



Rants and Randomness with Luvvie Ajayi

Bend the Internet (with Jubril Agoro) - Episode 25

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Yo, my people, welcome to Rant & Randomness. I'm Luvvie Ajayi, your Side-Eye Sorceress, and this is my podcast where I'm talking about the things I'm loving, things that I'm ranting about, and bringing you some dope interviews from people who I think are really interesting.

On this episode, I'm feeling good about the [Essence Black Women in Hollywood Luncheon](#) and the [Oscars So Black](#). Ranting about people who are pissed about [Billy Porter's dope tuxedo dress](#). And spotlighting rapper, musician, creator extraordinary [Tobe Nwigwe](#). On this episode, I'm interviewing my boy Jubril Agoro, who is a marketing guru. It's gonna be a dope show so let's jump into it.

Feel Good

[00:00:44]

So I'm feeling good about one of my favorite events of the year, [Essence Black Women in Hollywood Luncheon](#). It's basically the annual meeting of Noir Pixie Dust, and this year was no different. They honored [Amandla Stenberg](#), [Kiki Layne](#), who's in *If Beale Street Could Talk*, [Regina Hall](#) and [Jennifer Lewis](#).

The room is so special because it feels like a massive family reunion. I've been going to this event for the last seven years, since 2012. And I've talked about how the first one I went to I crashed. So to now be somebody who's legit invited, and walking red carpets, it's dope. First of all, Jennifer Lewis is hysterical. Regina Hall, hysterical. Those two together? Ridiculous. So during the luncheon, Regina Hall got her award and she was doing the speech that had everybody cackling throughout, right? And she was like, "Okay. So I'm a go." And then once she said, "I'm a go," she continued talking.

So the second time that she said, "All right, I'm a go. But one more thing ..." Yo, Jennifer Lewis stood up, banged on her table and said, "Regina, sit your ass down." The whole room falls out. It was just such an amazing moment, and I hope they showed that moment when the show's televised on OWN. It's just so good because any room like that, it recharges my batteries. It gets me feeling like I got an extra dose of Noir Pixie Dust, and it's just a good time. That was fantastic.

And the other thing that I am loving is the Oscars.

For once, the Oscars actually recognized Black and Brown people en masse. Like so many people won this year. It was probably the most diverse Oscars ever. [Regina King](#), who we all love since 227, she won Best Actress in a Supporting Role for *If Beale Street Could Talk*, which that film is incredible.

[Mahershala Ali](#) won Best Actor in a Supporting Role for *Green Book*. People have been side eyeing that movie. I haven't seen it yet, but from what people are saying it's basically another white savior movie. But, Mahershala is dope, so congrats to him.

[Spike Lee](#) finally won an Oscar. Best Adapted Screenplay for *BlacKkKlansman*, another dope movie that I saw. [Ruth Carter](#), Best Costume Design for *Black Panther* because absolutely, those costumes, huh, everything. And she's legendary. And *Black Panther* is also now the first Marvel movie to win an Oscar. Come on, man. Do more of these types of movies. [Peter Ramsey](#) won for Best Animated Film for *Spider-man: Into the Spider-verse*. And [Hannah Beachler](#) won Best Production Design for *Black Panther*. It was just a really Black show.

Rami Malek, who's Egyptian, first generation American won, I think, did he win for Best Actor? But yeah, for once, it was act really dope to see the Oscars not be so monochromatic and to see people who've earned this award finally get it. So yeah, I was feeling good about that. I mean, it's a good way to end Black History Month. It was a good way to nullify some of the foolishness that's been going on. And yeah, so we're going to keep that winning streak going.

Rant

[00:04:08]

So, my rant is also related to the Oscars. [Billy Porter](#) wore an amazing tuxedo gown. If you don't know Billy Porter, he's in *Pose*. He was in *Kinky Boots*. He's just this incredible performer and now he's really solidifying himself as a fashion icon too.

So, Billy showed up to the Oscars red carpet wearing this incredible Christian Siriano designed tuxedo up top, and then this huge gown at the bottom, like ball skirt in the bottom. First of all, he slayed the carpet. Like, the resplendence, I was just like, "Brah, you can have all my edges. I know I've been working very hard to grow it back, but you can have it all because this ensemble of yours, yes, it is worth it. You can take it. Have it."

I mean, I just thought we were mere mortals in his kingdom. And a lot of people loved it. People were just like, "Yo. He won the red carpet. He killed it. Killed it."

But then, because people always got to ruin good stuff, okay. People always got to ruin good stuff. Some folks found themselves upset about Billy Porter's gown. Saying that he is a Black man who is being emasculated. Some folks are like, "Oh, there they go pushing the gay agenda again. Ah man, men just need to be men."

Because you know, manhood is about your clothes? I just don't understand how people could be upset about it. And the homophobia was just rampant. At the surface folks have been really showing their, and been in their feelings, and their homophobic feeling lately, and it's awful. I was floored because somebody's expression of their fashion should not determine, one, whether they are men or not. Like, I don't understand how manhood is determined by your clothes. But, second-of-all, why are people mad about what this man chooses to wear? He literally was going to one of fashion's biggest nights because the Oscars, yes film, but people are watching to see what people are wearing. And he showed up in the most dramatic fashion. Why are people upset?

I could come up with a better response than what [Danyelle Thomas](#) of the [unfitchristian.com](#) came up with on her Facebook. So, I'm going to read this status that she wrote that I was just like, Danyelle, you said it all.

She said, "I'm handing out deletions today for folks who think Billy Porter wearing a dress is what's emasculating the Black man today. Your emasculation is due to absentee fathers who didn't raise you into men and mothers who treated you like her man instead of her child. Your emasculation is due to you thinking that your six to 15 strokes inside the vagina measures your manhood. Your emasculation is due to your willingness for unprotected sex but a deep hatred for court ordered child support at a bare minimum."

Oh, Lord it's ether.

"Your emasculation is due to your inability to provide for a household without asking your partner for 50/50. Your emasculation is due to women outpacing you in education, entrepreneurship, and salary, but you still expecting her to carry full domestic duties while you be the man of the house in name and explicit sex expression only.

Your emasculation is due to your failure to work out your stunted emotional intelligence and trauma with a therapist, but instead expecting every romantic partner you have to repair you. But you can rest assured that your emasculation is not because one Black gay man decided to remind you that he's wholly Black and gay by wearing a tuxedo gown.

Argue with the girl who is still walking in the spirit of pick me about it, not me."

Danyelle. Brah. The way you just, ooh girl, you just hurt some feelings child. You just hurt some feelings.

But legit, like when will we elevate the conversation about masculinity beyond clothes? And when will we get past the point where homophobia is not so rampant? How are we still talking about this in 2019?

I'm always shocked by how people are offended by how other people are living their lives in this way. Why do you care what this man is wearing? What does this got to do with the price of tea in China? What this got to do with you?

So a lot of the men who were speaking up against him, I'm just like, "Clearly you're trash." Two, do you think that homophobia is contagious? That him wearing a gown is all of a sudden going to make somebody who was not already gay, gay? That's not how this works. I don't understand.

For me, it's frustrating because this conversation feels so low level. It feels so low level for us to still be like, "You know you guys, being gay's not contagious. And even if it is, you all, being gay is not a bad thing. It means you love somebody who is of the same gender as you. That's it. What is the big deal?"

I deleted a few comments on my post praising Billy from people who did say like, "I don't understand why you all are praising this. I don't know why you all are actually encouraging men to do this."

And some of them came from Black women. And I'm like, "Who taught you to hate yourself and to hate sense?" All I know is Billy does not care because he posted another photo of himself on the bed with his ball gown laid out, looking as fabulous and fierce as he wants to look. And I'm hoping those of us who know people who feel offended by this, challenge them on it. Call them out on it and let them see how ridiculous they're being. Like how does this actually make sense for you to ... What agenda? Are gay folks meeting at night time and being like, "Yo, until tomorrow, we're going to be super gay. Super gay."

You know, I hope you are. Make people upset. Make people mad. I want them to be upset that you are exactly who you want to be.

So, man. We going to do better.

Randomness Spotlight

[00:10:42]

On this episode, I am spotlighting [Tobe Nwigwe](#). Y'all. If you don't know who Tobe is, he's an amazing rapper and artist, and musician who has I think blown up in the last year. People are like, "Oh my God, overnight success." Nah, he's been grinding for a long time. Recently, he's been getting accolades because [Erykah Badu](#) has recognized that he's dope because she listens to his videos that he drops on Instagram, and on YouTube.

He's a Houston based Nigerian American who's rap is just brilliant. His word play is sick. And he works with his wife who he calls Fat. And they just show Black love in all its glory. They work together, they live together, they adore each other. And they do it loudly. So it's basically making love vogue again.

People talk about how like, "Oh, you know rap now-a-days is terrible." Yeah, a lot of it is. But then you hear Tobe and you're like, "Oh. There's still some dope music out here."

And every Sunday he releases a new video. And his videos, first of all, accessible because they're transcribed. So those who are hard of hearing can actually still know what he's saying. So get [Twisted Sundays](#). He drops a new song. His music y'all. I went to see him do a concert in Chicago at the Promontory. Energy for days. And then you got Fat behind him dancing, and LaNell Grant with him. I'm inspired by people who pursue their art passionately, who do excellent work. Like commit to being excellent. And that's what Tobe does.

So his [Instagram](#), y'all should follow him. He's Tobe Nwigwe. That's T-O-B-E-N-W-I-G-W-E. Look back on some of his old videos. Get lost in the rabbit hole of his music. And I'm impressed. I'm very impressed. It's like [inaudible 00:12:54] lasts for real, for real. The Nwigwe proud is real. And his passion for life and how he just exudes Black boy joy in everything that he does, I'm rooting for him. I'm looking forward to seeing him win a Grammy one day. And if you didn't know who he is, definitely check him out. If you do know who he is, check him out again. Go buy his merch. Support him and cheer him on.

So yeah, that's my spotlight. Shout out to you Tobe.

So Rants family join me in welcoming Jubril Agora to the show. I'm going to share your bio so people know this epic dude who I'm talking to. Jubril is a globe trotting digital nomad. Fellow Nigerian and my Voltron brother. He is the founder of [Passport Heavy](#). He's a digital marketing entrepreneur and business owner who's built a successful career leveraging online marketing tactics such as Facebook ads and pay-per-click campaigns. With a career stretching almost two decades, he successfully built and grown financial education company [Live Richer Academy](#) with [Tiffany Aliche](#), Facebook Marketing Business Ad Value, and a booming media company called [Passport Heavy](#) that documents and explores some of the most fascinating and unique world destinations.

Jubril is a man who's taken his passion for travel to new heights and distances and he's made a life out of it. Jubril, thank you for joining me.

Interview with Jubril Agoro

[00:14:20]

Jubril: Thank you for having me. I'm so excited to be here since I've heard so many episodes before and now I'm a guest. I'm like, "Wow, I'm excited."

Luvvie: So I always start by asking, what did you want to be when you were growing up?

Jubril: Great question. I can keep it real short and simple. As you know, I'm Nigerian, and so a lot of Nigerians are born in England. So I wanted to be a soccer player. That was the first thing. And then after that I moved with my mom to Chicago when I was nine-years-old, and then so soccer was not the flag. So I just left that. And then it was basketball, and track. And then when I was about maybe 14, 15, I lost my first running race when I was 14-years-old. I was a freshman. And I'd never lost a race up until then. And I didn't really know what it felt like to lose. And then once I lost for the first time, I was like, "Ooh. I don't like this." I was like, "This how it feels to lose."

And it's probably not the humblest thing to say, but it just changed my whole perspective of what I wanted to do with my life because the guy that I lost to, and giving a shout out to Mr. Tyler Rice. He beat me so bad, first I was like what's wrong with my shoes? I swear, it's my shoes.

And then, we ran again. And freshman year he was running like, if you know anything about track, he's running like 10.7s. And so I was just, no matter how fast and how much I practiced I knew he was on a different level than me.

And so from there, I went on an entrepreneurial journey because I could compete. I never liked to do anything, I mean, it's not for everybody but for myself, if I can't compete and have a chance at winning, I don't like to do it. And that's just my own kind of DNA.

Luvvie: So you wanted to be an athlete, and then you losing badly for the first time made you pivot.

Jubril: Yeah, exactly.

Luvvie: Yo. So what did you do? When you quit running, what did you decide to then focus on?

Jubril: To kind of give you a little further backstory, so me, my mom, and my brother, when we moved to Chicago we lived real humbly. We was on West Grace in Chicago with actually my other uncle. And so they was like in a two bedroom with already so husband, wife, three kids in Chicago, and then me, my mom, and my brother sleeping on the pullout couch. So I knew my life in Chicago was a little bit different. And so I learned how to hustle legally as a kid.

So after a while we actually moved to the suburbs in this place called Mount Prospect, Illinois. It's about 40 minutes, 50 minutes outside of Chicago. And I grew up in the suburbs after that. And these kids would come to school with lunch money. And they're coming to school with like \$5.00, \$10.00 a day for lunch. And I'm like, "Man, this is crazy. You getting \$5.00 to \$10.00 a day for lunch."

And so for me, I knew my mom would whip my ass if I got into selling drugs, so I was like, they come in with that. I need some more money. So the first thing I did in school was offering Airheads. You know like those sour candies?

Luvvie: Yes, I do.

Jubril: And so me, I got \$3.00 a week for allowance, and then my brother got \$2.00 because I was older than him so I would get the extra dollar a week. So I'd buy them, take them to school, and then double and triple my money. And that's how I learned how to really start flipping stuff. And I was selling basketball cards, and then probably don't tell anyone, but I started selling like fake CDs and a whole bunch of other things. And so I learned like, okay, buy low, sell high. And that's how the whole entrepreneurial joint started.

But then in my teenage years, is when things really shifted and I got onto eBay. And that's like when my real entrepreneurial journey started when I was about 14, 15.

Luvvie: So tell me about that. I remember when eBay was starting off because you and I are basically the same age.

Jubril: Yeah.

Luvvie: So then you discovered Ebay. What did you decide to start selling on there?

Jubril: First thing was Sonic the Hedgehog toys. Yeah. So there's this dollar store called Waldo's in Chicago, and so they had Sonic, Tales, Knuckles. They're selling them for a dollar for whatever reason. In my brain I was like, let me go and see what they're selling for on eBay. And they're selling for anywhere from \$15.00 to \$20.00.

Luvvie: Whoa.

Jubril: And I thought like, bah, yeah. And so I got to give my dad credit too. So my dad still lived in London but he was one of those people that always supported my entrepreneurial journey. He was the first person that bought me my computer. He was like, "Yo, if I buy you this computer, but you got to go ahead then and pay for the internet."

So that's when I was making CDs and whatnot. But then he also for the Sonic toys, I needed \$40.00, so he sent me \$40.00. And he was like, "Aren't you a little too old to be playing with Sonic?"

And I was like, "Nah, nah, nah. I want to sell them."

And so, that happened. And then after those sold because there was only about 40 or 50 that had no more product to sell. So I started looking, and they had weight loss supplements on eBay selling. So what happened was the supplier, I hit him up, and I was like, "I want to make sure your products are good." I was like, "I don't know man, it's the internet. Where do your products come from?"

And he was like, "No, my products are good. They come from here, the supply."

So that's how I got my connect with my weight loss supplements on eBay.

Luvvie: And how old were you at this point?

Jubril: I was 14.

Luvvie: So you're making basically-

Jubril: And I tell you what. Let me tell you how that really happened, because I wanted to get a car. I went to school in the suburbs and then all the kids, their moms and dads were buying them cars when they were 16. And I was like, my only thing, "I got to get a car. I got to get a car."

And so first I went to go apply for a job at Jewel-Osco.

Luvvie: ... Word.

Jubril: And so I had like my FUBU like turtleneck sweater, my afro. I go in, hand them the application. But they was like ... I'm waiting for this call back. I don't get the call. I'm like, "Damn." And then just waiting and waiting.

But that's how the whole thing ... I was like, "Man, I'm not worrying no more. Let me figure this thing out on my own." So that's how the whole initial inspiration was that I wanted to get a car.

Luvvie: So then how long did it take you to save money to get a car with your eBay hustle?

Jubril: I had enough money for the car when I was 16.

Luvvie: Word.

Jubril: That was a whole another funny conversation. I remember that conversation. My mom was like, "What are you doing on that computer. Nah-ah. If I the IRS calls, I swear to God I will tell them everything."

She was just like, "What?"

Yeah, it was definitely a crazy time during that.

Luvvie: So when you told her I got enough money to buy a car, did she like, "Is my son selling drugs?"

Jubril: No, no, no. She definitely had questions. A whole bunch of questions. My dad knew obviously a lot more because he was ... I'll give you the full kind of story. So what happened, in England a lot of the customers that I was selling to were in the United Kingdom and my dad was in the United Kingdom. So at the time I was selling for nine pounds, 95 cents a bottle. And if they ordered four or more they got free shipping. And people were like obsessed. They was like, "Ooh, free shipping." So they'd just be buying four. And the bottles only cost me about \$2.00 or so a bottle.

But yeah, so then after school for the people in the United States we literally garbage bag full of product. And then my dad in England, I would ship some of the products to him and then he was helping me ship out there.

So my mom saw what was going on so she knew something was going on. But she didn't know how much money was being made at that time.

Luvvie: Yo. So how did you ... I'm just like, "Whoa." So you're 16-years-old. You have enough money to buy a car. And you're still going to school, right?

Jubril: Mm-hmm (affirmative).

Luvvie: How did you figure out the internet was like, "All right. This is what I'm going to focus on."

Jubril: Just when I saw money. It was simple black and white. I was like, "Yo. In my teenage years I've already crossed five figures a month." And so it was like-

Luvvie: Wait, wait, wait, wait, wait. You were making five figures a month?

Jubril: ... Yeah. It was just simple to me. I was like, "All right. This makes a lot of sense."

And I started to read a lot of books. So when I was 17 I was reading all the [Rich Dad Poor Dad](#), [Think and Grow Rich](#), and all of these. And then everything about the internet. I was like, "This is not a fad."

My mom was like, "This is a fad. You need to go to school. This is a fad. The internet will not be around."

I was like, "No, Mom. This is like a thing. The internet is going to be the thing of the future."

But I can't blame her. Obviously she loves me so much, and not having any experience with the internet. And this was early 2000s. There's no Myspace. There's no Facebook. It's a completely different era.

Luvvie: So when it was time for you to go to college, did you decide to opt out? Did you try?

Jubril: I definitely opted out. And that was a huge friction in my life with me and my mom because all she ever wanted for me was go to university so you can live a better life and live out the dreams. And I understand it fully because if there's no other example before it how can you see something?

But for me, I was like, it just doesn't make sense for me. So I moved out. And it was one of the greatest experiences. My head is as big as can be. I think I know everything. Everything is great for a while. And then I switch industries. I saw an ad on eBay about direct sales and network marketing. And I was like, "Ah, this thing looks great." And after a while, I was like, "Man, this is not my thing."

But what ended up happening was, after about a year or two years, I can make sales but I didn't like the whole recruiting thing so it wasn't for me. I wanted to go back to eBay. But what ended up happening is the algorithms changed. And so when the algorithms changed I couldn't even get my eBay listings and stuff profitable the way they were before. And at that point I realized I didn't really have a skillset. I was kind of at the right place at the right time on eBay with listing my items. I was like that's the only way I knew how to move products. And I was like, "Damn. This is a dangerous place to be."

And I see a lot of the same thing is happening even right now today. A lot of people might rely solely on Facebook, and if their whole business is based around Facebook and it's just posting organically like that, when it's going good, great. But once the algorithms change you're putting so much and just all your eggs in one basket. And that was such a learning experience for me because what ended up happening then, after I ran through my savings, I nearly had the water shutoff in my house. It was bad.

Luvvie: And how old were you at that point?

Jubril: ... I mean, talk about humble.

Huh?

Luvvie: How old were you at that point.

Jubril: I was about 20.

Luvvie: 20.

Jubril: Yeah, I was about 20. Yeah.

And so I didn't even tell my mom I'm moving back home. I was like, "Ma, I just want to come back and visit." And then I was there for like a week, two weeks.

She was like, "Why you still here?"

I was like, "You know I just want to spend more time."

And then after like a month and a half she was like, "Ah, see I told you. I told you."

But it was like the greatest learning experience for me through the whole process. And then I got closer to God. I went to church in Rogers Park, right by Evanston in Chicago if you know Chicago.

Luvvie: Chi-Town.

Jubril: Yeah. Church was great for me because it had internet. And then, as much as I love my mom, when you're in a small two bedroom apartment, and she come home from work after a long day

and you just sitting there on the computer, she's like, "Ah, what are you doing?" It's just like, I want to be anywhere but here. So I'd be in church a lot.

And then also, my church was really dope. I was able to sleep in church because they'd be praying all night. I'd be like, "Yeah, I'm praying." I had no other place to go. That's kind of how I would do it. And it's like, I don't man, I don't even go to church that much anymore, but I'm always praying. But I feel like you're closer to God especially in a place in adversity.

Luvvie: Yes.

Jubril: And it's a bad thing when things are going good you're like you forget them him. But when things are bad, I don't think your prayers could be any stronger. And I know my prayers could not be any stronger when I was down.

Luvvie: At this point, this is what, the second fail that you could remember? So the first fail was when you lost to track. And then now you've lost all your money and essentially have nowhere to go.

Jubril: Yeah. And then it's just me getting back on the computer figuring out marketing for real because I knew the internet was real, I just didn't how to basically bend the internet to my will. And I needed to learn how to learn how to really advertise on the internet. Where no matter what was happening, I would be able to maneuver. It didn't matter if it's this year, five years from now. And that's when I learned going into Google Ad Words, back then. I started on Ad Words in like 2004, and that's just basically Google's advertising system. And I was learning copywriting. Because I learned all the businesses in the world, if you could learn how to get them customers, and you can do that at a very effective rate you're always going to be in demand. It's like you're that beautiful girl, everybody's going to want you, right? And so that's what I wanted to master in my early twenties.

Luvvie: So then how'd you get back on your feet?

Jubril: So there's a thing called affiliate marketing. So say you have a company like Uber. Excuse me. So Uber, they have their company, they want to get let's say more drivers for their system. And they say, "Hey, if you can recruit us drivers we'll pay you for each driver that you can recruit."

Or let's say it's Amazon. And so Amazon, they give you a special link. And they say, "Hey, we have these TVs. We're going to give you a percentage of each sale."

So say you make a blog all about reviews of TVs, and then you say, "Oh, hey, if you want to buy this TV on Amazon use this link." So if someone actually goes ahead and makes a purchase through your special what they call affiliate link, you will be credited the percentage that you've agreed on to make that sale.

So that's how I started to get back on my feet because I didn't really need too much money to do that. And I did a lot of different affiliate marketing. And then so I learned Google Ad Words. And then so I was teaching other business owners on how to utilize Google Ads. And then also at the time, it was like Yahoo Overture Ads, for their businesses and so they would pay me to help run their ads for their businesses.

And then slowly but surely, one person. And then I learned to do smarter deals too versus just doing like a retainer or anything. I was like, "Man, I'm actually pretty good at this." I was like, "If I disappear, they business disappear."

So verse say, "Hey, give me \$2000.00 a month, I was like no, I want a percentage." They're like, "But we don't do that."

I was like, "Well, you want your business to survive?"

Luvvie: Yes.

Jubril: And that's how I rocked out. I was just like man, I was going to get what I wanted from them.

And the thing was, and the way I operated as well, is a lot of people, if they were going to do a percentage or if they're doing these retainers, if they're making these businesses profitable or not they're getting paid. And the way that I did my deals differently, I was like, "Hey, if we're not in profit, and we're not making money through the ads that I'm running, I don't want to get paid. But now, if I'm able to make our ads profitable, I want a percentage of what we're doing." And then so that's the way I did it at first.

And when I first was doing it, I was building some of these businesses massively. And I was like, man, I don't have equity. I'm just taking a percentage of all the sales that are coming in. So as I got smarter, and time went on every partnership that I did in the future, it was literally on the dotted, IRS government lines where we do actual partnerships. That's how my businesses evolved in the future, just learning how to structure the businesses properly. And then building these better relationships.

Luvvie: You created a career that did not exist for yourself. You built the thing that brought you wealth in a way that probably there was no blueprint to begin with, right? So in those times how did you deal with the times when people were like, "I don't understand what you're trying to do here."

Jubril: It's actually kind of funny. I'll even tell you a story. We have a personal friend. And one of my current business partners, [Tiffany the Budgetnista](#).

Luvvie: Love her.

Jubril: If you don't follow [Tiffany the Budgetnista](#), you need to go follow her if you want to learn about personal finance. How to get your budget right. All of these things. She is the best person to know. And she actually just had a law passed in New Jersey for every student in middle school they have to take personal finance now.

And so here's how I explained it to them. For example, Tiffany, she was doing okay before. She was making low six figures. She was going and speaking. Maybe she makes like \$5000 for a speaking gig. Then she got to come back. She's always on the road. And she was telling me, "This is great. I'm living my dream. I have my own business. But if I don't travel and speak, I don't

make money." And she's like, "I'm engaged. I'm going to have a husband. I want to have a family. I want to have some type of leverage."

And I flexed for her. I said, "You're doing such amazing work." And the thing about Tiffany is she truly cares about individuals, which is a very important thing to me when you're doing business. Because people have this perception that you can't make money and do good business.

I was like, "No, that's not true. You can do really good business, and everyone could win." It's a misconception in the business world.

And so with her, when I was like, "This is how you can scale up what you're doing." I was like, "What of you do online?"

And she's like, "I post on Facebook. I have this free challenge that I do. It's amazing."

And I was like, "But what do you do to make money online?"

She's like, "Nothing."

I was like, "Why?"

She was like, "Um, I don't really know how."

I was like, "Well, this is what we can do." And I told her the plan.

She was like, "I don't know man, that sounds too good to be true." She was like, "I don't know about that."

And so a long story short, so she had an amazing product teaching women about personal finance. And then I was like, "You have this audience out here but you could reach a bigger audience if you utilize paid traffic and put a rural marketing campaign behind it." And I was like, "Let's run some ads for your challenge that you have."

And she's like, "Oh, how much?"

I was like, "We can even start off small. Like let's spend like \$300, \$400 a week."

She was like, "What? Who? I'm the Budgetnista. I ain't doing that." She was like, "How am I going to get this money back, and all this stuff."

I was like, "You can it through affiliate marketing."

She was like, "Hmm, I don't know."

I was like, "All right. Say no more. I'll put my credit card on file so we can get it started." I already knew we were going to win so there was no risk for me. That's how we got it started.

So we started building her audience. We put together these video campaigns. And then building out her list. So she had 10,000 women on her list and I took her I think about three years or so to build the 10,000 women on her email list. So we put together this campaign. And I was like, "All right. This what we're going to do: X, Y, Z." And then in the next five months we put an additional 70,000 women into her financial challenge.

Luvvie: Whoa.

Jubril: And so she was like, "Oh, my God. This is crazy."

And then so she started to utilize also what we call, which is affiliate marketing.

Luvvie: Yep.

Jubril: I don't want to get too technical. So for example, let's say if you're familiar with a company like Credit Karma or Credit Sesame, like an app that you have on your phone to check your credit score, right?

Luvvie: Which I use.

Jubril: And so ... pardon?

Luvvie: I use it.

Jubril: Yes. And so what these companies do is they will pay influencers or blogs because what they have to do is they have to monetize their business. And what they do is they match people up with credit cards, home loans, and things based on their credit score and their credit profiles that match up. And so what they need to do is have more customers. They need to have more customers to make that stuff work and so they pay people like me and Tiff to acquire more customers. So for example, Credit Sesame gives us like \$10.00, \$11.00 for each customer that we can bring them. But like, boom. Like, "Hey, we can give you a 1,000 people sign up for your app. And they're like, "Okay, cool." And it's like, boom. That's \$10,000.

And now Tiff's like, "Damn."

Luvvie: You're making money hand over fist though.

Jubril: She's like, "That's crazy."

And then I was like, "Another thing that we could do is build out an academy, where you teach people like these skills that you have about budgeting, saving, in a low price academy." And then we did that. And when we launched that off the first hour we did, and I'm not saying everyone is going to experience these same results in X, Y, Z, but for us, and it was crazy for her, it was like \$25,000 within the first hour of launching the academy.

Luvvie: Crazy.

Jubril: But that was because we built up the list, and we did these other things. But that first week it was like \$70,000 like the first week that we launched the academy. And for her it was like, "Whoa, okay. I really believe now."

Luvvie: I love how transparent you and Tiffany are about money and how you can make money openly. And how you can do good work and make money. Like Tiffany tells this story too, so dropping the actual numbers behind the work that you do. But the thing is, because you are you, and Nigerians are overachievers, that's not even the only thing you do.

So you decided to create something called [Passport Heavy](#), which is a travel and lifestyle company. What made you create that?

Jubril: Wow. So I started creating videos online back in the beginning of YouTube. My first video, I have like five or six different YouTube channels. I won't even tell you them. They're embarrassing. I have such a passion for sharing information. Because like I said, growing up I wanted to be an athlete, and I definitely was never going to be a musician. I'm not inclined in that way whatsoever. But I didn't see enough representation of people that look like me that could make it without ... you got a wicked jump shot, or you ... And I was like, "No. There's so much more to my people." So I wanted to show people, hey you can be an entrepreneur and make it in all these different types of way.

So my first YouTube channels were all about Black entrepreneurs. This is going to lead into why I started [Passport Heavy](#). So my first videos I wanted to see Black billionaires. I was like, "I wonder who Black billionaires are?" That's what excited me. But there was nothing on YouTube. And I was like, "All right. Let me go do the research."

And I put these videos together. And I got like hundreds of thousands of views on Black billionaires. And then I would look up the first Black lawyer, or the top 10 Black CEOs in America. This was the type of information that really fascinated me. And I was like, "But these people are not really celebrated in a big way. But if I can make their stories cool, and tell people about them, people are going to be interested."

And so those were like my first YouTube videos that I did. And I knew stuff about SEOs and how to title stuff, and so I was like, "Man, okay. I see how I can relay information." And so once I started my businesses, I can work anywhere around the world, right? And so I first went to places like Thailand. And I was so nervous. I was like, "Man, maybe all they got there are elephants or they've got just that." And I was like, "Man, this place is incredible. I want to share this story with the world. And look at the cost of living here, it's so low. People just have no idea because all they know about is London, Paris. Oh, we going to Vegas, we going to Miami. But there's so much more world."

Or like the first time I went to Lagos, and I was like, "Man, this is crazy. They got so many Benz's. Like these houses." Everything was incredible. And I'm there filming and people are like, "Yo. That's what Nigeria looks like?"

And so these kind of things. And I make videos about Black ... I like making videos for everybody. I'm not the person that's like, Black, Black, Black, Black, Black. I'm like, "You can see I'm Black, so

that's really all I need to say." But there were certain videos because I would be searching. I was like, Black people in Columbia. Or Black people in Thailand because I heard stories. And then they wanted positive stories but when I went there I had a completely different experience. So I was like, "Let me share this with the world."

And so that's how [Passport Heavy](#) was born.

So [Passport Heavy](#) is basically we make travel documentaries around the world, showing places for what they are through my eyes and the reality that I feel. When I went to Columbia, first time I heard about Columbia I was like, "Man, a motherfucker's about to get kidnapped. I'm going to be in a drug cartel." Like that was the whole ... I was like, "I'm the real Noriega."

But when I went down there, I had a completely different experience. And so once I see something like that is not true, and I have an amazing experience with it, I wasn't to highlight it to the world. Because most people just get this one negative highlight news and that's their perception of a country. And so I've taken such passion in rebranding countries. Rebranding cities. I can humbly say when I go to countries-

Luvvie: Yeah, so the one I want you to talk about is Columbia. How much impact you've made on Columbia's tourism. Talk about that.

Jubril: ... So, no exaggeration, if I'm out in Medellin, Columbia, if I'm walking around during the day, 30, 40 people will come up to me and be like, "Yo. What's up, man. It's [Passport Heavy](#). Jubril man, you the reason I'm out here." And so the impact is real. And that's like I can go there any day. And people are so grateful.

So there's a lot of tourists that are down there now, and they say that. But the other thing is, locals love me because I showed their city in such a positive light, and most of the media shows it, their cities and their country is not that. And so they're like, "Thank you for putting on for our city and showing what we about."

You know obviously every city has issues, but they're like, "Thank you for highlighting that."

So that's just been one of my biggest missions, going around the world and showing, if it's Panama. We've got so many other countries that we've shown. And then not just the tourists, but the locals really ride behind the project. And then if it's like London, so we did Brixton. If you know anything about London, most people when they think about London, they're like okay, the House of Parliament, Big Ben. All these things that you should go visit but there's more to London than that. And I'm like, "Yo, let me show you Brixton."

So Brixton, if I can give you an equivalent, is like if you go to Manhattan? Manhattan's great, but think about all the flavor that you can get in Brooklyn. That's what really fascinates me when I go to these different places. I'm like, "Yo, you can find the simple stuff." But I was like, "Let me show you more to a city."

Or if you don't even want to visit, I'm like let me show you the reality of what's going on in these places.

Luvvie: And the videos of the [Passport Heavy](#) are so high res, and such high quality. Why did you insist on making sure it was so excellent? Because it looks like a professionally produced video. Like every video on [Passport Heavy](#) looks professionally produced.

Jubril: For me, if you see me in the street, I don't know. I don't say I don't like nice things, but for me, when I spend my money, I'm really about experiences. Like I don't have no watch. I don't have no cars. I don't have fancy clothes. I don't buy art. And so for me I wanted to invest in continents, and tell the stories the way that I like to make them. And so that's simply.

So you know, hire really professional filmmakers. Shout out to my guy, J.P. He nearly went to the Oscars, like crazy, crazy, filmmaker. Got Anthony on the team, another amazing just world class filmmaker. And then we have Lily in house. Music composers, like actually full-time. And then producers, like graphic designers. I spend like, it's crazy, \$300,000 or \$400,000 a year of my own money investing into the production, the quality, so I can tell the stories the way that I want to tell them.

But that's why they look the way ... It's such a true passion. And it didn't start out like that, right? At first, when I was doing my videos, my own little \$300 camera. But as businesses grew and everything, I was able to invest more into the productions and the storytelling.

But wait until you all see Oakland. Oh, man.

Luvvie: Oh, are you doing Oakland?

Jubril: Oh, man. Wait until you all see Oakland. Oakland. We shot Oakland, ah, it was on a different level. This one is, I mean, it's crazy. Like Warriors invited us to come chill with them. Oakland A's showing love, like everybody in the city. Oakland showed out. And shout out to Wave Squad, man. P.J. put me onto so many people. Stanley connected me to Steph's business partner. There were so many just ... Oakland was special. When Oakland drops, it's going to be like, "Whoa. Okay. They ain't playing now."

Luvvie: So right now, you living in Bali.

Jubril: Yeah, I'm in Bali, Indonesia right now.

Luvvie: Yo, slight work. Slight work.

What made you decide to choose to be in Bali? It's been what, six months?

Jubril: This time it's been two months. Bali's just, of me, it's a really chill place. The freedom that I feel out here is kind of like almost like anything that you can feel.

In southern countries, so like I love America, I'm moving back to America. I'm actually moving to Oakland. I love it. But, it's like when you're driving, it's like, police behind me. This, this, that. There's this sense of restriction when you in the States. Here, man, you do whatever and stuff. But still showing respect to the culture. So I don't want to say that. But like, you ride your bike, I'm on my little moped, and I can speed by a cop here and he ain't saying a damn thing to me.

And I just kind of like things like that where you're just free to do what you want as long as you're being respectful. You're not doing too much. You can do pretty much whatever you want to do. The cost of living is great. The weather is great. It's such a beautiful place, and just different cultures, right? Different cultures. And an amazing, here they have an amazing what they call, [Digital Nomad Community](#). And so that is for people who can work remotely. And so they have a huge community here. And so that's it.

But I'm excited to get back to the States though. I've been traveling for nine years non-stop, like on the road. So now is the time to go back to the United States. We got some big goals. Like I talked about Tiffany quite a bit, so with our company, we got 25, 26 employees. And for the employees that have been with us for over 18 months, we have a goal of making sure that everyone's making over six figures a year, that's working full time for us. So we've got a lot of work to do. And that's by 2020, so it's like, all right.

Luvvie: You got to focus.

Jubril: It's kind of time now.

Luvvie: You got to focus.

Jubril: I might get in a relationship.

Luvvie: Ooh, wait a minute. Wait a minute. Jubril, you're ready to get chose and do some choosing? Is that what's happening?

Jubril: Let me just skip back and we'll just talk about the marketing.

Luvvie: Listen, don't worry. We'll talk offline about that. I want all the tea.

So now that you're going to be coming back into the U.S., essentially, what do you think the greatest lesson that travel has taught you?

Jubril: There's so many great lessons. You don't need a lot to be happy. So like nine years is a couple pair of jeans, a couple pair of shoes, and then a couple shirts and that that fit in a suitcase.

And then also travel has taught me to make sure you have your Bose headphones everywhere you go. Noise cancellation.

Luvvie: Yes. Those noise cancellation headphones are clutch.

Jubril: I've got to have the Bose.

But there're certain things, a good phone and my laptop. But noise cancellation headphones. If I have one brand deal, man, I'm telling you noise cancellation headphones for my planes. For these babies. That's what traveling's taught me, noise cancellation headphones. Invest the \$300. It's going to be worth it.

I'll write you a check if it's not. I can't tell you how much it's probably ... it's like, ah.

Luvvie: Yo, I love mine. I love my quiet comfort headphones. I don't leave the house, if I'm traveling, without them because it literally sucks the air out the room that you're in. But yeah, so.

Jubril: All day, and tomorrow.

Luvvie: And you keep on losing. You lose your glasses every three weeks. Y'all, Jubril loses a pair of his glasses literally like ... It needs to be attached to his head.

Jubril: That's a true story. That's a true story. Right now ... here's a little funny off camera story. So I just ordered five new pairs of prescription glasses, and so I have none right now. So I'm like, when I'm looking at the screen, I'm squinting at the screen.

But here's another thing about online life. There's a great podcast, like obviously you know you're listening to this podcast, but in the entrepreneurial journey, one of my favorite podcasts is [How I Built This](#).

Luvvie: Oh, yes.

Jubril: By Guy Raz. An amazing business podcast. He has some of the most brilliant minds today in the world come on his podcast. And one of the stories that he had on there was by the glasses, what are they called? Now I forgot the name of the glasses. But long story short-

Luvvie: Warby Parker?

Jubril: ... Pardon?

Luvvie: Warby Parker?

Jubril: Yeah, yeah, Warby Parker. Warby Parker. That's it.

Warby Parker, they started online because, so he had the same thing. He had the same problem. He was losing glasses, and he is like, "Man, I got to pay another \$400 for glasses?"

So he went online, he's like, "Man, I can get these so cheap."

Because the big companies, there was really only one company that has a monopoly of everything, and they just jacked the price up. And then so he was about to start selling his glasses for \$30 because he can still make profit with these prescription glasses. And then his professor from his MBA program was like, "Don't do it. At least charge \$80." Or something like that. Because he's like, "If you charge too little, even though the quality is still going to be the same, people are going to have this perception in their head that they're junk if they're paying too little. They're like, "There's no way they can do that when these other companies is charging \$400.'"

And he did that, but the naysayers went ham with it.

But yeah, I buy a lot of my glasses online now and I pay like \$40, \$50. Like a lot of time. I can't tell you enough about it.

And I'm about to invest in, I won't put the name out here yet, but I got a glasses' company. Warby Parker can get the shout out because they're talking about ... Anyway that's a whole 'nother story. But yeah, I'm definitely going to be in the glasses business sooner than later. So that's going to be one of my new investments and stuff.

Luvvie: Yo, Jubril, me and you need to talk because I need to get some tips on that because you know I'm looking for some new investments. So you and I will talk offline.

So, you are basically living a life of leisure, so what are the things that you currently cannot do without? What is your self-care? Because I feel like your whole life is self-care, but what is your specific self-care routine?

Jubril: Self-care for me is making sure I spend enough time with my family. Family is big for me. If I can't go to my family enough, I bring my family to me.

Luvvie: Yes.

Jubril: My brother works with me all the time, so he's always traveling with me. I always see my family all the time.

Shout out to my other cousin. If you listen to music, make sure you check out my cousin, [Mr. Maleek Berry](#).

Luvvie: Oh, I love Maleek's music. Oh, my God.

Jubril: Yeah. So our moms are sisters. That's another thing, I think it's so important that you have someone to dream with. So when say about self-care, I really put a conscious effort on surrounding myself with people who are of the same mindset. I would say from 2007, probably like 2006, 2007 until like 2010 me and Maleek spoke every single day. Like every single day because we were the crazy ones in the family. That our dreams weren't really what they are today, and people see us today. But you keep each other sane throughout the process. And I think that's one of the most important things for myself, self-care. Yeah, it's just really surrounding myself with individuals that are positive, that are doing this thing that are good for the world. That don't complain too much.

But then also, for me, what's therapeutic is actually reaching back to people that want to help themselves. I get a lot of messages, I don't know, I get like thousands of messages every week on social media. If it's on Facebook, if it's on Instagram. And one of the most fulfilling things to me is pouring back into people not that say, "Hey, can I pick your brain." Because that's probably one of the worst questions. But actually are willing to do the work.

And I'm like, "Do this, do that. What kind of skillsets do you have?"

And I've had so many people, I mean, you can look at J.P. J.P. sent a message ... Well, we had a, what was it? Three years ago. He was even just struggling to get a job as a filmmaker in New Jersey. And then we put out an ad. Here's a, "Ha" to life. I've built a lot of our employees and work, I've put out ads on Facebook because I can do the targeting and I'm like, "This is what we're looking." So I found J.P. through an ad I targeted in New York.

And so me and Tiff wanted to film a video. He responded. Boom, we do a video. But long story short, now J.P. is more than self-efficient. I don't like to put people on blast with their money, but I feel it's empowering as well. It's not really bragging. He's making multiple six figures a year, traveling the world, doing filmmaking. Doing his thing. And that's just surrounding yourself with the right ... If you have the skillset though.

It's one thing if you trash, but if you actually have the skillset, if I can leave you with a few things, like actionable steps. If you actually have a great skillset, and then you're continuously working on your craft. Then you have examples of your work so when that time comes ... If J.P. was to say, "Oh, man, I'm a dope filmmaker man. Pick me."

And then I'm like, "You, but can I see a couple of the videos that you made."

"Well man, I didn't have anyone to shoot with."

I'm like, "I can't judge what you can do."

Luvvie: Right.

Jubril: So he had examples of stuff that he made in school, and some of the other smaller client work that he did. So he had examples of his work already.

And then he had the work ethic. And then all he needed was to get in the right circles.

A lot of people, sometimes they get around the right circles, and then they don't deliver on what they need to do. Or they don't overdeliver. Because the thing is, once you do good work in circles, it's like your name will travel throughout those circles. People don't understand I did so much work for free in the beginning, or really, really low price, just to prove my worth. And then that's all I did and just kept building and building from there.

Too many people want to start at a too high of a level, where it's like you're judging your chapter one on someone else's chapter eight. You don't know what kind of work they've been putting in. All these different things. And so it's frustrating. People don't even know what they're capable of.

J.P. was like, "I didn't even know this whole world exists." He's even blown his own mind. But you can do that because people, they love to build other people up. But do they deserve to be pulled up? And a lot of people I feel don't deserve to be pulled up because they haven't really put in the work, and done everything necessary to be helped pulled up. Because people love to hang around other like-minded people. For me, when I'm traveling I'm like, damn, I got more

people to travel with. More people I can hit and be like, "Yo, you all want to take a trip next week to Bali?"

And you know how good it is, I've got like 20 friends I can hit and say this. You want more friends to do dope stuff with, and to build with.

Luvvie: And I think that's the power of Voltron because we make sure that we build each other up, and we make sure that we're all doing things in our different circles so then when we come together, we can do like super nova stuff.

Jubril: Absolutely. All that.

I'm so quiet in the Waves Group. I'm sure you all know the Waves Group, but the stuff everybody is doing in Waves, and the most incredible thing is, the growth everybody has made in the last three years is mind blowing. It's getting to the point where it's like, "Oh, okay, yeah. Luvvie was on HBO yesterday."

It's a big deal, but it's so like, "Yo. Things have changed."

Luvvie: Yeah, I know.

Jubril: And it's so humbling. It's so humbling to be amongst peers. And that inspires you to do more within your circles. That's the self-love. Get a dope group that you can rise with. A dope group makes such a difference in your life. I can't even say. That's the biggest thing, just good people around me has been everything to me. Just good people is my self-love.

And then good music, taking walks, signing off of social media. As much as I love social media and it's giving me a life that, I shouldn't say I can never dream about because I did envision it, is that I feel social media addiction is real. And if you can talk scheduled time off of social media, I think it's really, really important. I find it really sad that when I go out I see so many people, I make a conscious effort to even just kind of educate people. Like, "Yo. You here with someone, put your phone down. Live this experience."

Luvvie: That's real.

Jubril: Because the phone is great for what it is but real relationships are so precious, and if take the time, put the phone down. The addiction is so real. I feel like we rehab, not even like a joke, there has to be some type of program. You go out, you go to the pool, you go to concerts, you go to all these things and it's like phone, phone.

Luvvie: Yeah.

Jubril: Like people need to hear the story being fired but there has to be some type of personal limit to how much consumption you have. Like alcohol, right? There's a limit on how much alcohol you should have. And there should be a limit on how much they should social media you consume.

Luvvie: Absolutely. It's a problem. It's all a problem, but yeah no, that's a key. That's a major key for us to be present.

Yeah, man. I wanted people to know more about Jubril, because he's the real G who moves in solids. A lot of people don't know some of the dope folks who are behind the scenes, who are wealthy, who are living the lives they want to live, who are doing good work.

Jubril, you're probably the low-keyest one in Voltron, but listen, you doing this dope work. And I'm like, I wanted to make sure people in Rants who listen to this podcast know that you don't have to necessarily be visible, like hyper-visible, to be making money, to be building generational wealth, and to be making impact in a lot of people's lives.

Jubril: Ah, definitely, definitely not. I just appreciate the time. When I saw the email for the invite, and I was truly humbled, like truly, truly humbled. I know all the other guests that have been on. And I love to share.

But I'm telling you like the thing you said about so many people making things happen. There's so many names that you could Google. I'll actually give you a few names. If you want some Black excellence to Google and find that they have follow tales probably less than 2000, but when we're talking about they making moves in this world. So YouTube or Google a guy by the name of Troy Carter.

Luvvie: Yes.

Jubril: So Troy Carter, he's in the investing world. He actually used to be Will Smith's personal assistant. Just listen to his story. He's probably about to be one of next Black billionaires in the world. Just crazy portfolio. One of the early investors in YouTube, and Uber, and just a crazy portfolio. And he's behind so many different things. Just a crazy, crazy guy.

Check out [Chris Lyons](#). So Lyons like a L-Y-O-N-S. So Chris Lyons, he's out of Oakland. Low file account, major impact. And everyone in the inside knows Chris. If you're talking about Diddy. So he put together this fund out in, he's based out of Oakland. And Diddy invest in the fund. I just saw Will, Quincy Jones. Everyone that you can just pretty much think of invest in the fund.

And then Luvvie, you said you had Rich on-

Luvvie: [Rich Dennis](#).

Jubril: ... recently.

Luvvie: Yeah.

Jubril: And so his story is unbelievable. Low follow account, high impact. These are so many of the G's making moves in silence, but are really making moves. They're like your influencers, and your rappers idols when they're in the room. So these are some of the names to peek and check out.

Luvvie: And people can follow you.

Jubril: Maybe I'll design a bio. I give shout outs to other people just to check them out.

Luvvie: And y'all can follow Jubril. He's on Instagram @jubril8 so that's J-U-B-R-I-L-8.

I'm talking about do not think people don't have impact because they don't have 100,000 followers. Jubril, you have 40,000, but like on your YouTube videos you've got hundreds of thousands of views and all that stuff. So I'm proud of you. Keep doing this dope work. And I'm excited because you and I are about to work together too. So, yes indeed, sir.

Jubril: Thank you. Like I said it's an honor, like truly, truly humbled. Thank you so much.

Luvvie: Indeed. We know what's at. Holler.

Appreciate you, man.

Jubril: All right. Take care.

Luvvie: Bye.

Yo, shout out to Jubril Agoro for joining me. He is brilliant. Like brilliant. Please follow him on social media. He's @jubril8 on [Instagram](#). That's J-U-B-R-I-L and the number eight. If you're on [Twitter](#), he's just @jubril, J-U-B-R-I-L. And then follow his company, Passport Heavy on [Facebook](#) and [Instagram](#). That's @passportheavy. Their content is sick.

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So I'll see you on the next episode.