

## My Story By The Business Mind Podcast

Matt Henderson ([00:00](#)):

Hi, I'm Matt Henderson and I'd like to thank you for listening and watching the first episode of my journey. Let me tell you a little bit about myself. I'm a lifelong entrepreneur and I mean lifelong. I say that because one of my first memories in life was of the day I stepped into the world of an entrepreneur. So let me set the scene. I'm five years old at my grandparents' house. They owned and operated about a dozen taxis and they did it right from their home. Picture the days of a yellow cab, no Uber or Lyft or any app for ride sharing. So I'm over and they had an additional phone in the living room for the night calls.

Matt Henderson ([00:59](#)):

Well, my grandmother's cooking a little dinner on Sunday and watching me at the same time so she left me on the couch so she could kind of get things rolling in the kitchen. Well, sure enough, the phone rings and she asked me to pick it up. Remember, I'm five years old. Of course I did and in my high pitched little kid voice, "Taxi office, what's the address?" And then my grandmother asked me to dispatch the call out over the radio to the drivers. So that was it, I was hooked. Later that driver comes in hands, my grandmother a stack of cash, and I realize what a business owner does and I wanted to be one.

Matt Henderson ([01:36](#)):

I couldn't wait to get to work in life, which just baffled my parents and my siblings, so by the age of 10, I couldn't take it anymore and I started out on my first business. Lawn cutting. I made a stack of flyers and my home phone number on the bottom, little tear off areas, and then I took those everywhere I went and hung them up. I went to the food store with my mom, I went to the local 7/11, the video store, yes, VHS, that's how old I am.

Matt Henderson ([02:07](#)):

Well, after two months and no calls, I finally got my first call for lawn cutting. I asked my mom if she could drive me over so I could give this woman a price right away. Well, she did. I quoted the woman \$25 a week and my first customer was in the books, 10 years old. The first cut came up the Friday and the troubles of a business owner began. I had to walk my lawnmower to the customer's house. I'm only 10 years old and I didn't think that the fact that she was about three quarters of a mile away would be a big deal, except that I lived in a really hilly area and the round trip commute was about hour and then over an hour to do the lawn cutting. After you factor in gas for the lawnmower, lawn bags, the flyers, I rigged in about \$5 an hour at best. That was the only lawn I cut that summer and it was also my last. This was my first business failure though. So what are you going to do? I learned a ton and had a ton of experience and I now knew how to make my own money and from this point forward, that's how I'm going to do it.

Matt Henderson ([03:17](#)):

After my lawn care days, I also bought and sold 11 cars and a motorcycle for profit by the time that I was 22 years old, but that's a whole another story, but this is just how my brain works. I decided what I want and then I stay on the path until I go and get it. After college, I had no idea what I'd do so I worked at a rental car agency. I was a business major in college for three years and decided that being a stock

analyst wasn't going to be my future so I treated this rental car agency like a small business and soon became the manager. But I just didn't feel right.

Matt Henderson ([03:54](#)):

Well, after a little over three and a half years and dreading going to work, you know that in your stomach? The feeling that you just don't want to get out of bed in the morning? My father calls me up and he asked me to join him. He had purchased the same taxi company that my grandparents sold back in the eighties. He had one car and he had three radios. I had said to my dad, "You're crazy and I'm in." That was it. I was in the game and I loved it. We grew that business for three years and then we sold it. Thing is, in life, timing's everything and Uber started about three years after I sold.

Matt Henderson ([04:35](#)):

Have one map from the Business Mind Podcast. I just wanted to let you know quick little tip, so the way that I've been doing all these podcasts is this cool app or you can get it on your desktop as well. It's called Anchor.fm. It's got to be the easiest way to make a podcast because they give you everything you need in one place and they do it for free. It's pretty awesome because I'm currently doing all this right from my phone, but when I'm at home and I have a few minutes, I pop on the computer and it's got so many awesome tools and everything to edit and you can do sound effects and all sorts of other really cool things that I haven't been taking advantage of but I suggest that you do. They even distribute the podcast for me. I don't have to figure out where to put it. They popped it onto a Spotify for me, you can get it on the Apple podcasts, Google podcasts, and a whole bunch of others. But the nicest part is while you're getting your podcast out there, you can also monetize and you can easily make a little bit of money from doing the podcast with minimal listenership. So get online, download the anchor app on your phone or you can go to anchor.fm and you can get started on it today.

Matt Henderson ([05:47](#)):

All right, so check it out once again, Matt, from The Business Mind podcast, so excited that you guys decided to take the time and listen and when you're ready to get your podcast going, check out the anchor.fm. Again, Matt from The Business Mind podcast, have a great day.

Matt Henderson ([06:02](#)):

Since that time, I've searched for something else and I've worked in other small businesses and I'm currently a partner in a really niche, small business. Over the past five years, I felt lost in the world of business and online business and where I could fit in. I was tired of being broke and struggling to get enough money together to pay the bills each month. Last year, February 25th, 2018, I started a journey. In my business research I read an article about Warren Buffet and it stated that he read upwards of 50 books a year, maybe three to four newspapers a day. I decided that if he's that wealthy and he appears to be happy, then, well, I'm going to read 50 books. Issue is at this point, at that time, I read about zero books a year.

Matt Henderson ([06:56](#)):

Well, I didn't get to 50 when I got through the year, but I did get to 48 and I went on a health and wellness and mental health regimen that, well, business leaders and billionaires all do this and, well, success leaves clues. I went through the gym every day. I focused on finding my path. I became an Amazon seller for 18 months. I looked for products to sell on eBay and Amazon, but the costs were crazy. I just couldn't stand the time that I took to get my business going. I didn't know what or where to

go, but I did know that there was a game and I needed to get involved. The next part of this changed my life.

Matt Henderson ([07:40](#)):

I researched clickfunnels.com. ClickFunnels is unbelievable. I found out that ClickFunnels isn't just an affiliate program, but ClickFunnels also has a ridiculously good platform to create my sales pages. Oh yeah and best part of all? The training is there for you as well. There I am. I'm going to finally do something that I can offer to every business owner to assist them and change their lives. This place is so versatile. It'll help everyone. I can grow every business.

Matt Henderson ([08:09](#)):

That's when I joined the One Funnel Away 30 day challenge, this was the part that put me on the path to success and really enhanced my learning and put me out in front of everything. I'm set to achieve my goals and be on financial freedom. It's the most direct path to success I've ever seen with an incredible amount of daily coaching for 30 days. I signed up with the ClickFunnels affiliate program just to get cash flowing into the home so that we could stop stressing the monthly bills. But when I found that it's pretty amazing help for business owners and that I can change their life using ClickFunnels? I never thought that I'd find something like this that I could be part of and that I could bring it to the table and help others. It's the best of both worlds. I can get the chance to make money and work towards the point of not being financially stressed in life, but also get to bring others, the business owners, the same feeling.

Matt Henderson ([09:08](#)):

I spent over 30 years starting and growing businesses. Business development has truly become my passion and it's something that I can offer to other business owners to change their lives and it's amazing. I've become a better person over this journey. I now have ... I'm on my way to being a better provider for my family, I do it by helping others succeed and get more in their lives. I know my life is going to change and less stress and I'm now more present every day. ClickFunnels has changed so much about my life for the better, and I'm excited to share this same positive experience with everyone I can.