

Shaquille O'Neal, some insight into his background:

My father was a drill sergeant...did a lot of discipline and punishment which means I'm programmed to pay attention, listen, and learn.

For example, he always took all the other athletes that made a mistake, and I would get in trouble for it. My last discipline spanking was a gentleman by the name of Len Bias. He was going to be the first pick. The night before he got drafted, he died from a cocaine. My father came in the house and cried like it was his son. And he just took me and he shook me. "You do coke. I will kill you." And I was really young at the time. I was like 12 or 13. I drank coffee...drank Pepsi. No drugs. Cannabis? None of that. Never did alcohol. Learned from other people's mistakes.

My mother is my favorite person. She's an avid TV watcher. It would hurt my heart to have her sitting down watching TV and seeing me do something...make mistakes and say crazy things.

So those things kept me on track.

When you don't know something, you have to learn. Some people teach themselves by trial and error. Some people ask questions.

I was never afraid to ask questions because I know I'm not the smartest guy in the room. If I see somebody else doing it, I question, "Hey, how'd you do that?" "Man, I did this. I did this..." and I write it down.

When I got my first million dollars, I said I gotta take care of my family [at 18 years old].

I'm doing simple math. I gotta go get this car—Mercedes Benz. I get a call from the bank. Bank president calls me over. "I want to show you something." I'm looking at my paper. And you know how you always hear stories about how people steal money from athletes. FICO stole 250,000! He reached out and he gives me a book, *The Dummies Guide to Starting Your Own Business*. Sales tax, state tax only had about six 600,000. I spent on cars, on real estate, on rims...and all that money was gone and I had no idea.

I'm also programmed never to make the same mistake twice.

I'm back being broke again. I'm not gonna happen again.

So I'm reading this book. I don't know what I'm looking at. But the chapter that interests me the most was starting the S corporation. He said start a corporation, put your family on salary, and write these things off as a business expense.

Reebok. They wanted to give me a partnership and they were kind of impressive. So we do a collaboration for four or five years. My first big endorsement deal.

I was really in fear early so I'm taking advantage of all opportunities.

You don't always do endorsement deals, but sometimes you want to start things. There's Jeff Bezos. He's talking about what he's starting where it's going. And before he gets off the stage, he says I invest in things that may change people's lives. And Amazon will change your life. You can invest and things will change your life.

Education is important. When I was in college, I feel lucky. The professor said, show us an item in four or five years that we can introduce to the world. I saw where the local trademark office is...I registered it. Drew it out.

Knowing that I'm blessed, I want to make other people smile. And I have one statement that can change everything. My statement was it could be worse...I could be one of those athletes and suddenly nothing.

So I listen. I stay humble. I do everything aboveboard.

I'm here to make another investment. But it's not just about me. It's just me here being happy to take the result. But I'm not driven by money or playing.

Key takeaways:

Listen and learn.

You don't have to be the smartest person, **you need to be the smartest listener.**

Fear can be a good motivator [Shaq did not want to become one of those athletes that ended up being a statistic]

Never make the same mistake twice.

Learn to ask good questions.

Stay disciplined to stay humble.

Be nice to people.

Stay out of trouble. *How do you stay out of trouble?* **Stay busy.**

Marketing is important.

Have some fun but get back to business.

Collaboration happens when you have the right connections to get the right deal. He wouldn't have got the Google deal. He would not have got the Reebok deal

Biggest mistake you'll make is trying to do it by yourself.