# THE 1%

WITH DEEPAK SHARMA · LONG-FORM INTERVIEWS SINCE 2019

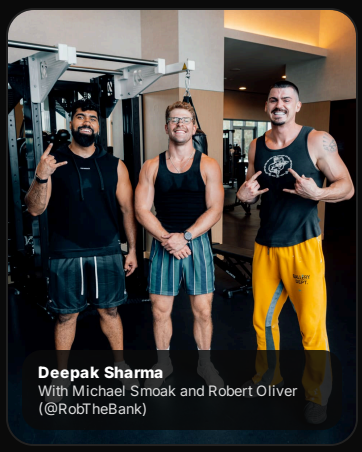
# Join the 1% by being 1% better every day.

For high-agency people who want to become world-class. Each episode extracts the decisions, standards and mindset shifts behind elite performance.

Deepak Sharma · Host, The 1%

Founder, Put Out Content · Miami

| 150+ | 2019 | 200+ | 7M+ |
|---|---|---|---|
| LONG-FORM EPISODES | ON AIR SINCE | FOUNDERS SERVED | TOTAL VIEWS GENERATED |



**Deepak Sharma**
With Michael Smoak and Robert Oliver (@RobTheBank)

WHO I AM

## From a government desk to Miami.

Born in India. Raised in Ottawa, Canada. Six years working for the Canadian Federal Government, where finishing a three-week task in three hours got me told to slow down. In 2019 I pressed go.

I taught myself cameras, lighting and editing, and needed four shots of tequila to record episode one. My first big guest turned into my first business deal, which became Put Out Content, the agency behind 200+ founders' content. I haven't arrived. The show documents the becoming, and my job in the chair is to get people to say the real thing, not the rehearsed thing.

AS FEATURED IN-FLIGHT ON

6 episodes licensed for in-flight entertainment via uPlay — LATAM

THE PODCAST

### We don't collect tips. We extract the code.

Long-form conversations with founders, athletes and artists about how they actually got there.

**Standards**
What they won't tolerate

**Decisions**
The bets that changed it

**Operating system**
Routines and rules

**Truth**
The unsexy reality

WHO IT'S FOR

### High agency people who refuse average.

Ambitious, not lazy, and stuck anyway. Not bad enough to change, not good enough to accept. Their ambitions live in a notes app.

> *Our listener is Louis: 25, stuck in a pensions office, knows he's capable of more. He's me in 2019. There are millions of him.*

THE PROMISE

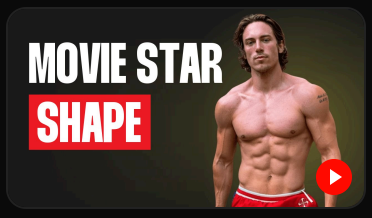
### Pick a direction and start swimming.

Permission to start before you're ready. You go from living on other people's terms to someone who pressed go: the podcast started, the ticket booked, the first client landed.

Building toward the four freedoms: time, location, purpose and relationships.

## Start here.

Watch all episodes on YouTube →




TOP 1% IN FITNESS
**Greg O'Gallagher**
Founder, Kinobody · 1.7M followers




TOP 1% IN COMMUNICATION
**Michael Smoak**
HigherUp Wellness · 1M followers




TOP 1% IN REAL ESTATE
**Jay Roberts**
Responsible for billions in real estate development




TOP 1% ATHLETE
**Matt "The Immortal" Brown**
UFC legend · 205K followers

**My mission is to help millions of people become a part of the 1% by being 1% better every day.**

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