we go back to like the things like people, we're so stupid sometimes because we try to create solutions that have been in place for thousands of years. Let's just say that humans have been around for 10,000 years, right? So let's just say they've been around for 10,000 years and you think, "Okay, what were they doing then?" They

were living outside. For thousands of years they would work outside. In the last 50 years, we've been working inside so much. So I'm a purist at heart, I try to go back to like, "What did people do a thousands of years ago?" and I want to do more of that and sure I want a Tempurpedic bed and my sunglasses and the other things that come with living today. But I don't want by myself living. I want a more truthful existence. That's the best way to say it, I guess.

Rachel: Truthful existence. I love it. That actually leads me to, I wanted to also ask you just about being a good consumer, because I think that also kind of qualifies with being truthful and just living according to the values that you feel are really important to you. So can you just share what a good consumer is to you and how you live that out?

Dale: Yeah. I think that we all want to be good consumers but we're so strapped on time that we don't even care, we just buy things because it's convenient. That's why you want to have margin in your life because if you knew some of the companies that you were supporting, you'd be embarrassed to be your friend. You'd be like, "Oh my gosh. I can't believe I've supported this company that treats their employees like this," or that supports child labor or that sources their products here or that screws customers this way or that lies.

So I think that it's important just all of us to start asking ourselves the question when we buy products like, "Hey, can I learn more about this company?" And it's a slow burn, it takes a while to do that and it's always more expensive but integrity always costs more. We're trying to all build a better world. Let's put the companies that are dishonest out of business, get rid of them. Show them that if you're dishonest you won't survive here. And the ones that are great let's lift them up and say, "Hey, I know you're a quarter more, 25 cents more, but I'll support you because I love what you're doing and you're not just cheap crap, you're solid on front end and back end and I want to make sure that you grow." That's what I hope for consumers.

Rachel: You were saying that you make some sacrifices in order to do that. Can you share some of the sacrifices that you make for people who are just instantly like, "Oh, I don't want to spend more money"?

Dale: Yeah. The first big sacrifice is cost, the second sacrifice is choices. The third sacrifice is it's time to learn about it and to go home and you talk about it. Then it's also to share about it, you got to share about it. You got to tell people like I hate leaving reviews on Yelp, good or bad. It takes time for me but I do it and I get on Yelp and if I have a great experience I say, "Oh, this place is awesome." And if it sucked I let that person know that this was not a good experience and they should fix it and I think it makes them better. The ones that it will say, "Oh my gosh, thanks for the feedback."

People pay me \$1,000 to consult their businesses and I give them like three reviews on Yelp. I'm like, "Hey, here. This is what I would do, this a check, guys, you should try this. Like did you know that your high chairs don't work, none of them all six of them in the corner are broken." Like, "Thank you for making me carry my kid the entire time I was at dinner with my family," and I'd say, "Fix it," and I'll send them a link. I'll say, "It's \$29 for a high chair, 29 bucks and you offended, frustrated a guy who's got a massive social

media platform, who would have probably wrote a really beautiful review about your company but it's very difficult to enjoy dinner when I have to carry my one year old the whole time when I have friends in town."

They don't understand that and they'll say something often I remember I had one guy he goes, "Oh, I'm so sorry. We're going to get one right now." Which is great he was doing that and I'm thinking for me if I owned that business, I would never let it get to seven broken ones and I would always have a backup. Then I would say, "Can I get you back? Can I get you a free dinner?"

Because whenever we all of a sudden switch where it's like we're not there to serve the business. That is the most ridiculous thing that ever happened in consumer mindsets today. We're afraid to tell them that we're upset. It's like we're not here, I'm paying them money, they are serving us and sure you don't want to be the guy that's like over the top and I'll admit sometimes I can be over the top, but most of the time I reserve myself and I say, "Okay, how do I speak to this problem without offending the person?" I go to the manager and I say like, "Hey, there's a problem here. Can you fix it for me?" and they typically do. But remember we are consumers, the power here is that we are the ones that are getting served. That's what we're trading our money for.

So don't be shy to push companies a little bit because they need to get better. Don't let them make you feel that they are there to serve you, because I'll tell you what, I didn't make \$25 million in the last 10 years because I believed that consumers were here to serve me. No. I flipped it around and said, "Anything I can possibly do for you I am here." You write an email to me about a problem, I'm not going to just fix it, I'm going to go 100% beyond and make sure that you're happy and I'm going to give you free stuff and I'm going to thank you. That's what makes great companies. I guess you heard the passion side of me on that one.

Rachel: No I love it. I think it's only benefiting the company just like you were saying to let them know how you're feeling because then they know to make those changes. If nobody tells them about the high chairs everyone is just going to go crazy every time they come eat dinner, for how long until somebody says something.

Dale: Yeah. Then the next guy comes in and he's a food blogger and then just leaves a bad review on them and it screws their company for 29 bucks. So it's like that kind of stuff. It wasn't a big deal maybe in 80s and 90s but now that everybody has a massive platform you have no idea who's sitting in your restaurant or who's entering your company because every time I think about I go, "Man, if I offend this guy I don't know who he is, I don't know if he's got like 85,000 Facebook fans," that he might say, "Man, love this company but they really failed here." I'm like crap, 80,000 people now know that I'm a crappy leader. So yeah, we're in the age of accountability and we need to be very careful with our businesses to make sure that we're actually serving people.

Rachel: Absolutely. And speaking of your platform, your social media stats are just insane. Like 756,000 followers on Pinterest, 142,000 on Twitter and that's just for your name. But [The Daily Positive](#) and other places have even more hundreds of thousands, just crazy. So I'd love to ask you a couple of questions about that if that's cool?

Dale: Yeah, sure. I'd love it.

Rachel: Awesome. So first I've seen, especially on your [personal blog](#), you have posts that are ranging all over the place. There's health and business, married life and all this stuff. I'm curious if you do that because you feel like you have established yourself now and so you can talk about whatever you want or if it's a traffic play or it just feels good to you. What the thinking behind that?

Dale: Yeah, I try to talk to people about the things that really matter and it's typically health, it's family, it's work. And I try to just give my story in most instances and I try to speak from experience and I'd say I'm living this very unique life that I've been so blessed by and I would say it's because I follow a lot of the right people and I take a lot of the things that I learn in books. Everything from great authors to the Bible, to speakers and presentations and I actually do them.

When you do them they work and I change and I step into this really awkward humiliating change sometimes. Nobody wants to tell somebody that you have a booger on your face. But when you have a booger on your face you've got to get it off, right? And a good friend will tell you, "Hey man, you've got to change here, you're hurting people here." And I've had a lot of great people to tell me that and I've been able to grow through it and those stories I think really connect with people.

I talk about a lot of emotional leadership. This is what I really hit in on. I talk about the things that really matter, I don't care who you are. Women love babies and they love them. So if I talk about things about women or something, I talk about kids a lot because I know that they love kids. Even if they don't have their own or don't even want to have their own. It's the idea they love kids. And men they love providing for families, they love it and they love protecting people. It's innate in our minds to be providers and protectors. And women love nurturing and they love providing and protecting, too, but they love nurturing, too.

So I go in this thing and I speak to a lot of those very core things about the humans and in various different ways, and it really connects to people and it's almost like biological marketing. It's a way that I know how humans were created and I go, "Well, let's speak to those things that really matter," and not many people talk about that stuff because a lot of people don't know what matters. They're stuck in a unique season of life. They find themselves 45 years old and they can never make relationships work and they don't know why and they wanted to have kids but it's too late now and they never had a successful career and they never got their purpose and they're working at a job they hate, they're in debt, they live in an apartment and nobody wants that. Nobody wants that and so my thing is hey, let's pull it back and let's go back to the things that are really important, like our relationships, our faith, our forgiveness, our brokenness in our past and let's heal those things, let's talk about those things.

Then let's also talk about fun stuff too. I'm not so super heavy that it's overwhelming. So I feel like that's just been the big win and authenticity has really been my core strategy and it's worked. I have no idea why it's worked so well but it worked and I hope more people can learn from that.

Rachel: Yeah. So when you're getting people over to your site, for each of the companies that you founded do you look at the different social media sites and feel like different ones will provide more traffic for different sites or do you focus on the same ones?

Dale: Yeah. For me Pinterest has been a big focus. I love Pinterest, I'm a creator so I love creating stuff. So Pinterest has been great. Remember when you have a website it's not how many people that come to your site that matters, it's how many people that come to your site that you capture that will return tomorrow that matters. So for me I've been very good at capturing emails and very good at capturing likes, follows, comments, shares and connections. My email list...I built my blog in one year from zero to 1 million visitors and captured 100,000 emails. And with a great open rate, a great click rate and that's the key is capturing people that return.

Again, like that connection of reality of vulnerability, people love vulnerable people. They love like, "I'm not the only screwed up one in the world." So I share my screw up stories and they go, "Oh, I want to follow this guy." If you look at like [dalepartridge.com](http://dalepartridge.com) or [peopleoverprofit.com](http://peopleoverprofit.com) or [startupcamp.com](http://startupcamp.com), you'll notice that on the article I have all these places for you to enter your email and all these places that are strategically put....capture a like and a follow on one of my social platforms.

So that's been a main strategy but Pinterest is crushing it, I love Instagram, I own a bunch of [Instagram](http://instagram.com) accounts that I've built for clothes. Some that have half a million followers on them, some that have 100,000 followers on them. Twitter is great, I'm on Twitter, I tweet a lot of stuff. A lot of stuff automated but I'm still on there every day. [Facebook](http://facebook.com) has still got the most power but only in spurts. Pinterest for me has still been the number one powerhouse for traffic. And email, email will always be there, I love it. I love email. Email marketing is so powerful if you know how to use it.

For me this is why I built StartupCamp because I get these questions all the time. People ask me, "Oh, how do you do this?" So [startupcamp.com](http://startupcamp.com) I just launched it about three months ago and it's a 12 month curriculum where I can teach people how to start their own business through these videos and study guides, and checklists and PDF facts. So if anybody wants to do that that's another place that I can help you guys do that.

Rachel:: Awesome. Oh my gosh I could ask about 68 million more questions but I realize we're coming up at the end of the hour. So thank you so much. It's been really great to talk with you. I just love how refreshing you are and just how authentic. It's awesome.

Dale: Thank you. For me the big goal is if you're listening is this book is really important to me. It's a really important message to go out to the world. If you would consider picking up a copy you can go to [peopleoverprofit.com](http://peopleoverprofit.com) and right now I'm offering people to, if you enter your receipt number or if you buy it from our store, you'll automatically get what I have is a \$300 coaching kit. Comes with awesome eBook called People Matter that I think is actually a really eBook and then it comes with private podcast interview, it comes with some coaching videos and a really kind of hits the book even harder. So

thank you just for considering that and thank you, Rachel, for having me on the show. It's really cool to be here and tell my story to just anybody that will listen. I'm really honored to be here.

Rachel: Yeah, it was my pleasure and once we hang up I'm going to buy another copy so I can support you because I love what you're doing. Is there anywhere else that you'd like people to find you or just [peopleoverprofit.com](http://peopleoverprofit.com)?

Dale: Yeah, [peopleoverprofit.com](http://peopleoverprofit.com), [startupcamp.com](http://startupcamp.com) and then anywhere on social media just [@dalepartridge](https://twitter.com/dalepartridge).

Rachel: Awesome. Thanks again for being here.

Dale: Thank you.

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*Thank you in advance!*

I really appreciate you.

With love,  
Rachel Rofé