

Jason: Hey, guys. We are here today with an awesome dude. His name is Kyle Scheele. That's how you say your name, right?

Kyle: Yeah, you nailed it. Nobody ever gets that right.

Kim: Nice.

Jason: Good. I should have asked you before we actually started. That's how we refer to you, and it just occurred to me that maybe I should make sure that's actually correct.

Kyle: Everyone else says "sheel," so you nailed it, man.

Jason: Good. All right, so Kyle Scheele. He's an inspiring speaker, writer, and youth expert who has challenged tens of thousands of teens across the nation to live better stories, so you can see why there's a connection here already.

When he's not on a plane or a stage, Kyle's at home in Springfield, Missouri, where he lives with his beautiful wife Lindsay, their rambunctious son Wesley, and their adorable daughters Lucy and Wendy.

In his free time, Kyle enjoys reading, writing, and helping kids build forts out of household furniture.

Kim: Sweet.

Jason: Welcome, Kyle. Thank you for being with us today.

Kyle: No problem. Glad to be here.

Kim: We have been just a fan of your stuff for years, including running your fake marathon on your website, what, a couple years ago?

Jason: Yeah, that's a couple years ago now. I don't know how we first heard about it.

Kim: We should probably say what that is because most people, they're like, "What's a fake marathon?" Unless-

Jason: Yeah. Go ahead, Kyle. You can explain. What was the fake marathon? Then later supplanted by the fake adventure race.

Kyle: Yeah, we, a couple years ago- I have a friend named Grant Baldwin. He's the guy who got me into speaking. Youth speaking is my full-time job, and then I just tinker around with a bunch of other stuff on the side. Grant runs marathons all the time. He used to run even more. I think he's done fifteen or twenty marathons, and he was always, like every

person who runs a marathon, he was always trying to get me to run marathons.

Kim: Right?

Kyle: I was just not interested in doing that. He kept being really persistent about it. He was like, "Dude, you got to do it. You got to do it." His argument was that running a marathon is really fun.

I was like, "No, it's not. I've seen people who ran marathons. They do not look like they're enjoying themselves at all."

Then he was like, "It's really cool to be able to say that you've done it."

When he said that, that sparked this idea. I was like, "I could say that I've done it now."

He was like, "Yeah, but nobody will believe you."

I was like, "How could I get credit for running a marathon without actually running a marathon?"

I had worked in product design and stuff before, and I knew that you could just order stuff off the shelf. You can get marathon bibs, and you can get medals made and all this stuff. I realized I could get all that stuff without actually running a marathon.

Nobody's going to believe you if there's not proof that this race happened. We decided, let's get a bunch of people to do this, and we'll all put on our race bibs and go out and take pictures of ourselves pretending to run. Then we'll all hashtag it together, so if you look online, there will be hundreds or thousands of people running in this race. You'll be like, I guess this actually happened.

We put it up on Kickstarter, and we thought maybe we'll raise, I think we were trying to raise a thousand dollars because we thought the minimum if we had a hundred people do the race or something at the minimum price, that would be believable enough.

We ended up raising \$23,000, and we had runners from all over, like forty countries or twenty different countries or something like that. They're in the New York Observer, and Wired Magazine's blog wrote about us. There was a little blurb about us in Runner's World Magazine, which I thought was hilarious. All this stuff happened, and it just came out of this silly idea of me trying to not run a marathon and get credit for it.

Jason: Yeah, we loved it. When we did it, we were in Wisconsin here, so it was super cold. We took advantage of running outside. We had shorts on.

Kim: It was [crosstalk 00:03:45].

Jason: Yeah, we had the snow cone, you know, how you get the water. What was then cool was seeing everyone's pictures. Here we are in the snow, and then there's people running by, I think the Eiffel Tower may have been in one of them.

Kim: Yeah, that was- [Crosstalk 00:03:59].

Kyle: We had a competition to see who could get the best landmark. We had one guy that Photoshopped Mt. Rushmore. We did have one person that ran beneath the Eiffel Tower, so he's shooting up into the bottom of the Eiffel Tower. We had somebody run in front of Big Ben and the London Eye, which is a really famous Ferris wheel. There was a bunch from the Golden Gate Bridge. There was one guy who Photoshopped himself running across the moon. It was really funny to see this.

It was funny, too, because the whole premise of the thing was will people actually believe this. I thought for sure after all that, it's shot. There's no way that you could look at this and not realize that this is a big joke.

Then it was funny because Grant, actually, his wife signed up for the fake marathon because she was like, "Yeah, I want a medal."

That night, they went to church, and their pastor was like, "Hey, I saw that you ran a marathon today."

She was like, "Yeah!"

Kim: The pastor [inaudible 00:04:55].

Kyle: Despite the ridiculousness of the race, it was still believed by some people that it actually happened. It was funny, too, because we were very up front. The joke was can we deceive people, but really we didn't want to deceive people. We wanted to just be like, this is just this funny thing. Right on the site, it said on the medal and everything, "the greatest race that never was." It was pretty easy to prove that this was not real, but people still took it and thought that it was a real thing. That was a really fun project.

Kim: Super memorable. It goes down as one of the favorite things we've ever done.

Jason: Yeah, [crosstalk 00:05:28].

Kim: It seriously was-

Jason: One of my favorite things was one of the tips was when you take a picture, you actually have to run a few paces because if you just do a fake like you're running, it looks fake.

Kim: Obvious, yeah.

Jason: That was very helpful.

Kyle: Yeah, we did our research on how to do the best fake running picture.

Kim: This is no joke. I saw some cousins I hadn't seen in forever a couple months ago at a baby shower. This race, what year was it? Do you remember?

Kyle: 2013. It was February of 2013, so almost two years ago.

Kim: She said to me, "I saw on Facebook that fake marathon" because I think eventually I talked about it and the comments being fake or whatever.

Jason: [Inaudible 00:06:09] had people really cheering it on.

Kim: Yeah, I felt bad, but I was like, this is awesome. I'll never run a real marathon.

Kyle: You don't need to do it.

Kim: I'm like, oh my gosh, that's so funny that you haven't seen me in a couple years, and this is what you are associating me with.

Kyle: That's awesome.

Kim: Anyway, I thought that was a good way to start because that was such a huge thing for us to participate in. Thank you for that.

Kyle: No problem. I had fun with it.

Kim: We were talking about tinkering, and obviously you are super busy, dad, traveling around doing the speaking. We can relate to your life a little bit with having the three young kids, and obviously you love to make things. How are you finding time to tinker? How does that all work into the balance of everything?

Kyle: It's funny because I mentioned earlier I had to move this interview from my office because I didn't have good Internet. The living room is over there, and I'm in the dining room. This is how I have time to tinker is because my Christmas tree is still up from Christmas. My priorities are completely different than I think the average person.

At the end of the day, you don't really find the time for anything. You make time for stuff. Tinkering and playing around and having side projects and stuff is just, it's just a part of who I am. It's just a part of my life. I've always had some little side project going on. Some people are really into college football. Some people are really into mommy blogging or whatever. I'm really into creativity and making things and starting stuff.

The same way that people find- I'm blown away by how much people know about college football or how much people know about other things. I am that way about projects and side projects and stuff. I don't watch a lot of TV. Even when I do, I'll be out there working on something or reading a book or making something. You just find time for what you want to find time for.

I think, also, the stuff I do doesn't take as much time as people probably think it does. People tend to get this big idea of to do a Kickstarter project or to make a big thing out of cardboard, that must take so long. It doesn't really take all that long. It's just once you get started you have to do it. I just make time for stuff like anybody else, I guess.

Jason: That's a great- I love that concept of people are always trying to find time like it's some magical-

Kim: This extra hour-

Jason: -thing that they find in the couch cushions or something. It really is, it's about what you make time for. You joke about the Christmas tree, but it's like, it's about we all have these shoulds. I should take my Christmas tree at this time, or I should do this or I should do that. I think if we did a better job of ignoring some of those irrelevant shoulds, than it would be easier to make time for some other this other stuff.

Kim: If you just leave it up all year, you don't have to put it up again next year, Kyle.

Kyle: [I think 00:09:03] we're way early. It's funny, too, I posted a YouTube video a while back. I can't remember which one it was. I think it might have been the centaur horse costume that I made. This person, one of the comments was, "I wish I had time to just do stupid crap like this all the time."

I just wrote back, I've got the same twenty-four hours that you do, man. I get that I had a little bit more freedom with time because of my career and stuff. I got that because for years, when I was working a regular job, I was hustling on the side and trying to put together this speaking business and writing a book on nights and weekends and stuff.

Now, four or five years later, I have a little bit more freedom and time where, there are certain down months with speaking and there are certain months when I'm gone all the time. When I'm home, I can be messing around with stuff, but at the end of the day, we've all got twenty-four hours. You just figure out ways to cram more into that.

Usually it's just by pulling out stuff that everybody- Like you said, all those shoulds. Stuff that people think, this is how you should live your life or this is what you have to do. There's no rules about that. You can do whatever you want for the most part, as long as it's legal, [inaudible 00:10:05] sometimes.

Jason: We talked about the Kickstarter project, the marathon. You've done quite a few over the years. Naturally, I'm sure, some are more successful than others.

Kyle: Yeah.

Jason: I know for me sometimes that there's almost a paralyzation of having to either have the whole plan figured out or to really be sure it's going to be successful if I'm going to invest my time in it, which is unrealistic.

Do you deal with that at all? Or are you just- How do you deal with the highs and lows of when it really works when you're in Runner's World versus that didn't go as well as I thought. Do you just brush it off, or do you have any challenges from that yourself.

Kyle: Yeah, I think I would like to be able to say that it doesn't affect me at all. It definitely does on some level. I try not to tie my self-worth or anything into did this project take off or did it not. I used to probably more so. What I've realized over time is that you're going to have highs and lows. There's no way of predicting those things.

We had back to back- When I did the project before the fake marathon was a project called Ninety-Nine Shades of Gray. That was a book that, when Fifty Shades of Grey was really popular and it was on every TV show and blog was talking about it. My background is in graphic design. I thought, actually the grayscale color range goes from zero to a hundred. Zero is white and a hundred is black. There's actually ninety-nine shades of gray. Why don't we just publish a book of all the shades of gray?

It was this stupid project. We threw it up. We were trying to make \$600 to publish the smallest run of books that we could. We raised \$10,000. It was one of those things where I have no idea why that took off.

Kickstarter just happened to find it. Kickstarter themselves as an organization. They wrote about it on their blog. They tweeted about it, and they did a bunch of stuff. That gave us a bunch of momentum.

I've had people ask me since, "How do you have a successful Kickstarter project?"

I'm like, "Just get lucky a bunch of times, and hope that somebody finds your stuff." Because I don't have a playbook of how this happened.

Then we took that, we had built a kind of audience there. Then we had another with Run Free. That was the name of the fake marathon for people who are watching. It was like that we had some momentum there. Then we've had other projects that failed or they just barely hit their goal. That's just going to happen. You can't ever predict what's a success.

There's this thing on the Internet called, I can't remember who invented it, but it's called the equal odds rule. It's basically everything you put out has an equal odd of getting big or not. The best way that you can maximize your odds is just keep putting stuff out. Just keep coming up with ideas and putting them out there. I'm a big fan of just minimum viable product. Just get stuff out the door.

I never had any financial pressure. It has to make money or else my kids don't eat. It was all just fun side projects. I can shoot a YouTube video or Kickstarter video and get some basic idea of the pricing of stuff and throw a project together in a week if I have to. If it doesn't work, then it's no big deal.

The other thing that I realized, too, is that nobody cares about this stuff at all. Nobody cares if my projects succeed or fail. Nobody looks down on me if they do. People have their own lives, and they just have other things that they're worried about. Whether or not my things are going well doesn't matter to them. It doesn't really affect anybody's view of me.

I think we tend to think what are people going to think? If this fails, it's going to be this huge thing. They're not going to think about you at all. They're worried about the opposite of that. They're worried about what you're thinking of them. In reality, we're all just thinking about ourselves all the time. It doesn't matter.

I remember one time I was having lunch with this guy. Whenever I find out that there's a new person or a cool person doing stuff in my town and I don't know them, I'll just ask them to go to lunch. I was having lunch with this guy, and he was a graphic designer. We were talking. He

was like, "I think I know who you are. You're the guy that did the finger," which was the very first Kickstarter project I ever did.

You've probably never heard of it. It was around the time that this other Kickstarter project had raised \$150,000 or something crazy for a stylus for the iPad. It was a big fat-gripped, a big marker.

I thought it would be funny to launch one that was like- There was this big debate of do you need a stylus for the iPad because Steve Jobs said that your finger is the best stylus. I thought let's just make a stylus that's shaped like a human finger. That's what it was. We launched it. We were trying to raise, I don't know, \$15,000 or \$25,000 or something like that. We raised \$900. We made no money. It was this blip on the radar. It got a bunch of coverage because people thought it looked hilarious, but [was done 00:14:48].

I was super embarrassed about that because that was my first project. I was like, I thought this was going to go well, and it didn't. A couple years later, I had lunch with that guy. He was like, "Oh yeah, you did that thing."

I was like, "Dude, I don't want to talk about it. Let's not bring that up."

He was like, "No, I thought that was so cool. It was great."

I was like, "It was a colossal failure."

He was like, "I had no idea." He thought that it was successful. He had just seen that post about it one time, and that's almost-

Jason: [Inaudible 00:15:15].

Kyle: Yeah, most people experience your work. They'll see a tweet about it or a post about it, and they're not following it for the ups and downs and the thirty-day campaign that you are. They just see something about it one time, and they fill in the gaps. Once I realize that nobody cares, it just frees you up to try more things and do more things. If some of it fails, who cares because as soon as you have something successful, that's all people really focus on anyways.

Kim: That's a really good point.

Jason: It's good, a testament to you, too, with the first one not going as well as you'd hoped, it would be really easy to just be like I guess Kickstarter is not for me. It's lame, doesn't work, blah, blah, blah. Obviously you got back on course and tried different things and had much more success, so that's a good-

Kim: You can't say "get back on the horse" with Kyle without thinking of your bike.

Jason: We'll have to link to that.

Kyle: Yeah. Like you said, it was funny because you guys remember me for the fake marathon and stuff. I've probably done, I don't know. I haven't done a Kickstarter project in a while because I've moved on to some other stuff but probably five or six projects since then. Of those, two or three of them were successes. Two or three of them were failures. People forget about all those things. They just block that out of their mind entirely. They remember your high points.

Especially, if people are going to focus on the things that you've failed at or whatever, I don't want to be around those people anyways, so I don't really care. If you just keep that in mind, that people have a limited amount of information they can store about you in their brain and a limited amount of time they're going to even care, then you'll realize, they're just going to store the bullet points. They'll remember the high points. You can keep on keeping on.

Kim: That's a good point.

Jason: Like we said, we found out about you through the marathon, but for me, it was just I want to know who this guy is behind it. To me, then, that's what mattered. I see some of your stuff that comes out. I follow your Instagram. It's just fun to see someone who's experimenting and trying things. I don't even know if it was successful or not, but the one about the beard, was it Beard Your Baby?

Kyle: Beard My Baby. That was an app. We barely raised enough money for that one, but it was in the iTunes store for a year.

Kim: That's awesome.

Kyle: In the app store or whatever. Yeah, that was fun. It was just an app to put beards on to pictures of babies. That was all it was for.

Jason: Which was sorely needed in our society.

Kim: Yeah.

Kyle: I'm trying to solve the big problems here.

Jason: Yeah, clearly.

Kim: That's why we appreciate you.

Jason: It's pretty obvious, even people that are just seeing you, hearing from you for the first time in this video, it's obvious that being ridiculous is a high priority for you and a big value. Have you always been that way? Why do you think it's important to be ridiculous and silly and-

Kyle: Man. Yeah, I've definitely always been that way. I think probably, I don't know. I'm sure that like everything, there's complications in where it all comes from. My mom, I always tell people you can sum up my sense of humor if you know my mom and my dad because my mom is this short little lady. She is just a firecracker and is wildly inappropriate a lot of the time. She will just say stuff where, as a kid, I was just like, "Oh my gosh, you can't say that." She's really loud and very witty and no filter between her brain and her mouth.

The story that sums up my mom is that I grew up going to this really small private Lutheran school. We didn't have uniforms or anything, but it was very conservative. Keep it down. I have two brothers. No sisters. We were all just crazy all the time. Somehow, though, my mom combines being super inappropriate with being really involved in the community. She somehow wrangles her way on to the PTA board or whatever the equivalent was at this school.

Then, when I was in sixth or eighth grade, there was this guy named Tim Ziegler. He was one of our teachers. He had been there forever and ever and ever, and he was leaving to go be a principal at this other school. There was this big going away ceremony for him. My mom somehow got asked to give a speech. All these students are there from the whole school and all their parents. It's this big ceremony for this guy.

My mom gets up. In her speech, she used a quote from Helen Keller. Then she said, "Helen Keller wrote that." Then she said, "Because if she said it, nobody would understand her." She said this to this super conservative religious crowd.

I was like, "Oh my gosh, Mom. You can't say that." I was so embarrassed by it.

Then my dad is this big guy. My dad is 6'5". He wears clown shoes. He's just this huge guy, but he's super quiet. His sense of humor is really, really dry. When I was a kid, if I would get hurt and come inside and be like, "Dad, I fell on my arm, and it really hurts if I do this."

He would just be like, "Don't do that." That was his medical advice.

I think combining those two things, I had my mom's lack of a filter and my dad's dry sense of humor. I have always just been silly. I don't know that it's a value that I'm like, yeah, I really work at that. It's just

ingrained in my personality. I can't really help it. It gets me into trouble all the time. It's part of who I am.

Kim: It sounds like the best kind of trouble. The kind that makes life interesting.

Kyle: Yeah. I think we're all kindred spirits. I don't get the rules of what you have to do and why you have to do that and all of that. I've never really understood that or followed it. It has gotten me into trouble in school, and I would question why are we doing this? Is this really important? I think that that's important, the value.

If I have to think about it and try to articulate that in some way, just that being ridiculous is just this rebellion against the idea of what being not ridiculous is and conforming to society. That's just as ridiculous as anything else. It's just a bunch of rules that somebody made up. Some of them, there's good reasoning behind them. They keep us all from murdering each other all the time. Some of it it's just ridiculous in and of itself.

You calling me ridiculous, me calling you ridiculous, it's just everybody figuring out how they want to live their life. You've got one shot at this. I think I try to just have fun with it and make cool stories like I talk about on my website. I explain that to teenagers. Your life is a story. Live a good one, and do something interesting. This is all of my different projects and all the different things I'm involved in, it's just my way of saying this is the way I want to live my life because this is the way that's most interesting to me and seems to make the biggest impact that I can make.

Jason: Well said.

Kim: Mm-hmm (affirmative).

Jason: Good philosophy. As we wind down, I don't want to take too much of your time, but I'm curious. I know recently you've been doing a lot of stuff with cardboard.

Kyle: Yeah.

Jason: We're going to have to, we'll link up some of the projects because they're just amazing. How did you get [fascinated 00:22:29] in cardboard, and if I could tie this into the worst segue ever, tell us about your beard, too. It's a two-fer.

Kim: Is it a cardboard beard?

Kyle: It's not a cardboard beard. I got into cardboard. There's a documentary you should watch if you haven't watched it already. Although, warning, the guy that is in the documentary is super profane. He swears like a sailor. His name is Wayne White. The documentary is called Beauty is Embarrassing.

Wayne White is this guy that- At one point in the documentary, another guy in there says he's this guy that really is involved in all these different things and nobody's ever heard of him. If you start seeing all this stuff that he's done, you're like, "He did that? He did that?"

He did all of the puppets and stuff on Pee-wee's Playhouse back in the day and helped with some of the set design and stuff. Later went on to work on Beakman's World and did a lot of animation there. He's done Smashing Pumpkins' music videos. He started doing these word paintings where he gets these thrift store paintings and then paints these big words into them. Just really hilarious sarcastic stuff.

I watched this video. I just was how many of the greatest things in my life have come about, which just was browsing documentaries on Netflix. I found this one, and I watched it one night. Then I watched it again the next night. I watched it again the night after that. I made my wife watch it. I've probably seen that movie forty times. I've just watched it a ton of times. It's not on Netflix anymore, which is a travesty.

I borrowed it from a friend of mine who had the DVD, and I watched it with the commentary. He's just this really infectious guy who's very all about creativity. He's making stuff all the time. In that movie, he makes this cardboard mask of Lyndon Johnson just for no reason. He just decides that that's the thing he wants to do. That mask ends up being the cover of the movie.

I saw that, and I'd seem him do some- I started following him on Instagram, and I saw that he builds a lot of stuff out of cardboard. One night, I was watching the movie, and I look over at my trash can. There was some kind of packaging box there. I was like, "I'm going to make something out of his."

While I'm watching the movie, I start cutting it out. I make this little mask. It was like this big because the whole box was really small. It barely fit over my face. I was taping it together, the different pieces. Then when I was done, I had this box that had printing all over it already and then pieces of tape just randomly stuck to it. Just to make it uniform, I covered the whole thing in masking tape. I called it "taper maché." It was tape paper maché.

Then I painted that, and I posted a picture on Instagram. Some people liked it. Then a couple days later, I decided to make another one. This time it was bigger because the first one was so small. I was like, I want this one to actually fit my head. The first one was this big. The second one was about this big. I don't know if you can see that. It was a couple feet tall. That one I actually did paper maché and paint.

Then the next one after that, I made a mask for my son. The next one after that, I made one that was so big that if I stood up, I would hit the ceiling fan with it. After that, my wife was like, "We need to talk about this because there's a trend of how big these things are getting. We don't have any place to put these."

I stopped doing it for a while. Then I was traveling one time and a gig that I was traveling to, I was supposed to fly to New York. I was in Chicago on the way to New York. It was during that Snowmageddon last year. My New York event called to say they had to cancel because they were snowed out. I was supposed to fly from that event to an event in Pennsylvania. I just went ahead to Pennsylvania because of all the snow. I was like, I got to get there if I can get there.

Then I had a whole day to kill. I realized that Wayne White, that guy, was doing an event forty minutes away. I didn't have a hotel booked for that night. I called my secretary to tell her what was going on. I was like, "I need you to book me a hotel."

She's like, "I'll just get you another night at that hotel you were already booked at."

I was like, "No, I know this is random, but I need a hotel in York, Pennsylvania."

She was like, "OK." She books me this hotel. I drive down to this place. I'm stalking him on Instagram trying to figure out where his show was because the show didn't open for three weeks. He was just live tweeting and Instagramming his progress on it.

I find this gallery. It's five o'clock at night. All the lights are off, but the door was open. I was like, I'm doing this.

I walk in, and I'm flipping lights on in this art gallery and walking around and trying to see if I can figure out where he's working on this stuff. I finally worked my way up to the third floor. The lights are still on up there. I hear voices. I was like, that's where they're at. I walk up there, and he's building statues out of cardboard that are twenty feet tall. Just these huge Civil War soldiers and just crazy stuff.

I'm standing there. He's at the far end of the gallery. There's a couple other people working. This lady from the gallery walks up, and she was like, "Can I help you?"

I was like, "This is so weird, but I'm a huge fan of Wayne White. I've got a whole day to kill tomorrow, and I would, if he just wants me to sweep up scraps, I'll do it."

She's like, "Let me introduce you to him."

I walk over, and I meet this guy. He's super nice.

I was like, "I've got all day tomorrow. If you need any help, that would be great."

He goes, "Do you like making stuff?"

I was like, "I love making stuff."

He goes, "Well, you're hired."

I came back the next day, and I got there really early and stayed the entire day. I was like, I'm a huge fan of this guy, so I'm not going to leave until he leaves. Throughout the day, there were, I don't know, probably a dozen or so people that were working. By the end of the day, it was just me and him and maybe one other person. We got to talk a little bit.

There's times in your life when somebody says something that doesn't matter at all to them, but it's a huge deal to you. He just looked at me, and he was like, "I can tell you've done this before."

I was like, "Yeah, a little bit."

He goes, "This isn't your first time screwing around with cardboard." I showed him some pictures on my phone, and he was like, "Yeah, this is really cool." He's like, "You use paper maché."

I said, "Yeah, it's because I have to cover up the tape."

He goes, "Just use hot glue. It will save you a ton of time."

I was like, "That's a great idea."

We've stayed in touch since then, but then when I got back, I was like, I got to make something with hot glue now. It saves me all this time. It's not messy. I think the first thing I made was an L for my daughter. It's in the shape of a castle. Her name is Lucy, so it's like, I don't know if you can see my hand, there's a wall here, of a low castle, and then there's a

tiny little tower here and a huge tower here. I made little stones all over it and everything.

Then I made a W for my son, which is two arms holding swords crossed and makes a W. Then I started making masks again. It just all came out of me following this guy and getting to meet him and him validating my work and saying, "I think you're really good at this." We stayed in touch a little bit since then.

Once I saw all you have to do is cut this stuff up and glue it together, it's super easy. It was a really good way for me to express my creativity. I've always liked making stuff, and that was just a new form for me to take with it. I don't know. I would encourage anybody-

There's a quote in the movie where he says, "Cardboard and hot glue, it's the best thing ever." I never had realized that he was talking about that before, but it is. Cardboard and hot glue, you can do anything with that. If you have ideas, try them out with cardboard and hot glue. It's super easy.

I always have people that are like, "I could never do that. That's so incredible. You're so creative."

I'm like, "I'm not trying to be overly humble or fish for compliments, but it's really not that hard. Anybody could do the stuff that I do. You're just gluing stuff together."

I think once I saw, "You can do all this stuff. It's super cheap." Then all of my ideas got funneled through the lens of cardboard and hot glue.

Jason: Then the beard, I've always wanted a beard, and I look like a child if I don't have a beard. In fact, I've been married to my wife for six years now, and she has seen me clean-shaven two times, I think. Both times she laughed at me. She was like, "What are you doing? You look like a child." Recently I've started growing it out more just because I can.

Kyle: When my dad was my age, he had a beard all the way down to his waist. He could tie his mustache all the way around his head. I've got a lot of legacy to live up to. I'm just doing what I can on that.

Kim: Wow.

Jason: That's quite a story.

I don't know how you can not end on that. Even just the story with Wayne White.

Kim: That is amazing.

Jason: Such a cool summary of tinkering, really, because it's like one thing led to another, and each one was just we'll see what happens, right?

Kim: Even just following him on Instagram and then knowing that he would be in the same place as you.

Jason: Yeah, and the door's open. What if I go in? You had know way of knowing-

Kim: The whole story is-

Jason: -you're going to spend the whole day with him tomorrow when you walked in that door.

Kyle: Yeah.

Jason: But you did, and you had no way of knowing. You just said, I'll just sweep up scraps. The whole story was-

Kim: Just amazing.

Jason: -just experimenting and tinkering. Sounds [crosstalk 00:31:05].

Kyle: Yeah, I posted a video of that story on YouTube. I had some people comment. They were like, "Man, that's crazy. This stuff always happens to you."

I was like, "Guys, it can happen to you, too. I have a list that I travel with of here's some stuff that is nearby where I'm going just in case I have extra time." I knew that he was in that area, and so I went and looked it up. I was like what's the worst thing that's going to happen is that they'll tell me, "Why did you sneak into our art gallery. Please leave."

I was willing- If that happens, he'll never remember me anyways. I didn't have anything to lose. It really is, like you said, it's just trying little things here and there and taking one step at a time. Nothing ever happens all at once, you know? Even at that point, I had been following him on Instagram for probably over a year and had watched his video a bunch of times and stuff like that.

I think people want this stuff to happen overnight, but it's just if you just keep taking little steps and experiment here and there, then you'd be surprised at what could happen.

Kim: Awesome.

Jason: Yeah. Totally awesome.

Kim: Yeah.

Jason: Thank you so much, Kyle, for spending time with us. I knew this interview would be great, and it was even greater than I thought. Thank you for that.

Where can people find more about you? You have a book, don't you?

Kyle: Yeah, I have a book. My book is called *We Put a Man on the Moon*. Its subtitle is just "Thoughts on Living a Better Story." That's on Amazon. My website is kylescheele.com. My last name is S-C-H-E-E-L-E.

Then I also have a little side project website, surprise, surprise, called kylemakesthings.com. I started that, and I was going to put something up there everyday. After about two months, I was like, no, I don't want to do that anymore because I want to build bigger things. That stuff takes longer. Now it's just this repository where I just share stuff that I have made before and thoughts on creativity every now and then. It's just a fun little place.

All this stuff that we've talked about today with the exception of my Kickstarter stuff, the centaur bicycle costume that I made for Halloween and all the cardboard stuff, that's all on kylemakesthings.com.

Jason: Awesome. We'll definitely link that up.

Kim: I know the Escape Lab folks will be on your sites for a while. Get on there and sit.

Kyle: I love to hear from people. If anybody ever has questions about how to do stuff, I love emailing back and forth and meeting other creative people. Please don't hesitate to get in touch. My email is just kyle@kylescheele.com. I'm happy to help out however I can.

Jason: Awesome.

Kim: Nice.

Jason: Thanks, again, Kyle. This has been really cool.

Kim: Yeah.

Jason: Thanks for taking the time. We'll catch up down the road.

Kyle: Sounds good. Thank you guys. Have a great day.

Kim: Take care.