

Young, Fabulous & Self-Employed® Podcast

By YFS Magazine



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Guest: Arvin Lal, founder and CEO of SHREDZ@Supplements

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YFS Magazine: Hey, you guys. Welcome to the Young, Fabulous and Self-Employed podcast. I'm your host, Erica Nicole.

All right you guys! Here with me is Arvin Lal, he's the CEO and Co-Founder of Shredz Supplements which provides tools and supplements to help people meet their fitness goals. Not only is Arvin on a mission to transform the fitness industry, he's the mastermind behind the social media movement known as the #shredzarmy.

I'm really excited to have this talk today because we're going to talk passion, work ethic, building a lifestyle brand and

creating community through social business. Arvin, thanks so much for being with us today.

Arvin Lal: Hey Erica, thanks for having me on the show.

YFS Magazine: So Arvin, do me a favor, take our listeners behind the scenes at Shredz.

Arvin Lal: Yeah, I take a lot of pride in what we built here. We're a supplement company, but we, we're a lot more than that. You know we have over 100 employees – everything from like in-house writers to photographers to web designers, 24/7 live sales support or customer support... we also have our own warehouse that we do our own fulfillment from. We have about 30 different employees over there, it's sold in [00:02:00] 120 countries, you know, featured in different magazines.

It's hard to say just supplements, so we call it a movement. And uh, like you said, the movement can be seen through the hashtag #shredzarmy – any social media platform: Instagram, Twitter, Facebook... So, that's to give the background on what we do.

We offer total solutions to the end user, not just products. You know we offer different workout plans, customized diets, supplements, so we try to better the lives to people through health and fitness with that total solution. That's a good way to understand what Shredz is.

YFS Magazine: That's really interesting Arvin. So tell me specifically how you got started.

Arvin Lal: I spent about 8 years working a corporate job where I focused on marketing and business development and it was in telecommunications so I had my hands filled with, you know, marketing, different avenues; digital marketing... And you

know, one of the things that I learned was business development and how to engage with the consumer.

So, I took that and I had a passion just for helping people. My mom was overweight at the time and I had a buddy that had a formula that was a fat burner (and it was all natural). I gave it to my mom; I took it myself that summer. And I lost about 5 pounds, towards my mid section. My mom lost about 8-10 pounds and the first thing I asked him was, uh, is this legal (laughs).

YFS Magazine: (Laughing)

Arvin Lal: So, he said yes and it started to brew some thoughts in my mind about my creativity and how we could take this to the next level. Not that I was unhappy with my corporate job.

You know, I'm sure a lot of people, a lot of entrepreneurs, they're working a job where it's not that it's bad or, you know, there is something wrong with it, it's just they want more. So, I saw an opportunity where I could actually take my creativity, innovation, and make a living off of helping people.

YFS Magazine: That's excellent and one thing you mentioned is ... how a lot of people they may not be specifically unhappy in careers, [00:04:00] but they know they need a lifestyle change to maybe fulfill a higher purpose – to be on a mission. Tell me how that actually manifested on a tactical level. How did you move from corporate to becoming the CEO and co-founder of Shredz?

Arvin Lal: You know, we're doing a national tour where we are actually going to six different cities around the country. And it's a two day tour. The first day you get to meet and greet with some of the athletes. The second day is ... it's actually a business seminar and I host that business seminar.

It's funny, I start out the seminar going over 10 tips on life and business and one of those tips is to perform your job, your current job, the best you can. And a lot of people are surprised when I say that because it's: "Well, if you're not happy or you want more than what your current job is ... why say 'do your job the best you can?'" And my response is: "It's a reflection of you." Not so much your company as it's a reflection on if you can follow through with that commitment and execute that job 100%. You're not really testing the job role or the company you're working for, you're kind of testing yourself.

So, that's the first thing I want to say about being in a current job situation. Do it the best you can. And try to find the pleasure in it because, you know, you're given an opportunity that a lot of people in this world don't have, so keep that opportunity and test yourself. You know, test yourself on how well you can do that job even if you don't like doing it.

The second thing is, be an extreme minded person. You can't think average. You know, if you think average it's not going to get you extreme results. So, have an extreme minded personality and have an extreme minded thought process.

Because yeah, you gotta almost be crazy to think that you can do things that most people around you aren't doing. There's got to be something about you that is over eccentric or exaggerated where you can have [00:06:00] a different result than, you know, all the people around you.

So, the first thing I'd suggest is do your job the best you can, even if you hate it. And the next thing is be extreme in your thinking and the opportunities that you can accomplish.

YFS Magazine: Those are really great points Arvin. You hear a lot of people talk about mindset and making that mindset shift. Was it hard

for you from the get go or was it something that kind of progressed naturally?

Arvin Lal:

You know one of the things ... one of the tips I have is to be careful who you take advice from. Most times when you're taking a risk (you know, to leave your corporate job or starting a company on your own; or it could be anything you know, unrelated to business) often what happens is, you know, your friends or family they steer you into a certain direction.

Now you might have a friend that's saying: "Hey, you shouldn't be doing this," or "You should be doing this." And even your parents or siblings might be saying: "No, this isn't right for you."

My advice to anybody whether, you know, you're an entrepreneur or taking a risk in life in general, is take advice from people who are in a place that you want to be in and that are relative to what you're looking to accomplish.

Now if you are looking for relationship advice, you know, look for somebody who's happily in a relationship or happily married. If you're looking for ... advice on how to start your own company – get advice from someone who has successfully done it before. You know, if your friend is still in college, I don't think that's the right person to ask advice from for starting your own company. You know what I mean?

The first thing I did when I became an entrepreneur was I [decided I] was gonna stop listening to my friends. I realized that they might not be the best people to give me advice on taking the risk of being the entrepreneur because they weren't entrepreneurs.

So I started ... YouTubing Steve Jobs videos and Bill Gates videos and researching some of the people that I look up to a little bit more. And through [their advice] I heard the things

that I needed to hear versus hearing the negativities or [00:08:00]... Not saying that there is anything wrong with the people that are saying the things that I didn't want to hear. It's just... maybe they just don't know the right advice so it's best to not take advice from them.

YFS Magazine: I think that's a great point Arvin, and what a lot of people miss is that when you buy someone's advice, you also buy their lifestyle. So, that point that you made in terms of making sure that the advice is quality and it lines up with the lifestyle that you want to achieve, I think that's really important.

Arvin Lal: Absolutely.

YFS Magazine: Good stuff. So, one of the things I find interesting about your brand and your message, Arvin, is that you're also tempering it with the importance of work ethic. That might be something that is lost on a lot of entrepreneurs who feel like, let me pursue my passion, but may not understand the type of relentless work ethic that's involved in building a successful company. Let's talk about that a bit.

Arvin Lal: You know, I think a misconception that people have when they decide to start their own business, or become an entrepreneur, is that they're gonna get rich quick.

What they often might not see is the hours and hours and hours and hours of work that goes into, you know, getting something off the ground. Regardless is if you have capital investments or if you have money to invest – that doesn't really determine how much time you're gonna put in to make your business successful.

So, a lot of times I hear, you know, people talk and go "I want to be retired young". You know, and people say "Well, when do you want to be retired?" [My answer is:] "I don't know if I'm ever going to be retired."

You've got to find something that you can work, work to the bone every single day, and then wake up the next day to want to do it again.

So, if you're going to become an entrepreneur to say that you're going to be retire young ...(I know there's some people that have done it but, I don't think that's the route to go) I think the success rate for people that wanna retire young (which is why they become entrepreneurs) is *really* slim.

I think the success rate for people who become entrepreneurs is they have a passion [00:10:00] and they, they're not scared to work the hours upon hours to get to where they need to be... is significantly higher.

So ... my thing is, if you're leaving a job or leaving a place in life so that you can have more time, it's not the answer. Because you're gonna give up a lot of free time now, and for maybe 1 year, 5 years, for 10 years, but what you're gonna get from that is you might have, you know, a lot of time to live a certain lifestyle, or you might have the ability to take vacations for a month at a time. But it's not gonna happen right away.

YFS Magazine: I definitely agree on that and I think that is one of the biggest misconceptions about starting a business – not understanding the work involved in order to build that seed idea into an early stage and growth company. So, I think that is excellent advice.

Arvin Lal: (Laughs) A really good way to showcase the amount of work that I do ... I'm going to walk you through a typical day real quick.

So, I wake up normally around 9:00 and I, you know, get ready for work, shower ... do cardio and our office is a mile and a half away. The reason why it's a mile and a half away is because it reduces the time of the commute, so that way you ... spend more time at the office working.

So [I'll] work 'til about 6:00pm. I get home about 6:15pm and from there I actually just work out, I eat, I'll shower again and I'll get ready for what we call, a second shift. So, I'll shave, do my hair, change my socks and underwear, I'll get ready for work with a brand new outfit and I'll drive back to work and I come in at about 9:00pm. It's called a second shift and that second shift [is] usually until 2 in the morning.

About half [of] our entire staff does this now, not because we asked them to, but because they also want to work that second shift, and get the most out of it. So, literally my entire day, seven days a week, is work (laughs), take a break to workout (which you can consider a break) and then back [00:12:00] to work. So um, that's a typical day.

YFS Magazine: And tell me this, in terms of the specific goals you've developed for yourself, the work ethic that you've developed, that has a lot to do with your company culture.

Maybe an entrepreneur listening is saying to themselves, I really have this strong work ethic too, but how do I pass it along to my team and inspire them in the same way?

Arvin Lal: It's funny. Yesterday we just put [up] a wall quote as you enter the office. It says: "Work harder than you think you did yesterday." [It's] the first thing you see when you walk into the office.

The way that we instill the company culture is that you lead by example. So, you know, to say ... to preach about working hard and then come into the office late and leave early because you're the owner is not gonna promote hard work.

The best thing to do is continue to lead by example. If you worked hard for one year, two years, three years, the new hires that you hire to the company—they're not going to see those years of hard work.

You gotta be willing to work years and hours upon hours to get to the end result. You can preach about working hard and company culture as much as you want, but if you're not living and breathing that the people that work with you, I say with you not for you, they're not gonna believe in it either.

YFS Magazine: You're right, leading by example. And I think one thing that you do really well Arvin, is looking at the fitness industry overall, it seems as though a lot of fitness companies out there are very single minded.

You're actually on a mission to transform lives and that really shines through in your marketing, in terms of what you're doing to build a lifestyle brand. What's the motivation behind that?

Arvin Lal: You know, I get asked the question, "Where do you see the company 6 months from now, a year from now, 5 years from now?" And usually it's in regards to [00:14:00] financial numbers. I don't really talk about the financial numbers too much ... they're *very* impressive to say the least (month over month growth for over two years). The numbers are there, but what my response is usually: I want to have a million documented transformations and consumer reviews.

So, that is one million people across the globe that have successfully bettered their lives through our plans and products. So, we document, literally ... thousands upon thousands of before and after pictures of people who've used our products. We've got thousands of reviews; people submit their videos ... and are advocating for the brand...

So, for me, we focus on the end user. A lot of times companies focus on ... "How you make this product look cool," you know, or "What's the end margin on here?" For me, I will say: "You can sell crap once, but to sell it again and again and again and

to have retention as high as we do you have to have the genuine product that works. So, we put everything we can into showcasing the consumers and being about the consumers.

You know, we repost them on our pages, we give them the, you know, attention that they deserve. You know, a lot of people they're afraid to make that first step into fitness and companies aren't harping on that first step. That first step sometimes is the hardest.

So, what we do, we try to build a community where we say, "You know what? We're here for that first step. We're also here for the second, third, fourth and fifth step." Everybody that is encompassed with the Shredz brand speaks about the positive motivation that ... is used to get people to *actually* believe that they can accomplish their goals.

YFS Magazine: In terms of accomplishing goals, you mentioned something that I really want us [00:16:00] to dial down into a bit, it's taking those hard first steps. For you specifically, Arvin, what has been a hard first step in business that you've overcome?

Arvin Lal: A hard first step, I guess, can be when ...

You know I'm going to be transparent. So, I was ... in a pretty serious relationship when Shredz started to take off and when I had left my corporate job. And, the thing is ... when you become an entrepreneur and start your own company you gotta be willing to keep on moving forward and sacrificing things like relationships (where somebody might not understand why you're putting hours and hours of work into something).

You know, they might not see your vision and for me that first couple of steps ... not to say that it was difficult, but it was definitely unexpected and something that I was not prepared [for ...] to get out of a relationship and, you know, give

everything to my company. Now, not saying that it's okay to neglect people, but it's also another thing where if someone doesn't support you in what you're doing, [or] if they're not motivating you or supporting you then I don't think they have a place in your life.

So, one of the stepping stones I had to, you know, get past was dealing with ... not being in a relationship and letting go so that I can move forward.

YFS Magazine: You know Arvin, that's actually a *very* real challenge for many entrepreneurs out there. If someone is not working with you, essentially they're working against you.

Arvin Lal: Absolutely, and ... the most ideal relationship is when you motivate each other to do better and when you *actually* support each other to do better. You know, if you don't have that, if you're not motivating or supporting the person, you're not *really* not the right person for them.

YFS Magazine: That's a good point, that's a really good point because at the end of the day you're right, the right person will actually push you forward into your goals and, also in many of cases, help you achieve them.

Arvin Lal: Yeah, [00:18:00] you're 100% right Erica... that's it.

YFS Magazine: That's great. So, let's take a quick break for a message from our sponsor and we'll be right back.

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YFS Magazine: So, you guys, we're back and I'm here with Arvin Lal the co-founder and CEO of Shredz., a company that provides nutritional supplements and fitness information to millions of followers in over 100 countries. Shredz has been featured in Forbes, Sports Illustrated, CBS, ABC—you name it.

We've been talking about what it takes to transition from employee to entrepreneur, the mindset behind breakout success, and hard won lessons in between. So Arvin, let's shift gears a moment and get back to basics. When I say basics, I mean goals. What helps you achieve your goals every single day?

Arvin Lal: We talked about hard work and that's definitely one of the things ... I talk about and preach and believe in. The other thing is belief. You gotta actually believe that what you're doing is gonna come true.

You gotta believe that, you know, you have the ability to accomplish what you've set forth to accomplish. You can't B.S. yourself, you know, that's the thing. You know, you can B.S. friends, you might be able to have perceptions or something but you can't B.S. yourself.

If you don't really believe in what you're doing, you're not going to get there. And what is crazy is ... if you have a strong enough belief it actually overcomes things like fear, things that people put into facts like: you can't do this or you can't do that! It helps to break past those barriers ... So, having a hard work ethic is one [00:20:00] thing, but really believing in what you're doing every day [...] That is something that is really powerful. That usually comes along with what you're passionate about.

YFS Magazine: One thing that I've noticed about how you market and build your company, Shredz, is that your belief really does shine through in your community building. And what's interesting

about it is that you're building a community that is like-minded; who shares those same beliefs and essentially you're creating a very social business.

What would you say to an entrepreneur whose saying: "I want to do what Arvin's doing, in terms of creating more community and driving social business."?

Arvin Lal:

You know it doesn't matter if you have a million followers or if you have one follower. You can be an inspiration to somebody. You know, [it's about being] inspired to inspire other people.

It's not so much about numbers, you know, the numbers and influence, that's secondary. The main thing is you have to *actually* want to better the lives of other people.

You know, for me, I genuinely care about the people that work here and the people whose lives we touch. You know, one thing that keeps me motivated is seeing the transformations and reading some of the emails that come in from people that have said, "This company has changed my life," or "You have changed my life."

My advice to somebody who wants to follow in the footsteps of creating a brand with influence [is that] you have to be doing it for the right reasons. You can't just be doing it to say, "I wanna have a large social media following," or "I wanna reach a lot of people."

What do you want your message to be when you reach those people? That has to be strong. The foundation for that has to be strong before you have your audience for it to be successful.

YFS Magazine:

That's a *really* great point [00:22:00] Arvin. That's fantastic. So, let's quickly shift gears and wrap this up with some insight on

the apps and the tools that you use to meet your goals in business. What are some of your favorites?

Arvin Lal:

One of the apps that I use, and it's gonna sound pretty simple, but it helps me manage a massive team successfully... So, one of the articles I read in the past said that you can only manage 10 people day-to-day on a successful, success rate.

For me I'm an apple user so I have an iPhone, I have a Mac and a laptop (almost in every room of my house) and I sync iMessage to all my all my computers, laptops and phones because for me, to have a phone conversation with somebody it means that I'm only dedicated to speaking to that one person. But having a text message conversation you can multitask.

You can, you know, complete tasks; you can also talk to multiple different people... you can have group texts. So, we've adopted, pretty much, using iMessage to communicate with each other because you can communicate simultaneously. And the beautiful thing about having it on your computer is you can text a lot faster on your keyboard than you can with a touch screen phone.

So, I speak to about, close to, 250-300 people every single day. All work related. Uh, imagine speaking to 300 people on the phone, it'd be impossible.

YFS Magazine:

(Laughs) That'd be a nightmare.

Arvin Lal:

(Laughing) And the other thing is ... we use Dropbox. Dropbox is a great way to ... you know, especially for social media—you have pictures, you have video, you have a lot of things that have to be shared amongst different admins and people.

So, we use Dropbox. It's a pretty ... popular app and it's usable on all mobile platforms and different Windows, Macs. So, if

you're not an Apple user, I'd say ... look into it because iMessage on your computer has definitely changed my life and the way we do business here. And Dropbox is a great way to share content.

YFS Magazine: No those are great. We actually use Dropbox religiously [00:24:00] here at YFS Magazine too, so we can attest to its seamless integration. It's really a great tool. I agree.

Arvin Lal: Yes, it's funny. Technology, for people who can't adopt it, it's gonna be your Achilles heel because technology is your friend. You ... gotta be willing to change with it. And for me, you know, I'm still young ... I turned 30 a few months ago, but I still feel like there's those younger newcomers that have different apps and software, so I try to ask them to test me [and] show me something that I'm gonna be uncomfortable using because I might actually benefit from it. So, you gotta be open to change and technology.

YFS Magazine: Very cool. We want to wrap this up with one piece of advice that our listeners can use in the next twenty-four hours to improve their business. What've you got?

Arvin Lal: Stop watching TV!

YFS Magazine: (Laughs) That's a great tip. Tell me a little bit more about that!

Arvin Lal: So, I, you know, it sounds crazy, but I stopped watching TV 5 years ago. I'm a huge movie buff and I stopped watching movies about 3 years ago. And it was pretty hard to stop watching movies, but think about [this]: the average American spends close to 32 hours a week watching television. That's almost a full-time job.

So, in the next 24 hours I actually challenge listeners to stop watching television. Don't turn it on. You know... if your favorite sports team is on, don't turn it on. Get the scores from

Google [because...] that's a lot quicker than the 2 hours it might take to watch it. So, it sounds kind of simple, it might sound harsh. Some people might be [like], "Uh, hey! What about my sitcoms or this or..." Twenty-four hours, give it a try. And if you make it past 24 hours, try a week.

YFS Magazine: Yeah, you know and it's interesting Arvin, because I gave away my TV in 2007 and I read this statistic (this is kind of what shocked me) ... they said the average person during the average adult life span watches about 7 years of television.

Arvin Lal: Wow.

YFS Magazine: And, I [00:26:00] thought to myself, I was like, that's crazy. Like, how am I gonna get anything accomplished in life watching 7 full years of television (laughing).

Arvin Lal: (laughs) Wow.

YFS Magazine: So, that's a really good point. I think that's an excellent piece of business advice.

Arvin Lal: Awesome. Well listen... I appreciate you having me, and hopefully listeners got some advice from here. I know some of the things I've said might be a little, you know, a little quirky or a ... little extreme, but you gotta have an extreme mind to have extreme results, right?

YFS Magazine: Excellent. So you guys, to learn more about Arvin and his company visit shredz.com. For more business inspiration connect with Arvin on Twitter and Instagram at [@arvinsworld](https://twitter.com/arvinsworld). And for more fresh, provocative, and insanely addictive business know how, visit yfsmagazine.com. And as always, have a successful and productive week ahead. Thanks for listening.

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