

EPISODE 100

DAVID HIEATT



THE CREATIVE JEANIUS



David Heiatt 00:00

I think if you believe you believe and if you need validation from other people then you need to in order to believe that's not really believe us you just blown with wind there's many ways to succeed. If you find like slow money and like with patience, it's also can be really successful

Chris Meredith 00:24

Hello and welcome to The Common Creative podcast. My name is Chris Meredith.

Paul Fairweather 00:35

And I'm Paul Fairweather.

Chris Meredith 00:37

Oh, we're on a mission to lift the lid on creativity at work and beyond through this lens of ideas, stories and images. And wow, what a guest we have for this our 100th episode of the Covenant rated podcast reveal all vaulter address

Paul Fairweather 00:53

Today is David Heiatt. David is an entrepreneur for the one of a better word because he's, he's more than that. But an amazing person who founded lots of things in his life. But currently, he runs with his wife, Hyatt jeans coming out of cardigan in Wales, as well as an amazing little conference called the do lectures. And well, I've been a fan of David's for many years. And it was such a privilege to get him on. And he was so free with his time and his ideas, Chris, and he's inside that.

Chris Meredith 01:28

I think I call him a maverick. If you haven't heard of high jeans, they're handmade in Wales by people equals grandmasters, he basically reopened a jeans factory that had closed down. And this is a person whose background is in advertising. So you know, what does he know about manufacturing, and yet he's built this brand with a global reputation, all around hand making beautiful jeans that last a lifetime. And that's only part of what he does tell him we're about to do lectures, Paul

Paul Fairweather 02:01

Do Lectures have been going for 15-14 years. And it's in heck, his cow shed on a little farm, and is limited to 100 people. There's a waiting list, an incredible array of speakers, you're certainly on my bucket list to get there at some stage. So it was great. He runs online courses and things. Fantastic. I've done quite a few of them. He really is an incredible thinker, and has such fantastic insights about creativity in life and business. And so he really is our pin up boy for the 100th episode of The Common Creative Podcast. Yeah, you get a better guest to celebrate our 100th. So the epitome of creativity, not just in theory, but in practice. Let's get him in David. Hi, David Heiatt, welcome to The Common Creative podcast. It's fantastic to have you on the show.

David Heiatt 02:54

Pleasure and great to be here. And you know, like, it's super nice to be talking to you today and excited to just share some thoughts.



Chris Meredith 03:03

David, great to meet you. Very excited to have you on the show.

Paul Fairweather 03:07

So David, speed bio.

David Heiatt 03:09

Yeah, I've got a speed bio here, which is my thing that has just literally just disappeared. But I'm basically bankrupt at 16 thrown out of college at 18 Join Saatchi and Saatchi at 21 had a ball left advertising to go back to Wells started How is in 1995 solid timber and left started to do the do lectures, which was voted that in one of the top 10 ideas festivals in the world by The Guardian and in 2012 started a company called hire denim company and that aim was to get 400 people their jobs back because our town our small town used to have Britain's biggest jeans factory. So currently we now employ 22 people.

Chris Meredith 03:52

That is a world record bio thank you so much. For anybody listening, I should explain where we're looking at David. I'm guessing in your attic we can see kind of you huddled up in a warm coat. It's winter in Wales, which is where you're broadcasting from here. We are nearly in summer in Australia. Very kind of you to get out of bed. Very early stillness for this show.

David Heiatt 04:12

Yeah, I mean, in my writer's shed at the bottom of the garden. And I mean, I spend a lot of time here. Claire says too much time but yeah, it says where I write, but I write mostly in Manas. And I'm done.

Chris Meredith 04:24

I want to jump in with a question, David, when is your hotline? Because of these two things to what you do obviously, you're running basically a factory that turns out jeans and only jeans manufacturing business. On the other hand, do lectures or any creative kind of Ideas Festival, completely different things. Where does your heart lie?

David Heiatt 04:44

Well, I mean, let me answer this because it's relevant to jeans is which leg is most important left leg or right leg and you kind of need both to walk and actually perhaps both really answer like, you know sort of creative needs or curiosity needs and, and they're kind of like twinned during a it's really hard. I mean, like Sophie's Choice the film. It's really hard to like, you know, which ones which child do you love the most? I mean, I got two girls, they're always gone. You got our favorites, you know, she's the favorite and then say, oh, man, so it's a tension. It is a tension. It's a beautiful tension but it is a tension. Yeah.

Chris Meredith 05:27



But they don't feel like twins to me. This is so different from each other after all if for him, he died. You're kind of Battle Cry is do one thing do what are you not doing the hoodie and the bobble heads? And so and if I might point out you're doing at least two things.

David Heiatt 05:45

Yeah, my youngest called the followship. Because our slogan is do one thing. Well, and we're doing two companies. If I ever mentioned like an idea, I had like an idea for a beer company, which was after speaking to somebody at Patagonia, Earth positive L EPA, she said, There's no way you start another company, like, like this band is like, is just gonna you just not you're not starting anything. So two is enough. Like one too many in the in. They were thinking but

Chris Meredith 06:13

Everybody does two things. So in Portland, i This podcast is all about creativity in the workplace, I'm sure we'll be getting great learnings from you. But I don't want a manufacturing company. Paul, as far as I know, doesn't type it should everybody have two very different things.

David Heiatt 06:29

You know that? I mean, I've always, I mean, I've sort of changed my thinking on this. And because I'm learning so many different skills and from the different companies, I'm becoming this generalist. And actually, that's not a bad thing. Doing. So I think I've got like, I'm having to learn, like writing, I'm having to learn social media, I'm having to learn newsletters and having to learn how to go and do keynotes. So suddenly, you become this generalist, not a specialist in one particular thing. But actually, generalists are quite well placed in this world, because you have to have our skills. And so I think it's kind of interesting. I don't think it's easy, because some people just go and stay in your lane, stay in your lane, you go back. So I got so many lanes. There, it's a tricky one, it's full of, I'm sort of followship just going out. I'm not gonna man, like what the hell?

Paul Fairweather 07:26

I'm really, I feel foolish about it. I'm a journalist as well. So I'm interested, you started it just on this tension, you know, obviously, you're trying to grow the genes, your, your, your 5% of the way there to get complete workforce back. But you've managed with the lectures to you know, you've made it 100 People and you've left it out, or people, you know, yeah, you're onto other things well added to it. But yeah, so tell us about that. Because, you know, there's normally this, you know, these runaway successes row, but you've, you know, you'd obviously, man,

David Heiatt 08:00

I mean, so I mean, I would love to say it was like really strategic thinking that has made the do lectures, like, it's, it's pretty unique, is without comparison, in in, in my eyes, is a 100 person event that seeks only to be more magical each year, so it can't get bigger. But he was really made that way by the Planning Officer, so when we went to try and grow it there was no chance that that property is listed and Ain't you ain't touching that. So I kind of stopped. So I had this beautiful constraint there at the time and ran. And like with the benefit of hindsight, I'm just going oh, this, that was the best thing ever. At the time. I'm just gonna, I want to grow this thing. And actually, when I could only grow it's magic. That's when I became like, unlike anything else in the world. And so, I mean, you gotta think back to, it's

always, it's always good to look at things and you go, Oh, it's incredible success. Now, it's, you know, there's a waitlist. It's really hard to get in. But in the first years, we couldn't sell lottery tickets. been like, people just go. I mean, I was begging people, like people bought a ticket, because they liked me and they knew they weren't even going to come in to say there were such pity parties. Yeah, and so it's but now it's different. But in the early years, it was very difficult to see how the hell it was going to work and at the same time, I'm trying to grow it. And the Planning Officers just gone, Man, you ain't growing in this thing at all.

Paul Fairweather 09:53

Sounds like clocks and farms. Yeah.

David Heiatt 09:55

I mean, it's just it's literally and then you think oh, But if we had grown it, I don't think it'd be as special as it is now. And as unique as a cow shed in Westworld is, literally once a year 100 people are really hard to get in, there's a waitlist given. It's like we don't like to spend any money advertising it. We don't market it in as much as the traditional sense, men, we just only the only people who can come are on our newsletter. If you're not on our newsletter, you'll never know how to get in doing so.

Chris Meredith 10:33

What was the turning point? What turned you from begging people to turn up? Because they like you through to something that out cool, why I

David Heiatt 10:40

think about my mum who is no longer with us? Certainly, but it's like she said you are the most stubborn meal in the sidan meal factories. Ever. And, and, you know when you're into something and you can't actually tell people why? Well, you just go. I just think there's something important here. And and and so for years, I mean, myself and Claire didn't pay ourselves for the first 10 years each. So collectively we've done 20 years of work and not paid ourselves and people go, Oh, it's okay for you, Dave and I're going Yeah, yeah, it sure is, we're living the dream, and we're living. We're living the dream, and we're literally on the coattails of success ranch. But, um, but I think sometimes it's in terms of ideas, the most important thing that you can give them is love and patience. And, and, and actually, in this rush rush, I need to be scaling this thing to x by y. I don't think it always builds the best things ever. And so I'm pretty sure after 14 different iterations of trying to get better and better and more magical, or more different is where we're now at the point where we're going right, okay, next year, we've got to get even more different. So the quest isn't becoming less, the quest is becoming more to go right. How do we dial up the crazy shit more? And so it's kind of bonkers. The turning point was really, how once when people started telling their friends, after about three years, people, there were enough people out there to go, it's batshit crazy, but you got to go. And so. So if you think about it over, like 14 years, there's 1400 People who are in your marketing department? Yeah. And it's more than enough. And the way

Chris Meredith 12:45

and really that's a classic business model is that you're your people, you have a community, a bunch of fans, they do the work for a year and a half to come by ads and so on. They just tell their mates.



David Heiatt 12:54

And and so you have people going, I've been to Burning Man, I've been to all these places. And this thing, even though it's in the cow shed and this is not pretty? Doing this not like there's no, there's no like a five star butler service is like, and, you know, it's but it's the collection of everything. When you put it all the sum of the parts is much greater than an individual part. Is it about the speakers? Is it about the food? The band is about going in the ocean and swimming. It's not one thing, but when you put them all together, it's like, I think you said it's also when people come. Sometimes you're in your part of your life where you're at a crossroads and you have to turn left or right. You just don't know which one. And so you're very receptive to him. Maybe you could turn left, maybe you could turn right. So it's a bookmark moment in terms of some people's lives where they just go and maybe they just did 20 years in a job that they kinda used to love. But now don't love

Chris Meredith 13:58

us thinking. How do I put this? Normal people apply this because it's kind of flying in the face of so many rules of business that you have to grow. You have to market, you have to, in a way, emulate your rivals and you've gone No, no, no, no, that is you got to be stubborn. There are constraints that can be a piece of beauty. And it does stuff that's batshit crazy. Is this a one off? David hi I think

David Heiatt 14:34

men find zooming out. And in some of the lessons I've learned in business, and maybe these will help people to think in a way where they can win. If you're trying to do something and be better than this restaurant or this coffee shop. Being bad is nuanced. To mean it's really hard to tell better From 100 yards. Yeah, being batshit different is really easy to spot at a mile. And, and so you want to be different, more than you want to be better. Yeah. And so, so I think that's because it's a busy world out there. And if we were in a conference center, if it were 1000 people, we would just be another conference. And me, there's a reason like, like Tim Ferriss came in 2000. Late and, like, there's a reason why he's got like a state curious sticker. on his computer, no one, like the retail estate, you know, like, of where you put stickers on your computer minister? Very hard. Like the media. Yeah. Yeah, that's, that's a media you can't buy, right. So, if Tim's putting a sticker on his laptop, it means it meant something to him, in that moment where he was in that moment, yeah. And so so those peak moments of life, suddenly, so the do is playing with those because some people come and they're ready to turn left ear, they're

Paul Fairweather 16:15

just on that, you know, better and different. One of the workshops I attended of yours about the course of the what have been the newsletter, one. Besides that, the great content and the insights, obviously, from both lectures in the high chains, one of the things that really struck me was your drawings. Chris and I do a thing around visual storytelling. And I just love that I think there are some of your books as well. I started as you know, I believe everyone has control, but there is this fact that the bedrooms, but I love that confidence that you have is going here, the drugs are not bother extending this to the art department, or, you know, this is this is my simple story. And very descriptive. And

David Heiatt 17:00

the thing for me is, you cannot go on to like, if this is to be super helpful to people out there, it's like, don't try and be like somebody else. The most important thing is you. And, the reason I do those

drawings, because I can go and get somebody much better and much more talented than me. But they stopped seeing me and, and so ultimately your job is to try to help another person help you if you want to help people. But you can't want them to be able to see you. And, perfection is a tough layer to get past. So if I'm showing you my drawings, it's not because I can draw. But it's also to tell people going hey, look, do nice, Oh, it's okay to be you. Because that's what people remember. Because if they were like done by some amazing illustrator, you wouldn't have really taken note, but I wouldn't ever,

Paul Fairweather 17:59

I wouldn't remember that. That's right. So yeah,

Chris Meredith 18:02

so it's, it's a very, I was gonna say un-english Forgive me, um, British idea to be you is the British are all about putting on brave face and a stiff upper lip. When you learn to be you are because I think it's a it's a massive issue that people are always asked, Who do I copy? How do you want me to be? What should I? What? How should I mold myself? And you're going to don't mold yourself in anything except your own mold? How do you where do you learn that?

David Heiatt 18:31

Well, I mean, I was kind of thinking about this the other day for another thing, because I've seen like, maybe over for the talks and and when you can hear somebody's voice shake, if you start to feel them. And, when you like to have somebody who goes through the notes, like a breeze is super slick. And see slick doesn't let you in. And but when there was a lady this year, who spoke and the whole 100 people there would lift her up because she was shaking. And she was so nervous. She cared so much. Everybody felt it. And there's some really famous people who do amazing talks, and they do the same talk all the time. And, nobody really connects with perfection. And you know, like, Oh, it's so you have to let another human in. And one way to do that is to show them that you care once once they see that you actually care then they kind of start to give you some slack.

Chris Meredith 19:43

Yeah, allow you to be human with all the flaws and all the things that go with that. Yeah, I mean, and, and there's a lot of flaws. And it's like, how do you reconcile because I'll tell you about who didn't know which harmony it's 20 people 20 plus people was even as a kind of the system and you produce beautiful garments. And so as a production operation, I'm guessing you are after perfection, aren't you after getting it right and sending out beautiful things to you? Is there a? Is it about impersonality? But perfection in production? Is that how it works?

David Heiatt 20:22

I tell you one thing that we do, which almost no one else does, and this is why we're different from every other pair of jeans. A grandmaster will take the entire gene down the production line, right? So they'll go from this machine, walk to the next machine, take the next machine to that. So it's, it's, it's the opposite of Henry Ford, Henry Ford, which is gonna take man, we do it. Like, it's ridiculous. And so it's not the fastest way to make a gene, it is not the cheapest way to make a jean. But what happens is that jeans are unique to that person. So the Grandmaster jean makes the jean a little bit different to Grandmaster, Elon. So each one is different. So when, like, and it's just nuanced, right? But it's like

having a song, like a singer sing a song, you know? Well, it's the same lyrics. Yeah, like, follow the beat, and you go, but you put a little bit of nuance in it. So, each pair is unique in the world. Yeah. And people, people don't truly understand that. But it's kind of exceptional that we do that,

Chris Meredith 21:33

I could see why denim is your garment of choice, because denim has that unique ability over time to mold itself. So if you've been wearing a pair of jeans for six months, 12 months, there's no way anyone else can bore me with the same size as you because they won't be molded in the way they would have been having been on. It's like

David Heiatt 21:52

coffee. I mean, like people get into coffee men jeans, just like, they kind of like it, I mean, I love hanging around with creative people. And it's the uniform of choice. But they do get better with age, I wish we could say the same. But the, the, it's kind of like you kind of fall in love with a pair of jeans. After a while you came in, it's like now, maybe seven months in there, they suddenly become yours, you go, Ah, I've got my jeans. It's really weird. Recognize

Chris Meredith 22:24

5% of my wardrobe? 90% of the time, you know, it's those go to go against a level of

Paul Fairweather 22:33

In terms of the terminology, you know, we call them pairs. And they're a unique pair. Yes. So maybe the pairing is around the, you know, The Mastercraft men and and the wearer, you know, so that's the other parent, because, you know, it's a little bit like, the resolution of the story, you know, it's up to the audience to finally resolve that. And so the gene itself is finally resolved for its being wife. And it's,

David Heiatt 22:58

I mean, just the sheer like, some of the beauty of it is the grandmasters are like, I don't know, and I don't truly understand this phrase, the salt of the earth, but I can know that they are it. And, and so. So like that, they're up against it. Now it's Christmas, you know, they're trying to get everything out. So like, so because I knew they went in on a day off at 6am to catch up. So I went down, like at 10am. So I was like doing birthdays. But I went down with coffee and made some coffees and chocolates and, but I didn't ask him to come in at that time. And, and like Grandmaster jeans on holiday this week. But she's now starting all holiday till 7am. So she's going in at 6am Doing an extra hour just to support her team. And I knew that they're just going. It's insane how much they are just honest, hard working and super skilled people and salt of the earth. I'm going to look it up and find out what it is. But I just think that's what they are. I mean, I think they're grounded, grounded in me.

Chris Meredith 24:20

Is there any evidence that the world is catching up with you? I mean, then a good way. So working out what you do. The reason I'm talking about, in a way your genes, but you're telling me the exact opposite of fast fashion. And we're all you know, I want it now and I chuck it away when I don't like it anymore. And you're the exact opposite of that. And I'm hoping you're going to tell us that the world is

catching up with the idea that things could be handmade, do you treasure things, or is it just a niche of Hackman who'd like your jeans?

David Heiatt 24:55

I think I mean, sort of like I think it's our job to be optimistic. Doing so. And therefore, we shouldn't probably read the news. But then I see a generation coming up who are super interested in sustainability. And I don't think my generation were, I don't think that they could even spell it. Yeah. I mean, I don't think the word even existed. And so like, so I'm seeing these people making choices on things which were, which are a bit more sophisticated than we were doing. And so, and I think people like we've got to change men is Nino, like, it's literally unsustainable. So, I mean, some people will go, they will be governors who just go, Hey, you, you just can't buy stuff and throw it away. You mean this is no more away when you run out of rubbish tips. It's an issue to me. Never mind.

Chris Meredith 26:00

I guess a little saying about the word rubbish because rubbish implies something that's useless. And so the moment you label it in that way, is that everything you've got is going to have a value somewhere. So when so it shouldn't be rubbish if you know rubbish bins, recycling bins, sure, or whatever. They're plastic and paper, but your rubbish is a horrible concept.

David Heiatt 26:23

Yeah. So I'm hopeful, basically,

Paul Fairweather 26:28

just back to the jeans. Like we talked about how the blue letters sort of came about, you know, how the jeans do, right? Because the factory closed, obviously, some years before you restarted. So what was the driver? Do you remember?

David Heiatt 26:45

Well, I mean, it kind of like, I mean, it depends. I will fall one, I won't go back. Because I mean, at 16 I did try and start a sports brand. I went bankrupt. My dad asked me, and that he lent me he wasn't a rich guy. But he gave me half his savings, which wasn't very much. And within six months, I lost more. Like, man, that's not that's not a great conversation. And, and I said, like Dad, I mean, just couldn't get it to work. He said, What did you learn from it? I said, I learned I loved it. He said, Okay, the next thing to learn is how to be really good at it. So you can do it forever. And so you know, like, when I went back to college, a mess that up, I got thrown out. And so I've done an awful lot of failure until 20. And then I was unemployed for a year and a half. I had 150 interviews, and I got a job in this agency called Saatchi and Saatchi, but I didn't really have any qualifications. My only qualification was like think but mean, but I loved all sports brands and jeans brands. And I was obsessed. Like, like truly obsessed, I'd be going to like trade shows or 13 and tell people how to do things. And I was writing them reports again, free kit. I never bought any kit. When I was a kid, I just sent off some ideas and they sent me back some new stuff. So I mean, after eight years at sacis there's a guy called Louis Dreyfus, who was the CEO and he said, I'm gonna go and buy something added to us, and I'm not gonna I mean, he was already wearing jeans. He smoked a cigar and he was going out with Kim Bassinger. And then he's there. I'm gonna buy acid so I'm going, dude. And but I think at that point, Charles and Morris had fallen out with Louis

Dreyfus, I think I don't really know, all some stuff went on. So essentially, we spent six months pitching for ads, and we didn't win. And so the next week, I quit, I took a 20,000 pound pay cut to go work for the agency that I wanted and then I spent a year and a half writing as my boss literally didn't like any of them. And like, like, almost none. And I was like, man, I was just writing like crazy. And, uh, but I had a real feel for the boys. And, and, and everybody else is trying to be Nike, and I'm gonna we're not gonna win by being Nikes kind of ridiculous strategy. You got to find the soul of this thing. And so all these ads was right, and they just didn't No, no, no. And they were just trying to muddy the water between Nike and Alsace. And I thought it was a terrible strategy, and it has been a terrible strategy. And so I took all those. I got hired by David Abbott, Abbott makers who owned legis Delaney. So like, he already didn't like me then he didn't like me even more because I went to work for like the company that owned his company is like ah, messy. I took all those ads that nobody would buy, and I turned it into a company called Howie's which, which I then sold a number of years later, but I had to pounds riches guy wanted to buy it, I had PPR will use alarm and Gucci wanted to buy it at steeps K suicide, AOL wanted to buy it and was going to invest 25 to \$30 million. If we moved to California, we'd never been to California, we just moved to cardigan. If we had no help, like it was way off. We know that if it was warm we probably would have gone. But the point was, we didn't have any marketing budget, but I had this voice. And, and so even when I was failing, I kept going, but I just felt their strategy was wrong. And I think maybe if people are listening to this, just because you're wrong in that moment, doesn't mean you're wrong. And, and so, so I think it's I think I'm gonna look like if, if I toed the line and didn't do it everything Oh, let's go and do like pay limitation Nike ads, I wouldn't have started these? Yeah. And, and so. So like, going back to the jeans we sold. And then we realized again, hey, we didn't really want to sell it. And the company, PPR will go in, hey, they highlighted two brands in the world, they wanted to buy Quicksilver and how He's so lucky if you can get it back from Tim learn, will will fund you. And I couldn't get it back. And so and I kind of, then I worked out going, what are we really good at, with how he's, we're really good at Marina and we're really good at jeans. And at the time, the factory in town was still going, and then Ben stopped going right? So I'm doing well. We know how to do brands, the town knows how to make jeans. And this, this other little puppy coming up called the Internet. So suddenly, you're in the right town at the right time with the right people. And you can go and start something. So that's my speed bio of like, 30 plus years.

Chris Meredith 32:00

I'm hearing that stubborn mule. You talked about it because you started with it when the advertising people hated you that didn't publish your adverts. You're like, I know what I'm doing here. I know what I'm doing. I

David Heiatt 32:12

think if you believe you believe and if you if you need validation from other people, then in order to believe that's not really believe us, you just blown with wind? Yeah. And men, you know, but it's also to understand for people out there just going I started the night, you know, and I say I mean, myself and Claire started, how is in 99 Five, we got our first paycheck in 2001. And some people go, it's okay for you, Dave, you sold your company for millions, you got hay and gains that have hung for a long time. And they do lectures. I think it was a year, a year ago, two years ago, we actually took a salary after 10 plus years. But the reason for that is when you go and take big money from big people, there's always a big rush to go and show growth. Yeah, yeah, actually beautiful things, which are very particular very

different to what other people are doing. They can take time. I think if you do an attack idea, you should go get a ton of money because you need to go claim first spot pretty quick. But I think it's not that I'm against money. I think I'm against fast money. It's I

Chris Meredith 33:31

I once worked for a drinks company. And a couple of our brands were malt whiskey brands that I remember when I first started working as AG. It's gonna be really interesting and powerful to look at these brands that grow so slowly over time. And, you know, if you did a new product, you want a 10 year old whiskey, presumably you have to wait 10 years for that. The sad truth for a lot of the big brands is the opposite. They're looking for that Christmas promotion to boost the sales. And of course, every time you do that, it costs the brand some credibility, and you end up with each little blip in sales getting harder and harder. And the actual equity goes down. So it's wonderful to hear that. Do you have to be a privately owned company to make that happen? Do you think?

David Heiatt 34:14

No, I don't think so. I mean, I'm, you know, if somebody's listening out there now they think, oh, I need to do this without money. I am specialized in doing something without a marketing budget. Mostly because nobody would give me one. I would happily spend other people's money. But it is a thing of being independent and playing. If you think you're gonna succeed in six years, and all you have to do is just keep going. Like what's the rush Slayer mountain like? Because if you succeed and you're independent and you own it, like the lecture doesn't have any shareholders, not even me, Claire. Dimon has no investors so he can do whatever he wants. Yeah. Like, I'm talking to a guy, he wants to do a radio station god yeah be called a story station. I don't have to go to the board. I'm just gonna, I mean that the fact that I was on my hands and knees scraping up pitch and shit means, like, I get to choose our future because I didn't take the use of money. And, and it's, it's just one way there's many ways to succeed. If you find like slow money and like with patients, it also can be really successful given. So it's not like there is no one way. There's no There's just any way. And it's okay.

Chris Meredith 35:42

I guess that's what's changed here because it was the case, I worked at searches for a very short time. By the way, I imagine it was before you ever joined, it was my first ever job whilst at uni. I wormed my way into the media department working for Alec, Kenny. And anyway, that's how I think back then there was a formula: you work hard, you impress your boss, and you climb your way up the tree. But now, clearly, there is no one way you choose your own path, certainly for people like Paul and I and knew that as well.

David Heiatt 36:12

I mean, I think working hard is like having complete focus. And deep work is the smartest thing you can do. But most people don't work hard. They go eight hours a day, and they spend maybe two hours working. But you know, it's, it's, it's kind of interesting men, you got some young people who are so driven. And then you got some, some young people are so entitled. Definitely want to work with driven people.

Paul Fairweather 36:46



So, what's next, David? More of the same? No,

David Heiatt 36:51

I'm, I tell you, I'm just dialing up the craziness of stuff. I'm interested in doing the radio station for the do and talk to somebody about that. But he's come on my courses and you know, like over seven years, and he's gonna start a race station. That's very interesting. But I tell you what I'm doing, which is fascinating to me because I've done an awful lot of courses. And I've written a couple of books. I'm launching courses by writing books, by doing beta tests, and, and then out finally, once I've done all the beta tests, when that's right, in a book, doing workshops, doing online workshops, I then go and launch the online workshop. So for me, and I'm doing the thing with useful books where I'm literally loading up a chapter, and people comment on the chapter going oh, that's not clear. That's not clear. So I'm iterating stuff, which I find really interesting is because then that thing of like, oh, not not being the expert, and just going oh, I think this is clear. But then you have, you know, 50 people say, it's not clear at all. So I'm learning that aspect. And that's kind of interesting to me. Yeah.

Paul Fairweather 38:11

That's great. Yeah. So listen now. Really. It was just an absolute pleasure to meet you and feel great. I predict. We're going to make this our 100th episode, by the way.

Chris Meredith 38:25

Yeah, that's cool. Yeah.

Paul Fairweather 38:28

Let me know. Yes. We were looking for it. So yeah. And I think what you do is absolutely amazing. And I really hope to be in that chicken shed at some stage in the future. Yeah.

David Heiatt 38:38

You must. I mean, it is nutrition for the soul. That's

Chris Meredith 38:45

lovely. Yeah. A huge pleasure chatting to you, David. And yeah, the privilege I really, really grateful for your wonderful insights. And I hope we meet face to face on that day. Yeah. Yeah. Okay. Come on by James.

Paul Fairweather 38:58

I'll go to the conference. Chris, what a great conversation we had with David. We had a few hiccups in the beginning without recordings, but we got there in the end. And when I was really fantastic.

Chris Meredith 39:16

I don't know if we're ever going to talk. I mean, we've got big plans for 2024 and 101st, 100 and follow up shows but what an amazing bunch of insights about working hard and deep focus about doing crazy shit. About having patience, slow money, if you like, is the key not chasing fast money. So much stuff to inspire, ended away frightened because he talked about his ego headed obstinacy. And it's all inspiring

to hear how confident he was in his own vision. Even when other people around him were telling him to stop and

Paul Fairweather 39:55

not know what it is in the advertising world and any for years. They hated his ads. But you know, he believed in any use of that as a basis to start how. And we didn't talk about it. But the other venture is to do books, which has been like his radio station. Someone approached him and said, Can I borrow some books? So we do have the, the editor and the publisher of do to do books to come on later in the year. So, in 2024, so yeah, so I really, I really want to high, Chris, that will be so much fun from his writing shed. Not quite a little bit bigger than Roald Dahl's. But I think it'd be you'd have the hair in the corner. And, you know, the good, wonderful person with great insights and fantastic. Yeah,

Chris Meredith 40:43

if you've, if you've enjoyed the show, I would say buy a pair of high jeans, maybe that's what we should do first, but you know, leave us a review. Do tell your friends about this particular episode. I think it's got incredible value to anyone who is keen to pursue their vision. Leave us a review, tell your friends and of course tune in for our 100 and first episode, which will be published shortly.

Paul Fairweather 41:06

Cheers. See you then.

Chris Meredith 41:08

See you soon.



DAVID HEATT (Special Guest)



Paul Fairweather - Co-host



Chris Meredith - Co-host



Two Common Creatives

