

Announcer: Welcome to the Carey Nieuwhof Leadership Podcast. A podcast all about leadership, change, and personal growth. The goal? To help you lead like never before in your church or in your business. Now, your host, Carey Nieuwhof.

Carey Nieuwhof: Hey everybody, and welcome to episode 277 of the podcast. My name is Carey Nieuwhof, and I hope our time together today helps you lead like never before. I'm so thrilled to have my good friend Sam Collier back on the podcast. We talk about this in the show, I don't want to wreck it, but like it was five years ago that we were on a drive from Austin to Dallas, and he was in the back seat of an SUV with Reggie Joiner and I. I mean nobody knew who Sam Collier was, and he's on some of the biggest stages in the world right now. We talk about how to find your voice, build a platform, stay true to yourself, handle feedback and criticism. Sam is an amazing friend. He's got a new book coming out as well, which I'm super excited about. Yeah, he's just everywhere these days and I'm so thrilled that Sam is back on the podcast. So we're going to talk about that journey.

Carey Nieuwhof: For those of you who want to build your own platform, or you're dealing with a high growth environment or how to get your message out there, I think you're going to absolutely love today. Hey, let's connect on social media this summer. I love Instagram. You can find me there. It's just my full name, Carey Nieuwhof. I think you can misspell it, you'll still find me. I love hanging out on Insta Stories. So that's an awful lot of fun, and I just want to take a moment to thank all of you who are leaving ratings and reviews. Here's one from Laurie Brumfield. Laurie, thank you so much for leaving this. You said, "Carey, I absolutely love this podcast. The interviews are always insightful and full of so much heart and wisdom. Thanks for sharing these amazing interviews." Hey Laurie, it's a privilege to do that.

Carey Nieuwhof: Also, Tony said, "Look forward to each podcast." Jonathan said, "I cannot recommend this podcast enough. Every episode is full of interesting, informative and immediately applicable information. I never miss an episode. Thank you, Carey and team for all your hard work and investment in others. You guys are rock stars. Thank you so much." Really appreciate that, Jonathan Baker. I love this one. Craig says, "I can't believe this is free." That's great. I love that. "Carey gives a front row seat to thought leaders of our generation. Thanks is inadequate." You guys, you make it so worthwhile. So thank you for those ratings and reviews. By the time you hear this, we're probably at over 1,000 now in the U.S. iTunes store and hundreds more worldwide. Just thank you for that. Now I want to talk to you guys about what you are doing for graphic design?

Carey Nieuwhof: Briar is one of those people moonlighting as a worship leader on Sundays, and during the week guess what, she's a project manager at Pro Media Fire. Her passion is leading her church in worship on Sunday, and helping churches all week long with their media. So we have professionals who do this at Pro Media Fire, and Briar works with partner churches and creatives to help get projects

done on time. So whether you need a custom graphic for the next sermon series, a hot social video that people are actually going to share, she keeps the projects running smoothly. At Pro Media Fire, you get an entire creative team. People like Briar, for the fraction of a cost of one staff hire. They know ministry, they know media. If you want custom graphic design and video, checkout Pro Media Fire by going to promediafire.com/carey, you'll get 10% off the plans for life if you go to that site, promediafire.com/carey, and they'd love to serve you there.

Carey Nieuwhof: Also, your volunteers have a lot on their plate already. Most of them are working full time jobs, raising kids, trying their best to serve well, running off to soccer, baseball, football. So communicating with busy people, not easy. I mean a lot of people don't check their social messages anymore. They aren't going to read a 14 paragraph long email. So how do you actually connect with the wide variety of people you serve in the church? Well HuddleUp is a new communication tool built by the same team that brought you TrainedUp. HuddleUp lets you easily record a weekly update video from your Webcam, send it out to your team and give everyone an easy place to communicate with one another. Your busy team members get the communications they need in a format that's easy to digest, and you get a simple place for all communication to happen without having to navigate between separate tools for email, text messaging and live chat. It's all there.

Carey Nieuwhof: So head on over to servehq.church and checkout HuddleUp for free for 14 days. You get full access to the tool, as well as personal support from the ServeHQ team. So that's servehq.church and make sure you sign up for your free trial of HuddleUp. Well. Without further ado, let's dive into my always rich and powerful conversation with my friend Sam Collier. Sam, welcome back to the podcast, man. Good to have you.

Sam Collier: Man, it's such an honor to be on this platform. It's one of the largest leadership Christian platforms in the country man. This is just-

Carey Nieuwhof: That's what my mom says. She does, Sam. I got to tell you, you're unique because the first time you were on the show, you remember we were supposed to have another guest, who shall be nameless and is coming back on the podcast. It was done live at Orange, and all of a sudden he couldn't make it. We're sitting there with a live audience with video cameras rolling, and they're like, Sam Collier's available. I'm like, "Great. You're going to be on the podcast. Anyway, now you're on right now." That was a great interview, dude. That was awesome.

Sam Collier: Again, it was such an honor. I felt like it's one of those times when God moves and he's like, "Hey, I want this to happen." I'm like, "Of course, whatever Carey's doing, I'm doing. I'm in."

Carey Nieuwhof: Well I'll tell you, I feel that way about you Sam. We got a lot of your back story, a lot of the story of growing up and just really difficult circumstances. I'm always fascinated with people who were not born in a particularly affluent or well connected family, and God has done incredible things with their lives. That's certainly your story, but I got to tell you dude, you have a rocket attached to you. Every time I look at you, you're doing something new, something bigger, something better. It wasn't, and I think we talked about this the first time I had you on the podcast, but you really had no public ministry. Was that five years ago that you and I were in the same car on the way from Austin to Dallas, Texas?

Sam Collier: Yes, 100%. I was going to say this, a large part of I mean, I don't know if you call it success or influence, or my influence expanding. A large part of that has been you being available by text, because you know let's just be honest, anytime I'm trying to figure something out, I'm texting you. What's crazy to me is I know you're busy. I know you're running around, but you always take a moment and say, "Hey Sam, here's how you think about Facebook ads. Hey Sam, here's how you do this. Here's how I did, here's how you galvanize emails and here's what you need to be doing." That's been such a big thing for me, and it started in that car in Austin on the way to Dallas.

Carey Nieuwhof: So for leaders, let's take them back to that moment. Where were you in your life? Was that, well let's just call it, was that four years ago, five years ago? Something like that?

Sam Collier: I don't tell this story much, but I'm so glad you're asking me about it. I don't think I've told it in this way ever. Yeah, it was about four or five years ago, and where I was in my life man, I was taking a leap of faith. Most people don't know that. I think you knew that, but I was at New Birth for a very long time and then we went to that church scandal, and it dropped from 25,000 down to 3,000 in a year. Then after New Birth, I went to Green Pastures, which was a 1,500 member church.

Carey Nieuwhof: Were you on staff there, or you were attending?

Sam Collier: Yeah, basically I was worship pastor, but then also an associate pastor. I would preach about twice a month there. I got re-ordained and relicensed in ministry through Green Pastures. I was really trying to figure out, I felt God calling me into, I don't want to even say more innovative spaces, but just into a more multicultural kind of space. I was trying to figure out how to get over there. I'm like, "Man, what am I going to do?" You know the model of North Point, it's right people, right places. When I first got the Buckhead Church, it was the Buckhead campus, it was, "Hey Sam, you're the right person, but we got to find the right place." For me, I hated. I don't even want to use the word hate. I am not wired per se to do 9:00 to 5:00, which I think you can maybe a little bit more attest to. I'm an entrepreneur at heart. Go ahead.

Carey Nieuwhof: I can relate to that buddy, absolutely 100%. I'm not exactly wired for 9:00 to 5:00 either.

Sam Collier: Right, right, but some people are amazing at that. I just knew I wasn't, and so in North Point, they hire directors, which you know. So you got to come in, you have to be able to manage that thing. You've got to be consistent. I had already learned by that time that I would not be good in a staff role, but they wanted me to be a part of the system and a part of the culture, and I wanted to be a part of system and a part of the culture, but then we had that financial issue. You know what I'm saying? It's like my-

Carey Nieuwhof: Well, at some point I have to eat, right?

Sam Collier: Exactly. So Buckhead Church just jumped in with me and said, "You know what? We'll have you twice a month, you'll be involved in what we're doing." I became a speaker/hosts communicator whatever at North Point, then I just started jumping and jumping and jumping and jumping. I wanted that, but still that finance wasn't enough to really support the season I was in. So I was trying to figure how do I jump from where I'm at to get into this new space? I went through a moment where Buckhead was just like, "Hey, we'll partner with you for a year and really figure out some things." They basically, and I'm just going to be honest. They were giving me the minimal amount that I would need, which for them was the maximum amount of that specific role. You know what I'm saying?

Sam Collier: So they were really getting all in, shout out to Andy for always believing in me and letting me be on that stage. Chris Green, who did that. I was living paycheck to paycheck, paycheck to paycheck. Elevate came along and they said, "Hey, we'll give you a retainer. You can still do North Point, but we'll help you out." So still I was living paycheck to paycheck, but the finance had increased a little bit more. Then I did BigStuf, met Jon Acuff. I don't know if I told you this, but I had no idea who Jon Acuff was. Again, I grew up black community, black, black, black, black, black people, everything. Anything. So Jon Acuff is talking to me and he's like, "Man, who are you?" Because I was different. I always say I was one of the first of my kind to come from a Pentecostal background, and jump over into North Point.

Carey Nieuwhof: Yeah. That's a culture shift.

Sam Collier: It was completely. So I was still trying to figure out who everybody was and so I think Jon noticed that I was a little different. So he's like, "Man, tell me about your story." We're backstage at BigStuf camps down in Panama City Beach, and he Googles me and sees I have this nonprofit. He's like, "Wait, you do work in the inner city? Okay. You worked with Martin Luther King's family. Wait, who are you?" Then he brings his wife over and I still don't know who Jon is. He's like, "Man, you got to meet Reggie Joiner." I said, "Who's that?"

Carey Nieuwhof: Don't tell Reggie, but that's what my response was the first time someone said, you got to meet Reggie Joiner, and he changed my life so I get it.

Sam Collier: That's where we're getting. He said, "You got to meet Reggie Joiner." I'm like, who's ... So then I'm like, "I don't know who Jon Acuff is. I have no idea who Reggie is." Then a friend of mine, I think it was Trey McKnight or Joseph or somebody, a Chris Collie somebody came to me and said, "Do you know who that is?" I'm like, "No, who's that?" He's like, "It's Jon Acuff. Google him." So I Googled him, I was like, oh my God. Next thing I know, I'm in a room with Kristen Ivy who is saying, you need to meet Reggie Joiner and I'm on a plane to Austin, Texas and I'm in a car with Carey Nieuwhof, Reggie Joiner, Kristen Ivy, and Colette and I'm going, "What is happening?"

Carey Nieuwhof: We're driving from Austin to Dallas, which is not a short drive.

Sam Collier: Four hour drive of which is really, I mean it was an unbelievable experience because for four hours you guys, you was like, "Well, who are you? Who do you want to be? What's your mission statement in life?" I'm like, "Ahhh!" When we finally land in Dallas, and I think you were in this meeting, we went into a meeting with the head of TD Jakes Enterprises.

Carey Nieuwhof: Yeah. I was in that meeting.

Sam Collier: All in one day.

Carey Nieuwhof: Right. So your mind is blown.

Sam Collier: I'm just like, "Ahhh!" 2:00 AM that night, I met Reggie in the lobby at the hotel. He said, "I like you, I like you." I said, "I like you." We were trying to figure out how to play together, and he was like I want a date before we get married.

Carey Nieuwhof: Yeah, classic Reg.

Sam Collier: Right, but five years later, man, my whole life has changed from that car.

Carey Nieuwhof: It's really interesting because I look back on that and Brian Houston, who's been a guest on this podcast. He says what you have to do, if you really want to create an amazing team. I mean my goodness, Brian and his team have created a world class team that's literally changing the world, but he says you have to spot the gold in people. I think that is a gift that our mutual friend, Reggie Joiner, who at some point before I die will be a guest on this podcast. I'm just naming him once again, that's a long standing joke between Reggie and I. You guys who don't know him have to get to meet him. You got to get to know him. You've got to spot the gold in people, and Reggie is so good at that. He will see and obviously Jon was good at it and I saw gold in you. Potential.

Carey Nieuwhof: It's interesting because what was, I want to ask you, what was the next step for you, because a lot of listeners, most of us have met somebody who has greater influence than we do. Just translate this into every situation, whether you're in ministry, whether you're in business, entrepreneur. You meet somebody, like I got a friend whose life goal was to meet Richard Branson, and he's out in the Caribbean. I don't know where Necker Island is, but it's somewhere warm and tropical and he happened to be near it, and Branson shows up. It's like, wow, what do you do in those moments, right? That's another conversation for another day, but you're meeting with Reggie. You have an opportunity to meet somebody, you've met Acuff already. You have a chance, Sam, to do something a lot of other people wouldn't have. How did you know what to do next, or did you know what to do next? Just walk us through that a little bit.

Sam Collier: Wow. I didn't know this at the time, but I think I had an intuitive, lack of a better phrase, unction that pushed me to do this. I had Brad Lomenick on the Greater Story on my podcast. One of the biggest statements he made was he said if you crush it in the now it will lead to your next in a sense. He said, but the goal is everybody wants to figure out what's next. He said, but what you need to do is crush it in the now, because if you can crush it in the now, it'll lead to the next. I think for me, that became the goal. It was how do I crush what I have in my hands so that it can lead to something else. That night after Reggie, after me and him talked, he said, "Hey, I want to turn this diversity corner." We had just had that meeting with Jakes Enterprises, later TD Jakes endorsed Orange curriculum and conference and all that.

Sam Collier: I was still at North Point and my goal was just to every Sunday I get on stage, I wanted to nail the announcements and the offertory moment like never before. I said how can I get better at this? How can I get better at this? Luckily, I had people like Chris Green, like Lincoln, who's over at Buckhead, like Lauren S. B. Like Jeff Henderson, who were calling me up to a higher space. That's what I love about North Point is they will, and you know this because you all do it at Connexus. They will give you feedback after every moment, it doesn't matter how big or small it is. They're going, I hate that sentence. You could have said that a little bit better. I love what you did there. Let's try this. So they were always calling me. So for me, I just kept chasing after lack of a better phrase, greatness. I'm like, I want to chase after being great. I want to chase, and if I were to turn the corner a little bit and say this and we talk about it.

Sam Collier: There was a pressure on me that I don't think anybody put on me, but myself and maybe my parents of being, when you're a black man in America, in a predominantly white space, that's not just a normal white space. It's one of the largest churches in America and you're at Orange, which is one of the largest parent church organizations in the world.

Carey Nieuwhof: Period. Yeah.

Sam Collier: Period. Which is Reggie Joiner founded it for the listeners. It's I'm going, I got to get on my game. You know what I'm saying?

Carey Nieuwhof: That's it, that's it.

Sam Collier: So every night before I would get up to be at North Point, and even before I would get on an Orange stage and I'll talk to you about how hard Reggie pressed me in a second. I would go over that welcome 10 times every night. I would go, okay, great. I had a mentor of mine that told me I grew up in theater. He told me as soon as you get tired of rehearsing, do it one more time.

Carey Nieuwhof: That's good.

Sam Collier: I know. He said that's when you know you've got it. So that's what I would do. I was determined, because North Point was on me too. Not because I was black, but because they were on everybody. You know what I'm saying?

Carey Nieuwhof: Yeah, I know. Listen, that is the culture there for sure.

Sam Collier: Yeah. So every night, every night, every night, every night, every night, I would get up and so my goal was to crush it in the now and it did, and it did lead to my next. Reggie, when I got to Orange, Lord. I mean you know, because you've worked with Reggie before.

Carey Nieuwhof: Oh gosh, he's really nice about it, but-

Sam Collier: He is, but he's like, let's talk about that sentence again. You're talking about one sentence for an hour.

Carey Nieuwhof: Listen, when we wrote a book together, all those years ago, we spent I think I can honestly say weeks debating the five key phrases in the book. Weeks. We would spend an entire day on is it fight for the heart or fight for your family or what? Like what is that? I didn't understand it at the time. So if you look at Reggie strength finders, and this is an applicable principle beyond just our idiosyncratic story. Reggie's one of his primary strengths. I believe his communication, and a communicator like Andy, I wouldn't be surprised if Andy Stanley, one of his principal's strengths has to be communication. It has to be. I mean they will see nuances in phrases that I just didn't naturally see. Now a decade later, oh my gosh, or 12 or 14 years later, I realize how important those words are. Yeah, but at first did it seem to you? It's like, hey, let's talk about that sentence.

Sam Collier: Oh my gosh. It was, yeah and I think even for me, what was even more difficult was trying to hold onto to my authenticity while changing sentences, which made it even more difficult because not only were we talking about what we were trying to say, but I'm like, well, I wouldn't say it that way. So now we're

like, okay, well how would you say it? Then it's like we were going back and forth.

Carey Nieuwhof: That's really interesting. Was some of that cultural, because of your background versus all those white people in the suburbs? Is that part of it?

Sam Collier: It was all cultural when it came to that, and that's been when we talk about, and we may talk about this later, but when we talked about diversity work, it's like for me that's always what I say. It's how do, my biggest challenge was becoming relevant in a new culture while holding on to my own.

Carey Nieuwhof: How do you do that, Sam? That is fascinating. I want to go there. Yeah.

Sam Collier: I think on a very practical level, and then we can jump back to emotional, spiritual, the inspirational part. I think on a very practical level, it's learning grammar. So for me, and I knew grammar, but I had to differentiate what was good grammar and what was style. Oftentimes those two competed against one another, because while we would spend a moment on grammar, and that was great and I was like, well, I don't know if it's grammar there as much as you would say it that way culturally. That's how the culture speak, like we can change grammar and we can flip things around and we can do that, but I don't want to change style. I remember hitting a point and I don't know which organization I was in. I don't think it was North Point or Orange, and this is more to the inspirational part.

Sam Collier: When we started getting into syntax, which is how you put your sentences together. You know what I'm saying? How you connect words, which is separate from grammar. It's just how you are saying something, that's when I had to push the pause button and I do that all the time. I'm going, all right hold on, hold on. I want to say it like a black man would say it, but I'm also going to say it in a way where people can understand it, which is grammar, but I don't want to lose my style. You know what I'm saying?

Carey Nieuwhof: No, I get it. Listen, as a guy who comes from maybe a more similar cultural background, working with those communicators, and it was like well, let's say it this way or let's try it that way, there is when your voice is being reshaped. Whether that's you're just in a brand new book deal, or you're going to be working with editors and whatever their background, they're going to be like, Sam, don't say it this way. What about this way, or this point doesn't resonate. I think what you're saying is universal in the sense that when you're being challenged, when you're being shaped, there's a certain point at which if I change too much, I'm not me anymore and I don't know how to wake up being that. I fit into a suit that doesn't fit me. Like I'm wearing this thing, I'm wearing Saul's armor, to use a biblical metaphor. I can imagine when the cultural background is as different as yours was from say Reggie's or Andy's or whoever you were working with, that that's even a bigger challenge. I get that.

Sam Collier: Yeah, because the example I get in my head is it would be like trying to take the Canadian out of you. I'm like, no, no, no, no, no, no. You know what I'm saying? Like we need the, I don't know what the phrase is. Is it oh, is it hey? What is the Canadian phrase?

Carey Nieuwhof: Eh. It's beautiful day, eh.

Sam Collier: That's what I'm like, you don't want to lose that, and people can understand that that's not a grammar issue. That's a cultural thing that is unique to Carey Nieuwhof. So for me, I wanted to keep my cultural idiosyncrasies, if you will, but speak in a language in which the new culture can understand. So the other side of that for me was asking questions around, okay, that was too cultural to where nobody can understand it. How do I say what I'm trying to say in a way in which you can get it. So it was just figuring out, for lack of a better phrase, where the landmines were so that I didn't keep stepping on them.

Carey Nieuwhof: Isn't that fascinating? Yeah. I was in England, all right. So I mean Canada used to be a British colony 150 years ago. I won't say the word because I don't want to jump all over our UK listeners, but there was a term we use just not very often, but from time to time, which apparently means something very vulgar and very sexual in England. So when you are on that platform in England, do not say those words. You just don't know that, right? I don't know what it means in your culture to say whatever I'm going to say. How did you, I mean I know it's almost hard to answer, but how did you get to the point where you said, this is still me, but that made me better. You know what? Now I can speak to a bigger audience, but I'm still Sam. I'm still the guy, that's still my story. That's still my background. That's still my soul, but I'm better because of the shaping.

Sam Collier: Great question. This is why you do what you do. I would say there was a moment, a season, I'll say this. Yeah, I'll say this. It took me two years to understand North Point. Two years before I could really get it, before I really felt like I understood all the rules, before I really felt like I understood the culture and could now start making it my own. It took me two years, because I had to, it was a lot I had to understand the theological changes, I had to understand the cultural shifts, and I had to understand what was valuable to me. That took me a really long, and what was valuable in that system and what was valuable about me in that system. So that took about two years to figure out.

Sam Collier: So within that two year process, there was some things that I did that were really consistent. I had to watch a ton of communicators that I enjoyed, that were relevant in that space, which Andy was one obviously. I think this is before I met you. I actually really enjoyed Clay Scroggins for a while. I enjoyed Judas Smith for a long time. I really enjoyed aspects of Furtick's communication. So I would study them, because those were the people that were reaching the audience that I would want to reach. Then I went and studied TD Jakes and Robert Madu and John Gray, and the people that I enjoyed on the other side. I said what can I take from both of those sides to make the new me, which for me

I feel like, and I think you can attest this. I feel like we get better as communicators when we listen to other people, and we grab. I mean there's nothing original under the sun, right?

Sam Collier: It's just new mixtures of things, which from North Point you'll grab the bottom line and you go, okay, great. I want that bottom line thing. You'll grab the even rhyming, even rhyming the bottom lines. You'll grab the connection, the tension, the truth application, the felt needs and what do you do after that? Those are the things you're going to take from that, but from TD Jakes, I wanted to keep the soul. I'm going, I want the soul. I may not structure or I message the same way, but I want that storytelling. I want the soul of what he's doing. If I could bring all those things into one world, maybe that's who Sam is. So for me, I knew it was me because I valued it. If I didn't value it and if it didn't attract me, it was not something I knew that probably would work in me. So I think that's how I discovered the new me.

Carey Nieuwhof: Well this is really fascinating to me, because I didn't know that you had done that much intentional study, that there was that much shaping. Here's where I want to go, because literally an hour before we started recording, I'm on Instagram and I'm just scrolling through my feed. I follow a lot of people and there's this one guy who I will not name, and I'm like, dude, you're trying to be Rich Wilkerson or Judah Smith. It's just there's a trying too hard part and I mean this is the case I've seen guys and I'm like, "Man, you've adopted the style and the mannerisms of Andy Stanley, or you're trying to be Furtick." They're like the thing is, I don't think Furtick is getting up in the morning trying to be anybody other than who God created him to be. Same with Judah, same with Rich, same with Robert Madu, same with TD Jakes.

Carey Nieuwhof: Yet what I love and this, I mean sincerely, we've spent a lot of time in the same place together. I've never found a hint of derivative in you where I'm like, "Hey Sam, you're just trying to be a little bit too much like Reggie, or a little too much like TD Jakes, or a little bit too much like all of the influences that you've said where you're almost a mini me." In the midst of all of that, I'm like, no, that's just Sam. So when you studied that carefully, how did you end up not just being an imitator? How did you allow that to shape you without allowing it to break you, or to remake you into certain-

Sam Collier: Carey.

Carey Nieuwhof: You're not, Sam.

Sam Collier: Carey.

Carey Nieuwhof: Tell me my friend.

- Sam Collier: You are incredible at this. Oh my God, I got goosebumps. Man, I really have to say, I think that you have to start, in my opinion, this is just my opinion, with liking yourself.
- Carey Nieuwhof: Okay. Stop the interview right there. Thank you, Sam. You can be on again another time. Wow, that's huge.
- Sam Collier: I had to first go, do I like me? Like, what do I like about me? What do I enjoy? That's a hard line because there will be people that don't like you, and the things that you like about you, they won't like, but you have to like it anyway. You know what I'm saying?
- Carey Nieuwhof: Yeah, yeah, yeah, yeah. Well, and that's ... So let's play that out because you're getting feedback on a regular basis, which ... Listen, I listened to an interview recently of a communicator about how can you be a better communicator. At the end of listening to him talk for an hour, and he's not a name anybody would know, but the picture I got of him is like nobody can critique me. If they're critiquing me, there's something wrong with them. There's nothing wrong with me. I'm like dude, you are so insecure. That takes, it takes so much security to sit down and have them. I'm sure it hurts some times where you're like, really, we're fighting over this sentence. Okay, so how can I say it? How did you not let that defeat you, and how did you still like yourself in those moments where you're like, man, these guys are like, they're critiquing me over and over and over again? How did you keep liking yourself? Were there periods where you lost your confidence or your swagger or whatever?
- Sam Collier: Yeah, this is such a great question, Carey. I'm not trying to blow smoke. I do interviews too, so I'm just like Carey, you're killing this. So I'm sorry, this is the little bit of the interviewer in me going "this is amazing". I'm going to get a little deep for a second. I think for me, the filter that I had to build to receive criticism, because you have to receive it if you're going to be better. I mean that's hands down. I've read too many books, and I had North Point, Orange, all the other worlds that were in, Catalyst. I would even include this podcast, and Connexus. They hammer into you the idea that if you can't be questioned, then you're probably questionable. You know what I'm saying?
- Carey Nieuwhof: Mm-hmm, 100%.
- Sam Collier: If you're not being critiqued by anybody, then what are you doing? You're not getting better. So for me, I value that, but because of my cultural background and because of my goals, I had to build a filter because it is very ... I know a lot guys, and I'm going to push this episode whenever it comes out. I'm going to push it through my platforms everywhere, because I have a ton of minorities that call me and text me that are in large positions and in large spaces that have the same question. They're going, how do we do this and still keep us in ... I know a lot of minorities who have lost themselves, and they go through a

depression, or they go through I don't know what I'm doing or what. The filter I had to build was this, do they understand me?

Sam Collier: Before we start getting in to criticism, do they understand me? Do they know my goals? Do they like me? Do they believe in me? What they're saying about me, is that resonating with my spirit? That was, I mean not to blow smoke again, but I think one of the reasons I love you is because I've always felt that way. People ask me about you all the time. They say, and this isn't the Carey hour, but I'm using it because we're on your podcast, and this is great. Everywhere I go around the country, people are going, "Do you listen to Carey?" I'm like, "Yeah, I know Carey. He's awesome." They say, "What is he like? I mean is he really like that?" I said, "He's better off the microphone than he is on the microphone." I say you get the leadership side of Carey on the microphone, but when you meet Carey off the microphone, you get the pastor. He's the guy that's breathing belief, and from day one you did that.

Sam Collier: So I try to look for those traits in people before I let them into my soul, because for me, and this is I'm being vulnerable. For me, I am very impressionable. I am. I'm a words-of-affirmation guy on the love language. So words are everything for me. If you tell me something, I'm thinking about it for six months. I'm going through that time Carey said that to me back in January.

Carey Nieuwhof: I got a friend like that, who's that way. He's like, remember when you said, I'm like, I don't remember what I said yesterday.

Sam Collier: So words go, they're so big to me. So criticism was a, I don't want to say a tough thing for me, but it was a thing I took seriously because I'm going, if I let you in, I could lose myself. So that was my filter. Do they get me? There were people that didn't get me, they didn't get me. So I'm like, I can't let you in that space.

Carey Nieuwhof: That is so helpful. Thank you for what you said. I hope that's true. I hope that's even more true a decade from now, 20 years from now than it is now, Sam. What I really appreciate about that and that rings true in my experience too, especially today, there's a million people who will tell you things, right? Like just go on social, read the comments. If you're on YouTube, it's like everybody's got an opinion, but there's when somebody knows you and somebody loves you and somebody believes in you and they're like, "Hey, let's work on that word, or have you thought about," that is gold. You go into Proverbs and that's like criticism from a friend is better than praise from an enemy. That is so wise. So you say that you have so many friends as you would, who are minorities who are struggling with that. Talk to them for a minute and help them out with that, because that's a world that you are uniquely positioned to speak into.

Sam Collier: Wow. I would say this and I try not to get too passionate. I would say don't just let everybody in, but you got to let somebody in. In order to let somebody in, you got to spend a lot of time on the front end. Spend time, going to lunch with people and asking them questions, and getting their feedback about what they

see for you 10 years from now, and what they see in you and hold that up to your vision of yourself, or to the vision that may be even your mom has given you. I mean there are leaders in my life before I came over to the majority, I don't want to even say majority, but the more Caucasian space, the more white space. This is becoming a multicultural space, so I'm even more excited because I see that work happening-

Carey Nieuwhof: As it should be.

Sam Collier: Yeah, and it's amazing. There are churches I go to, I'm like, wow, you guys, you got it. There were people from my past that I knew, knew me. So when I meet new people, I try to hold up those words. It's like, wait a minute, that guy or that pastor or that mentor that may be still in my life, the way he speaks to me, does this person I speak to, maybe it doesn't sound the same, but is it the same heartbeat? That doesn't mean that you're always going to agree. That doesn't mean that, because I think somebody's listening going wait a minute, if you feel a certain way, a different way, now all of a sudden the person is not the person. No, I'm not saying that. I'm saying the person knows you to your core. So when they say something challenging to you, you believe it. You let them in. You let them speak into you, but the foundation is they got to know you. So spend some time letting people learn, and don't sacrifice your authenticity for influence.

Carey Nieuwhof: Was that a temptation?

Sam Collier: Which is ... It's a temptation every day. It's a temptation every day, I'll tell you this, Carey. I woke up one day and I said to myself, and I feel like the Lord said this to me, he said, every stage is not your stage. That was so hard for me because you want to reach as many people as possible, but the Lord said to me, he said, every stage is not your stage. Every stage is not everybody's stage. Just like we all have a certain amount of people that God I believe has connected to our platform. They're going to come, and it doesn't have to be 10 people. It's millions, but it means a lot of people in the world. You know what I'm saying?

Carey Nieuwhof: Yeah, yeah.

Sam Collier: Not every stage is your stage, and so there will be stages, and I'm done after this. There will be stages that I've had to even turn down, because they asked me not to be me. I said this is not my stage, but there are stages that are for me.

Carey Nieuwhof: Okay. So on that note, because it is remarkable from the backseat of that Yukon or Tahoe or whatever. Tahoe, is that a track-

Sam Collier: Yeah, yeah, yeah. Tahoe.

Carey Nieuwhof: Tahoe, thank you. Four or five years ago to see what you're doing now and I'll just be totally transparent. One of the things I've learned is let God open the

doors, don't do it yourself. That's been tough, but I said to you before we started recording, I was telling you about South by Southwest. Literally just before we started our interview, I spoke there in March of 2019 and they had said to me hey, you want to come back in 2020 and we'll do some more together? I'm like, are you kidding me? I just got the email, and I was ready. I had the time on my calendar, but I'm like, I'm not going to push, I'm not going to prod. I get an email from South by Southwest. We'd love to have you back and let's do more next year, can we talk next week? I'm like, yes. What I feel so good about is God opened that door, and I felt like I had to be okay with him saying, I'm going to close it. Maybe by the time this airs, or next year it all fell apart. Like, who knows?

Carey Nieuwhof: My philosophy has been let God open the door, don't open it yourself. If he's going to do any lifting, let him do it. So I want to talk to you a little bit, because it is a remarkable rocket ride you've been on. Give people an idea of where Sam Collier International Media has gone in the last. Dude, every time I talk to you, I get a text, I was like I got a TV show. I got this, and I got that. Everywhere I look on social, you're hosting here, or you're over there. So give us a quick preview of what you're up to these days. Then I want to go in detail with you, how were you aggressive and ambitious without being selfish or every stage is not your stage? It's a real, I know that's tough, but we got a lot of entrepreneurs, we got a lot of preachers, we got a lot of ambitious people listening and I want to go there. So what are you doing right now? Then how did you know what door to walk through, and what to leave behind? How did that go?

Sam Collier: Wow. I think the most pressing thing, and I'll try to walk backwards of where we are now and then stuff that happened before. We just accepted a publishing offer, a two book deal from Baker, and it was between Zondervan, Thomas and Thomas Nelson and Baker and Tyndale. I mean shout out to Alex Field, Alexander Field who me and you talked about. That guy, I think 80% of why they called me back was because of him.

Carey Nieuwhof: He's a good dude, he's an awesome dude.

Sam Collier: We went with Baker, not that the other ones weren't amazing because they were, and hopefully I'll be able to do some things with them in the future. Baker just, we just felt like they had told stories like ours before, and they were really fashioned I think to commit to the idea a little bit. So we're going to do A Greater Story, the book. It's going to be about my life story and how I met my biological family on the Steve Harvey Show, which we can talk about later. Then the second book is going to be, I think we're going to go with The Diverse Leader. So it's just helping leaders lead in a multicultural world, and so it'll be about that. The first one will be A Greater Story, so I'm really excited about that. The TV platform and radio and podcast platform has just been crazy.

Sam Collier: My mission behind it and the heart behind it for me was in the Christian world, I don't think we have a shortage of content. I think we have a shortage of

platform. So for me, and here's the example I'll use. If you put a business book out, and you're in mainstream America, you can pretty much hit a couple places and it hit everybody. If you come out with an album that's an R&B album or a pop album or whatever it is, you can pretty much hit a couple of places and it's out. You can go to Jimmy Fallon, you can hit this other show, and you can go here and next thing you know... You know what I'm saying?

Carey Nieuwhof: Fair enough, I see what you're saying. Yeah.

Sam Collier: There's not too many platforms in the Christian space. This is one, the one that we're on now that actually hits a lot of people at one time, to where you can-

Carey Nieuwhof: That's a good point. I hadn't thought about that. It's a pretty fractionalized market now. Particularly with the decline of TV. Yeah.

Sam Collier: 100% like you have to go everywhere. You have to hit this podcast, and this podcast and you've got to speak at this church, and you got to hit this church. You got to hit this conference and then you have to tour everywhere just to make sure the message gets out. You know what I mean? You know-

Carey Nieuwhof: I do. That's a new thought for me, but I think you're right. That's accurate.

Sam Collier: Yeah. So for me, I wanted to create a platform similar to this one, that was wide enough to where people when they came on, it could hit the majority of the church or at least a large part of it. So that's our heart behind it, and that's why I'm chasing it so hard because I want to elevate voices. I mean I don't want to get super spiritual, but the enemy is doing his thing. I mean he is elevating voices all around the world in what is it? In light speed. What is it?

Carey Nieuwhof: Yeah, I know. I know what you're saying. The not so good people have lots of opportunity to air their views.

Sam Collier: I think Ryan Leslie, I just had him on. He was our first guest that really wasn't all the way in the Christian space, but he created an app called SuperPhone that Furtick and Jakes and all of them are using. So I interviewed him about that specific app, but he was a Harvard grad 1600 on the SAT. He says that success is at the speed of communication, I believe that's what he's said. He basically was attaching the speed of communication to success. That the amount of time that it takes for you to get a message out, will dictate the amount of success that it has. In other words, if you come out with a book, if you can get 50,000 people on it in the first week, it has a greater chance potentially of being successful. You know what I'm saying?

Carey Nieuwhof: Understood. Yeah, 100%. It's like even what's happening with the Stock Exchange, right? The Dow Jones and that kind of thing. You're down to micro seconds on digital trading, that can make the difference between profit and loss, and speed to market.

Sam Collier: Yes, success happens at the speed of communication, I believe it was his statement. So I love that and so we've been chasing it, we're an NRBT, 145 million homes every week. We're on a station down in Orlando, which is in about 2.5 million homes. I believe it's called the Good Life. We're on about five different Internet radio stations that get about two to three million impressions every week. Then we have our iTunes platform, and then we just locked in to deal with AURN, which is American Urban Radio Networks. They started a podcast on, but they own about 98% of the urban market in the radio space. They've got about 400 stations, so they're marketing. So that's been the culmination of what we're doing in the media space and the guests are getting bigger. We got to have you back. I can't believe-

Carey Nieuwhof: It's been fun to be on your show. I would love to.

Sam Collier: We got to have you back for your, I mean, did we do on the new book?

Carey Nieuwhof: I don't think we did. No, that would've been the last six months. It's been a while.

Sam Collier: I got to have, you haven't been on our TV platform. I got to get you on the TV platform. I need you on that. I need-

Carey Nieuwhof: Let me work out a little harder, and then I'll be on your TV show.

Sam Collier: Hey, we'll talk about it later. So that, and then man, I don't know what happened back in October, but my speaking, something happened and my bookings just started coming in and I have no idea what happened. I don't know if it was people started listening to me, or hear more. I mean maybe you can help me understand, but I just went through a period where more churches and conferences and business conferences just started booking me. I don't know where it came from, but I've been doing a lot. I spend about 50% of my time speaking now.

Carey Nieuwhof: Isn't that interesting? I think some of that, okay. So I'm not going to give you my opinion. I want to know yours, because I've had that same thing. It's like I'm doing the same thing and all of a sudden, this doubled. Like what just happened. Any theories on that?

Sam Collier: I don't know. I mean I don't know who I was talking to. I believe it was a branding guy, but I think he was saying that he thinks that it's just a result of consistency, and he thinks that there's a moment in your brand where everything just comes together. When you're putting out podcasts, you're speaking at conferences, you're putting out books, and there's I think he calls it a peak moment where everything just travels together and peaks. That's what he said, I just think you've been at it for a while, and I think you just hit a moment where everything started coming together, because I go places now and by the grace of God, I'm so grateful. So grateful for this and people know

the podcast, and I'm just like, what? You probably went through this similarly with yours is you do these episodes and you're like, is anybody listening?

Carey Nieuwhof: I go through the thing, like even in the UK last week, I was in North of London and people are like, thanks for the podcast. Thanks for the podcast. Thanks for the podcast. It's number one thing I hear on the road, and you look at the stats and we've got eight million downloads and that's awesome, but you forget that those are real people, right? That they actually listened and that they listen to most of the episode and the whole deal. So it's still astonishing and I hope it never stops being surprising, but I would have come up with the same answer as that peak moment. I won't name names, but I was talking to a friend the other day who leads a very large industry leading firm in the para-church space. We were reflecting on, he started a little bit earlier than I did, maybe two years earlier than I did

Carey Nieuwhof: We are reflecting on all the people who started and stopped, all the stuff that was begun and finished, or I'm in this space, but then I pivoted and then I did this and then I left and then I quit. Then I started this, but I didn't stick with it. I think there is, as long as you're helping some people, I think futility can be you're doing something that nobody wants, and you've done it for 10 years now. Like pick up the clue, Carey. It's probably not going to happen for you, but I think if you're serving a community and you're helping a community, and you're helping people accomplish their dreams, one of the key is just don't quit. You just keep showing up. We've never missed a Tuesday. I think most people are tempted to quit moments before their critical breakthrough, and you haven't, you've reached that tipping point. You've reached that point of inflection.

Carey Nieuwhof: In terms of you look at the level of guests that you're getting, and the connections that you have even to get into broadcast and national television distribution and so on and so forth. When you look back on it, how have those relationships appeared? Often, people sit there and I remember thinking about this where it's like, maybe Craig Groeschel will call me back one day. I've never met Craig. I know him now, but I'm like, well, if that's your strategy, it's probably never going to happen. So can you walk us through how you went from the back seat of that Tahoe to national distribution in just a few years?

Sam Collier: I think a lot of it had to do with the stages I was on, which I think I have to talk about that. I always say, this is my opinion. Again, I give my opinions. I think success is more inherited than it is created.

Carey Nieuwhof: Okay. What do you mean by that?

Sam Collier: That's just from my experience. So what I mean is I think that success happens in circles, or success is shaped in circles. What I mean by that is when you think about, and I'll just say this. When you think about North Point, Orange, Catalyst passion, all of this. People always ask me, they go, "Man, what would you attribute your influence or your success to?" I say two things. The moment I

stepped on the stage at North Point, and the moment I started my podcast. I said those two things overnight were the biggest things that helped me become what I am today. It's because they put me in new circles, and so I inherited that. When North Point led me on their stage, people at Catalyst started calling me. I got to BigStuf and that's how I met Jon Acuff. I met Orange. I met you. I got in that circle and so I would say it this way, North Point, they lent me their influence.

Carey Nieuwhof: I get that. Yeah and yet it's really interesting because I love, full circle back to where we started, Sam, when you said, I would practice every single night and wouldn't stop. I practiced 10 times before I did it. There's a lot of people who've had a moment where they haven't stepped into that moment. They haven't stewarded it well, and it might be okay, you're doing announcements for 100 people, but if you're doing announcements for 100 people ... I always tell my kids like when I had a really lousy car when I was in my 20s. I still don't have a great car, but I had a lousy car. I thought, well, I better take good care of this car.

Carey Nieuwhof: I'm going to vacuum it. I'm going to clean it, I'm going to wax it because one day I might have something that cost \$50,000. Then if I'm not a good steward of this, I won't be a good steward of that. I wonder if there's some truth to that, and I've heard you say that through all of these last few years, it's like I just need to be an incredible steward. Now, what are some mistakes you see other leaders making when it comes to platform building?

Sam Collier: Yeah, yeah, yeah. This is great, and so what I was going to say about stewarding the influence and being in all of that is I think it's all connected. I think half of it is being great at it, but then I think the other half is building the relationship and having a vision, adding value, and then this is my biggest one, creating the win-win. If it's not a win-win, I think it's very difficult to build a platform the way you want to build it. If it's not a win-win for the people you want to get on the podcast. If it's not a win-win for the publisher that you're trying to get to put your book out. If it's not a win-win for the church that wants to bring you out to speak. If it's not a win-win, then I think it's not going to happen or it's going to be very hard for it to happen.

Sam Collier: That's one of the biggest mistakes I see almost everyone making, not everyone, but people that are not doing it well. That's one of the biggest mistakes I see them making. They have bought into the idea that people are just going to let them do things, because they like them. It doesn't work that way.

Carey Nieuwhof: Can you give us an example of what a win-win has been somewhere along your journey? Like just make it really practical. What is a win-win?

Sam Collier: 100%. Reggie Joiner, me getting the job at Orange as a director of City Strategy. I think the win-win for him was he wanted to turn the ship with Orange and become more diverse. It was a win-win for him because I came and specifically,

he wanted to reach more black led ministries. Not to increase his influence, but to help.

Carey Nieuwhof: Oh my gosh, that is such a heart issue for him. He's like, there's a problem in our country and I want to be part of the solution not part of the problem.

Sam Collier: 100%. So he meets me, I came from one of the largest black churches in America. It was a 25,000 member black church. I had done a lot of things with Bernice King who was Martin Luther King's daughter, and I took one of my two year journey of maintaining my authenticity in a majority white space. So it was a win-win for him because he's going hey, I'm trying to turn this corner. I need a guy that's actually done something like this already, and can actually create the relationships and help foster the relationships that we need. I'll give you a moment. This is a big moment where I think the win-win took place, because I came from a New Birth. New Birth was under bishop TD Jakes, which most people didn't know, privately.

Sam Collier: We were in a meeting with TD Jakes. It was me, it was Reggie, and it was TD Jakes and his team. I think Mark Jeffries was there. There was a moment in the meeting where something in my head, and maybe in my heart and my spirit said, I need to validate Reggie right now to TD Jakes, because that's the first question he's asking as a black man and because he's similar to the leader I was under, and because I've been in that world and I'm now in this world, here's the disconnect that I see. The first thing he's thinking, he's never going to say it is, is this white man safe? Is he in it for the money, or is he in it to actually help people. So there was a moment in the meeting where I said, okay, I got to do. So I said, hey, just really quick. Bishop, you're amazing and you've helped shape who I am in ministry, because he has. I mean what you've done for the black community, I grew up under your leadership and under your teaching.

Sam Collier: You inspire us every day. I listen to Andy in the morning and you at night. I said, I just want to say that. With that being said, I want to talk about Reggie for a second. As a black man being with this organization, I can honestly say that he's in it for the right reasons. I would not be connected to Orange if he was in it for the wrong reasons. If he was in it just to make money, I wouldn't be there. So that's a piece of the win-win. Without my background, I would not have been valuable for that particular partnership, or for where Reggie was trying to take Orange. So it just has to be a win-win.

Carey Nieuwhof: Truer word hasn't been spoken about Reggie. I mean anybody who ever accused Reggie of being in it for the money doesn't know Reggie. That guy, he is about as passionate and authentic a leader I've ever met, and he's doing it because he wants to make a difference. That's awesome. Yeah, and you think about that, because all that was, and it was a lot. I'm not trying to minimize it, but it was you in a moment going I've got a role to play here. Similarly, when I was starting out in my podcast, I'm just trying to think about a win-win for leaders who are listening right now. You're begging anyone, you remember this starting your

podcast, you're begging anybody. Your great aunt, will you be on my podcast? Like anybody, and I just wrote thank you notes, and sent small gifts that were within the budget just to say thank you. I've guested on a lot of podcasts, but I can tell you about 10% of the people will send you a nice little note and say thank you for that, and you remember that.

Carey Nieuwhof: You remember that, and those are the little things down the road. I will get texts or direct messages from very influential leaders who are on the show, and they're wearing the hoodie I gave them, or they're wearing the tee shirt I gave them. It's those little things that go a long, long way along the way that you can't be the sole beneficiary of all this, right?

Sam Collier: Yeah. If I were to piggyback on that, I would say you got to do your work first before you ask other people to join what you're trying to do. That for me was huge. You probably get this a lot too. I get a lot of people that go, I want to start a podcast, what should I do or how should I do it, or this, that, and that. I try to do every podcast request I get, unless it just doesn't make sense, but I try it because I remember being like you said, trying to get everybody. One of the things I say to them is I just had Lecrae on the show recently. I can't tell you how many messages I got of people going, "Can you get me Lecrae, to be on my show?" I said, probably not, but that's only because one, he called me. His team called me.

Sam Collier: I didn't call them, but two, when you're at a level like that, you're getting requests every ... You get requests every day, you're turning down 300 of them to pick the top whatever, and you got to be a good steward over your influence. So what I try to help young podcasters and young speakers and young bloggers understand is, you got to build your audience. If you build your audience, it'll make everything easier. Everything, and so for me, before ... Go ahead. You go.

Carey Nieuwhof: No, I cut you off. How do you build your audience?

Sam Collier: I had a mentor of mine that told me, I used to do music. He said, "Sam it's time to stop making songs, and it's time to start marketing them." He said, "You've mastered the song part. Now you've got to get them off your computer."

Carey Nieuwhof: So what did you do to market your podcast, to build an audience?

Sam Collier: I did a combination of things. One, from the beginning I said if nobody's listening, I'm going to be wasting my time. So that's the first thing I said. I said it's going to be a labor of love. I have just now, and I'll say this publicly, I've just now started making money like legitimate money, like from the podcast. I've gotten a lot of derivative things, obviously speaking gigs and books and all that, but I've just now started turning a profit with the podcast. I've had it for two and a half years. The first decision I had to make was, I'm going to invest in this for two and a half-

Carey Nieuwhof: Yeah, it costs you money to start, right?

Sam Collier: It costs you money. So that's the first thing, you got to make a decision to actually invest in the building of that. So I didn't quit my job and say I'm just going to do podcast. I said I'm going to invest in this and see this, but from the beginning I said if I'm going to grow this, then I'm going to have to make some big decisions. One of the decisions I'm going to have to make is who I interview, because nobody wants to listen to people that they don't want to listen to.

Carey Nieuwhof: So true.

Sam Collier: So I said, I got to get some guests on here. So I started asking the question, how can I get the people that I would want to listen to on this platform? I said, okay, well it has to be a win-win for them. So how can it be a win-win for them if I can promise them an audience? So how can I get them an audience? I got to go create an audience. So I started making calls and I said, I'm going to start the podcast, but I'm also going to do a radio show. So I started calling my friends and saying, hey, before I do anything, let's broker a radio deal first before I do it. For some people that may be, let me build an email list first before, let me build my social media, my Instagram up. Let me get my Facebook, my Twitter, my space, if you're on that, whatever it is.

Sam Collier: Let me build that up before I start asking for my guests. So again, it can be the win-win because it has to be relevant for them and it has to make sense. So I closed the radio deal with Rejoice Musical Soul Food on 35 FM and AM stations, and then I started the podcast. So when I asked people to be on it, it was hey, I want you to be on our radio show. I'll also put it on iTunes.

Carey Nieuwhof: That's smart, because you knew you had an instant audience on the radio. I think you're right. Like this podcast started with an email list I had, and it wasn't that big at the time. It was maybe five or 10,000 people and 419 people said, yeah, I want the podcast. That was enough to get started, and I cashed in a couple of favors at the beginning with all these friends that I had influence with.

Sam Collier: Yeah, you got to cash in the favors.

Carey Nieuwhof: But they're not coming back if you've got 12 people listening.

Sam Collier: 100%.

Carey Nieuwhof: What happens, and just so people know is you build up enough of a following and then they eventually come to you. Like Lecrae's team reaching out to you, and we had another one of those instances today where it's like, hey so and so wants to be, and I'm like, yeah we can do that. So that's really good. Sam, you told me at a couple of different points, you spent half your time being married. So working on being a husband, how do you balance all of this and have a marriage on top of that?

- Sam Collier: I realized very quickly that if the marriage wasn't right, everything else was going to be wrong. I say that on a spiritual level, but I also say on a practical level. If the wife ain't happy, you can't get anything done.
- Carey Nieuwhof: So true.
- Sam Collier: You can try, but you're going to be killing yourself trying to do it, and you're not going to execute well. So for me, I just said I'm going to invest everything I have into making sure that Toni, which that's your wife's name.
- Carey Nieuwhof: We're both married to Toni's. Yeah, with an I. It's the best thing, and they get along great.
- Sam Collier: They do, they do. That Toni feels good. If something is off, I will stop everything and go, "Hey girl, let's talk about this. Meet me up the street." I'm hey, I got to talk to my wife, give me a second because and I just learned that. I learned that early in the beginning, because if she wasn't happy about something, it would take over the whole day. Not because she was crazy, but because it would be weighing on my heart. It'd be on my heart, it will be in our home. So I said, no, I got to make sure that she's great. I got to make sure that we're hitting on all cylinders before I start trying to do everything else in the world. If not, it's all going to come crashing down anyway.
- Carey Nieuwhof: Does she travel with you sometimes?
- Sam Collier: Man, as much as possible. People look at us on Instagram and they go, "Are you ever together?" I'm like, "Yes, we just don't post about it."
- Carey Nieuwhof: Got you.
- Sam Collier: We're together all the time. We just had a conversation recently, because she's obviously gotten more popular, which was the goal for her to be who God has created her to be as well. That was a big goal for me. Hey, you've got some gifts, you've got some talents, I want to make sure that you ... Even when we first got together, I introduced her to Reggie immediately, and to North Point and now she's working for Preemptive Love.
- Carey Nieuwhof: She's hosting, speaking, doing all kinds of stuff.
- Sam Collier: Yeah. So we just had a conversation recently because I said, well, we knew that you were going to be influential, but now you're really influential, and we're both really by the grace of God, influential. I don't think we prepared for how busy we both were going to be. So now we're going, all right, let's actually now see what we have to say no to, so we can say yes to each other.
- Carey Nieuwhof: That's good.

Sam Collier: That's the season we're in. We're in the no season, so we can say yes.

Carey Nieuwhof: Yeah. Part of it moving forward when I'm speaking is it includes two tickets, so that if my Toni wants to come with me, she can. She doesn't have to, but that option is always there and it's so much better because otherwise, she sits alone in an empty house or you come back and you have to repair something, or there's just that distance. If you get along well, it's good. She is my best friend.

Sam Collier: Isn't that hotel lonely experience crazy?

Carey Nieuwhof: It's horrible. It's bad. I still remember, you know what? I had a defining moment this four or five years ago where I was in a really nice hotel, and I won't say where, who, but it was a suite. They were apologizing that the presidential suite wasn't available and I'm like, trust me, I don't need the presidential suite. Okay. I'm a bit of a diva, but not that much of a diva. It had multiple rooms and I think it had three bathrooms. I'm like, how does one human being even use three bathrooms? I don't understand that. I called Toni, because she wasn't with me. I know that night I just realized it's not what you do, it's who you do it with. We don't need three bathrooms between the two of us, but if I'm going to have a great experience like that, I want to share it. I'd rather be in a Motel 6 somewhere with my wife, than in a palace all by myself.

Sam Collier: You're so right. I was in our conversation, she was asking me what should I come to, what should I not come to? I said to her, I said the big moments are the moments that I love for you to be at. I can go to a meeting by myself and I can go here, but like you said, when I'm in a hotel somewhere, when I'm preaching at it, it's I want to share that with you. You know what I'm saying?

Carey Nieuwhof: Yeah, because you end up in this place where you're celebrating the highs all alone or with people you don't really know, and there's not much of a celebration there. Even if it bombs, I haven't had a lot of things that bomb, but even if it's not going well or you thought it wasn't what I thought it would be. To be able to have your best friend there, just to hang out with and talk about it and wake up the next day and go, okay, it's a new day. That's really good. So I'm glad because often, that's the part that doesn't get out into the public face too often. It's not always on Instagram. It's not going to show up on your show, on your TV show, but I'm so glad to hear that. So Sam, if people want to connect with you online, where can they find you?

Sam Collier: Just at Sam Collier on all social platforms, or if you Google Sam Collier, stuff will pop up, iTunes, A Greater Story, all that.

Carey Nieuwhof: All right. Why does it feel like we're halfway through this, but we're like this could have been three hours buddy. So it means the next episode will come up sooner rather than later. I really appreciate you, Sam. I love what God's doing through you. I love the way you're stewarding it, and thanks for making us all better today.

Sam Collier: Well, hopefully something I said was helpful. I'm honored to be here, and you know how I feel about you. You're better off the microphone than you're on, and you really are, I mean you've inspired me and I'm so appreciative that even as I'm walking through my journey, you'll take just five seconds to text me back and say hey, Sam try the this ... it means the world to me. I'll say this, we didn't touch on race too much, but I'll say this as we close. We need people like you changing the narrative of what it looks like to be white in America, in relationship with a black man. We need those type of, and I'm hoping that this episode as people listen in, it'll encourage them that the country is changing and we're coming together because we have to.

Carey Nieuwhof: Well, I got to tell you, Sam, I'm grateful for your friendship. I'm learning from you probably even more than you're learning from me. I'm just glad that God let our paths cross, and looking forward to many more years of friendship and leadership together. Thank you my friend.

Sam Collier: Man, love you, man.

Carey Nieuwhof: Love you too. Man, Sam's so energizing. I just love his friendship, and I love what he's doing. For those of you who are going to The Global Leadership Summit with Craig Groeschel in August, Sam is going to be doing an awful lot there as well. I couldn't be more thrilled for the way that God is using Sam. If you want more, we've got show notes guys so you can head on over to careynieuwhof.com/episode277, or just go to Lead Like Never Before and you will find both episodes I've done with Sam. He filled in for a guest that didn't make it last time. Just search his name in the search engine. You'll find it there, and we are back in just a couple of days with a fresh episode. I had Ian Morgan Cron on my podcast for the first time a number of months ago, and we hit it off really well.

Carey Nieuwhof: He invited me back to his podcast and while we're doing his podcast, he really got into it in a really fun way and started analyzing my book. Didn't see it coming through the different Enneagram types. It was fascinating. So I said, hey, I want to share this with my listeners too, and here's an excerpt from what is going to be a fresh episode with Ian, coming up in just a couple of days.

Ian Morgan Cron: Okay. So interestingly enough, do you know what number on the Enneagram tends to fall into that?

Carey Nieuwhof: No.

Ian Morgan Cron: Ones.

Carey Nieuwhof: Really?

Ian Morgan Cron: Yeah, let me give you an example of it. Eliot Spitzer.

Carey Nieuwhof: All right, yeah.

Ian Morgan Cron: The attorney general for the state of New York, right? What did he do? He's such a one, and he's on this platform and he's going up against vice. He's always talking about vice. Then you come to find out in his private life, hidden away in the background is this other secret world of he's out with call girls and doing his thing, right? He gets busted for it. Everybody's like Mr. Clean. I think the guys on Wall Street used to call him Mr. Clean, because he was always busting people on Wall Street for wrongdoing. I guess the financial wrongdoing. Of course, everyone just rejoiced when the guy turned out to have this secret compartment in his life, where he was acting out. So we call it the trap door of ones. They have a trap door. So what happens with the ones is they're pushing down all these animal instincts that they deemed inappropriate. They keep them in the shadow, but because these are animal instincts, the energies, what happens is they got to get out somehow. If you don't manage them correctly, they'll come out in a very bad way sideways.

Carey Nieuwhof: That is from one of the top podcasts in the Christian world, Ian's Typology Podcast, which we're going to rebroadcast for you here in just a couple of days. It's going to be a lot of fun. Again, if you subscribe, you get it absolutely for free, and you'll learn a lot about where you're susceptible on your Enneagram to some of the pitfalls that show up in this life. Really looking forward to that episode. So make sure you checkout custom graphic design, and get all your needs met at Pro Media Fire. You get 10% off plans for life by going to promediafire.com/carey. Thanks to servehq.church for bringing you this podcast as well. They got a brand new resource called HuddleUp. It's messaging for everyone in your church in one place. You can try it for free for 14 days by going to servehq.church.

Carey Nieuwhof: We're back in a couple of days with fresh episodes. Subscribers, thank you. People who leave ratings and reviews, thank you for sharing this on social. Thank you. You guys are the best and we will see you then. In the meantime, I hope our time together today has helped you lead like never before.

Announcer: You've been listening to the Carey Nieuwhof Leadership podcast. Join us next time for more insights on leadership, change and personal growth to help you lead like never before.