THE MODEL HEALTH SHOW

EPISODE 1042

How Your Fitness Impacts Your Finances: The 5 Pillars of Health & Wealth You Can't Ignore

With Guest Jemal King

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SHAWN STEVENSON: Welcome to The Model Health Show. We are dedicated to health and fitness in all areas of our lives, and most people don't realize, myself included when I was growing up, how much our finances have an impact on our mental health, our physical health, and the quality of our relationships as well. In fact, a study cited in the Journal of Family and Economic Issues found that financial worries are a leading cause of psychological distress in our society today.

While a meta-analysis published in 2022 in PLOS One determined that financial stress and depression are intimately linked. Now at first glance, research like that might have us thinking that it's a lack of finances that can cause this connection with depression. But this can happen at all income levels because it isn't just about the lack of finances.

It's our association with our finances, and this is a place where we are sorely lacking in education. And so with this said, I sought out the very best person, yes, with the education, but I'm talking about a person as in the quality of the individual, to help us to unlock, to better build our financial fitness, and I'm so excited to share this with you today.

While maintaining his role as a full-time police officer, Jemal King built a business empire rooted in discipline, strategy, and vision, proving that financial freedom is possible without abandoning your nine-to-five. Today, as a key member of Eric Thomas & Associates and a featured voice on the Secrets to Success podcast, Jemal travels the world speaking to entrepreneurs, professionals, aspiring leaders, and everyday people.

His message is centered around his five pillars for a successful and fulfilled life: faith, fitness, family, finance, and freedom. A framework that guides both his personal life and business success. Let's dive into this conversation with the one and only Jemal King There's nobody on planet Earth that I would wanna talk about financial fitness with-

JEMAL KING: Oof

SHAWN STEVENSON: Than you. And a lot of people don't realize this, but this study, this was published in the Journal of Family and Economic Issues, found that financial worries are a leading cause of psychological distress in our society today. Wow. And so when we're talking about real health, real abundance, our finances are a big part of that.

But it's something that, you know, coming from the culture that we come from, we don't necessarily even talk about these things.

JEMAL KING: Yeah.

SHAWN STEVENSON: And so learning from you is a blessing because it's not just the fact that you've figured some things out yourself. You've taught so many people. You've been so generous with your insights and your information.

And every time I talk with you, I learn something. And so we're gonna have a masterclass today- ... on financial wellness, but just success overall, because the financial piece, you're gonna give some insights on that. There's more to that. You know, you have these five pillars that you talk about. That's right.

So we're gonna break all this stuff down. So when you hear the term financial fitness, what do you think about?

JEMAL KING: Yeah, so I mean, when you think about physical fitness, right? You think about your, your, your muscles, right? You think about how in shape you are, and you have two parts of it. You have the internal in shape, and you have the external, right?

And so you think about financial fitness. You know, I think about a person who's able to sustain their lifestyle. Not necessarily wealth, but just your lifestyle. You know, um, always have this thing where I talk about how much does it cost to be you, right? What is the cost? And it's crazy, Shawn. Most people, I can ask them, "How much money do you make in a year?"

Or, "How much money do you make every two weeks?" Everybody knows their paycheck amount. But then when I ask that same person, "How much do you spend?" every two weeks.

Nobody has that number. Somebody usually have to say, "Oh, I need to look at my bank statements. I need to think about it." How come you don't know how much your expenses are?

So financial fitness is knowing exactly where you are. It's like when you go to the doctor, right? You get that printout, and they give you exactly this is what your, um, this is what your blood levels are, right? This is what... And you're able to look at that, and then you're able to say, "Okay, cool. I... Man, I'm, I'm pre-diabetic.

My number's at 5.7. I gotta... What can I do to get myself, you know, below the pre-diabetic?" I look at financial fitness in that same kind of way. Are you in the red zone, and what do you need to do to get yourself back into the healthy zone?

SHAWN STEVENSON: Yeah. Yeah, yeah. I gotta ask you, man, just right out of the gate because the way that most people think about their finances is through strictly their job.

JEMAL KING: That's right.

SHAWN STEVENSON: And that's ab- absolutely one form of revenue, for sure.

JEMAL KING: Yeah.

SHAWN STEVENSON: And you're a little bit counterculture in this conversation. This is why you're so relatable, because you're not telling people to quit their job and try to be, you know, an entrepreneur and- Mm-hmm ... get rich and all this stuff.

JEMAL KING: Yeah.

SHAWN STEVENSON: You're very practical, very tactical. You did this from the ground up yourself, you know, starting off in a squad car.

JEMAL KING: That's it.

SHAWN STEVENSON: And I wanna ask you if you could just talk a little bit about that for people that don't know your story. When did you start to really tune your attention towards building your financial fitness?

JEMAL KING: Yeah, when I saw that at any moment this could be taken away from me. I mean, just think about this, Shawn. You got a wife. You got kids. You got a family. You got a lot of people that you support. Imagine only having one stream of income, and you don't even own that stream of income. Now, that's different. If you own that one stream of income, you got a little bit more control.

But imagine having one stream of income that you don't own and you don't control. That mean that it can be taken away, and then that's a domino effect, right? You're looking at if, if, if this one stream of income I have can be taken away, well, then now that don't just affect me, but it affect my wife. It can affect my children.

It can affect our lifestyle. It can affect where we live. It can affect everything. And so when you just think about having that one stream of income, that's actually kinda terrifying, right? And as a Chicago police officer, I had to look at it from two different sides. I didn't just look at it from the side of, oh, they can fire me.

I looked at it from the side that I could actually lose my life. You know, we talked about it before. You know, I had that one incident where I almost lost my life, and I'm embarrassed to say at that time I didn't even have life insurance because the only thing I had at the time, I had a life insurance policy that was based from the police department.

If you die in the line of duty, they would give your family $20,000, they'd give them a flag, and I think your kid can get free education as long as they went to a Chicago public school. So that right there was what my life was worth.

SHAWN STEVENSON: Mm.

JEMAL KING: And so when you think about that, it's just like having one stream of income is too close to having none.

And so, and I think growing up, we are always kind of told about, you know, "Man, go get that good job." You know, "Go get those benefits." And there's nothing wrong with that. I did it. But nobody ever tells you at the same time, while you get that good job, use that good job to go create another business. Use that good job to go get other assets that can take care of you.

So there's nothing and nobody that's stopping us from having multiple streams of income. But if you just think about even when you grew up, did anybody talk about multiple streams of income?

SHAWN STEVENSON: Absolutely not.

JEMAL KING: You only... Even when I went to college, it's pick a major, pick a career.

SHAWN STEVENSON: Yeah.

JEMAL KING: Nobody ever tells you that you can have multiple streams of income.

And so for me, that's what it was. It was just not giving somebody that much control, not over just me, but over my loved ones, over our- Yeah ... way of life.

SHAWN STEVENSON: Man, what you're speaking about is truly financial literacy.

JEMAL KING: Yeah.

SHAWN STEVENSON: You know what I mean? It's like a language- Yeah ... that we just didn't have access to. We didn't realize that we could learn the language as well, and that's the powerful part about it, is that we can learn this language.

It's way easier than learning Spanish. You know, respectfully. Exactly. You know what I'm saying?

JEMAL KING: You're right.

SHAWN STEVENSON: And I know, I think Eve has been trying to learn Spanish for, like, 17 years. He, I mean, he's got some words in his, in his, in his bag. Yeah, yeah. You're right. You know what I'm saying? But, you know, what I'm so impressed by is, again, you figuring this stuff out and still having that nine-to-five.

JEMAL KING: Yeah.

SHAWN STEVENSON: Right? You still had your nine-to-five as a Chicago police officer.

JEMAL KING: That's it.

SHAWN STEVENSON: And you used the time that you had and- This is something that all of us have access to because none of us are working 24 hours a day. Mm. You know what I mean?

JEMAL KING: Right.

SHAWN STEVENSON: And we have those times, and for you it was the hole.

JEMAL KING: Yeah.

SHAWN STEVENSON: Right? It was this time as a police officer that you had where you had the ability to, like, your, your, your coworkers would maybe watch YouTube videos on their phone.

JEMAL KING: Yep.

SHAWN STEVENSON: Eat the obligatory donuts- Yep ... and things like that.

JEMAL KING: Dunkin' Donuts. Exactly.

SHAWN STEVENSON: But you were studying real estate. Yeah. You were studying investing.

JEMAL KING: Yeah.

SHAWN STEVENSON: And from there, can you talk a little bit about, like, f- some of the first steps that you took to start to get these additional streams of revenue?

JEMAL KING: Yeah. Well, the first thing I did, man, and it was crazy that you brought up the hole, because this was in the hole. I remember reading a book. I remember reading this book that said that every millionaire had at least seven streams of income.

And I remember thinking to myself, like, "Seven streams of income?" That's my first time ever hearing that, right? And I might've been about 22, 23 years old. And when I looked in the next page, it broke down those seven streams of income, right? And then when I looked at it, surprisingly, the first stream of income was earned income.

I was like, "Oh, I got that." You know, I'm, I'm in a squad car right now. I still have my police uniform on. And I was like, "Okay. Every millionaire... So millionaires have earned income. Okay, cool. So it's a lot of millionaires then have nine to fives too," right? And so I was like, "Okay, cool. So earned income." And then it said interest income And then when I looked at it, it was like interest income.

What is it? And at the time, I had my money in a police, Chicago police credit union, right? And my money was receiving 0.002% interest, right? Pretty much cents. But then when I looked at it, a high-yield savings account, right, 4.3%. So I said, "Okay, it's the same amount of money, but yet I'm putting it in the wrong bank."

So then when I looked at it, it said every millionaire, you know, they look at interest income. So I moved my money, my paycheck from going to the credit union receiving nothing to now putting it into a high-yield savings account. So now I said, "Wow, I got two streams of income already." And then the third one was dividend income.

Dividend income. What is dividend income? So then I started looking and I said, "Oh, wow, millionaires, they invest in the stock market." I said, "I don't have much money." At the time I

was making $1,200 every two weeks, right? $1,200 every two weeks. My paychmy, my overall gross salary at the time was $36,000.

But I started with $50. Shawn, I started with $50. I would take $50 from my paycheck, and I would move it to this investment account. I remember, I still got the same investment broker to this day because at the time I was 22, I didn't have much money, and I remember going into his office. And I remember walking in there, man, and he was working for Edward Jones.

And I remember going in there, and I remember talking to him, and I was this young guy. I just had a gun, a badge, you know, I just got benefits, and I remember walking in his office and I remember saying like, "Hey, how you doing? My name is Jemal King, and I wanna start investing." And I remember this guy, man, he looked at me and he was like, "Oh, okay.

That's great." Like, you know, "How much do you make? How much do you..." And I remember telling him I made $36,000, you know, before taxes got taken out. And he never flinched. He never laughed at me.

SHAWN STEVENSON: Hmm.

JEMAL KING: He never made me feel less than. And all I could afford at the time to invest was, like, $50 every paycheck $50 every paycheck.

And this guy looked at me and told me that I was doing a great thing.

SHAWN STEVENSON: Yeah.

JEMAL KING: He told me that I was doing a great thing. And here it is, that same account that I used to put $50, I used to put $50 in this account, then I would, um, start college funds for my kids. Same thing, I would put $100 or $50. Every time I got a raise, I would add money to their accounts.

And it seemed small in the beginning, but then now I'm looking, and it's crazy because I did this over 20, you know, over 26 years ago, and then now those accounts have now paid for my

kids to go to college 100% debt-free. So I tell people, "You have enough to start where you started now."

SHAWN STEVENSON: Yeah.

JEMAL KING: You have enough.

So then I said, "Okay, cool. Dividends." So I started that account. And then at the dividend, I saw that millionaires have real estate. They have rental income. So one of the streams of income is rental. So then that's when I started researching real estate, right? And then I saw that, okay, cool, I could buy this property for this amount, add some value to the property by fixing it up and renovating it, and then once I pay the mortgage, then the money that's left over now, that comes back to me.

So that's rental income. And then at the rental income, you have capital gains.

SHAWN STEVENSON: Mm.

JEMAL KING: So then I bought real estate, and then I went in capital gains. I bought properties, I fixed them, then I sold them And then I went from capital gains to business income. I took the money from the capital gains, the net profit, then we started a chain of daycare centers, and that gave us the business income.

And then we went from business income to then me writing my own book and becoming a nine-to-five millionaire, getting a brand, right? And that's royalty income. Yeah. So all I did, Shawn, is I read. I got exposed. You know, I talked about that before. Your level of exposure determines your level of success. I got exposed to the mindset of millionaires and what they did, and I did all of this while I was in my present nine-to-five in the squad car.

That was my office at the time.

SHAWN STEVENSON: Yeah.

JEMAL KING: And I learnt the mindset of millionaires or the mindsets of wealthy, and I didn't look and say, "Well, I don't have enough now. I'll wait till I get promoted." I just went after everything they said while I could from where I was at, and I think a lot of people miss that.

They're waiting on the perfect opportunity. They're waiting on the perfect opportunity. Okay, when I get promoted, then I'm going to invest money. Okay, we are right now only got $50 every two weeks to invest in the stock market, but, um, when I get promoted and I get that extra thousand dollars, then I'll...

No, start now.

SHAWN STEVENSON: Yeah.

JEMAL KING: Start now.

SHAWN STEVENSON: Yeah. Yeah. Yeah. Man, thank you so much for sharing this because the tactics of having more and being able to invest in these different buckets to really start to create these multiple streams of income for yourself- Yeah ... the tactics are there, right? But it's not just... It's like you started with the financial fitness.

It's the outside-

JEMAL KING: Yeah ...

SHAWN STEVENSON: and it's also the inside.

JEMAL KING: Exactly.

SHAWN STEVENSON: Because you have the tactics, and everybody can learn these tactics directly from you in multiple ways. And many, most of these ways don't cost anything. Right. All you gotta do is listen and apply.

JEMAL KING: Yeah.

SHAWN STEVENSON: But it's the mindset, it's the pillars.

JEMAL KING: Yep.

SHAWN STEVENSON: It's what your life is really built on that's gonna help you to actually execute on the tactics.

So if you could, you have these five pillars.

JEMAL KING: Yes.

SHAWN STEVENSON: You gotta share these with everybody.

JEMAL KING: Okay.

SHAWN STEVENSON: Break them down.

JEMAL KING: Yeah, so this is the bedrock of my life. Um, and excuse me if I get emotional, because it's, it's literally my life is the sum total of my pillars. Um, every single day, I, I, I, I go into my faith, my family, my finance, my fitness, and my freedom.

Those are my five pillars. You know, I'm in real estate, and you know, the most important, when we building a structure, the most important part of that structure is the foundation. And so those five pillars, those are my foundation. Those are my found- foundational pillars. I don't go to bed, I don't go to sleep until I have acted and done something aggressively in each one of those pillars every single day.

Yeah.

SHAWN STEVENSON: Let's start with that first pillar. Let's break it down.

JEMAL KING: Man, faith. Faith. When you look at my life, and I think a lot of people, um, they look at me and they say, "Oh, Jemal, man, you've done a lot. Man, you've really done a lot." But

really my life is the sum total of my faith. If you think about it, man, it's, it's every single day I send out a Bible scripture to every family member that I have.

And I send out just one scripture. I don't send out a whole chapter and things like that, just to focus and meditate on this one scripture. Because the thing about it is, and I think people see us sometimes at conferences, they see us on stage, they hear us talk, and they don't realize that we go through things just like other people.

You know, we're human just like everybody else, but the thing about it is that it's not a question on if something is going to happen in one of our lives, it's when it happens. And when it happens, what will you turn to? Who will you turn to? Will it break you? Or will you remember what was said to you in the light?

Will you remember that? Will you stand on that? And so when you think about faith, when you ... Even with my son, I think, um, my son right now is 10 years old, right? And every time I see him, I'm in awe. And the reason why I'm in awe is because we prayed for him for seven years. Seven years it took. And I mean, we had my kids before him.

We had no issues, no problems getting them, conceiving them, right? I could tell you exactly when each one of them was conceived. But with my son, it was something different, man. For the last seven years, we were praying to God. We didn't know what went wrong. We went to doctors. We, um, we had tests done, tests done on me, tests done on my wife, and they were like, "Yo, everything is fine with you all.

We don't know why you can't conceive." And I remember at that time, you know, my wife, she was the only one, we were standing hand in hand, you know, and we were believing God together. But then something happened in that seventh year where she kinda got tired of, of, of, you know, believing. She kinda got tired, said, "I wanna just get on my life.

Maybe it's not meant to happen." She started listening to everybody else.

SHAWN STEVENSON: Mm.

JEMAL KING: But I went back to my faith pillar, and I remember, uh, writing a letter to God I re- I still got this letter to this day, and I remember writing this letter to God just saying that the reason why we haven't conceived our son, I know it has nothing to do about what you can or can't do.

It's about my faith and the lack of my faith. And I remember going into that faith pillar and standing there, and I had told my wife at the time, I said, "You know what? I don't fault you for not, you know, for, for being weary or being weak. I don't, I don't, you know, I don't fault you at all. It's been seven years, but I'm gonna have enough faith for the both of us."

And then I remember, um, just, just, just creating the place to receive my son. You know, I remember, um, putting the... My son wasn't even born yet, but we had a bathroom that we were renovating, and we went, and I put a urinal on the wall, you know, in his room that I put his name on the wall. I put a crib there.

I put- I bought boy clothes at the time. And I did all of that, and I remember reading the Bible every single day, Sean. I got the rocking chair right now. It's still in his room. And in the rocking chair, I would j- I would sit there with a Bible, and I would read scriptures, right? And I would scratch out the names of certain individuals in the Bible, and I would put my name there.

Um, I remember one scripture in particular. It was, uh, when Abraham, um... 'Cause Abraham had the issue where he couldn't conceive, him and his wife, and I remember writing, scratching out that Abraham, and putting Jemal right there, that Jemal- Abraham would become the father of many nations. Jemal would become the father of many nations, you know, and I would put my name there.

It was other scriptures, you know, uh, "Seek and ye shall find. Knock and the door shall be answered," you know. And I, and I remember staying in those scriptures, and I kept doing that until my son was realized. So every time when I see my son to this day, I'm reminded that, "Yo, son, you were brought here by faith."

I could've given up at any time. Now, that situation was just my son. Imagine how many other individuals, you know, because your faith pillar is weak, how many other individuals have given up on something? And just because it didn't happen for you when you wanted it to happen does not mean that it's not for you. Does not mean it's not for you.

And so I always look and I always say that if I was not in my faith pillar, then my son might not be here today.

SHAWN STEVENSON: Yeah. And now you have a walking, talking reminder of miracles.

JEMAL KING: Yes. Yes. Yes. And I just, you know, believe that all things are possible to the one. So we're talking about fitness, right? We talked about financial fitness.

You know, your faith has muscles also. And the more you strengthen it, you know, just like anything else, you have to work. In order to get muscles, you have, there's a certain level that you have to do, right? There's a certain level of, of, of tearing the muscle, right? Ripping the muscle, cutting the muscle.

There's a certain level that you have to do when it comes to your faith at the same time. You know? And I think a lot of times we are weak in our faith because we don't exercise it enough. You know, we don't, we don't, we don't practice it enough. We don't stay in it enough. A lot of us, we were believers, but how much do we actually exercise our faith muscle?

SHAWN STEVENSON: Come on. Come on, man. Man. When it comes to energy and performance, it all starts with the powerhouse power plants of our cells called the mitochondria. Our mitochondria are so abundant, they actually make up about 10% of our overall weight as adult human beings. We got a lot of mitochondria to run a lot of processes.

Now we want to make sure that we're not gumming up that process of energy creation. And not only that, how can we add to it to create more mitochondria and more energy efficiency? Well, one of the most important components nutritionally has to do with these incredible minerals that carry an electric charge called electrolytes.

In particular, something like magnesium, for example, is required to make new mitochondria. It's a process called mitochondrial biogenesis. The creation of new mitochondria depends on magnesium to be present. Pretty amazing. Plus, we've got this remarkable sodium-potassium pump that has a lot to do with the energy exchange going on throughout all of our cells.

It isn't just about the mitochondria, of course. There's a huge data network that runs this amazing human entity. But again, it all works together. And those three electrolytes in particular are an important place for us to focus. And so we want to make sure that we're getting plenty of electrolytes from our diet.

But today, more than ever, whether it's high-performance athletes, top CEOs, or just everyday folks looking to fuel their days and fuel their performance, supplemental electrolytes are one of the most popular things in the world. But for decades, that medium has also been a source that has been rampant with artificial colors, artificial flavors, and ridiculously high amounts of refined sugars.

And to that, we've said no more. Enter the age of LMNT. It has no artificial colors, no added sugars, and no dodgy ingredients. And it has science-backed ratios of those three key electrolytes based on hundreds of thousands of data points with real people. When people utilize LMNT, they truly notice the difference, whether it's in their stamina, their cognitive performance, helping to manage hunger and cravings.

There really isn't a metabolic process in the body that an electrolyte supplement like this cannot support. And right now, when you go to drinkLMNT.com/model, with every electrolyte purchase, you're going to get a free sample pack with two servings each of their four most popular flavors. Incredible. Go to drinkLMNT.com/model right now to take advantage of this incredible offer, this very special gift.

LMNT is a big part of my life, my team's life, my family, friends. It's really an incredible supplement. Super easy to travel with. I always have their little packets on the go with me when I'm traveling. Also, when I'm working out. It was just in my water bottle today during my workout. Truly love LMNT. Head over, check them out.

It's drinkLMNT.com/model to take full advantage of this very special offer and this special gift. And now, back to the show. All right, let's move on to this next pillar. Um, family.

JEMAL KING: Family.

SHAWN STEVENSON: This one right here- Yeah ... I just gotta say this. We don't realize because a lot of this, if we want to elevate our lives in whatever domain they might be, we often think it's on our own accord.

It's just on our own little energy, and we don't think about how influential the people in our lives-

JEMAL KING: Yeah ...

SHAWN STEVENSON: are in our progression or regression.

JEMAL KING: Yeah.

SHAWN STEVENSON: And so why is family one of your pillars?

JEMAL KING: Yeah, so family is, um, it's- it's- it's one of those pillars, man, that's like every single day that it's- it's- it's kind of hard with the family pillar because not only is it about spending time with your family members today, but it's about setting them up for the future, right?

So I don't just spend time with my family members today. I spend time with who they're going to be in the future, right? And so before we started the podcast, we were talking about my children, and it's crazy that eight years ago, I was on this podcast, and y- I remember you mentioning that my daughter was going into high school, right?

And then I remember you mentioning, um, you know, just about other family members, and my daughter now, that same one that was going into high school, now she has graduated

from college, right? Tuition paid, right? Going into medical school. Ever since my daughter was about four years old, she said she wanted to be a doctor.

And to now see her now going into medical school right now, as we speak, but I know that it just didn't happen overnight. It was the setup. You know, we did everything that we could in the present to make sure that her future looked like this, and I think a lot of people, they fall short of it because it's, it's a long process.

Just imagine that. Think about this. My daughter graduated from Michigan State 100% debt-free. The money that was started, the seed money that started her college, uh, her College 529 plan was done with that $50, right? That $50 every two weeks that I was investing in the stock market with Edward Jones. So just think about that kind of discipline.

This is a 26, this is like a 26-year plan in place. And so it's all about the setup. When you think about, you know, my wife, my children, I sit down in my family pillar, and I write down exactly how can I support each one of my family members to be the best version of themselves.

SHAWN STEVENSON: Mm.

JEMAL KING: The best version. A lot of times we just, you, we might ask our kids, like, you know, "What do you wanna be when you grow up?"

But what do we do to actually help them to realize their dream? How can you help your spouse to realize her dreams? So I t- I, I talk to each one of my children, my spouse, everybody, and ask them, like, "What do you want your future to look like?" And then once they tell me, we reverse engineer it, and then we work in the present to make them realize that.

So my oldest son, right, I adopted my cousin back when, uh, he was 14 years old. He's 32 years old now. Um, his mother passed away of a massive heart attack and, um, his father wasn't in his life. His father, we-- the family tried to send him away to his family who lived in Florida, and his father didn't want him.

He went there for a few months and then sent him back. And so I stepped in and, you know, we brought him in our home. Um, we signed for him, adopted him, and he became my son. Took my last name and everything, and this was my birth cousin. And I asked him, like, "What is it that you want to do?" And I remember him saying that he wanted to make it to the NFL, and we went after that goal.

And, um, we, he, he end up becoming one of the top football players in the nation. I think he was the fourth best defensive tackle in the nation. Ended up going to University of Illinois. And I remember at that point where he ended up not getting drafted, kinda like my story, and he was kinda suffering from that PTSD, that post-traumatic sports disorder that we all suffer from.

And he ended up, um, doing security, right? He ended up doing security 'cause he's a big guy, six foot four, 300 pounds, and he was doing security. But I, at that point, I went into that family pillar and had to remind him, "Hey, this is what you said you wanted to do. You said you wanted to make it to the NFL."

And at that point he said, "Well, I can't play football no more, Dad. You know, that's over with." And I said, "Who said that you had to play football? You could coach And then at that point, we went in, to make a long story short, um, Vontrell now is the head defensive line coach at Arborne- Auburn University. Um, he's had multiple NFL offers for him, and, um, I can't say exactly- Yeah, yeah

but he, yeah, is looking pretty good for him. But it's all about the setup.

SHAWN STEVENSON: Yeah.

JEMAL KING: How can you set up? And it's so crazy that we've done this years ago, and to now sit in this and see how everybody has been set up, and then you just realize that nothing just happens, right? And so to see all of my family members now living their dreams, um, and it's all comes from that family pillar.

SHAWN STEVENSON: Yeah. It's extraordinary. We all have this power too, man.

JEMAL KING: We all have it.

SHAWN STEVENSON: You know?

JEMAL KING: We all have it.

SHAWN STEVENSON: I love this example because for him, having that goal, what happens is you'll find yourself in that proximity some kind of way. Yep. You know what I mean? It's just like taking those progressive steps towards that thing and not giving up.

Obstacles are gonna happen. It's gonna happen. And I love that you said this earlier that, you know, again, somebody might look at you like, "Man, he's got it made. Like it's this and that." Yeah. But we all go through stuff, and it's just really how do you, how do you build yourself up these pillars, this foundation- Yep

so that you're resilient in the face of these things? Because stuff's gonna happen. And everybody, everybody that's listening and watching, really being honest with yourself, what do you really want?

JEMAL KING: Mm.

SHAWN STEVENSON: What do you really want? Be honest. No one else is listening. No one else has to know. Be honest about what you want and start, like you, you just said reverse engineer it.

Yeah. Start taking steps in that direction because you're gonna find yourself in that proximity some kind of way. And so with this being said, family being a very important pillar, I love these insights. Also, something I've seen is your family being involved in the work that you do-

JEMAL KING: Yeah ...

SHAWN STEVENSON: as well. Talk about that a little bit because sometimes people can feel like, "Well, I don't have those people.

I don't have family that I- would support me in, in my endeavors." You also have community. You have friends. You have allies- Yeah ... who you've attracted-

JEMAL KING: Mm-hmm ...

SHAWN STEVENSON: who are like family to you now as well. Yeah. And so that is taking everything from one level of greatness to levels of greatness that you probably never even imagined.

JEMAL KING: Yeah, man. It's, it's community, bruh. It's community. I got a great family. Um, and it's crazy because most of my family, you know, before I started doing this, is all police, right? And even when you look at my parents, right, they supported me, um, you know, in everything I've ever done, you know. Even while they were police, so they would show up to every event that I had, you know.

My dad was out there before he had the stroke. He was out there at, um... And that's crazy because- For the last four years before my dad actually had a stroke, I would be doing Make Real Estate reels, right? We would be traveling to all of these different countries, and I would have my parents there and giving them that vacation.

And one of my last memories, one of the last vacations my dad actually took was the one that I gave him. He was coming to support me and come to my conference, and I remember him standing off in the side dancing. He's on a cane, but he was dancing and just having a good time. So but yeah, so no, that support is, um, is different.

And I... And it's not just about the support for me, it's about the support for each and every one of us. I make sure that I instill that in my children, that, you know, no one is bigger than the family. No one. You know, we are all here to support. So even if it's something as big as I'm speaking in front of 20,000 people or Junior got a baseball game, you know, a little league baseball game, um, you know, for, for, for 10-year-olds.

That game, I'm, I'm, I'm very careful to make sure that I let him know that that game is just as important as me speaking in front of 20,000 people. And I think that when you do that, it's reciprocal. Yeah. Right? When he shows up, he's showing up with that confidence level. Even when I left, you know, Chicago to get on my plane, he was just like, "Hey, Dad, do your best today, um, on the podcast.

Uh, do your best today, you know. You got this, man. You got it." And that's the same thing that I tell him.

SHAWN STEVENSON: Yeah.

JEMAL KING: Yeah. You know? My daughters, you know. We make sure... We're going to visit my daughter, she's a freshman in college. Her homecoming is coming up, and we're going to visit her, the whole family, and we're letting her know, like, "Hey, we support you.

You got family with you. We're all here." D- we've done that even with Vontrell. Um, every football game, even though he's coaching now, you know, we have t- we just was in Atlanta just, uh, two weeks ago. We brought about 20 people with us, and we're supporting him just like when he was playing. So it does something-

SHAWN STEVENSON: Yeah

JEMAL KING: you know, when you just got that support and that love and everybody is just like, "Hey, we're here for you."

SHAWN STEVENSON: Yeah.

JEMAL KING: You know? And it, I think it's important as the leader of the family, you know, for them to see that, hey, Dad, even though he's busy doing all of this and he's on this TV, he's on this, he's still here, and he's right there.

And I'm not on my phone. I'm not there, but not there. I'm actually engaging with them. And psychologically, I think it helps their psychological health.

SHAWN STEVENSON: Yeah,

JEMAL KING: for sure. And it lets them know, like, yo, I'm important. This is important.

SHAWN STEVENSON: For sure. And also for us that are looking for the support, be the support.

JEMAL KING: Yes.

SHAWN STEVENSON: Right? That's one thing that I'm hearing and seeing from you as well. And also, for those people that feel like, again, my family structure isn't, isn't like that You also have, again, extended family- Yeah ... that you have now in your life, Eric Thomas.

JEMAL KING: Yeah.

SHAWN STEVENSON: CJ. Oh. A brother.

JEMAL KING: Yeah.

SHAWN STEVENSON: How do you get people like that to be a part of your life?

How did you get yourself in proximity to create the family that for some people they don't have? How, how do you, how do you manifest that?

JEMAL KING: Yeah, and I think a lot of times people go looking for those circles. They go looking for those type of people without becoming those type of people first. And I think the thing is you have to become that, right?

I've never went and said, "Hey, CJ, can, can you be my friend?" You know? "Hey, E, can I, can I, can I hang with you?" I never did that. I think that I was just being the best version of myself, and a person who's being the best version of themselves recognize another person being the best version of themselves, and they end up connecting.

And so when I met E and CJ, I was just coming to the conferences, right? But I was at the same time becoming a better person, and I remember my prayers was that, you know, "God, can you please change my circle of influence?" That was my prayer word for word. I used to sit up because nobody in Chicago, nobody in my circle talked the same way I talk.

Every time I got about, got around those individuals in Chicago, a lot of people would be talking about the past. Everybody. I know you got friends like that. They talk about, "Man, remember when we were in high school, man? And Shawn, you ran that touchdown, bruh. You, man, you ran for 30 yards." And you like, "Nah, I don't remember."

You know, you like... Or you might be like, "Oh yeah, I remember that," but that was 30 years ago. When I got around E, C, Carl, it was always future talk, and I think that it's something about being around people that talk about the future, right? 'Cause there's nothing about the past. Yeah, you can't change the past, you know?

There's nothing that you can do to affect the past. But when you talk about the future, I mean, even when I said that to you, you just smiled. You literally just put a smile on your face because the past is the past. But imagine your circle, everybody in your circle, and everybody's talking about the future.

Everybody's talking about, you know, even like, "Man, let's, let's, man, let's plan a trip together with our wives, and let's go, man. Let's go, uh, to this island, man, and, and, and we gonna get on this yacht, and we gonna do this with our wives, and we gon..." It's just a good feeling, right? But when you talk to me about the past like, "Man, Shawn, you ran for, uh, 300 yards, man, and caught two touchdowns," it's cool, but eh, it doesn't do anything.

When you talk about the past, it doesn't affect your future. When you talk about the future, it can change everything. You're setting up, you're putting a blueprint and a GPS of where you wanna go. So that's what I want. I wanna be with people, man, that, that, that, that talk about the future, and we build together, and that's exactly what we've been doing.

Um, and so yeah, man, it's been amazing. You know, I always say that God plays too many games. When I asked God to change my circle of influence, never would I have imagined that he would connect me with the number one influencer in the world, you know? The number one influencer in the world, and then I would become, I would become a influencer, and I would be recognized.

And I tell people that's why it's important on who you surround yourself with, you know? And I say that your level of exposure will determine your level of success, right? Your level of exposure. You know, who and what are you being exposed to? Because that will determine how your life shows up every single day.

SHAWN STEVENSON: Absolutely. Absolutely, man. One of the things that really connected me with you was Y- your obvious appearance, I ain't gonna lie, because you're one of those people where how you do anything is how you do everything

JEMAL KING: Has to

SHAWN STEVENSON: And you take your health and your fitness very seriously.

JEMAL KING: Yep.

SHAWN STEVENSON: And you know that it's not the culture, right?

Yep. Whether this is the police force, whether this is former athletes, they don't often turn out like you.

JEMAL KING: Nah.

SHAWN STEVENSON: And you've embedded fitness into the foundation of what you do.

JEMAL KING: Yeah.

SHAWN STEVENSON: Talk about this pillar.

JEMAL KING: Yeah. Well, your body is your business card. If you think about that, your body is your business card.

Before you even open your mouth and speak, you've said a lot. You've said a whole word just by your appearance. And I once had a, a, a, a billionaire tell me that before a individual actually says anything, before he sees their resume, before he's able to know about their education and what they gonna do, you know, for his company, he said that he's able to just look at them, and their body tells him if they're disciplined or not He said it automatically tells them if they're disciplined, if they, if he can trust them or not.

And I was like, "Man, you taking it too deep. Like, you can't trust..." He's like, "I'm, I'm just saying." He's just like, "You know, this is what everybody can see, and this is what you're presenting. So this is what you're showing what everybody can see, then what are you doing behind closed doors?" And that kinda resonated with me.

And, and, but I had a thing already where when I was, um, first got... Sean, this is a true story. When I first got on the police department, we would have to get measured, right? We would get measured for our uniforms. You ever seen the garments that we wear, the ceremonial garments police officers wear?

Mm-hmm. Right? And we was at the uniform store. I was 22 years old, and I'm at the uniform store, and the guy is measuring me for my pants and my jacket and everything, and he puts this big old jacket, he put like a double XL on me. And I was like, "Oh, excuse me, sir. This jacket is, is, is too big." I'm like, "This is too big."

I'm like... And he looked at me and he was like, "It might be too big on you now, but trust me, it's gonna fit just right in a few years." Ooh. And I looked at this man, and I was like, "You don't know me." And at that time, Sean, I was 222 pounds Do you know I have a scale in my kitchen? It's in my kitchen right now as we speak, and every single day I get on this scale.

And every day of my career, I've been on the police department for 20 years, and for those 20 years, I maintained that same weight, 222 pounds.

As I sit in front of you today, I'm 222 pounds. I remember what that guy told me, and I remember like, "Oh, you definitely, you know, talking to the right one." And so when you think about that, um, that, that, that fitness pillar, you know, I, I, I've seen people, man, get in their 70s and their bodies just go south.

All types of things happen. I mean, I'm right now, I'm, I'm witnessing my mother, um, take care of my dad. You know, my dad had, you know, he had, you know, health issues beforehand that possibly could have been eliminated with maybe eating right or exercise. And I don't want my wife to have to take care of me.

I don't want my children to have to take care of me. You know? I wanna be able to, um, take care of myself right now, put myself in a position, you know, where I'm living a healthy lifestyle so that, you know... I, I, I think it's something in our culture where it's like, okay, cool, when, when, when we hit our six- 70s, that it's okay to be on blood, um, blood medication.

It's okay to be on hypertension medication. It's okay too, for diabetes. It's okay. And one thing that I've learnt from, from you, like, you know, man, food is medicine. You know, food is literally medicine, and a lot of us, you know, when you look at it, my dad is the oldest living male on his side of the family, and he's 78 years old.

I can't even remember the last time a male lived to even be 78 years old on his side of the family. I said that I'm going to change that. I'm gonna change it. I'm not gonna just be 78 and on those medication or anything like that. I'm going to be thriving at 78. And the thing about it is that your kids are always watching.

SHAWN STEVENSON: Yeah.

JEMAL KING: You know? So I wanna be the curse breaker with that. And so every single day, I'm getting up, I'm going to the gym. And the thing about it is, you know, the same thing like when I realized Junior, I had to prepare a place for him to come, and I feel like God delivered him once I prepared a place.

So I prepared a place of health in my home. You know, I got a huge gym. It's got every machine you need. Because I found out sometimes when it was raining outside... I live in Chicago, it can get cold, you know? And sometimes when it got... If it was a winter storm, I wouldn't go to the gym. And so I made a promise to myself that I'm going to work out every single day.

Every single day. And so I created the environment so that I could work out every day. I created the environment so my wife could work out every day. I created the environment so my children could work out every day. And so that's the importance of working out, man.

SHAWN STEVENSON: Amazing. Amazing. How does fitness help people financially, specific?

Like, what... How does that translate over?

JEMAL KING: Oh, man, when you just think about getting up every day and grinding, right? I used to, I used to get... Man, listen, I used to get off work from working. I worked midnights as a police officer. I would get off of work, and then most of the guys that I used to work with, they would go, uh, go home, go to sleep.

They would go eat breakfast, you know. I would go to the gym, work out. Then after I worked out, I would go look at properties. I would go look at at least 10 properties every single day. I said, "You have to be in shape in order to be wealthy." You know, you- it, it takes a, a, a mental and a physical level of being in shape.

So yeah, so it's, it's, it's all connected. And what good is it? The reason why the pillars are so important is because when you think about the structure of a house, right? And if a house has five pillars, right? It's got a pillar on each side, right? So that's four pillars each corner, and then it's got a pillar in the middle.

If one of those pillars have a crack in it, what's gonna happen to the other pillars? They're gonna take on the stress of that one pillar, right, that's lacking. And so that's why I think that, you know, people always come to me like, "Hey, Jemal, man, my finance pillar is strong, bro. Man, my finance, man.

I made $100,000 on this property, my finance pillar."

But I'm like, "Man, how's your family pillar?" Because what good is it for you to make that money, and then now you lost it in divorce What good is it for you to make that money, but then all of a sudden now you gotta spend it on your health because you didn't take care of your health 'cause you didn't eat right, 'cause you didn't exercise?

Mm-hmm. So that's why I always say, man, every single pillar is connected

SHAWN STEVENSON: Are you about that snack life? The paradigm of snacks have changed dramatically in recent years. I grew up, my snacks, animal crackers, little Capri Sun, maybe some random candy from my grandma's purse. You know, she's got the butter scotches and peppermints in there.

All right. Of course, we got little, little chips, little cookie. Listen, that's all fine and dandy, but our paradigm of eating candy has really messed us up. And so trying to get healthier, I started having granola bars, right? Had granola bars as a kid as well. Super sweetened with a picture of a guy with a wig on.

You know, it looked like one of the Founding Fathers on the box. You know what I'm talking about. But trying to get healthier, you know, I switch over. I do the granola, healthier, lower sugar, or low-fat paradigm of these cereal bars, but still really missing the point. And then today we had all these innovations and these newly invented chemical complexes to try to trick our bodies with fake fats or fake sugars, and we end up with a ultra processed conglomeration of a new kind.

What about something real? What about utilizing the paradigm of a food bar, something on the go, but with all real food ingredients? And that's what we have with the Paleovalley Superfood Bars. Not only does it have over eight organic superfoods and collagen-rich 100% grass-fed bone broth protein, there are no added sugars or sugar alcohols.

They come in a variety of flavors, including red velvet, lemon meringue, apple cinnamon, and what I have right here, dark chocolate chip.

These are the only food bars that we keep here at the studio for our team and our guests, and I keep these at home for my family, and I travel with these as well. Huge fan of the Paleovalley Superfood Bars.

And right now you get access to 15% off their amazing Superfood Bars when you go to paleovalley.com/model. That's P-A-L-E-O-V-A-L-L-E-Y.com/model for 15% off their phenomenal Superfood Bars, plus all of their other incredible snacks and superfood, whole food-based supplements, so much more. Head over there, check them out, paleovalley.com/model.

And now back to the show. That's, man, that's a, that's a tough pill to swallow right there.

JEMAL KING: Ah.

SHAWN STEVENSON: That's another thing about you, man, just being around you. You know, you, you tell it like it is, man. You know, some of this stuff is kinda hard to hear. But it's like, it's way harder to go through.

JEMAL KING: Yeah.

SHAWN STEVENSON: Right? No, that's good.

And so, man, I appreciate you so much, man. And you just shared it, you know. If we're thinking about fitness not being something that translates into our finances- The biggest key here is the energy.

JEMAL KING: Yeah.

SHAWN STEVENSON: Right? There's this phenomenon called a temporal expansion that takes place for those that exercise.

It's a changing in our brain and also our biology. Time really does slow down for us. Mm. Our processing speed goes up, and also our ability to problem solve, you know, our working

memory, all these different things are kind of unlocked. And we're just leaving all of that sitting on the side if we're not training our bodies.

That's right. And so we have access to basically change how time works for ourselves, to give ourselves more time by investing in our bodies. 'Cause that's the biggest excuse that we give- Yeah ... is that we don't have the time.

JEMAL KING: That's right.

SHAWN STEVENSON: What if you can actually create more time, and also to be more effective in the time that you do have?

You know, because as you just mentioned, it all feeds into itself. So man, thank you for that. The finance pillar. The finance pillar. People wanna ... How? All right? A lot of people are, you know, again, understand this is one of the biggest, if not the biggest stressor in our world today. Yeah. The financial stress.

This is also one of the leading causes of divorce- Yeah ... and relationship conflict If you could, can you give us some insights into strengthening this pillar for ourselves?

JEMAL KING: Yeah. I would go back to definitely the seven streams of income, right? If you just... If whoever's listening, if you just sit down and ask yourself, how many streams of income do I have, right?

And one of my favorite Bible scriptures, man, Ecclesiastes 11:6. It says, "Work your work in the morning, and in the evening let not your hands be idle, for you don't know which will work, whether it's this or whether it's that, or whether they all do equally well." Bro, that was the Bible telling you about having multiple streams of income.

Just think about it. You might have a husband and wife that's watching, and both of them are working, and they're bringing in two incomes. There's nothing that's stopping you all from bringing in four incomes, and I think the stress happens, um, not with the stresses of life or bills and things like that.

The stress happens because you don't have enough income coming in. There's nothing stopping you. So what we did, we just, first off, with, with real estate, we looked and said, I think a stressor is when you don't know how much your life costs, right? When you don't know how much your life costs. So I would say the first thing to that person is find out how much does it cost to be you.

Write that down. Once you know how much it costs to be you, then you're gonna have this concrete number, and then, you know, as far as with real estate, what we did, we attached a building to every building we had at the time, right? And then that gave our family this level of security when you think about it, because it was like, okay, well, if I get fired, if anything happens, well then we know we at least still have these properties that's covering all of our day-to-day expenses.

We can still live life. That right there, especially for Camille. Camille was like, "Look, we got security."

SHAWN STEVENSON: Your wife, Camille.

JEMAL KING: Yeah, my wife Camille, exactly She was like, and that's her love language, right? Security, right? Financial security. And so I think that a lot of people can, you can... I, I hear people all the time talking about gas prices, right?

And I mean, those are, those are real stressors, right? Gas prices. Bro, I went to the pump the other day, and I'm in Cali now, where I can only imagine what it is. But in Chicago, it was like $7 a gallon of gas. And that is a real stressor, especially when you have just one stream of income coming in, when you got that paycheck, right?

Because gas is going up, but your paycheck is remaining the same. So I think for me, and for what I have seen change a lot of people in their lives, is just having those multiple checks coming in. You know, looking at, um, real estate, um, looking at money coming in from, you know, possibly investing in the stock market, you know, creating a business.

Nowadays, even with the internet, you don't even have to have a brick-and-mortar place. You can create something right online. You got YouTube paying people for creating, you know, cartoons and creating different things. So you have to be creative when creating, right? Somebody watching this, be creative. You know, stop just being a consumer, and then learn how to create more revenue.

And I promise you, if it can make you a dollar If it can make you... All you need is a little evidence, right? If it can make you a dollar, it can make you $10,000. And if it can make you $10,000, it can make you $100,000. But you have to start where you're at, and I think that's the thing that most people don't start because they think that, oh man, it's only...

You know, I remember when I first got started on, on social media, and I remember I made, like, $10 on it. I was blown away. Mm-hmm. I was like, yo, they paying me $10 . Yeah. Like, that's crazy. And then that $10 went to, oh wow, they just sent me a check for $1,000. And then that went to, oh man, I just made 10,000.

SHAWN STEVENSON: Yeah.

JEMAL KING: All you need is a little evidence that it

SHAWN STEVENSON: works. I remember that. I remember that. You, you told me about that. I was like, that's proof of concept.

JEMAL KING: That's proof of concept.

SHAWN STEVENSON: Yeah.

JEMAL KING: And so, you know, so for that financial pillar, the more proof of concept you get, the more you get that financial freedom, the more you create revenue without having to work, the more security now you're starting to bring into your household.

SHAWN STEVENSON: Yeah. Or for people that are hearing attaching a building to a bill-

JEMAL KING: Yeah ...

SHAWN STEVENSON: They would wanna know how do I do that? How do I get started? You have incredible resources you put your heart and soul into-

JEMAL KING: Yep ...

SHAWN STEVENSON: so that people have access to that kind of education. So talk about some of the programs that you have available.

Make Real Estate Real. You've got your book.

JEMAL KING: Yep, yep. So I... So, the thing about it was it wasn't just good enough for me to say, oh y'all, look, I bought a building for every bill. Uh, I purchased over 400 units over the last 20 years as being a police officer. I wrote down step by step on how I did it, right?

Most people you'll hear on the internet or wherever, they say, "If you wanna make it in life, you need to quit your job. You need to step out there on faith, man. You just need to..." And I'm like, nah, keep that job. Like, look, you got a wife. You know, your wife wanna make sure that, you know, that you, you know, you still keeping them benefits, right?

You got children, right? You can't afford just to quit your job, you know? And you don't have to quit your job, right? You don't have to quit your job. So I started Make Real Estate Real, and that's where I show other blue collar 9 to 5ers how to create the life they wanna live, right? Not the life that you can afford to live.

There's a difference between the two, right? Your job got all the control. This is how much they pay you, so therefore your life is connected to exactly what you make on your job. But when you are an investor, you create the life that you wanna live, and then there's an investment that you can attach to it to fulfill that cost to the life that you wanna live.

So that's Make Real Estate Real. So you can go to... Actually, you can go to Jemalking.com, and that's the flow page where everything is on there, or you can go to makerereal.com, and it's a

step-by-step online curriculum that breaks down exactly how to live the life you wanna live one property at a time.

SHAWN STEVENSON: I can't tell you, in the real world- All of the people that have come up, we've been at events-

JEMAL KING: Yeah, yeah

SHAWN STEVENSON: that has changed their life-

JEMAL KING: Yep ...

SHAWN STEVENSON: changed their families' lives by utilizing Make Real Estate Real. It's crazy to me, man.

JEMAL KING: Yeah.

SHAWN STEVENSON: You're like, it's ... You're like the Black Beatles. You know what I'm saying? When people are coming up to you and sharing these stories- Yeah ... man, it's just like- It's a blessing, bro

It's truly transformative. And the thing is, more than ever, more than ever, we need to be investing in ourselves. Yeah. We need to be investing in our communities, and starting to really be intentional about structuring things for the future. You know, because these days are just rolling, you know, passing by, and we have a huge opportunity right now.

There, there was a time not that long ago when people couldn't get access-

JEMAL KING: Yeah ...

SHAWN STEVENSON: to this kind of information- Yep ... to this kind of education, to this kind of proximity, you know? And you've got some amazing people in your life who've helped you to also structure this out so that, so that it's palatable, you know?

Yeah. That anybody can learn it as well. And again, what I'm really seeing, man, is, like, people taking action, and it's just changing the trajectory of their lives.

JEMAL KING: Yeah.

SHAWN STEVENSON: And what, one of the things that you shared is just, like, it creates another level of certainty in the world. You know, that's so uncertain right now.

There's so much uncertainty. Like, what if you can take control? You know, take dominion-

JEMAL KING: Yeah ...

SHAWN STEVENSON: over this part of your life. And just imagine what that capacity is gonna free up. Your creativity, you know, your ability to, um, you know, perspective take, to contribute.

JEMAL KING: Yeah, to walk in your gift, bruh. And how much that goes up.

Yeah. Everybody has a gift. And that's one thing that I've learned, being around everybody in our circle got a gift, right?

SHAWN STEVENSON: Yeah.

JEMAL KING: I don't believe that God just made our circle that special. I believe that every individual on this earth has a gift and a purpose, right? And so the thing about it is, your job is possibly suppressing your gift because you have to focus on making money.

You have to still live. You still have to, you know, put food on the table. And so sometimes you trade your gift for your paycheck. But what if you were able to learn another way of making money? So what I found out is that I didn't just help people make money, I have helped people now be able to walk into their gift and walk into their purpose.

And so there's been plenty of people that's come through. We've had thousands of people come through Make Real Estate Real. And the crazy part about it is, Shawn, I probably will never see the compounding effect of it in my lifetime.

SHAWN STEVENSON: Yeah.

JEMAL KING: When you think about it, I've seen people who started off in Make Real Estate Real with a net worth of maybe 50, $60,000, and now their net worth is half a million or a million dollars or so.

What is that doing generationally, right? How is that able to be passed on to their kids? You know, to be able to say that this is the amount of money we wanna make this year, and then now you, you put this plan together and it's step by step showing you how to put that plan together and, and how to, to actually affect or execute that plan.

You know, it's, uh, it's, it's nothing else that's like that. And it's like you should take advantage of it because, um, like you said man, you deserve to live the life that you want to live. Yeah. Your kids deserve to live the life. And it's crazy that at any moment I could have decided not to have invested.

What would my life look like? I always sit back and I think about that. You know, my kids, would they be, you know, in the position they're in right now? You know, would I have, um, helped out thousands of other people if I didn't make that one decision? And so for people that somebody that's watching it, it's like, look, no matter if you, you know, go through Make Real Estate Real or whatever you do, you just need to make sure that you do something, you know, for you and your family because man, it's, it's a whole nother world out there for you, you know?

SHAWN STEVENSON: My man. The last pillar, freedom.

JEMAL KING: Yeah. Freedom, man. Freedom is, um, you know, go back to that left side of the menu mentality, right? That we had talked about. Um, you know, most people live life

according to, you know, what they can afford, you know. But there's a whole group of people that live life according to what they want in life.

Just imagine that. You know, just ask yourself, if you watching this right now, you know, if money wasn't an issue- If you had a limited amount of resources, would you live where you're living now? Some people might say, "Yes, I love my house," and absolutely, you know. But would you drive the same car that you're driving now?

Would you eat at the same places that you're eating at now? You know, would you wear the same clothes? Would you get the same type of medical, um, you know, insurance that you have right now? You know, freedom is being able to make decisions whenever you wanna make a decision, and that decision that you make is not based off the cost of that decision.

It's based off of it being the best decision, and I think a lot of people miss that. It's like that, that left side of the menu mentality where I went to the restaurant with my friend, and my eyes automatically went to the right side. I went and looked at the prices of it. I was basing what I was gonna eat based off of the cost of it because of I could only afford so much at the time.

But when you have that freedom, right? And the freedom pillar is something that you work towards every day. You position yourself so that you can live in freedom. When I think about my wife, I retired my wife ever since she was 22 years old. My wife has not worked for someone else since she was 22 years old.

I'm not gonna say what her age is now, but let's just- Yeah,

SHAWN STEVENSON: she would, she wouldn't like that. '

JEMAL KING: Cause she's gonna say she's 22. But she- For

SHAWN STEVENSON: Sure.

JEMAL KING: I mean, easy call. I mean, exactly. Easy call. But it's just that freedom. And then what has her life looked like? How was she able to show up in our kids' lives because of that freedom?

So man, when you think about that freedom pillar, it's, it's really, man, everything that you do. It's like, this is what I do it for. We do it so that we can have freedom, so we can travel together, you know, so that, you know, my kids can, can, can live debt-free, right? And then they can, you know, be positioned to do what they wanna do in life.

And so that freedom pillar, that's life, man. That's what we living for, um, every single day. And I think that a lot of people, we don't aggressively, uh, go after freedom, you know? I, I don't even... I talk to a lot of adults all the time, and when I ask them, you know, "What, what is, what is, what is your future like?

What is your goal? Like, what's your vision?" And most people, something happens, man, that when we were kids, we always kinda imagined things, right? You know, we even used to play, "That's my car," right? Car go by, really nice car. "You know, that's my car. That's my car." Uh, you walk past a nice house, you just say, "Man, that's my house."

It's like when we get became adults, it kinda went away, and we kinda said, "All right, yep, that's my reality." So when we was kids, we played that's my car. When we got adults, we became this is my reality. Mm. And you kinda stop imagining. You kinda stop dreaming. And, uh, in the f- in the freedom pillar, that's where every day you just imagine what you want the perfect life to look like, and then you aggressively work towards that image every single day.

SHAWN STEVENSON: Asking is giving. And take action-

JEMAL KING: And take

SHAWN STEVENSON: action ... along with that.

JEMAL KING: Yeah.

SHAWN STEVENSON: You're making it inevitable.

JEMAL KING: Exactly.

SHAWN STEVENSON: My man, I appreciate you so much, and hopefully everybody's inspired to take action. Yeah. Starting now. Don't hesitate. At least focus on one more stream of income. That's it. So this could be the royalty income.

Yep. This could be the interest income.

JEMAL KING: Yep.

SHAWN STEVENSON: We can all start somewhere. But start building that right now, and utilize these five pillars. These are free to take advantage of, by the way.

JEMAL KING: Absolutely.

SHAWN STEVENSON: But it's us taking action. So the clarity piece is there. The action piece is there. Make real estate real jemalking.com

JEMAL KING: Yeah ... is where and on that jemalking.com, you can actually go in there. We have a five-pillar community that you can actually... So if you want that community, and a lot of people, you know, they wanna work out with people, they wanna, you know, go through things with people, you can go through there.

So JamaalKing.com, and you could actually see the five pillars, sign up, and register.

SHAWN STEVENSON: Amazing. I already told you this yesterday. I believe that your life is going to be made into a movie. Yeah, you said that. It's gonna be, it's gonna be a major motion picture, you know? Coming from, you know, the, the, the NFL aspirations-

JEMAL KING: Yeah

SHAWN STEVENSON: to the squad car, to all of the things that you created, all the businesses, all the lives that you changed, speaking on stages all over the world with the greatest speaker on the face of the planet- Yeah ... side by side. It's remarkable, man. And I said, I was just like, "Who we gonna get to play you, though?"

JEMAL KING: Yeah.

SHAWN STEVENSON: And then you send me back- ... a GIF of Terry Crews. Terry Crews. You know what I'm saying? Bouncing the pecs up and down. Bouncing

JEMAL KING: the pecs with the muscles.

SHAWN STEVENSON: And I was like, "That's perfect." You nailed it. You nailed it. My man, I appreciate you so much, man. Thank you so much- Yeah ... for being who you are. Thank you for continuing to push this mission forward.

Thank you for overcoming the obstacles that you've had to overcome, you know? Um, you're an incredible individual, and you said this to me before we got going, you're just getting started.

JEMAL KING: Yeah, man, that's, that's the truth. And if I could give you your flowers, um, eight years ago I didn't have a clue about any of this.

Eight years ago I didn't even have social media, and you invited me on your podcast. And we did that episode, and it was amazing. And, uh, you took me out to dinner afterwards, and you spoke a word into my life. I don't even know if you remember it fully like I do, but you told me that you wouldn't even put this episode out until I took care of some items, right?

Until I took care of some royalty items, and I did exactly what you said. This was before The 9to5 Millionaire. I was just Jemal King on your podcast, and then all of a sudden, The 9to5 Millionaire came out, and I did what I was supposed to do with that. And you told me, you looked me in the eye, and you told me that you are about to blow up and some amazing things are about to come your way.

And I couldn't see it at the time. And so, man, I just appreciate you just being a brother, who you were. Um, you lit- my life has changed from the last time that we were together. Um, I, I, I can't even-- I've been on stages and spoke in front of, uh, 30,000 people. I've done a keynote for 30 minutes in front of 30,000 people.

I've, um, I've spoken over 10 countries. Um, I've, I've, I've got thousands of people in real estate programs. I've made hundreds of millionaires. I've done all of this, and you had me on your podcast before any of that even happened, man. So I appreciate you just, uh, speaking to the man that I was going to become at the time, and not to who I was, 'cause when I was with you I was still a police officer.

I was still a police officer, but you spoke to who I was going to become, and you saw it.

SHAWN STEVENSON: Yeah.

JEMAL KING: And that's why I tell people your level of exposure determines your level of success. It's important who you have around you. And when I talked about that future talk, that's exactly what I meant. You talked to me not where I was at, but where I was going.

So man, I just wanna say I appreciate you, man, and I will never forget that. Um, the same way I talk about my friend who's a stockbroker, and he didn't laugh at me, he didn't look at me crazy when I was investing $50. I look at you in that same kinda light. Um, you was the one that put me on game, you know, before all of this other stuff happened, man.

So I appreciate you, brother.

SHAWN STEVENSON: My man. Bro, thank, thank you so much. This, I, I, I can't even put this into words, man. I'm so grateful, truly, truly, truly. But this is, you know, even Stevie Wonder could see this, man. You know what I'm saying? You're, you're incredible, and I'm so grateful for the work that you're doing, and, you know, I can't wait to see what we do next, man.

JEMAL KING: Yeah.

SHAWN STEVENSON: Real talk. Thank you so much.

JEMAL KING: Future talk.

SHAWN STEVENSON: Let's go. Let's get it. Come on. The one and only, Jemal King, everybody.

JEMAL KING: Yeah, appreciate you.

SHAWN STEVENSON: Thank you so much for tuning into this episode today. I hope that you got a lot of value out of this. This is action-oriented. This is game-changing. I don't want you to listen to information like this and not take action in the direction of what you've learned today.

So make sure to follow Jemal. Go to Jemalking.com. He's got access to so many different programs and insights, and also a ton of free, accessible insights and information as well. You can follow him on social media, but also his YouTube channel, the 9 to 5 Millionaire Network. You can check that out wherever you're listening to this episode or watching this episode.

You can pop over to YouTube and subscribe, and just immerse yourself in the things that you want to learn. You know, you really are what you are around. We are products of our environment, absolutely, so we wanna immerse ourselves in the things that we want to become, that we want to aspire towards. But we're not just products of our environment on accident.

We are human. We are powerful, and we can be creators of our environment. And so that's what I'm encouraging you to do today. Take action. Get yourself around information like this, people like this, education like this, and see your life transform as a result. We got some epic master classes and world-leading experts coming your way very, very soon, so make sure to stay tuned.

Take care, have an amazing day, and I'll talk with you soon.