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**MYSTERY
MACHINE**

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4 Mystery Machines and 7 years ago

Wow. What an opening. I had the chance to launch the 4th Mystery Machine at the Liberty Center in Liberty Township during their annual Lights Up event, and it did not disappoint. There were a few hiccups, like the card scanner not being ready (it's up now), but honestly, the whole thing felt like Scrooge at the end of A Christmas Carol, suddenly understanding the meaning of Christmas and using my stack of one dollar bills to buy the townspeople mystery drinks.

It was crazy. Hundreds of people stood in line for hours. I sold out every mystery drink in the machine (over 450+) on opening night. Kids got free drinks, and adults just had to follow one of the social media pages. I'm financially ruined (jokes), but emotionally thriving. It was one of the best days ever.

We gained hundreds of followers and hopefully a ton of future customers. A solid opening-day investment that I'm confident will pay off long-term. One of the things I'm most excited about: I'm now collaborating with *Molly's Cupcakes*. If you pull the coveted Gold Can, you get a free cupcake of your choice, and they're right next to the Mystery Machine. A bunch of new opportunities have already popped up just in the first week since opening, and I'm excited to expand on those soon.

Seven years ago, I had just graduated high school/homeschool, half the time at home with my nine siblings, the other half taking AP classes at the local high school, where I also played baseball. Strange combo, I know. I got accepted into Hillsdale College, and while all my classmates confidently knew what they were studying (as every 18-year-old "should," lol), I randomly declared I'd be majoring in accounting. (LOL) Meanwhile, the thing I actually loved was making videos... which I was pretty bad at. I pushed the passion down, failed some classes, switched my major to Political Economics, learned a little about market trends and supply/demand, and eventually started making videos again- still not good, but improving.

After college, I tried freelance video production. It crashed and burned. People always told me I'd make a great salesman, so I got a job at Enterprise as a Car Salesman- and damnit, I was good. I learned how systems work and how the law of averages rules everything: make 100 calls, 10% answer, 10% of those buy. Repeat every day, 9 AM to 7 PM, everyday for the rest of your life, and you'll be fine.

But I also had managers breathing down my neck, micromanaging everything, my delusional 23/24 year-old self thought I was better than them. But they gave me my health benefits, the company car, the gas card, golden handcuffs if you will.

Then I launched the first Mystery Machine while still working there. That was my first taste of entrepreneurship, and after that, my mind was gone. My managers knew it, my co-workers knew it, I knew it. I had to make a choice: keep a stable career or give up everything that I worked so hard for to chase this insane business idea that probably wouldn't work.

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And here's the crazy part: everything I thought failed or was a waste of time ended up becoming the exact tools the Lord was giving me for what I'm doing today.

Making bad videos helped me grow my social media platform of over 200 posts, 4k followers, and over a million views.

That early accounting major ended up helping me stay financially organized.

Poly Econ gave me a sense of my own market.

Car sales taught me consistency and persistence, and reminded me that the first 9 businesses I pitched laughed me off, but the 10th said yes. 10% 🙄.

And that "charismatic salesman energy" people always mentioned? Turns out you need a lot of that to sell a random drink generator.

Long story long: the Lord puts things in your life and takes things away, and in the moment none of it makes sense. But He has a way for you, and you only see how it fits later.

Until next time,
Mystery Man



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