



**Episode 1,223: How to Profit Off Your Enemies' Tears**

**Guest: Ben Settle and Shane Hunter**

**WOODS:** All right, you guys know what happened over the past week? I had this rapper — what's his name? You guys know this guy?

**SETTLE:** I just call him the wannabe Luke Cage of hip hop. I forget his name.

**HUNTER:** His name is Talib Kweli, and I'm sorry if I mispronounced that. But he's actually — yeah. So it's funny. There's different layers to hip hop, right? There's like mainstream hip hop, who are your Jay Zs, who everybody on the planet knows who he is, and then there's your underground, who are the guys that get like the street cred, right? So Talib Kweli is really like the Ben Settle and Shane Hunter of hip hop.

**WOODS:** [laughing]

**HUNTER:** So it's really, really screwed up to me that he's so against it. But Ben, how often do we see this —

**SETTLE:** Yeah.

**HUNTER:** — with people that are exactly like us but they're on the opposite side of the fence, and we laugh while they make everybody that's, you know, our fans pissed off.

**SETTLE:** Oh, yeah, it's fun. It is fun when that happens.

**WOODS:** Yeah, well, so what I had happened was somehow I get dragged into some stupid conversation because I gave some talk — I gave an academic style talk about what Hitler's views on economics were, and it was sort of to show that it turns out Hitler was not really for the free market. You know, you'd never guess right?

**HUNTER:** You don't say.

**WOODS:** So I just laid that up, and I almost hate it to do it, because, you know, gee, I'm against Hitler. Like, wow, that takes a lot of courage. But I did want to clarify that, because people are saying that libertarians are like Nazis. You know, that's not really true. So they dragged me in, because they were trying to explain to him that Hitler was not for the free market. So instead of just trying to internalize the information, he immediately thought, well, let me see what's bad about this Woods character who's delivering the information. So

all of a sudden, I'm getting this barrage of things, and he's accusing me of being in the Ku Klux Klan [laughing]. It's just absolute insanity. Now, I wouldn't say I handled it super well. Like I had some pretty good trolling responses, but I took it much too much at face value. *He said this, so I better give the answer, which is that.* That was not the best way to handle this. I should have trolled this guy hard, and I just didn't.

**HUNTER:** Okay, Tom, can I do something that like mainstream media won't do?

**WOODS:** Yeah, of course. That's what the whole show's for.

**HUNTER:** Tom Woods, are you a member of the Ku Klux Klan?

**WOODS:** [laughing] No, I'm not.

**HUNTER:** Oh my gosh. Holy [bleep]. There's for your first beep. I'm sorry, audio guy.

**WOODS:** And by the way, neither is 99.9-with-a-bar-over-it percent of America — I mean, to talk about hysteria, the Ku Klux Klan has like 3,000 members in all of the USA. I mean there are way more flat-earthers than that. Way more.

**HUNTER:** But what happened to the America that used to ask that question to people?

**WOODS:** Yeah. Yeah, well look, I don't even — I mean, at this point they use KKK to mean like Bob Dole, so everybody kind of knows —

**SETTLE:** Yeah, that's why you've got to like — honestly, the way I've always dealt with that — and I love getting accused of stupid stuff. I mean, literally, I almost like seek it out. I do it all the time.

**WOODS:** [laughing]

**HUNTER:** Is because you just agree and amplify it. *Yeah, yeah, well, you know, I just got my Grand Poobah robot right now. Then I'll answer your question.*

**WOODS:** But the thing is they have no sense of humor, so they say, "Ah ha" — I'm not kidding you. I'm not kidding. This guy, because he went after Gavin McInnes, and McInnes made a video showing, *Look at this idiot. I was doing exactly what you're recommending, Ben, and then he would come back with, "Ah ha, see? That proves you're in the Klan."*

**SETTLE:** Yeah, but that just that gives you even more — like you understand, nobody's taking — like the people you are trying to reach are not taking anything he says seriously at this point. If they did before, they just show — why would they, right? And what matters is what your audience thinks and the people that you're trying to get around to talking to, not people who would actually believe that.

**WOODS:** Yeah, that's true, but isn't there this temptation, Ben, that I know you would try to coach people out of — I know you hate the word "coach," but you know what I'm saying. There's this temptation to feel like: but I want everybody to like me. That's the temptation.

**SETTLE:** No, I want everybody to hate me, and I want like a very small group of people to like me.

**WOODS:** [laughing]

**SETTLE:** Do you think people like me and Shane, I mean in droves? I guarantee we have more people who to hate us than like us.

**HUNTER:** Tom, you need to learn the ways of the introvert, my friend.

**SETTLE:** [laughing]

**HUNTER:** We don't like very many people at all. Like, Ben lives on the coast of Oregon. I live in the middle of the desert. This week, I'll drive to see him. That will be my one trip away from home this year [laughing]. Ben will probably make another trip this year where he goes to an event. And that will be it. That's how we do things. And you see? That appeal to everybody, I don't think that exists to us. It used to, but we had to shed that. And it was -- I think it's in varying degrees in certain people, and it depends on whether you're an extrovert or an omnivert or an introvert. And people fluctuate between those, but for the most part, we've all got our levels, right?

**WOODS:** Well, let me jump in with kind of a lesson I learned from publishing.

**HUNTER:** Yeah.

**WOODS:** In 2008, I had a book I coauthored with another guy called *Who Killed the Constitution?* And when we went out promoting that, there are parts of that book that, you know, a right-winger will love, but there are parts that some left-wingers would love if they would ever read it. And so we pitched it — this is 10 years ago. I was but a pup. We pitched it all wrong. We pitched it as, *Oh, this is a book for everybody*. And so it didn't do very well.

Whereas the following year, I wrote a book on the financial crisis, and I wanted this to be the book on the financial crisis that everybody would read. And my publisher said, *Stop that. We're the publisher. We'll tell you what your book is going to be. Your book is going to be the book for people who do not want to see capitalism, so-called, blamed for financial crisis, because it's dumb. So we're going to have a subtitle that makes clear this is the book for free-market people to read*. And I resisted that so much. I said, *No, no, I want this to be the* — They said, *No, what we're doing with this subtitle is identifying your audience and saying to them: this is the book for you*. And my idealistic brain wouldn't go for that. Thankfully, I did listen to them, because I thought, *But no, why should I be confined to this one small group?* And now I've learned that — well, that book became a *New York Times* bestseller. So it turns out, they do know what they're talking about.

**SETTLE:** Or just look at — I mean, it's funny that you missed this, Tom, because, like, you see politics more than Shane and I do. Like you're in this world. And look at Trump. You think he tried to appeal to everybody? I mean, he appealed to a very — what he did — and it's not like he's special. Reagan did the same thing, and any smart politician does it. You go after your main troops first and wipe out the center of the market. And then you'd be amazed. Other

people will come in on their own, if you just stay true to whatever it is you're doing. And it's a very simple thing.

**HUNTER:** Well, every single movement begins with a small group of people. And that's what everybody forgets, right? In order to make money in internet marketing, you have to be able to make your first dollar. But everybody's too busy focusing on the hundred dollars, or the thousand dollars, or the million dollars that they want to make tomorrow, that nobody's looking at how easy it is to make one dollar. If you can make a dollar, you can replicate that dollar into a hundred, a thousand, a million, 10 million, however much you want, once you build in systems and hire employees. That's the beauty of capitalism. That's how this all works. But trying to teach that to somebody, again, it's like reverse logic to what we were taught in school, right? Because instead of trying to be a good boy and fit into the crowd, which is the bigger population, you're being taught that you have to do the opposite. And that's why becoming an entrepreneur is hard. That's why thinking is hard. That's why politics is hard, right? That's why all of these scholastic endeavors are difficult, and why most people shy away and instead spend eight hours a night Netflix binging.

**WOODS:** All right, let me ask Ben something here, because Ben, you are great at, if somebody criticizes you, you make an email out of it and you wind up making sales out of it. In fact, I find those are the emails that make the most sales. So I want to know from you, if you were in my shoes and you get this guy – now, he's got 1.1 million followers on Twitter, but there's something screwy about these followers, because he'll tweet something and he gets three retweets out of a million. And I've got 63,000, and I get 300, you know? So there's something screwy about his followers, but that's another question.

But suppose you're on the receiving end of that. Here's how I handled that. I have to email lists. I made an email out of it for each one of those lists. And then just for Twitter only, I took my high-end – which for me, high end is 497, but I took my high-end paid product. I knocked \$200 off it for just two hours using his first name, Talib, as the coupon code. And I said, you're going to make me money. And he did. I'm taking an all-expense paid vacation next month because of this guy. Was that – what else could I have done, or what could I have done better?

**SETTLE:** Well, I mean, I think what you did was great. I mean, especially if he paid for a vacation for you. That's capitalism.

**WOODS:** Yeah, he did.

**SETTLE:** And that's an email, right? So like, everything you just told me, you told me about five email ideas, and I would milk this thing still. Just talk the hell out of it.

**WOODS:** [laughing]

**SETTLE:** You know who's really good? There's two people who are really good at this, and I know you follow one of them; I don't know if you follow the other. One would be Vox Day. I mean he just relentlessly mocks his enemies to the point where it's like, man, you almost feel bad for his enemies. The second guy is the guy on Twitter, I don't know if you follow him, but his name's Hotep Jesus. You know who he is?

**WOODS:** I've seen him interviewed by one of my friends. Yeah, I got your email. I forgot to respond, yeah.

**SETTLE:** I mean, he's the one that turned Starbucks, and he's created this entire thing, because he went into Starbucks, saying, "Hey, I heard you guys were giving black people free coffee" [laughing]. And he like recorded it. And he milked that so well, because he got on all these shows. He got on Fox News; he got on Alex Jones. He got on all these shows. Right now, he's putting out T-shirts every week, that each one is intended to completely anger left-wing people. Like he's got one – remember the thing with LeBron and when he was making fun of Trump or whatever? And so now he creates a T-shirt of Trump dunking a basketball with like the number 45 on it like it's Michael Jordan, you know? He just totally mocks and profits from mocking his customers. He's very good at it, and I think you would get a lot of ideas just seeing how he does it. He doesn't like daily, it seems.

**WOODS:** Yeah. Yeah, yeah, yeah. I mean, this is not really my comfort zone. This isn't really – I mean, I come from an academic background. I'm getting there. I'm getting there, but I'm not as good at sick burns as people like Vox or almost anybody, like my friend Michael Malice, who's the master at it. I'm slow to the to the punch. I'm not as quick as these people.

**SETTLE:** Yeah, but you did it. I thought you did a good job. I mean you made us – look, if you did nothing but turn it into a sale, like, you did.

**WOODS:** Oh, did I.

**SETTLE:** You could also like create a fundraiser out of something like that and get all his haters to like donate to a good cause and show that you're not just virtue signaling; you're actually doing something about it, you know?

**WOODS:** Yeah. Yeah, these are ideas. All right, Shane, now, what say you?

**HUNTER:** [laughing] Yeah, really, I was thinking, you know hip hop culture really is about coming together and collaborating. That's why, Tom, previously we talked about if you could even get Talib to come on your show, that would be awesome, because I was discussing this with our friend Lauren, who's an Abrasive, who's an Email Player, so that means she follows both Ben, myself, etc., subscribes to our like monthly newsletter.

**WOODS:** I think I know the Lauren you mean, yeah.

**HUNTER:** Yeah. Well, she lives in New York. She's lived hip hop culture. So I was talking with her about all this, and we were discussing how powerful it would be if you guys could do some sort of a collab, and it was like we were talking about if you did the Talib Kweli tag on Twitter as a campaign, when you said you were going to go to New York with that money that you made, and you'll say, "Okay, I'm at the Met – Talib Kweli tag – come see me. Let's talk." Total neutral. You're not trying to antagonize them. You're not trying to do anything malicious. You just genuinely want to have a conversation with him. Because Lauren and I both had this theory, Tom, that you and Talib – just like I said Ben and I are, you and Talib are exactly the same, as well. You're just in two different scenarios.

**WOODS:** Whoa, whoa, that's a hardcore analysis there.

**HUNTER:** I know, right?

**SETTLE:** [laughing] Yeah, but it goes more with your personality, Tom. Like me and Shane, we're blast people. But if that's not your thing, why not? It's a great idea.

**WOODS:** Yeah, see, but some people I really do let have it, and I tell you, it gives me such pleasure.

**HUNTER:** Yeah, well, and here's the thing — here's the thing: you can let him have it. But give him opportunity in a way that he's good at. Because as I've seen on Twitter, when he represents himself writing, it's not very well thought out. But when he gets on the microphone or when he's in an interview and it's verbal, he comes across totally different. I used to have the same issue before Ben helped me get good at copy. And so because I didn't know how to communicate in written form, what I was putting out there wasn't bringing in the right people. It wasn't talking the right message in the right tone in the right language. But now it does. Now I know, because my thing is targeting. I know exactly how to look into a demographic or people and connect with those people. That's my thing. That's my gift.

**WOODS:** Here's the thing —

**HUNTER:** And you can use that.

**WOODS:** The problem with this whole thing is: I've got not very many rules about what it takes to come on my show, or for me to engage with somebody. I don't have that many rules. But one of them is — I think this is just a bottom-line, fundamental rule — if you call me a Nazi or a Klansman, you ain't coming on the show.

**SETTLE:** [laughing] Well, see, but those are the ones you should have on your show.

**WOODS:** [laughing]

**HUNTER:** But Tom, at the very beginning of the show, I asked you if you're a Klansman. How come you didn't hang up on me?

**WOODS:** Because you're Shane Hunter and you know it's all BS.

**HUNTER:** Right, but I told you to Talib Kweli is just like me.

**WOODS:** See, but —

**HUNTER:** A paradigm shift, right?

**WOODS:** No, no, no, you're screwing with me, man.

**HUNTER:** Well, here's the thing — No, here's the thing. You've got to understand that this man is somebody who is in line with Minister Farrakhan, who understands COINTELPRO, okay? So now that we know that this guy understands how that stuff works, tell me that you don't think he could possibly be messing with you just for the ratings himself.

**SETTLE:** And for maybe a four retweet.

**WOODS:** Yeah, exactly. He's trying to get that fourth person [laughing].

**HUNTER:** Yeah, as you said yourself, he gets three retweets. How many do you get, Tom?

**WOODS:** Well, I mean, it depends on what it is, but I mean, I could get hundreds.

**HUNTER:** Right? You don't think he wants that? You don't think Talib Kweli wants Jay-Z dollars at the end of the day?

**WOODS:** He's also going after a guy who's about at my level, Eric July, who, he's got a metal/rap band that is actually pretty darn good and has had some success. But again, he doesn't have a million followers, and yet Talib has been going after him. I mean, we're going on — this is bizarre —

**HUNTER:** So now think of the pattern there —

**WOODS:** We're going on four days solid, solid, just a little sleep, and then solidly. I mean, is he really doing that just for a few retweets? I mean, there's definitely something a little bit off about the guy.

**HUNTER:** No, he's not doing it for the retweets. What he's doing it is for the gamed exposure every time he does that with every single person. Tom, I've taught you this in my Abrasive mentoring and in my master class, right, that you can turn each one of these individuals chaotic events — which he does on the regular, sometimes several times a day, right? All it takes is five people from every one of those people. And you do that two or three times a day. That's 15 people a day. How fast does that build a list? How fast does that start selling your albums or your hit singles? Just because somebody wants to hear it. They might not even like it; they might buy it just to trash it, right? But at the end of the day, it moves units, right? And he's playing a very complex game. This guy has been in the entertainment industry for, what, 25 years?

**WOODS:** Yeah.

**HUNTER:** e hangs with Minister Farrakhan and he hangs with like some of the oldest cats in like blues and jazz, like Harry Belafonte, right? First platinum recording artist, ever, to sell a million records, was one of the first investors in hip hop, right? And that's who Talib is connected to. So on the surface, it looks like he's blasting out all these people, but how many times have you guys seen me do that with guys like Sean Whalen or Scott Olford? I'm giving these guys mad street cred right now, because they don't even deserve to come out of my lips, but I will just for the sake of illustrating my point. But you see, every single time Talib does this, more people pay attention. And sometimes, it gets attention on other sites, right? So then it syndicates that attention. So 15 people that day might become 150, because they really like what he said that one day and that's a hit, right? So instead of 15, you get 150 that day. And you're building a list every single day, and it's consistency, and he's been doing this for how long? Just think about since the beginning of Twitter, right? You said he's got 1.1 million followers? I wonder how many of those followers were there at the beginning of Twitter and no longer use it

**WOODS:** Yeah, that's possible, sure.

**HUNTER:** Right? So think of that. This guy's got a huge following. It doesn't mean that they're active. Some of them might be bought, some of them might be dead accounts, etc. But we know he's got active following, because we know that he sells records. He's a respectable artist. He's a great artist, right? I'm just making the argument that I believe that he's smarter than what is being portrayed on his Twitter account, and I think that he is intentionally using it in the same way that you're questioning Ben and I on how to do this. I think that Talib is a masterclass in how to do this.

**WOODS:** Wow. Wow, very interesting. Very interesting. I wanted to switch gears a minute, but I'm not sure I should. You know, here's one thing that happened in the conversation.

**HUNTER:** Yeah.

**WOODS:** At one point — I mean, I was just trying to get under his skin. I'll admit it. I mean, sometimes — you'll never believe this: people are childish on Twitter.

**SETTLE:** That's because we get into reactionary mode. We're always that way.

**WOODS:** So I was kind of letting him have it. Like, you know, how come he's all up in arms about Trump and how come he won't say the same thing about Obama? and turns out he dug up like two or three tweets where he had said the same thing about Obama. And you know, I was rolling the dice there. I was just trying to show a couple of points. So I said, all right, you know, okay, look, I was wrong, and I'm really glad to see that now. Now, meanwhile, he's called me the worst things in the world. So if I was wrong, on a scale of zero to ten, at about a two, he's wrong at a 9.8. But you know, I'm a gentleman. So I said, look, you know, you're right and I was wrong about that. So, he has retweeted that screenshot over and over again, and he thinks that's showing what a bad guy I am. And so he'll say, "Hey, did you forget that you said you were wrong?" And so I thought, well, okay, so I guess that was a mistake. Maybe I shouldn't have said I was wrong. So every time he retweets it, I feel like saying — Well, anyway, go ahead. What do you think about that?

**HUNTER:** A challenge to me would be to tweet to him, right? Engage him in that. How can you get him to do the same thing? Because you're asking essentially for a different arrangement. He got you to admit that you were wrong. You haven't gotten him to admit that he's wrong. So get him to admit that he was wrong. Say, "Talib, you called me a Nazi" —

**WOODS:** Oh, yeah, yeah, yeah, no, I've done that repeatedly.

**HUNTER:** — "I am not a Nazi."

**WOODS:** Does nothing. It does nothing.

**HUNTER:** "Can you please admit that I'm not a Nazi, that you were wrong?" Did you say it like that, though, or in a way like that?

**WOODS:** No, no I didn't, but, Shane, I swear to you, I will go double or nothing on what I pay you for the consults, because there is no way that that's going to —



**HUNTER:** [laughing] That's an interesting proposition.

**WOODS:** — because to him, just holding three or four my views makes me a Nazi or whatever, whatever all the crazy things he wants to say. So there's no getting that to change.

**HUNTER:** Okay.

**WOODS:** And secondly, he's not— to him, this is a power play. It's, *Ah ha! I got this guy to buckle*. It's not buckle; it's that I'm honest. And I don't think there's any of that coming out of him.

I want to switch gears a bit, though, on this. So Ben, what I learned from you is — because I've seen it from you — is that when you get criticized — and you get criticized, you know, in the copywriting world. Sometimes they'll say —

**SETTLE:** [laughing] Yeah, hopefully.

**WOODS:** Yeah, they don't like your attitude, or they don't — whatever it is — or you know, you email too much and you're giving bad advice, and you know, whatever they say. And you generally don't spend much of your time in the mud going out there and saying, "Hey, how dare you say this? Look at all my credentials and all the testimonials I have from the top people in the industry." You just think to yourself — you see dollar signs when that happens. How do you translate that image in your mind of dollar signs into actual physical dollars?

**SETTLE:** Well, you know, it all starts with the fact that I consider myself better than them.

**WOODS:** [laughing]

**SETTLE:** [laughing] Oh, geez. What was that part —

**HUNTER:** Can we get that one out?

**SETTLE:** — in the movie, in the first *Avengers* movie, remember, when Loki comes down and he's like, "A boot doesn't really have a quarrel with an aunt." And that's how I look them. I don't take them seriously. I see them as like little siblings or something that I can tease or whatever. They're not, like, serious to me. So when someone attacks me — and I think you should do the same thing — that's what it comes down to. They have some kind of weird insecurity or something. I don't know what it is. But I might — like if I see an opportunity to profit from it, I'm going to profit from it. And I'm going to profit by mocking whatever they said, maybe even having a lot of fun with it, turning it into reasons to buy, which is the part I thought you did well, actually. I think you made — I mean, you turned it — even if you didn't do it the same style or whatever, like that I would do it or Shane would do it, you still did it. I mean, you won. I don't think you understand this. You actually won, but you're not winning if you apologize for something or say you were right about something. You just can't do that, because you're being a gentleman. Most people are not gentlemen. You can't play by the rules.

**WOODS:** Yeah, but on the other hand, it does signal to my people that, hey, this is the reason you guys follow me in the first place, that I'm a seeker of truth, and if I'm wrong, then I'll tell

you that I'm wrong. And that reinforces them in, yeah, you know, there is some decent about this Woods guy, despite what this crazy lunatic says

**SETTLE:** Well, unless you were actually — I mean, look, you've got to do you've got to you protect your brand. I'm not saying you shouldn't have done that or not. I'm just saying it didn't surprise me at all, one bit, because you got a lot — you read Vox Day's stuff. What does he say? Social justice warriors always lie, they always project, and they always double down.

**WOODS:** Yeah, it's true.

**SETTLE:** So if you go in knowing that, how can you possibly take anything he says seriously, just by the fact that he's a social justice warrior? I can't. I literally — and it's nothing personal against them, but that's the game they play, and it happens all the time. So if you go in knowing that, why would you take anything seriously? Why would you not actually just have fun with it, you know, however you want, and profit from it?

**HUNTER:** But Ben Settle, at the end of the day, are you white?

**SETTLE:** No, I am not white. [laughing] No, I'm kidding.

**HUNTER:** Have you ever shaved your head?

**SETTLE:** Yeah, I've shaved my head.

**HUNTER:** Nazi. Double dip. Boom.

**SETTLE:** Wait, does the picture you put up —

**HUNTER:** You just got Kwelied. You're not allowed to keep talking.

**SETTLE:** Wait, hold on a second. Are you going by the picture that you put up earlier today of me and my shaved head?

**HUNTER:** Yes [laughing].

**SETTLE:** That was not technically shaved. I mean, I still have some hair up there.

**HUNTER:** That was inflammatory. I don't know what you're talking about.

**SETTLE:** And that's —

**HUNTER:** I don't the moniker the Abrasive Entrepreneur for nothing. Come on.

**SETTLE:** All right, so how do you — So okay, so let's say that happens, right?

**HUNTER:** Yep.

**SETTLE:** What did you call it, Talibed? You get Talibed.

**HUNTER:** I don't know; I just feel like I'm butchering it every time I say it. I feel horrible for this.

**SETTLE:** Whatever. Let's say that happens. *Oh, you're a Nazi.* You say, "Okay, well, you know Nazis need loving too, and here's why you're wrong." And now he's given you — he just created a vulnerability by attacking you. This is self-defense 101. Somebody attacks you, whether it be a punch, a dive, trying to kick you, they create a vulnerability. So if you simply get out of the way of it, now you can attack. And that's how I look at this kind of stuff. Go ahead, let them call you whatever you want. KKK, hell, I'm the Grand Poohbah of, you know, the whatever you live — Tom, I don't even know where you live, but if you're in like the Northeast, probably there is no KKK [laughing].

**WOODS:** I'm in Florida, so it's all the old people from the Northeast who moved down here.

**SETTLE:** So you know, I was out burning crosses, but I ran out of gasoline, you know, whatever, but let's get back to the conversation. Like, you can't take it seriously, because it's not serious. And if his followers believe it, they're going to believe it anyway, no matter what you say. But if you sit there and say —

**HUNTER:** Amplify what they say because it amplifies the stupidity of what they're saying, right?

**SETTLE:** Yeah.

**WOODS:** Yeah.

**HUNTER:** And if you repeat it, right, "I'm a Nazi," "I am a Nazi. Really? I'm a Nazi? Have you seen my friends?"

**WOODS:** Yeah, oh, by the way —

**HUNTER:** And one of the things that that I know Kweli is guilty of is saying, *Oh, white guys always say: see my black friend.* Well, here's the thing. It's not my black *friend*. It's my black *friends*. It's plural. It's every single race because I don't care. What I care about is how much of a [bleep] people are because I'm super introverted, so that my tight circle has to be very legit, very loyal, very good, very non-predatory people.

**SETTLE:** Tom, you know what you've got to say —

**HUNTER:** That's how I run my marketing, too.

**SETTLE:** Tom, next time you get called a Nazi, by him especially, you say, "Look, maybe I'm not at the Farrakhan level of Nazism, like your friend Farrakhan" —

**WOODS:** [laughing]

**SETTLE:** You know, whatever. You know, calling out hypocrisy is a very good way to deal with this too, by the way.

**WOODS:** Yeah, yeah, yeah.

**HUNTER:** Is there a K in Farrakhan?

**SETTLE:** [laughing] Yeah, there's three Ks.

**WOODS:** Yeah, yeah, I'll put three Ks in my response.

**HUNTER:** Has Farrakhan ever been said three times?

**WOODS:** [laughing]

**HUNTER:** KKK!

**SETTLE:** You know, they say if you go into the mirror and you say, you know, "white people," three times, Farrakhan comes out and will hit you.

**WOODS:** [laughing]

**SETTLE:** Like the Bloody Mary thing

**HUNTER:** Well, I mean, let's be honest, man. 99% of this nation is being represented by the media. And we all have this thought that everybody's acting like a fool but we're not. It's all portrayed in media, media, media, media, media. We've got these, like, blown-up for one of the most extreme versions of idiots. It's like Jerry Springer threw up a bunch of children and that became our next generation of entertainment. And that now is what's raising our kids, because we've had this same problem since, what, the '70s or the '80s of families letting television, video games, etc. raise their kids? And then we wonder why our kids are growing screwed up. Why they think gender all of a sudden isn't scientific; it's a feeling. And things like that.

I'm sorry, but at the end of the day, America is letting what we used to put in insane asylums — and I'm not saying we're justifying insane asylums. I'm really not. They were bad I was in psychology in school, and I dropped out because it got messed up. It was screwed up what they do to people. It is. And everybody in psychology is screwed up. All of the psychologists that I met, all of my professors were weird-ass people. And you think those old institutions have now let these people out into the world, things that we used to like tuck under the rug. And instead of like having a logical conversation about these things, we've let them propagate, and we've let them essentially justify existence to the point that now where I'm down with homosexual relationships and things like that. I'm a libertarian I'm fine with that. But I draw the line at predatory actions like pedophilia. And yet now, we're starting to have the conversation: is pedophilia okay? No, it's not, and I will beat the — we need a censorship beep going on there, almost —

**SETTLE:** Shane's going to go nuclear here.

**HUNTER:** — if you ever touch a child, because that's predatory. End of story. Yet we're seriously justifying this in mainstream media now, and nobody wants to stop this.

**SETTLE:** Well, because *Guardians of the Galaxy* [laughing]. I want it to be a good movie, so we'll just, okay, ignore the parties and all that.

**HUNTER:** Seriously. Well that was Bautista's argument for James Gunn: *well, this is just a big mob, and at the end of the day, James Gunn is talented and this is unfair*. What?

**SETTLE:** Yeah.

**HUNTER:** What about the kids?

**WOODS:** Let me jump in with just a — I mean, this is kind of the error that we've been more or less identifying throughout the conversation, the error that it should be your goal to be universally beloved. Now, a lot of people who are universally beloved — like, the worst presidents in U.S. history are always the ones who were universally beloved. They were the worst. The ones the media loved, they're the worst. So I don't want to aim for that, I suppose, but there is a part of us naturally that prefers — well, not you, Ben. But there is a lot of us that prefer to be liked rather than disliked, so there is the —

**SETTLE:** But why do you — but if you want to be liked, you're going to have to be comfortable with being disliked, because to turn on the people you want to like you, you're going to have to turn off the people that —

**WOODS:** That's exactly — and yeah, that's what I'm driving at, is that ultimately you realize that what you're seeking is actually neither possible nor in some sense desirable.

**SETTLE:** Just seek respect, you know what I mean? A lot of people are respected but not liked, right?

**WOODS:** Yeah.

**SETTLE:** And a lot of people are liked who are not respected.

**WOODS:** Yeah.

**HUNTER:** What is portrayed as mainstream views today is screwed up, yes?

**WOODS:** Yeah, of course.

**HUNTER:** So why would you want to identify as that?

**WOODS:** Yeah, exactly. I don't want to be respected in those circles.

**HUNTER:** So that's why it's your duty to be counterculture today.

**WOODS:** Yeah, and so that's more or less what I do. The funny thing is, here I've got a very genial sort of persona and I have all kinds of people on and I'm courteous to all of them and all that, but yet —

**HUNTER:** [Inaudible] that confidence to be okay with people disliking you, you see?

**WOODS:** Oh, yeah, but it's just that the people who dislike me I think, my gosh, what more could I do for you people, right? I mean, I could have ripped the heads off of half of these people.

**HUNTER:** But the answer to that question always is to try to understand them. Even if you don't like them, even if they are indeed an enemy, try to understand them. If nothing else, you'll gain tactical and strategical advantage.

**WOODS:** Okay, fair enough, but not to understand them because then I can engage with them more effectively, because —

**HUNTER:** No, I didn't say that.

**WOODS:** — the people who are against me are not interested in an honest debate.

**HUNTER:** No, I said understand them.

**WOODS:** That's the last thing —

**HUNTER:** I said understand them, because the very first book that I ever rewrote in copywriting — a thing to do to get good at copywriting is to write out old sales letters. When I was 18 years old, the very first book that I ever wrote out by hand, but wrote in my own words, was *The Art of War*. So you have to understand that when I say to understand somebody, it's not butterflies, rainbows and happy hippies and unicorns. It's exactly what it is. It's understand them fully, totally, because then you know exactly what's coming down the pipeline from them. Your arguments are already set in stone. And that's why when you tell Ben Settle something, he says, "Oh, yeah, that gave me five email ideas." That's why earlier when I gave Ben the lay up about being a Nazi, he managed to turn it into a slam dunk.

**WOODS:** Okay, let me ask you guys one quick question here. I want to give you an example of somebody. Let's take the example of Ron Paul. Now, this is an extremely mild-mannered guy. He could not bring himself to say, *Hey, such and such candidate is full of it*. Because his view was: I don't want to get caught up in personalities. I want to stay entirely focused on the ideas. He couldn't even bring himself most of the time to say, "As president, I..." because even that was drawing him out of the world of ideas. And so now at the same time, if you challenged him, he would stand his ground and look you in the eye and stick with what he had said.

**HUNTER:** Right.

**WOODS:** But he wasn't a Twitter troll. He wasn't coming up with snappy replies. He wasn't doing any sick burns. And yet, somehow, that mild-mannered guy attracted a massive following despite a media blackout. So what do you guys — in the Abrasive and Email Players worlds, how do you respond to the phenomenon of Ron Paul?

**HUNTER:** He brought on disciples who did it for him.

**WOODS:** All right, well, that's certainly true, because I was one of them, and I was much less kind than he was. But Ben, what do you think?

**SETTLE:** Well, you also remember he lost. You know, I mean, like, who won? I mean, now, there's a reason — and I've thought about this a lot lately, not in Paul's case, but just in general. And I know I keep bringing Vox up in this, because I've learned a lot from him about this. There's dialectic and then there's rhetoric, right? And Paul's a dialectic guy. You can't fight someone using rhetoric with dialectic, and you can't fight someone using dialectic, you know —

**HUNTER:** Ben, what's Donald Trump?

**SETTLE:** He would be completely rhetoric, in my opinion.

**WOODS:** Yeah. Yeah.

**SETTLE:** And you can't find him with dialectic, which is what the left tries to —

**HUNTER:** And yet, rhetoric managed to win the presidency.

**SETTLE:** That's what I'm saying.

**HUNTER:** Hillary tried what?

**SETTLE:** [laughing] She tries the dialectic.

**HUNTER:** Holy crap, we got clues going on.

**SETTLE:** See, dialectic is good for one on one, but not for mass persuasion at all.

**HUNTER:** Exactly.

**WOODS:** And frankly, not for Twitter battles. And sometimes I'm trying to — I don't want to say I'm trying to be Hillary Clinton, for heaven's sake, but you get what I'm saying.

**HUNTER:** Mass minds don't think. They react.

**WOODS:** Yeah, yeah. Yeah, geez, I've had to change my ways, you know, for the past few years, again, not to become a jerk, but just to become effective, to realize what works and to realize how you, you know —

**HUNTER:** You have to realize emotion sells; logic, facts, reason, just back up the decision that you already made on the emotion.

**WOODS:** It's hard. This is a hard message to hear.

**HUNTER:** Yeah.

**WOODS:** It's a hard message to hear.

**HUNTER:** But this is why Ben and I are good at this and why people pay us a lot of money to teach them this stuff, because this stuff is hard to hear. And Ben and I spent a lot of time sleeping under our desks and driving in a minivan that was purchased for 200 dollars Canadian that had a hole in the gas tank, that spit gas on the road as it drove down the road from Canada to the United States as an illegal immigrant who then got deported and then came back the right way. Weird. These are just random stories. And I bet you can't guess which of those stories belongs to who. But at the end of the day, we've had to come up and we've had to fight our way through our own minds and through our own conditioning.

**SETTLE:** Well, you know, that wasn't me the story's about, because they don't let us KKK and Nazis up in Canada, so —

**HUNTER:** Fact.

**WOODS:** [laughing]

**HUNTER:** It's a purer country.

**SETTLE:** [laughing]

**HUNTER:** That is one interesting thing, though, is Canada — so there's a big difference between Canada and the United States. Well, there's many, but one of the fundamental differences is that Canada is a multicultural society, whereas the United States was always intended to be a melting pot society, right? You come to America and you assimilate; you become American. When Canada was created, it was a dominion of the United Kingdom, right? We rebelled against that down here in the United States, because we said, *F you; we're individuals*. Canada's like, *Eh, we could be individuals, but eh, we're building our igloos and it's hard enough just surviving, so* — right? So they didn't. And so multi multiculturalism took hold and shaped Canada. And we were okay with every single culture out there, except for Native Americans who we viciously kicked under the rug, like worse than America did, right? And yet, we want to pretend like Canada is on some sort of high horse, okay?

But it's all perspective, right? People when they're saying, "Well, I'm going to move to Canada if Trump becomes president," you have no idea what Canada is like. I left Canada. No, it's not like Rwanda. No, it's not like Afghanistan. But I left because of political beliefs, because of economic beliefs, because of business beliefs, because I felt that I was an individual. And in Canada, that's not respected. In most parts of the world, that's not respected. In America, it is, so that's why it's a beautiful thing that we embrace all these cultures, no matter how weird they are, and we embrace people that are — we don't embrace, but we understand our enemies, and we understand everybody as much as we can, because there's something to be learned from all of this stuff, right?

And Tom, that's what you take from these trolls, is you look at the overall picture of what they're saying. Yes, they're attacking you. But why? What does their history say? Wait, how repetitious is this? Yo, Talib, why do you call everybody a Nazi, man? Why are you so closed down to dialogue?

**WOODS:** Yeah, but see, I think that sounds like you're coming from a position of weakness then.



**HUNTER:** See, it's not, because —

**WOODS:** *Oh, come on. Hey, be nice.* I'm not doing that, and I'm certainly not going to —

**HUNTER:** I'm not telling him to be nice. I'm not saying do this for me. I'm saying, "Yo, you are a hypocrite because you claim that you're this big open-minded dude that's all for creative expression and for hip hop, which is all about unification, but then this is how you are in real life. Checkmate."

**SETTLE:** Well, that's the whole —

**HUNTER:** "You're not hip hope."

**SETTLE:** That's the whole SJWs always project. He's calling you Nazi. He's projecting onto you. Why would you take it seriously?

**HUNTER:** If you're a Nazi, Talib Kweli is not hip hop. Mic drop.

**WOODS:** I mean, it's not like — first of all, let me just clarify something. I'm not losing sleep because this guy I never heard of till last week is calling me a — I'm actually — but I do want to point out that it's not so much that it gets under my skin. It what it used to, but now I realize people saying this just want to — you know, it's actually comforting to know that, oh no, they don't actually believe this. They just want to destroy me. And I thought oh, okay, at least I can understand — because of course it's preposterous —

**HUNTER:** Well, here's the thing, Tom —

**WOODS:** Like if he were under CIA interrogation and they said, "Do you think Woods is a Nazi?" of course he's going to say no. So I know he's doing this just for his own purposes, so that makes me feel a little bit better. But the thing is it's just —it's not that I take it seriously; it's that I'm just bewildered that it happens.

**HUNTER:** I get it, but think of this: you've spent your whole career proving that you are genuinely — and I believe this — you are genuinely a free thinker. You're open to dialogue. You're open to new thoughts and new ideas. You want freedom. You want the best for everybody, right?

**WOODS:** Yeah, I mean — yeah, of course.

**HUNTER:** And so calling you a Nazi might not bother you directly, like an irritation like you get genuinely like worked up, right? But the lack of truth involved will always irritate you, because you spent your entire life doing that. Now, look at what I did with that representation of Talib Kweli. What's he spent his entire life trying to be? Hip hop. So look where I took that. You asked how we do this. I showed you.

**WOODS:** All right, listen, let's wrap things up with —

**HUNTER:** Does that make sense, though?

**WOODS:** Yeah, it does, it does, but I want to — let's try and come to some resolution here. First of all, people should follow you guys, and I want them to do that. So for in Ben's case, they should hop on his email list at BenSettle.com. I'm going to give each of you a chance to talk in just a second. But you've got to be on Ben's email list. And see, Ben is like me in the sense that, as soon as you see his name in the From line, you know automatically you have to open it. Maybe you won't open it for an hour, maybe you'll open it right away, but it will get opened, right? Because you see "Tom Woods," what are you going to do, delete that? Come on. So you want to be on Ben's list because you're going to really see the master. You're going to see the guy I learned from. And maybe you'll even say, "Ah, okay, now I'm starting to understand Woods a little bit better." So BenSettle.com, absolute definite.

Shane, what is your online real estate where I should direct people?

**HUNTER:** ReallyAbrasiveAds.com is the easiest thing to do. Go there, opt in to my list. You'll get a free training that I tie Maslow's hierarchy of needs into advertising and how that works out. It's one of Ben's favorite trainings. But to talk on Ben real quick, I've been laid out in bed with 9, 10 out of 10 pain every day for like three years. And Ben is the guy that, as my friend, taught me how to restructure my business to sell product instead of services, right? But to do that from bed with just an email or a Facebook post a day. So now think about that. I'm making six figures a year from bed. What is everybody else's excuse? That's what Ben will teach you. That's what I amplify. That's how I structured my business, was to take what Ben does and to help amplify that. A lot of his students end up coming over to me, and those are some of the best Internet marketers in the world.

**WOODS:** All right, Ben, do you have a final word either about yourself or about any of this? What would you say — especially since most of my listeners are not email marketers, although I've tried to persuade them that you should do something online and build an email list.

**HUNTER:** Some people hate money.

**WOODS:** Yeah, I get it. I try my best. But what would you say to them?

**SETTLE:** Well, I —

**WOODS:** They love you guys. Like, they listen to you guys and they love it.

**SETTLE:** Yeah, well, I'll say this, and this applies to not only the thing that happened to you, but just to anything that happens when somebody attacks you. Realize what it is. It's a gift, right? And the problem is — and this is why it's a gift for you, Tom — because if you don't have to spend time getting ready, you can actually take advantage of these things. And now you will always be ready, and you weren't before. So now you're ready, and now you don't have to spend time getting ready. And this goes with your emails so you can capitalize on stuff. If you're going to be on social media like Shane, you know, I know he does the same thing just with Facebook. You're on it. You profit from it. You can do it. It's not hard. And that that's all I've got to say.

**WOODS:** All right, guys, AbrasiveAds.com and BenSettle.com Go to these, opt in, and you're going to thank me. Maybe you won't thank me next week or next month, but you will come back and thank me. Maybe a want to thank me with a big fat check. Who knows? But you're

going to thank me, because I want to thank these guys, and I've worked with — or I haven't worked with Ben, but I've studied with Ben longer than I've known Shane, and Ben, all I can say is you have made my life ten times more comfortable than it used to be, both financially and in terms of —

**SETTLE:** Wow.

**WOODS:** Yeah, I know exactly. I'm one of the slacker students of Ben.

**SETTLE:** You know, you're not going to top Shane's story about being laid up with a broken back and —

**WOODS:** No, that's right. No, no, that's absolutely true. But honestly, but also the lifestyle I lead and the way that I could take this situation, and again, looking back on it in retrospect and say, well, I might not have handled it, you know, 10 out of 10, but the thing is I walked away at a profit out of a situation that before would have just plain annoyed me and I would have wound up with zero. I say that's an unambiguous progress.

**SETTLE:** Trolls are gifts, you know?

**WOODS:** Yeah.

**SETTLE:** What they are is your unpaid marketing intern. You made them your unpaid marketing intern. And that's great. You should do that with more people.

**WOODS:** Oh, I know, but if I say I made you my unpaid marketing intern, he'll say, "What do you think I am, a slave?" And then I've opened a whole other can of worms [laughing].

**SETTLE:** No, but he doesn't like capitalism He should be all for that. It should be okay.

**WOODS:** Yeah, that's right. Yeah, that's right [laughing]. Yeah, exactly. All right, thank you guys so much.

**SETTLE:** All right, thank you.

**HUNTER:** Awesome, thank you very much, Tom. I appreciate the opportunity.