

# 99. Merix Gooden: Capturing Creativity

## Hoops and Hustle

### **Gavin Kelly**

Hey everybody you're listening to Beyond 1894. This is the official podcast of Louisiana Tech University. I'm Gavin Kelly from the Office of University Communications. And this is an episode that I'm excited about because we are joined today by Merrix Gooden. He is a class of 2019 Louisiana Tech alum. He is a digital content strategist, creator. He's a cinematographer. He does a lot in photo and video and he's, he's pretty self made, which is what I'm excited to talk to him about Merix, thank you for being on the podcast today.

### **Merix Gooden**

Yes, sir. Thank you for having me, man. It's been so long.

### **Gavin Kelly**

Yeah, it's good to see you. We we met I guess it would have been around 2017. If you're listening Merix and I were together on the street team, it was called at the time, which was the marketing intern team for Louisiana Tech athletics. And so we were both, you know, in our junior senior year there on the street team in athletics, and that's kind of where we, we both started. Like, it's interesting that it worked out for both of us in a way because after I graduated, I ended up working in tech athletics. And then you ended up kind of honing the skills that you that you develop there too. So yeah, I was I spent the year after that, again, working with Merix with athletics marketing. So let's, it's good to see it's good that we go back and it's nice to get to catch up. But you've since then experienced quite a bit of success. But we're going to take it back before all that. So tell us about Merix from from Ville Platte, and talk about kind of where you're from and how you ended up at Tech and why that was a decision for you.

### **Merix Gooden**

Yeah, man. So being from Ville Platte, Louisiana, like Central Louisiana. Kind of wasn't much there to do, but like, you know, play basketball or do whatever you do. play basketball, I wanted to be everything you could think of McDonald's all American wanted to be. wants to get scholarships. I wanted to get the letters in the mail once you get older recognition for basketball. And that didn't quite happen. I got offers from somewhere like Iowa and like, where was it? Oh, University of Dallas, but the tuition was too high. Compared to what they were gonna give me. As far as scholarships, I was like, Yeah, nah, I got this wonderful school Louisiana take that offer me an academic scholarship. So I went to visit and I just fell in love with the business department, the whole school in general, but especially the business department, it was a brand new building. And royal blue is my favorite color, by the way. So just being there. And it just felt like just felt like home, I had family there already. So I could you know, just go there and kind of just quickly, still be away, in a sense. So that's the reason I chose that I'd taken from there just kind of I moved there a month after I graduated college, because I wanted to

walk on the basketball team. So I thought I would go closer to the school and start training. So got there built a lot of relationships, just in basketball and just like in Ruston, and then from there kind of just you know, went into college. Yeah.

### **Gavin Kelly**

So I guess hearing that and like, see and thinking about that and see where you are now. At what point did you kind of decide like, were there like moments of realization where you were like, Oh, these are my passions, like photography, videography, and like content and this sort of thing. These are my passions. Were there moments of that along the way, or did you kind of just do what you like doing and then ended up where you ended up? You know?

### **Merix Gooden**

So funny story is, I used to think that photography, and like, the whole thing was, like kind of corny, but it was just the depiction I had of the people who did it in my hometown. So it was just kind of like, the pitches are cool, but they, they don't give me cool vibe. So when I got college, I was just kind of trying things, you know, I mean, just find something else that I like to do. So I started DJing and it was going good. And then one of my friends just got way better at it. And I was like yeah, I'm gonna let you do that. And I'm gonna get a camera. And I saw Travis Scott's photographer like going crazy. doing cool stuff. And I'm like, dang, okay, they're cool. And I can see myself doing this. So saved up, got a camera. And then from there, I was just doing stuff that I thought was cool. We're trying to emulate the stuff that I saw like Travis Scott, photographer doing I was just like, I really love basketball. So why not try to integrate both or just sports in general. And just trying to get better that so that's when street team came along and gave me the opportunity to just start shooting and like just getting creative and being around athletes and just you know Understanding that dynamic and I don't know, just helping me grow in life, a lot of ways that, you know, a lot of other situations wouldn't have helped. As great as it did so. But yeah, yeah,

### **Gavin Kelly**

The thing that stands out to me kind of, especially in your, you know, sort of junior and senior year and kind of right after graduation, is how much you realized it was important to start making connections, if you were going to grow, you know, in this industry in this business, and just things like working doing photography at basketball camps that were happening in a tag, right? So stuff like that, where you were kind of making connections with these NBA players, you know, and knowing that like, no connection is too big or too small for you. And it could take you it could open doors for you. So kind of talk about that mentality, as you kind of first started getting started out.

### **Merix Gooden**

Yeah, so when I first dipped into like the NBA scene, it was just a holiday, which a lot of people don't know, but he's originally from Ruston, Louisiana holiday family so got connected with him and was able to do some content. As well as helping the law tech sports. I mean law tech, basketball or hoops page was able to help dealing with like socials and I guess you could say the whole nine like photos video stuff. But Justin was pretty much my like, my foot in the door, I got to meet his family and their families pretty big with two other brothers being in the NBA and a whole bunch of peers. So I think it was 2019 I met Justin that summer was able to shoot his basketball camp actually. photographed and video video,

Daniel gaffers draft party he plays for the Dallas Mavericks now. So it was kind of a full circle moment there, was able to go to LA for a wedding, and Jrue's house, that's Justin's brother, and was just blown away to their house. And like, their whole setup is beautiful. Just getting to be around them and seeing like how they work out and meeting people like Anthony Davis meeting. Mike James, he's a player that plays and yearly, but just being around like, those people just introduces you to a whole, like, different way of like, you know, operating around different types of people, especially like Anthony Davis drew holiday, you know what I mean? kind of high level people. But that just opened the door for me and gave me you know, kind of like the push, I needed to be like, okay, like, this is kind of meant to be or I'm born and I'm headed in the right trajectory. So it was a lot of motivation for me, and then came back, I guess from LA and then was able to go to Chicago with Justin, because he was playing for bulls. I didn't get to shoot any content there because I was nervous to bring my camera because I was like with it. So I didn't get to shoot there. But think was at the beginning of 2020. Right before the pandemic, one of my favorite artists, his name is currency, he used one of my photos, too, as cover art. And that was kind of my actual like, that was my actual push into like, Okay, if my favorite artists can believe in me that I can believe in myself. So that kind of helped me take that leap into kind of where I am now. Yeah,

### **Gavin Kelly**

for sure. I guess, you know, you kind of walked us up in the timeline there to, you know, pandemic. And I guess another thing that stands out is throughout all of this, you're kind of like independent freelance, you know, you're kind of doing this on your own and making your own way. And I think the struggle with that with anyone is like, instability is always kind of like threatening, right? You're always like, Well, I only have employment as long as I'm pushing myself and making this happen on my own. And then we get into 2020. And things get crazy. So not just with, you know, the pandemic, talk, talk a little bit about how you've kind of kept, kept your head down and kept working. While you've kind of had to keep finding your own work. I mean, I know a lot of it as like, you make these connections and they kind of give you their kind of repeat customers in a way. But you know, you still have to kind of do this all on your own. So talk a talk about how that's been for you.

### **Merix Gooden**

It's a lot of adversity, man. When people say like being an entrepreneur like it's not for like the week Honestly, these days I'll be like, let me go on LinkedIn and look at some jobs. You know what I mean? But at the same time, all the sides every time I do that, it's like something else just comes in, like just sweeps me away. I'm like, okay, I'm good. Like, I don't need to do it, you know what I mean? So, but I've been blessed man. When I first moved here a pandemic happen. I had to move back to Louisiana and Seville played for like, two months. And then I met like one of my best friends to this day and like my big sister, her name is Ivy and we knew she told me I could move in with her if I shot all her content. And so Ivy is used to be the Mavericks Dallas Mavericks DJ and in arena, she's in her in a host now so she just about knows the whole Dallas born and raised and I shot all her content for like, two years straight and I'm meeting people from the Mavericks. I'm meeting people from NBA from the what it is the basketball African League, like I'm meeting people from Hennessy I'm meeting people from I'm trying to get a brand. The first shoot I ever did was for Dorian Finney Smith plays for the Mavericks one of my like, I'm doing a shoot for him the day literally at 1230. So one of my class to this day he plays for the Brooklyn Nets but and yeah, we're I shot just about everything met about the whole Dallas with her met, judges met, athletes met the people who you need to know just to be in any door that you need to

be in. And that kind of helped me, they sent me on the right path. Just because people saw my work. I was meeting people, they knew I was a good person. And just staying consistent with what I had going. I feel like the more people see what you do, the more people who can understand and know like, Okay, I see him do a photo or posting a picture every day. I know he takes phone calls, you never mean over, I see him posting a video every day. I know he does video. So it's just kind of like setting the tone for people. That's what I had to continue. because there'll be days that like, I don't feel like posting because it's just like a lot. But at the same time attention pays and like, you know what I mean? So you got to continue to keep pushing and like putting yourself out there because you know, other people get tired of doing it, but you can't you know what I mean? So like, you never know what day is gonna be the day that somebody needs a documentary or like photos, or it could just be everyday people just, you know, just need to be reminded. And yet from the air man, just staying consistent, persistent. Staying in my routine, I gotta like workout, I gotta like, eat healthy and kind of like, you know, just keep doing the same 1% learning something new every day. That all just help. Like, kind of just like evolutionized me. And so you know, I mean, just learning and being better every day. And then when the bigger the opportunities come, I'd be ready for those opportunities, because I've been preparing the whole time. You know what I mean? So I think that's kind of been the fire burning? If that makes sense. I've been helping you prepare. But yeah,

### **Gavin Kelly**

yeah, the the thing to that, in a situation like yours in a career like yours, you know, you also kind of have to make your name is attached to everything you put out there. So, you know, having a certain standard and a certain quality is important, but also then your name becomes your business, you know, your brand. So like, the intersection of like, your personal life, and your passion. And then like your career and your brand. I think that's like a, it's a gray area, I would imagine it's kind of tricky to manage. So we'll talk a little bit about like, your kind of biggest successes here in a second. But as you've grown, and as you had more eyes on you, how have you kind of like, kept things consistent, and how have you built yourself up and grown yourself while also like keeping, you know, being able to separate like, the art from the artists and being like, I'm me, and this is my job, but also they're the same thing, you know?

### **Merix Gooden**

Yeah, so for me, I've tried to be like, 100% transparent, just with everything I do that way, it's, it's just easier for you to just just be who you are, if that makes sense. So, like, when I post, my captions are literally the top of my head, super authentic. If I do have a long caption, it's from the heart, you know what I mean? So I'm just trying to be myself. Sometimes, like, it depends on where I am trying not to post too much obviously, for you know, like, just trying to keep everything you know, on the low because if we're moving in a certain way, you know, you gotta gotta do that. But other than that, man, I'm super transparent. I try to stay, you know, stay me as possible and I can't let anything or anyone kind of like determine from that, you know, obviously, everybody goes into like, you know, goes through ups and downs and kind of like forget, you know what I mean? Who We are sometimes but, um, it's all about just staying, I guess, like, even keel on just, you know? Yeah, can do too much can't do too soon. Yeah.

### **Gavin Kelly**

Well, if it's any, if it makes you feel any better, I mean, you're still the Merix that I remember meeting and working with the tech athletics. So I think there's something to be said for that, considering what you've what you've grown into. And I, I think that like, it also takes it's a skill in of itself to be able to use raw talent and turn that into, you know, to to work on it and grow because it, it feels like it would just be I mean, you can tell me, I guess I'll ask you, it feels like it would be easy to get complacent. And to just get comfortable. And say, Well, I've had, I've had a few hit photos and videos, and I'm the way I am is good. But I bet if you just look even in the past year, and think about the way your talents and skills have grown in the past year, and then look ahead to how you could grow in the next like, it's, it feels like it'd be easy to get stagnant, but you don't. So talk about that for a little bit talk about like, how you continue to improve as you as you go through this.

### **Merix Gooden**

So I think I continue to grow because I just stay motivated. Like I told my girlfriend, and I'm like, I just I don't know, I just find ways to stay motivated. Because I don't know, I feel like every day you can wake up and you can choose to be great or not, you know what I mean? So it's just like, you might as well be great. So I try to learn as much as possible. I'm on YouTube all the time, practicing stuff all the time, always learning from peers, trying to stay up with trends. And I think, especially with basketball, I'm such a basketball enthusiast. Like, I want to be in the gym with everybody, you know what I mean? I want to see how their behind the scenes look, how they prepare how they, you know, just approach not even basketball, but life in general. And, you know, just be able to do that with different people and different types of players. Like two weeks ago, I was in the gym with like injuries, just being able to see the behind the scenes and see how she prepares. Going back in the gym last year, we're like, buddy, hield just see how he prepares and like, where his mentor is, and like that competitive like, what am I trying to say the competitive

### **Gavin Kelly**

The drive they have, they have that drive.

### **Merix Gooden**

Yeah, so it's just like, just seeing how they approach their job. It just makes me just as hungry to approach my job the same way. So they're just like, I don't know, it's just like a little circle or like a cycle of like, you know what I mean, just seeing their motivation, knowing my motivation, knowing that I love to do this, you know what I mean? And knowing that they love to do they do as well. It just makes it like a way better environment. Especially like when I can interact with the players and be like, hey, like I've seen I've been to a gym with a lot of players. So you know what I mean? Like I can interact with like, Hey, I think you should your feet, you know what I mean? Or is like your elbow or whatever it is when it comes to basketball, but this is being able to, I guess stay motivated in the space, seeing what other people are doing and see how they're innovating. And just wanting to challenge yourself to you know, do something different. Try something new. And especially when it's when you talk a business if you try if you add a new element to your business, like for me, I want to do more documentaries, like adding that as a whole new pay scale, you know what I mean? So it's just like, whatever you want to do, just kind of like scope it out, figure out how you're going to learn how you're going to implement it might do one for free. But once people kind of get an example you go from there and so that's pretty much how I kind of you know, stay consistently trying to level up

**Gavin Kelly**

Yeah, yeah. And I I kind of mentioned earlier but I've you know ever since we we met in athletics and and you know, you graduate you move people you know, things happen, and I'm but I've been following you this whole time, and I've been keeping up with the work you put out. So I've seen the type of content you put out. And we're about to talk about kind of your, your, your biggest hits here, but we, you know, you mentioned Basketball, basketball has been my favorite sport for a long time. And you talked about keeping up with trends and wanting to be you know, up to date with everything, but I also think you kind of have a maybe I'm biased because I see your content more than others. But I think you have a talent for capturing like, the beauty of basketball like basketball is a very, like poetic and beautiful and like flowy game and I think sometimes it's easy to get caught up in like the aggression of it. But I think you have a real knack for sort of capturing that. And I think I guess the world agree He's because let's talk about a Dallas Mavericks game reel that you made that has whatever, 75 million views. And I think, I think I think saying it blew up is an understatement. And then at the same time your your Instagram account over what 150,000 followers something casual like that. So talk about because I mean, like not to say it's overnight success, because it's not I think anyone can go back and look at your content, and you have other reels with hundreds of 1000s millions of views. But I think that big one might have been kind of a, I don't know, was it a like a turning point for you? Is it a kind of a light bulb moment where you kind of realize something about your content, or can just walk us through kind of like, what it was like seeing that blow up in real time in front of you.

**Merix Gooden**

So I'm gonna take it back to the actual play. So that game was crazy, because they did that play, and then look at the right ally to carry. So I'm thinking that's the biggest play the game. And I'm just like, Okay, well, I'm posting this tonight. And then I know, carries, like I have a lot of Kyrie friends slash, I know, like his inside people. So like, I tried to like, Okay, let me make sure they get this. And then I started to NBA was saying this is the most viewed play ever. And I was like, I got a play. So I was just like, Okay, let me post it. I'll put it in a slow mo, and broke. It literally did like 100k And like, maybe an hour. And I was like, Okay, this was different. This was different. And then I think it hit like 10 million in like a day. It was crazy. It was 10 million in a day and then from there just kept going up going up going up. Because I've had rules where they're they've went viral like three, 5 million and I've got like maybe five to 10k followers just off the collab posted like Jaren pool and got like, like crazy followers. Yeah. But that that pose, getting the 75 million I think it it took me from 80k on Instagram to 150

**Gavin Kelly**

So double that almost Yeah, probably.

**Merix Gooden**

Yeah, that's right. Yeah. 70k plus. So essentially, that was I think that play allow more people to see that what I was actually doing, you know what I mean? Especially like for the Mavs and Luca curry, like, like, okay, they see this play is how is displayed by this person. Let's go see if he has more stuff like this, you know what I mean? So I feel like it was just the world finally seeing what I see. You know what I mean, if that makes sense. So just like, okay, by the time you're your catch all, so it felt good, though. I ain't gonna lie. It felt good.



**Gavin Kelly**

It's validation. You know?

**Merix Gooden**

it helps me. You know, a lot of people say, the, my favorite comments were that people who didn't even like basketball, became basketball fans because of that play. And I was just like, dang, like, that mean, you didn't even you didn't even look or like basketball at all. But you saw this and like, people on LinkedIn, were referencing this, like, this is like the definition of teamwork. You know what I mean? So it's just like, just to see how that one moment is, like, spread across the whole world. You know, I mean, so it was pretty cool. Still, it's pretty cool. Like, they're still coming in on into like, right now. Like, I can go check my canvas, and it's gonna be eight seconds ago. This is beautiful. You know what I mean? So, but super honored, bro. super blessed. So yeah. Yeah.

**Gavin Kelly**

And I think that goes right back to what I said about being able to capture. Because I mean, in real time, that play is like, three seconds. It's over. Yeah. Being able to slow it down and appreciate every dribble. And, you know, the the toss at the end is like right over and outstretched defenders hands and you get little details like Mark Cuban jumping up in the background. Yeah, yeah. So it's, I mean, it's, a lot of things have to go right. And again, you're capturing like three seconds of real time footage and turn it into something that's that's visually appealing to people. And that's easier said than done. And I think you mentioned like Kyrie, and Luca and these Mavericks guys who are, you know, team leaders. And I think you definitely have like a penchant for capturing those guys specifically in their game. And again, like you tend to slow things down and kind of let their game take over in your video footage. So again, I think that's unique in a way and apparently it speaks to people because doubling your following and getting 75 million views is not not easily done. I part of my job here is social media, like tech, social media. And I would I mean, what I wouldn't do to hit 75 million views on something and they're like double our following. It's crazy, but yeah, good work their props, props to you for sharing because but then again, that goes back It goes back to staying hungry though, because like, you can easily have someone like that happen and be like, well, I said, I've made it. You know, like, that's, that's kind of my peak. Yeah, you want to you want more, you know? Yeah,

**Merix Gooden**

it's more, it's more story to tell the man. Like, I always think of it, like some days I'd be like, it's a long day, I didn't shot like three events. Mouse play tonight, I'm tired. I'm just like, bro, you have two of the greatest players to ever touch a basketball on one team that you have access to. So there's just like, go capture that greatness. You know what I mean? So, yeah, man, it's, it's crazy.

**Gavin Kelly**

It's funny that, you know, you talked about being young and your dreams were all basketball related and playing basketball. And the mentality I think it's obviously you enjoy being around still being able to be a part of basketball culture, you're so ingrained in it with your work. But I think it's interesting and talking to you now, it's evident that being around NBA players and basketball players and seeing how they work, I mean, you mentioned it directly. It's sort of like a basketball mentality has never left you

like, Yeah, you get out there and get up 1000 shots a day or whatever, like you do that in a way with your work, you know, and you may also still on the side, get up without, like, your shots or just camera shots, you know, you're still it's the same thing. It's, you know, you've adapted, yeah, you've adopted a mentality and it's very evident. So what are let's talk about the future a little bit, then. Well, actually, let me go back for a second because we're talking about the MBA a lot. I think, you know, looking at your, your profile of work, you've also kind of been at events and rubbed elbows with like, the music scene, which also is, is appealing to me, I have a appreciation for that. So like, talk for a second about being around guys like Drake, or low like getting like photographs of these people who are like larger than life icons. And then that directly being responsible for like new followers and new people seeing your content.

### **Merix Gooden**

Being around people like Drake and Wayne was actually unplanned, definitely hadn't planned. I had a friend, Josh Ross. He was just he actually went to law tech to play football there was this company called HEC jets. And him and a business partner was testing out a jet and he invited me to go on the jet with them do photos and stuff. So we landed if we're supposed to go to Western to go to Las Vegas, I pack from Vegas, Vegas was like 40 degrees, 50 degrees, gonna play and they're like, we're going to Miami and and I have a whole bunch of hot coals like sweats and everything and get to Miami, we land and we see a blue plane that says air drink. And we're like, okay, we're like, okay, drinks in Miami, obviously. And we ended up going to this place and drinking and weighing in there. And I have my camera. So I'm just like, Okay, I gotta get a picture of like, these like my two favorite rappers ever. So did that and then I got this great video drink walked right in front of me. Probably one of my favorite videos that I've ever captured because it's just like, You got to be in the right place, right time, you know what I mean for those type of moments. And then after that, I had the label Young Money reach out to me about like content from that and then just get in post. And I think like complex and a whole bunch of blogs just caught on to it and kind of went crazy with it. So that was crazy. And then in like 12 days, we went to the Super Bowl. And one of my friends take us to this place and drink is performing a surprise to a bowl party had my camera there as well and got some some pretty fire photos. And then I just tagged them obviously in the photos and next day, I noticed that Drake posted them then tagged me unfortunately, of course, of course big tears, big tears, but he posted like two photos in his dope, which was pretty cool. Then the Young Money reached out to me again, we actually did like a collab post on like a drink video. So that was pretty cool. And the picture that I took of Little Wayne and Drake living ways manager actually reached out to me about a month ago to use it on some merch, but I haven't heard back from him since so. He hired me. We don't know but but it's still cool to have like, have them find me for something like that. And, you know, for me, it's just like okay, that was pretty cool. So Uh But yeah, that's pretty cool and then like I said IV being in Dallas a DJ, she knows just about everybody in music. I've met like gonna came in town a couple of weeks ago got me going, I think like, well, last weekend got to meet him. Got to me was an offset. And then like I said in 2020 My favorite artists currency met him shot the cover for him. And other favorite artists Larry June got to meet him one a one of my good friends. This is DJ so kind of close ties there. And then yeah, I'm trying to think who loves work McDonald's all American game, which was a full circle moment. Being that I you know, I've always wanted to be a McDonald's All American. That this year is my second year I got to meet Lil Yachty. And camo from concrete boys. That's his group and then got to meet BIA, she's a artist rapper.



So that was pretty cool as well. And it's, I'm pretty sure there's a couple people that I can't think of right now. But yeah,

**Gavin Kelly**

yeah, ever. I mean, also to you. It's, by the way, if you're listening and you want to check out kind of Marx's work on Instagram, it's @merixalex right? M-e-r-i-x-a-l-e-x. And I think it's easy to scroll through and just see how many, you know, current star basketball players you have photos of, even if like, it's just like, a very candid in game moment. It's you're so good at staging the shots and making them look, you know, as legendary as they are. And then musicians, you've been reposted. I know, too by, again, another no tag situation. But LeBron, right? Oh,

**Merix Gooden**

yeah. Yeah. Bronny's birthday, he posted him. The photo I took of him with no tag. I was like, bro, like,

**Gavin Kelly**

That would've been big. That would've been pretty big.

**Merix Gooden**

That would've been huge. I have like the biggest like no tag history ever. Like, yeah,

**Gavin Kelly**

yeah. Yeah. And you know, you know, what's probably happening is, these people's teams are seeing your photos and they're just sending them to the, you know, the main person in question, just saying, look at these good photos. And then, you know, it kind of goes from there. But yeah, big time, just just the impressive body of work. And it's fun to scroll through. So you mentioned a little bit about, you know, like you mentioned Wayne's age and stuff like that. Let's go again, I'm got to it early, but we backtrack. So let's talk about the future. Where do you kind of want to go next, what are some things you maybe want to shoot or some content you want to create that you haven't been able to? Like? Are there kind of like, Dream goals that you have that you're working towards? Like what's next for Merix? So

**Merix Gooden**

man, actually, I want to be able to shoot the finals. So I did not get credential for the finals. Basically, I shoot for players. And player media doesn't get credential if they're in the finals, which is, it's kind of like yeah, it's kind of weird. But it's a learning curve. It's kind of like, you know, I got to adjust with the, with, you know, what the rules are. So, in due time, I'll be there. So that's definitely one thing. And I I'm gonna be with the Bohemian national team this summer, going to be going to Greece in like two weeks. And then we're going to Spain for the Olympic qualifiers, pre Olympic qualifiers. And then if we make it will be going to the Olympics. So hopefully, I'll be able to shoe the Olympics in Paris, so that would be pretty cool. But besides that, man, just continuing to grow and continue to build up and try to do more, help more, you know, offer more to people have a team honestly and you know, be able to do bigger projects finance so that's pretty much the goals for right now. I might be in real estate or something. I don't know. But think about it. Diversify.

**Gavin Kelly**

Yeah, just get diversify. Set yourself up. What's cool, dude and I Yeah, next up just 75 million views next NBA 1500 50 million, double that Double this keep doubles.

**Merix Gooden**

They'll keep going up. It's gonna keep going up really.

**Gavin Kelly**

I really appreciate you making time to be on the podcast for us. I more so than anything, have enjoyed catching up with you. Because again, I'm always following along. I try to I try to be one of the 75 million views and the 5 million likes when I when I can. So big Fisher content. Glad that we crossed paths back in the day and I'm glad that you're making it out there. So again, Merix. Thanks for being on and good luck. We'll see you around.

**Merix Gooden**

Thank you. Y'all have a good one, my guy.

**Gavin Kelly**

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