



## **Sean V. Bradley: From Poverty, Violence, and Prison to Successful Entrepreneur**

**1. Thank you so much for being here. You are this huge success today, long-term marriage, four kids. How did you get your motivation for business? Where did that come from given your tenuous upbringing?**

- Oh, man. I've been hustling since I was a little kid. So, that's a question I get asked a lot. It's a really good question. Is it something that I learned? I think it was innate. I think it was in me. Like, I was hustling since I was six years old, no exaggeration. So, as a little kid, it was not legal but what I would do is, in New York City, I'm sure like a lot of the country, kids have these cookies or candy sale catalogs. And I had this idea because I was broke that let me just use these old catalogs, go to a different town. So I would jump in, like, on a subway or a train and go to the town over, and start selling the candy. And sometimes they'd give me checks but it was mostly cash. I just threw out the checks because I wasn't cashing the checks, and I would just keep the money. So, I've been hustling since I was a little kid.

**2. Okay. So, I mean, I know you were sent to a boy's home and we won't go through how horrific your childhood...**

- It's okay. So, I grew up a little bit different than, like, what I'd say normal people experienced. It was severe violence, you know. My step father was... Well, first, my father was never really there, absentee father, dead beat dad, the stereotypical stuff. He used to abuse my mom but, like, I was too young for it to be me. I just slept through the neglect, but my step dad was an ex-marine. He would torture me and my mother. He used to shoot my mother up with heroine, chain her to the bed, just like crazy stuff. Corporal punishment, had me standing with my hands against the wall or squatting with my arms up. You know, he threatened to kill me before and the New York Police Department, they don't have a SWAT, but they have a special, it's ESU, Emergency Special Unit, or Emergency Services Unit.
- Which is like the equivalent of SWAT in New York City, and so, they had to come extract me out of the house with my mother and we were on the run. So, it was just crazy. So, that was my life. It was violence, it was poverty, it was neglect, it was just craziness. My mom was emotionally disturbed and she was abused, you know, throughout her life, so, not making excuses for



her but she was, like, a bipolar mother. One minute she was, you know, "I love you," and the next minute she was like, [inaudible 00:03:41], or was just crazy. You know, she didn't really wanna deal with me and she wasn't equipped to deal with me. So, she had me evaluated and I had, you know, anxiety disorders, post-traumatic stress as a young kid, ADHD, emotionally disturbed, all that stuff.

- You know, I mean, so, I went to a boy's home called Bonnie Brae in North Jersey. I was supposed to be there for 18 months. It turned out to be three years. And then when I got out, I was 15 years old, I was just steadying to trouble. Man, I was selling bulletproof vests to crack dealers in Queens, cloned cellphones, counterfeit money. I got deep into the rave scene, you know, when I was 18 years old I got arrested by the Secret Service, the DEA, the Bay Shore Task Force and the Woodridge Police. I got hit by 4 agencies within 18 months. I wound up pleading guilty but I had a super lawyer, which I could elaborate on if you want, because you're an attorney.
- Matter of fact, yeah, I'm gonna go into it. So, my attorney is Lee Ginsberg. Lee Ginsberg is one of the most famous [inaudible 00:04:41] attorneys in the country. That's my attorney and has become a very good friend and he was one of my mentors. He saved my life. I wound up pleading guilty to 10 years. I had a four flat in the State, three flat in the State, a two year, and then a one year consecutive in the Feds. I wound up doing three straight years from May of 1996 to May, 1999.

**3. *And when you were in prison, I mean, that's Federal prison?***

- Well, I wound up doing two years in the feds, but remember I had two State cases, so I had to do a pretrial. So, I was in Middlesex County and Monmouth County. I didn't have to go to State prison, but I was in a medium security federal prison. So, I was in a country club at Fort Dix, which was low. But then I was in, like, you know, Gladiator School, you know, in the medium security at Allenwood penitentiary, which was kind of crazy. So, I experienced both. A validated gang member in CF, which is together forever. And, again, those are the crowns from Latin Kings. It's just crazy, man. So, I was involved, deep in gang stuff before prison and you know, mostly in prison. Before I got to prison, I was just an associate, but I became a full-fledged gang member in prison when I was 19 years old in MDC, Brooklyn. Yeah, man. I've been into, like, you know, wars, you know, with Latin Kings [inaudible 00:06:03], you know, like, just in the County, just over crazy stuff. Yeah. Natty life.



**4. You help rehabilitate gang members now?**

- That's recent. So, to put the trajectory into this, when I came out of prison, as you mentioned, I didn't have a lot of options. I sucked as a waiter. And so, that didn't work out. My friend told me that I should sell cars and I'm like, and this is a funny story, is that...

**5. Okay. So, wait, what friend? Because here you are in prison and everyone you know is probably a criminal.**

- Yeah. No. So, he was one of my really close friends. He's the one that got me involved in the club scene. His name is Billy V. His name is Billy V. Real name. You know, Billy V. And when I went to jail, I protected him and my crew of people, like, they never got touched with the case. You know what I mean? So, there's three main people that were very close to me. And then there was three really close people that were in New York. So, it's weird. Like, I lived in Jersey, like, at that point, but I was from New York. I lived most of my life in New York and I did most of this crazy stuff. These are New York Federal cases and stuff. So, when I went to jail, everybody, like, they just forget that you're alive after the first, like, couple of weeks, couple of months, "Oh my God." And then it wears off and then their life kicks in.
- But when I came home, I think Billy felt bad that he wasn't there for the whole three years that I was in prison. And so, when I came home, I moved in with him. And he was still a criminal, you know, but I was working at Foodtown and it really, at first, for the first couple of weeks, it was awesome...
- I was the deli guy. I was slinging ham and cheese and things like that. And, you know, being 22 years old and after doing three straight years in prison, I felt like I was like Steve jobs. You know what I mean? Because I wasn't in prison anymore, but then it wore out because I lived with a drug dealer. Billy was a drug dealer. And so...

**6. Wait, did you have a drug habit during any of this time or no?**

- Did I do a lot of drugs? Yes. When I was a kid, I was in the rave scene. So, I was really into, like, the underground, deep New York City rave scene. There's two types of ravers. There's the candy ravers, we used to call them, which they suck on pacifiers and they have like, you know, Hello Kitty type stuff. That's not me. Like, I was the dark hoodie, you know, like XK underground. I'm a b-boy, like, I'm a New York City breakdance, like, real sick b-boy and it was about drugs, Techno, House music and just the whole vibe.



So, yeah, like, I did a lot of drugs, like, part of my case, like, I pled guilty to 2000 pills of Ecstasy, but I used to import 10,000 pills of Ecstasy from Amsterdam. I was doing flight routes at 18 years old.

- And so, I don't know if you heard, but I just got picked up for season two of VICE TV's hit show, "I Was a Teenage Felon." So, my story of my life is going to be on season two. I've been in pre-production for the last month. Next month, I'm shooting, well, actually in May, I'm going to be shooting in New York City, the episode, and they're doing a full hour, like the recreations, all that stuff and it's going to air in the fall. So, in my case, I'm in two books, "Clubland Confidential," "Chemical Cowboy," I'm in a major movie called "Limelight" already about my case. And so, I'm not exaggerating, like, when I was telling you at 18 years old, we were pushing, you know, multi-million dollar packages of Ecstasy in the New York City nightclubs and the club scene.
- So, going from that, right, you know, like, that crazy life, boom, I'm in prison for three years, crazy stuff is going on, which we can get into if you want to, it doesn't really matter. But then when I came home, I was a deli boy and I was loving it. I was, like, "Man, this is awesome. Like, I'm out of jail." But then after, like, a couple of weeks, I'm seeing my friend, like, eating a bowl of Cheerios. [inaudible 00:09:47] He's eating a bowl of Cheerio, all these girls are coming over to the house and he's making like 10 times more money than I am, and I'm slinging meat. So, that didn't work. That didn't go well. So, I went back to Brooklyn and I re-upped, and I started selling drugs again, when I came home for, I'd say probably, like, a couple months. And I don't know what happened, you know, I do have faith, but I'm not, you know, preaching, you know, the Bible and stuff like that.
- I don't know if it's the universe, dumb luck, or God, or whatever you want to call it. Something happened where I just said enough and I literally left Keansburg, New Jersey. And I went to Red Bank, which is a really, really beautiful, it's like New York City for one block in Monmouth County by the Navesink River. And, I'll never forget, I had a backpack, I had \$1,000 cash and I had a Walkman and that was it. And this is the crazy part of the story is that I try to rent a room, you know, and start my life over. And it turned out that I got kinda, like, hustled. It wasn't a room. I wind up renting a couch because I apply... Yeah. I responded to it. I literally rented a couch for \$500 a month, a couch in Red Bank, but it was location, location, location.
- I was in a beautiful city and it was great. And I was a waiter at the Broadway Diner. I sucked at that. So, my friend, the drug dealer, he also, you know went back and forth in the automotive industry, said, "Sean, you should really sell



cars. You'd crush it." And so, they gave me a demo. Demo is a company car. So, here I am, an ex-convict, ex-gang member. They're going to give me a \$30,000 Mazda Millennia. I'm like, "Let's go." And I started selling cars and it was like a fish to water. So, first month on the floor, salesman of the month, salesman of the year, crushing it within a year, I got promoted to a manager and I was just doing, like, shattering records. And at this time, this is 1999 when, like when I came home from prison and I told you, after a couple of months, I started selling cars.

- The internet was invented in the automotive industry in 1995 by a publicly traded company called Autobytel, which they now are called AutoWeb, which is one of my sponsors right now, is kind of crazy. So, long story short, I start really, like, at the perfect time when this whole internet thing started happening, I started because I was at that point, I was only 22, 23 years old. And nobody really knew how to leverage internet and email. So, I basically taught myself everything from web development to search engine optimization, to video optimization, to digital, you know, marketing by trial and error and just immersed...

#### **7. How did you know to do this?**

- I didn't have a choice because I worked at a car dealership. So, I had a psychopathic manager that said, "You need to make me a website or I'm going to blow you out of here." So, I'm on the phone with Microsoft in 2000 and I'm, like, talking to the help desk. I'm like, "Look, is this where...?" I had the software from page 2000. This is all true stuff, right? So, I'm like, "Look, you don't understand, I need this job. So, I need you to figure out how I can design websites." And so, from page 2000 is what's called a, it's an editor. It's an HTML editor. So, it's like click and paste type stuff.
- But then as I learned this stuff, I picked it up really easy, because it's Forrest Gump simple. Then I started to understand HTML. And then I started studying, you know, hypertext markup language. Then I started studying dynamic HTML. And then I started getting into, you know, search engine optimization and keyword forensics. And then I basically started taking classes and I got certified by the International Academy on search engine optimization, like in the early, early two thousands. And so, just one thing, curiosity, curiosity. So, as I'm doing all this digital stuff, I'm reading everything from "The 7 Habits of Highly Effective People." I became a certified trainer in Franklin Covey's, The 7 Habits and The 5 Choices of Shorter Productivity. I



put myself into Toastmasters. I put myself into the National Speakers Association.

**8. Okay. So, wait, why did you go into Toastmasters and speakers association from there. You're already selling cars. You're the sales person. Why there?**

- Simple. Like, my whole life is, like, why am I going to just sell 100 pills of Ecstasy or 50 pills of Ecstasy and then have 3 or 4 different middle people? If I could go to Amsterdam and go to the source and press my own pills and eliminate that, you know, the middle person. If I want the highest quality-ish and the highest quality product to be able to yield the highest caliber consumer, again, and have the highest owner retention, you know, that's what I wanted to do is for me to really crush automotive sales. If you think about it, if you're a musician, what do you do? You've got to practice your craft of piano. You've got to turn around and practice, practice, practice. See, as a sales professional, the skill is communications. It's speech. It's speaking. It's tone. It's inflection.
- Toastmasters is a gym for, you know, professional wannabe speakers. The NSA is the NFL of paid professional speakers. So, again, if I wanted to be the best at my craft, I don't do anything half-ass. I don't do anything, you know, at a small piece, since I was a kid. If I'm going to be a, you know, if I'm going to get arrested, I'm not going to get arrested by, like, the County Sheriff, I'm gonna get arrested by the DEA and Secret Service. You know what I mean? Because if I'm gonna risk my life and risk time, you're an attorney, why am I going to do basic shit? I'm going to turn around and really, you know, put my all into it. And that goes for whatever I was doing, including speaking and communicating and sales.

**9. That makes sense. So, I mean, did you have role models growing up that were on the straight and narrow or?**

- No, no, no. You said role models. Yes. There's...Gangsters, drug dealers. I'm from Queens and Brooklyn, girl. You don't understand. You don't understand, like, you know, I gotta be careful of what I say, still, but I'm Belizean first generation in this country, on my dad's side, but my mother is Sicilian. And so, I grew up understanding, you know, people from the neighborhood in



Bensonhurst, on Bath Avenue and stuff like that. These streets ring bells, you know what I mean? Mulberry Street in Little Italy. And so, you know, to me, those were afraid of Michael Jordan and, you know, like, all these, you know, Steve Jobs, man now, like it's George Zappola, you know, couples of the Lucchese family. It's Carlo Gambino Jr. I mean, that's who my role models were, you know, street gangsters that were there, like, you know, in Queens and in Brooklyn. So, Italian organized crime, you know, crack dealers, people that I could relate to because I had no... I couldn't even fathom, you know, having a conventional career and being of substance when I was a kid.

- The transition happened when I was in prison. And this is all documented, if you do a little research on me. So, when I was, I studied Russian at Rider University, that's a whole nother subject, but I speak in, and I can read and write and speak Russian pretty well. I could definitely probably read and write better than I could speak. It's been a while, but I learned Russian at Rider. I was a Russian major and cultural anthropology minor, as I was at Rider University. And so, when I went to prison in the Feds, I had become friends with one of the highest ranking Russian organized crime people that the United States has ever seen. And so, you could do a little research. The case was in the Yaponchik Ivankov in 1996. We were in MDC, Brooklyn together.
- So, Vladimir Topko was on the case. He was a co-defendant in Yaponchik Ivankov which is the highest ranking Russian ever, ever in the United States soil. I'm talking about like Siberian prison type stuff. So, we became really good friends. And so, here I am, half Italian kid in federal prison. So, I was like the liaison between the Italians and the Russians when I was in the Feds. And so, this guy, a former card carrying member of the Communist Party, he served under two Soviet presidents. He was my first role model. He basically told me at 19 years old that I should not be doing what I'm doing. That I'm too smart to be doing what I was doing. And this guy was teaching me Russian. So, I learned about a year's worth of Russian, like, every day, like, obsessing.
- And it's funny because I just did this interview with the producers from VICE TV. And so, this is like the actual book that I had. And so, this is, you see that number 46743-05? That's my federal ID number. And this is like my yearbook. Like, everybody was signing when I was leaving, like, here. And this is my Russian book, it's in Cyrillic that I would read and study with this Russian guy. So, anyway, he's the one that kind of put me, like, on the narrow, you know, the straight and narrow and got my mind thinking about macroeconomics and international trade and things like that. But I got to confess, when I was in prison, I didn't use my time wisely. Like, I was banging, yeah, I was, you know,



ganged up in CF and I was hanging out with knuckleheads and I was so young. I was 19 years old to 22.

- So, I used that, like, getting a master's degree in criminology. Like, I learned shit that I didn't know about, you know, like, I have my hustle and I'd learned from all these other criminals in the Feds. I was making connects from people from the Medellín, you know, like in Columbia, just real stuff, because I thought I was going to get out and just be this kingpin person, you know? Because I was so angry, I'd lost all these years of my life. I was going to get it back with reparations. It was after I came home that all of the lessons I got from some really smart people in prison... So, it wasn't during prison, and I didn't educate myself in all this Covey stuff and "The Secret" and "Rich Dad, Poor Dad." I didn't do any of that until after I came home, but it definitely played a part in my subconscious, because I retained the information. I just didn't utilize it until after I was back home.

**10. Oh, that's so interesting. You just said "The Secret," somebody else that I just interviewed, they said, "Oh, yeah, totally believe in 'The Secret'." I just did a room on Clubhouse on manifestation in the Hope club and so on.**

- Well, a whole bunch of things. Napoleon Hill, "Think and Grow Rich," Rhonda Byrne, "The Secret," those are more [inaudible 00:19:49] my opinion, but again, as an advanced Covey facilitator and trainer, Dr. Covey talks about, you know, again, things have to be created twice. First, mentally, and then physically, what you can visualize, you have a higher probability of it materializing. So, whether you want to call it the Laws of Attraction, or you want to call it The 7 Habits? Again, there's so many smarter people than I am, way smarter than me, that have been doing "The Secret" way before. Another person that's a big influence in me that I met only recently a couple of years ago. His name, Weldon Long, he is a "New York Times" best-selling author. He wrote a book called "The Upside of Fear." This guy did 13 years in prison.
- And he left, came home and made this \$20 million a year, you know, empire as a sales and motivational speaker, Dr. Stephen Covey actually wrote the forward of his book. And, you know, he talks about deeply, manifestation. For the last seven years of his prison sentence, Weldon, you know, created a vision board and talked about, you know, mission, vision, and values. And for seven years, this deadbeat, you know street urchin, if you will, which he would call himself, this criminal, lifetime career criminal, that was just a thug, you know, spent these last seven years in his bed with his vision board in his cell,





like, you know, secure to his wall with toothpaste. He would say things that, "I am," you know, "an amazing father. I am the CEO of a multi-million dollar business," and all these morning rituals, and then fast forward, he's got a house in Maui. He's got a house in Colorado. He's a "New York Times" best-selling author. And he's got a dream life. I mean, it just doesn't just happen by accident. If you don't live a life by design, you're living life by default, which doesn't make any sense to me.

**11. So, how did you really get, you have so many businesses. How did you take... from here you are, you're looking up how to do a website, how the SEOs and, you know, you're not going to stay working for this guy who said, get me a website or you're out of here. How did you take that and catapult it to all the businesses you have today?**

- Okay. So, let's go through it. So, I spent about five years on the frontlines. So, I incorporated my first company, Dealer Synergy, in April 13th. So, next month will be 17 years that I've owned this company. So, let's put that... That's also something that... There's so many people that change companies like Katy Perry changes clothes. Like, I've owned a bunch of companies, but my main company I've owned for 17 straight years. I've been with my wife, and this is my second wife, I've been with this woman for 14 years. And I believe in consistency and continuity, you know...
- I'll get into the ex-wife because I think your listeners need to hear this part too in a second. But to answer your question is that after five years of becoming a subject matter expert and a Leviathan in my industry for automotive internet sales and BDC, here's what happened. In 2003, I was working at Cherry Hill Nissan in Cherry Hill, New Jersey, which was the number one Nissan dealership in the Northeast region, United States. I was making close to \$160,000. I'm a car guy. So, I round up. So, it's probably about like 154, but car people like to say 160, right? So, if I was making \$154,000 in a year, think about this, that dealership, I have to be making at least \$700K to \$800K gross or be responsible for my department to make that much money for them to even entertain paying my ex-convict ass, you know, \$154,000. And I was tired of the BS.
- So, I was thinking, okay, if I could make these people, you know, \$700,000 to \$800,000 in a year, why am I doing it for them? Why am I building this person's life and this person's future? That's stupid. Again, then, at the very least, I could at least make what I'm making right now, a buck 55, a buck 60, you know, without much effort. And so, it wasn't hard for me. Remember, I



used to sell bulletproof vests to crack dealers in Queens. I used to push counterfeit money. I used to, you know, sell thousands and thousands of pills of Ecstasy. I'm a street hustler at a Supreme level. So, I'm thinking, "Man, this is light work. Let's run it."

- And so, I started the company the first, I didn't even, because remember, it's April, so I was four months in. I'll never forget the first year, it wasn't even a full year, I only had eight months, I made like 70 something thousand. And that's not bad for, you know, the first year, not even full year. The second year I broke over a hundred and something thousand. I forgot what the number is. On my third year, on my second full year, okay, so, it's technically my third year, but my second full year, I broke over a million dollars, or like within three years, I had over a million dollar plus business. And my third full year, I personally became a millionaire myself. And then it just started flipping. So, we have multiple companies. So, we have Dealer Synergy, which is, it's a global company. It's mostly national, but I've had clients in Russia, Canada, Guam, you know, all over, you know, mostly United States, but international.
- What do I do for a living? And it's really important for your listeners to understand is that for a living, for 17 years, my clients have never been individual people, my clients are either multi-billion multi-million and/or publicly traded companies. What I do for a living is I help multi-million, multi-billion dollar businesses make more millions and millions of dollars. Officially, I've generated over \$1.2 billion in additional revenue for my clients. These are huge car dealerships. One of my clients right now is the Coons Automotive Group. It's a \$2.5 billion dealer group with 19 rooftops in Virginia and in Maryland.
- So, if you think of it that way, like, my confidence is there. I mean, like, I was making stupid money as a kid, as an adult, I'm making even more. So, how can I make more? And so, part of my handicap is part of my success, which, let me explain. I didn't know what I was doing. I'm a street kid, I'm a street kid. I'm a car salesman. Now what I know now, I don't know if I would ever have the goal to do what I did, like, let me start a business. I started Dealer Synergy with \$1,000 cash and a dream. I had a couple partners that I sold, like, 20% of my company, but I was smart enough to rebuy that, like, you know, give them back their money and a small profit, like, you know, a decade and a half ago, you know what I mean? And, Oh my God, like, it's worth it so much now. Like, I just was smart and I had, there's another resource I got from prison. There was a guy named Leo Mangan, [SP] I can use his name. He got arrested by the SEC for like \$46 million of stock and security fraud.



- So, Leo Mangan in 199-, I met him in 1996. So, his case would have been like 94, 96 or whatever it was. And he was advising me about business and things like that. And he hooked me up with his accountant, which is from Strong Island, from Long Island. Shout out to my guy, Damien Booth. He's been my accountant for 17 years. I didn't have a financial planner, but I listened to the accountant. I listened to, you know, the different moves that he told me to make. So, for example, when to incorporate, you know, different entities, when to buy commercial real estate, instead of, you know, leasing in Philadelphia. Buy a commercial building in South Jersey and things like that.
- So, to go through the list of the companies, Dealer Synergy is the big one. Second is I have a company called Bradley on Demand. It's a video on demand training, tracking, testing certification platform on the LightSpeed platform. So, I've got, it's a \$6 million product that I spent, \$6 million cash on building. I've got over 6,300 training modules for the entire automotive industry. I'm partners with Grant Cardone on his Cardone on Demand.
- The next company is I got a conference, The Internet Sales 20 Group Conference. For the last 14 years, I've been making millions and millions of dollars doing, like, an annual event where it's like a three-day Lollapalooza, but for the top speakers in the automotive industry. So, I charge sponsors a lot of money and I charge dealers a lot of money to go to it. So, I get the cheeseburgers and the cows.
- I also have a software development company called Syntech, which stands for Synergy technology. And so, no exaggeration if... I've been building it for six years, I have got about a half a million dollars cash into it. And I gave up 25% of the company, but when it's done, which will be in the next six months, I think that in three to five years, I should be able to get that company acquired for 90 plus million dollars. It's a pretty advanced software product.
- I own Bradley Property Management. We have six properties between commercial and real estate. And so, it's a multi-million dollar real estate portfolio. So, I have equity, passive income coming through, and I just invested in Grant Cardone's Cardone capital. I just gave him \$100,000 check about a month ago on the air, on my radio show. So, between investing in Cardone Capital and my own Bradley Property Management, I have a nice, you know, substantial real estate portfolio.
- I'm a best-selling author for Googleopoly. So, my book...this is cool. This is the Chinese version. So, my book is in multiple languages. So, this is in Cantonese and here, so, I'm not... but I'm actually signed to a multi-billion dollar publishing company, which is Wiley. So, again, I'm an official best-selling author and my book has nothing to do with automotive. My book



has to do with advanced digital marketing, video search engine optimization and how to, you know, really dominate Google to drive traffic.

### **12. So, do you keep updating that?**

- I have not because it's strategy. I'm an advanced marketer. So, again, here's what... and it worked. So, the whole, like, when I got this book deal, it's because I'm in the National Speakers Association, I'm a CSP. So, I don't have a literary agent. I went through the back door. Most people have got to go through this rigmarole to get a book deal. I approached one company and I talked to one editor and they jumped on it. How? Because I'm a high ranking NSA member in the National Speakers Association. So, they have like book labs and things like that.
- So, I wrote my book probably about five and a half years ago. So, maybe six years ago, I went to one NSA book lab, the editor of Wiley Publishers there, I told him the idea and what I... Here's, what I could do. I could have written a book for my base, which is automotive, but publishers don't care about that book because it's too small of a niche market, car dealerships. So, I was thinking, okay, what book can I get to, can I write to become famous? I need a book that's going to get me in the bookstores, to get me, like, in Barnes & Noble.
- And so, I projected and manifested. I wanted to do a book tour. I wanted to have my book inside Barnes & Nobles, inside Hudson Booksellers. So, I picked a subject that I was very, very gifted and that was universally sound for any vertical. Hence, "Win The Game of Googleopoly" to fast forward, I did a book tour, if you go to YouTube, you'll find the video and your listeners can find a video where I was in Fifth Avenue in Barnes & Noble, which is the number one in business books. I mean, the number one bookstore in the United States is Fifth Avenue Barnes & Noble. And they had a big blowup of my cover of my book in the window. I had people fly in from all parts of the country, for my book signing. I got a whole video of this. I was in Chicago and Boston, all over the country with the book tour.
- And then it was in the Hudson booksellers and all the airports. And then I was spinning the propaganda, you know, because then all my people, I made them, you know, like, whoever read the book, I posted online. And then it was like, everybody was like with a Googleopoly book, which the cover is this, it looks like it's the Monopoly board. So, people felt stupid like, "Oh my God, why don't I have this book?" You know? And it's funny because, you know, most people don't even read books. Who you give books to and who they buy



books, they buy them because it's like a business card on steroids. So, some of the people were just buying the book because it was Sean Bradley, I was somebody in the industry that they knew, or what have you. But the book is pretty advanced on digital marketing. So, that's the, you know, the book story side of things.

- I got a bunch of companies, but it'd take me like half the interview just to list all the companies.

**13. Yeah. And you were going to talk about your wife.**

- Yes. Okay. So, this is kind of crazy. So, first of all, this is why I am the world's best closer for sales. People think, you know, it's not just car sales. I sold my wife the dream. So, I closed her on the deal with her to be my wife. And I'm only kidding. So, she is a queen. She's absolutely brilliant, but she has had a lot of tumultuous experiences in her life. She was homeless as a kid, when her dad went to prison for three years, himself, you know, drugs and stuff. And, you know, she got pregnant when she was 16. So, she was a single team mom, you know. Even through that though, except that's the adversity side, but she never did anything criminal. She doesn't smoke cigarettes. She doesn't do drugs, she doesn't even drink. She's ultra conservative when it comes to those things. But she was the prom queen. She was the class president, and she got a full scholarship to Drexel University for pre-med. She did three years. She dropped out, she got an accounting gig.
- And then, you know, it's funny when we met, I'd refused to let her be part of my company, because I'd just got out of a marriage and I swore that I'd never get married again. I'd never have any kids yet. Fast forward, she's now the CEO of my company that I founded, for the record. And we have two boys together. Yeah. So, who closed who? Anyway.
- But I was really careful. My wife already had money because she had multiple jobs. You know, she was, you know, a bookkeeper and she was cashed up when I met her. And so, she wanted in in my industry and I refused and then she gave me an offer that I couldn't refuse. I'm some gangster. She said, "I'll work for free." And I thought I was gonna break her. She worked for one full month for free, and then I felt guilty, "I give up, you win. You were an asset and I gotta put you on payroll now." And so, we have literally been together for 14 years and she's practically worked with me for 14 years. She started at the very bottom, she's my greatest success story.
- But here's the crazy part after, you know, several years of us building the business together, because I had it three years before I met her, in 2009,



remember I founded the company in 2004. And so, in 2009, we're making millions of dollars, and I said to my wife, "What do you wanna do honey?" And she's like, "You know what? I want to get back into modeling," because she used to model when she was younger. I was like, "All right. So, go do your thing."

- And so, she got her own gig with this company called Platinum Camp Productions. So, they're pretty big in the entertainment industry, especially like in Hip Hop industry. So, she was a video vixen. She was an extra on a Reggae legend's, this is good for your podcast. Watch this, so, this is facts, you know? And I actually interviewed the director who I'm going to say to validate the story. She was an extra on a Reggae legend, Barrington Levy. And like, this is a Reggae legend, you know, he's a legend, legend, like, legend, right? So, she's an extra on this video called, "No War." She rolls up in a Mercedes GL450, not like a basic chic at all.
- But she carried herself classy, not like a thirsty chic or what have you. And, you know, the director, Caesar Augustus approached her, like, "Okay, girl, you know, what's your deal? You're not like these other girls." And she's like, "No, no, no. You know, I've got a bunch of companies, but you know, I just want to get back into modeling." And so, she's a boss chic. She pitches the director, you know, on what we're doing after the one music video, we have a joint meeting we want to buy in 25% of Augustus Films. So, we bought 25% of a major video production company that was doing stuff with Asher Roth, with Scooter Braun. With Justin Bieber, Keri Hilson, all the stuff, that was our company, you know, Augustus Films, Google it. And it was a share split, like, we own 25% of Augustus Films. We also gave him, I think it was 20% of Karina Bradley, Inc.
- And we were helping Augustus films and he was helping in the artist development and the music video for the Karina Bradley. So, we blew... This is how I got my book deal. So, we blew Karina Bradley up. And within six, strike that, within three years, we took an unknown recording artist that was never ever in a recording studio to having over 60 million views, 11 major music videos with Meek Mill, Remy Ma, Papoose, Young Chris, Larry Team, the Style TV Network, [inaudible 00:36:14] Show licensed one of her tracks, "Dance Floor Diva." She's performed in front of 16 million people on Eminem's Shade 45, over a million people on Emmy award-winning "Talk Philly" in Philadelphia.
- That's my wife, you know, and what's crazy about projecting, my two favorite Hip Hop artists are Papoose for old school, because I'm 40 something, right, and then Meek Mill for new school and she's got tracks, official music videos



and tracks with these amazing artists. And we've kept in touch with all these people. So, yeah, she's a beast herself.

**14. Love that. So, I'd say your life has turned out a lot different than you would have planned?**

- Yes. Yes. My best part is my favorite part of my life and to talk about is my wife and the kids, you know, because I never grew up with a dad, you know. So, I'm living vicariously through my kids, man. I'm like having a ball and I'm doing stuff that, I'm from the Projects in Queens, you know, like, I used to take, like, public transportation to school as a kid. And for me to be able to, this is a true story. I got video footage of this. I took my... my kids are gamers, so I've created them, because I have a whole digital team. So, they have their own personas. Game Slayer Sean and Zander Zoolander. They've got their own YouTube channels. And I pulled them out of school, and my nephew, so my two sons, my nephew a couple of years ago, and one of my employees, one of my video productions people and we just jumped on an airplane from Jersey to Texas to go to South by Southwest with one of my camera crew, following us and recording the entire thing. I mean, like it's a rockstar life. And you said you worked in Beverly Hills, right?
- This would mean shop at Dior in Beverly Hills. My girl, it's name is Han, they'd shut the door when we go in. And it's like, you know, a minimum of \$10,000 to \$20,000 shopping sprees, you know, at the House of Dior. So, again, and that's from Jersey, we just fly to Beverly Hills just to go shopping. So, that's a big difference from being my old life. You know what I mean? Like, it's crazy. So, I'd say that the thing that I'm the most proud of is that I have been with my wife for, you know, for 14 years, we have like these four amazing kids. My eldest daughter, Tiana, you know, I joke around and call her Eris. because she's a beast. She spent two and a half years selling cars and she just joined the family business in September. My younger daughter, the middle child, Kaleena, she just started selling cars.
- But I want to also let people know that are listening in, is that if this is not just a story where, like, I was through some stuff, like every day is a struggle. Like, you know, I've got ups and downs, like today itself, you know, I don't mind sharing this, I got a phone call that I'm having issues. I own a commercial property. It was flooding again, I'm trying to do a \$100,000 studio, TV studio in the basement of my office, but I can't do that because we're having flooding issues. So, I'm fighting with the town, not fighting yet, but I'm about to, I'm



probably going to have to sue the township of Autobomb [SP] because they're saying, "Oh, it's not the town," but the plumbers are saying it is.

- So, I'm just letting people know that things are not just cake because you're successful. And I'm going to change the tone to share something, because this is serious right here. Four years ago, my ex-wife who I battled with since my daughter was 10 months old, and my daughter's 20 years old now. So, four years ago, my ex-wife committed suicide and she left me and my daughter who was 15 years old at the time, you know, just devastated, and more so, my daughter, because a child that has a parent that's, you know, committed suicide is four times as likely to take their own life. So, on top of all the other drama and trauma that I've been through, I have to live on a daily basis that the woman that I married, you know, my ex-wife, at one point, I loved this woman more than anything else in the world, ended her life because, you know, she had her own demons she was trying to deal with.
- And I only bring this up, and I hope my daughter doesn't hear this because it breaks her heart when I even talk about this. But I want your people to know that success isn't pretty. Success doesn't mean that you're going to have a, like, you know, you're cleared. It's not like I suffered and okay, I get out of suffering pass for the rest of my life. It's how you deal with situations. It's easy when things are good to be happy and to be positive and to be successful. It's much harder when stuff hits the fan and you're thrown with adversities and challenges, whether it's the pandemic, whether it's COVID, whether it's suicide or it's divorce or whatever it is. I had to bury my friend's 10-year-old son for pediatric cancer.
- So, I'm on the board of his foundation, Poly Strongwood, [SP] out of Sloan-Kettering Memorial. And the other thing, I want to let you ask some questions, but I wanted to just share, because I don't know how much time we got is the kid, the ex-gang member, ex-convict has a foundation called Help Because You Can. I've donated over \$1 million cash to 47 different, you know, charities and people. In addition to the cash, I put my resources, whether it's my time, it's my staff, it's marketing in addition to the cash and try to help as many people as I can. And that's why me and my wife, it was my wife's idea, by the way, Help Because You Can. People should help because they can hence [helpbecauseyoucan.com](http://helpbecauseyoucan.com).

**15. So, what do you do to keep your mental health okay?**

- A bunch of things. One is I've been in martial arts for 30 years. I train in Brazilian Jiu-Jitsu. So, it is the absolute best thing because you could shock





the shit out of somebody without getting in trouble for it. You know what I mean? So, because Jiu-Jitsu is unlike Karate because, how do I say this in Karate, there's forms and you hit the air, you know, and maybe you spar, but in Jiu-Jitsu you're going 110 all the time. There's no holding back. So, when you're putting a submission, a choke, a throw on, you're, not pulling anything. You're going full force until somebody submits or taps out or what have you. So, for me, I train with world champion athletes. I train out of Balance Studios in Philadelphia with 5th degree Helson Gracie black belt, Ricardo Migliarese, 6th degree Helson Gracie black belt, Phil Migliarese.

- These are like lineage, like, under Helio Gracie, the grand master that passed away, is Helson Gracie and under Helson, it's these guys. And again, I choose to drive 45 minutes to 55 minutes a week. And I've been doing private lessons with these guys for 14 years. They're very close friends of mine and I love them to death because on the mats, it doesn't matter who you are. They train the FBI, they train the Marines, they train the Philadelphia Eagles. They train Bernard Hopkins, like, the boxer, they train, they don't care if I'm a multimillionaire, they don't care if I got a national radio show. On the mats, you know what I mean? Like, they're the rock stars, you know what I'm saying? And it's just cool. So, that's a big part of me not like losing my shit because people drive me crazy all the time is I hit the Jiu-Jitsu mats. That's one thing.
- Second is I am constantly enveloped with like love, because in "The Secret," the laws of attraction, it's not just thinking success or happiness, it's feeling it. And when I'm around my wife and my kids and my pugs, I feel happy. When I'm with my sons and my daughters, I feel good, and the endorphins kick in. So, I would say enveloping myself and surrounding myself with people that I love being around. And then it's constantly, my mind never stops. I'm always thinking and I'm always, you know, like plotting, you know, the next hustle the next, legally, of course, you know what I mean? But that's what do,

**16. Do you have a time that you felt so alone? Do you go to therapy? Do you meditate? You have four kids. I know you're not alone. I have kids, privacy's gone. You can feel alone surrounded by people.**

- Not my family. We are very close. Like, we are very, very close. And so, you know when I feel alone the most? Which, and I don't use hate a lot, but I hate this. Especially, you know, 17 years into being an entrepreneur is when I travel. And so, like, that is my point that I absolutely hate the most, but it's a necessary part of being an entrepreneur is when I travel, even for these, like, I charge a lot of money to go to these dealers. So, it's worth it. You know what I



mean? It's the cost, but going to these hotels, I don't care if I'm in, if I only got suites, I don't care if I'm at first class, I don't care. I've had clients charter, you know, private planes for me and stuff like that. You think about trying to think about it, you live and work with your spouse almost all the time.

- So, to be gone for a couple of days you know, my wife sometimes thinks that, you know, I have it easy because I get a break and she's holding down everything, the companies, the kids, the dogs, everything like that. But I say that, you know, she's got it made because she's around like all of our people.
- When I travel and what I do is I distract myself. I work more or I'm on Netflix or I'm on Clubhouse and I try to keep busy. You know, I don't do therapy. I just, you know, not because I'm against it. Part of it is I'm too busy to do therapy. I don't have time to be going through stuff. And a lot of the things I do are therapeutic, you know, and I understand that. So, like, for example, this morning motivation that I do on Clubhouse now, believe it or not, it's therapy for me. You know, I'm able to, Covey says, you know, that, people that learn with the knowledge that they have to teach it, you know, have a higher retention to the information, higher utilization. So, it's an exercise for me. I'm doing these morning motivations. It's therapeutic because it ingrains it more in my psyche. It ingrains it more for me to be conscious, to make better decisions. You know what I mean? So, that's my therapy.

**17. I absolutely do know what you mean. Do you have a message of hope that you would want to give to the listeners?**

- Absolutely. A hundred percent is this, I have a couple degrees of messages of hope. One is that don't let your past define you. You know, whether you were a victim of whatever it is, you know, I mean the most horrific things, violence, abuse, prison, whatever, you've got to let it go. There is nothing at all, beneficial of carrying that stigma or carrying that pain with you. It's hard. I'm not saying it's easy. Why don't people lift weights? Because it's fricking heavy. I get it. If everybody could release their past traumas, there'd be a lot more millionaires and happy people out there. I get that. But you know, the host just asked me, you know, what my message is is let it go. I never once ever let being an ex-convict stop me. I've never once let an ex-gang member stop me, that title.
- I never let being a poor person from the Projects, I never let being a college drop out, I never, never, never, let any of that crap stop me. And I affect hundreds of thousands of people right now. And once this episode airs on VICE TV, I will be influencing millions of millions of people. So, again, if I let



that get in my head, I would never be able to do what I do and impact the people that I do. So, that's the first big part of this.

- And then second of hope is that you need to take a step back and be clear, hyper clear of what you want, not what you don't want. You need to understand what it is that you truly want, and really not just visualize it, internalize it. If it's being a great spouse, a great parent, a great, you know, friend, a great leader, an entrepreneur, whatever it is, make sure that you are crystal clear on what that mission, vision, goal is. And then don't stop there. Most people have vague goals, but what you need to be able to do is reverse engineer with clinical precision, with GPS precision, exactly how you're going to get there. And if you don't know how, you better figure it out, FITFO, figure it the fudge out or you could change that last F for something else.

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