



## Achieve Your Goals Podcast #136 - The Bingo Theory - 2.8 Million Subscribers Can't Be Wrong

**Nick:**

Welcome to the Achieve Your Goals Podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He is the author of the number one bestselling book *The Miracle Morning*, a Hall of Fame in Business achiever, an international keynote speaker, ultramarathon runner, and the founder of [vipsuccesscoaching.com](http://vipsuccesscoaching.com), Mr. Hal Elrod.

**Hal:**

All right, Achieve Your Goals Podcast listeners, I've got a special treat for you today. I'm going to introduce you to somebody who is one of the most successful and brilliant and sweetest people that I know, Mimi Ikonn. Her husband is also one of the most successful, sweetest, brilliant people I know, so it's like if we talk about a power couple, that's Alex, Ikonn. You might recognize the name Alex Ikonn from his, and actually Mimi as well, they're co-creators of the *Five Minute Journal*. I'm a big fan of *Five Minute Journal*. We've had UJ Ramdas on the podcast, who is their other co-founder for the *Five Minute*

Journal, but Mimi's coming on today to talk about her first book, her new book, The Bingo Theory.

I actually had a chance to have dinner or lunch, I think it was lunch, but I had a meal ... I had a meal with Mimi and Alex earlier this year at an event that we were at called Mastermind Talks, and she shared with me this book that she was working on and almost done with and the concept. I was like, "God, I need to read that book," like, "That is brilliant." Essentially, The Bingo Theory, and I'll read you the tagline here, "A revolutionary guide to love, life, and relationships." If any of those three things, you're involved with, love, life, or relationships, this is for you, but really it's been for a long time, that for years it was believed men and women, our brains are wired differently. Right? There is the whole, "Men are from Mars, women are from Venus" idea, but now a growing body of research shows that neurologically we're all a mixture of both masculine and feminine traits, and that each of those traits there is value to.

It's not about being Mr. Macho Guy, and that that's the right way to be if you're a man, and it's not about having to be a dainty pretty feminine woman. Right? It's about understanding that these masculine and feminine energies are actually within all of us, and there's ways to utilize both to get the best results in your life, be the most effective, productive, on and on, successful, happy, healthy, you name it. That's what we brought Mimi on to talk to you about today. Mimi, thanks for being here.

**Mimi:** Hi, Hal. It's a pleasure to be here as well. You did such a great job explaining the book already.

**Hal:** You know what, I did but I actually ... Hold on, I'm going to pause for a second. I forgot to explain you. I wanted to, I actually forgot to tell, I totally spaced on a little bit more about you. Now, if you don't know who Mimi is, I want to give you a quick formal introduction, but, I mean-

**Mimi:** Thank you.

**Hal:** Yeah, of course. Mimi Ikonn, to all our listeners, is a serial entrepreneur and YouTuber. Literally, when I say YouTuber, listen to this, she is best known for her Luxy Hair YouTube channel, which has over 2.8 million subscribers on YouTube. Not views. 2.8 million people get a notification every time Mimi posts a video on that YouTube channel, but she also has her own lifestyle channel, which is the Mimi Ikonn Channel, which has over 550,000 subscribers. Now, just to give a comparison, I think I have 12,000 subscribers. It might be 5. It's not very many, right, but so it's amazing-

**Mimi:** That's still pretty great.

**Hal:** Thank you. See, I told you she's the sweetest. All right, but Mimi's passionate about self-growth and sharing her personal findings with the world through her videos and now through

this book. Mimi lives in London, although she spends most of her year traveling the world with Alex, discovering new places, and then ... Mimi, aren't you pretty pregnant right now?

**Mimi:** Yes, I am seven and a half months ... Actually almost eight months now pregnant.

**Hal:** Eight months pregnant, I just saw your video of you hiking. By the way, I was telling Mimi this before, I was on her YouTube channel before we started the show, you have to go to her YouTube channel, her and Alex. They do, the quality of their video production is, it's like you're watching a reality show on ABC. You're like, "This is amazing," so, and they add a ton of value. It's phenomenal.

**Mimi:** Thank you so much for this amazing introduction. I'm blushing on the other side.

**Hal:** Awesome, awesome, awesome. I meant every word, and I'm so happy to have you on the podcast. Let's dive-

**Mimi:** I'm really excited to be here as well, thank you.

**Hal:** Dive in and start, what is The Bingo Theory, first and foremost, and then let's talk about how you came up with this, and what is in the book for the listener?

**Mimi:**

Basically, Bingo Theory is just this concept, a theory that I became aware of probably five, six years ago, just by talking to a lot of my friends who were single at the time, and dating multiple people, and things not working out, and sharing with me their stories and struggles. Then of course, my own relationship with Alex, that, at the time we got married, things were great, and ... I'm just the type of person that likes to observe and see patterns in things in life. I just realized that there's such an interesting pattern in relationships that work really well. The more I observed these relationships, and the more I observed relationships that don't work well, I saw this incredible pattern, and the pattern was that anytime a relationship works flawless and more effortless, I would say, and this is to say any relationship, not necessarily a romantic relationship, it's usually when you have this dynamic of this energies.

What I mean by that, and I'll explain now, is basically, we've heard this story like masculine and feminine energy, but how we traditionally think of it, or how the media traditionally talks about it, is that: If you're a woman, you're feminine, and if you're a man, you're masculine. In reality, if you observe anyone in the modern world, you'll see that there's many women who are very strong and have very masculine characteristics, and there's lots of men who are very soft and compassionate, and gentle, and more feminine than some of the women that you might know, as well. The more I looked, and the more I observed, I realized that, in my personal relationship, for example, with Alex, what makes our dynamic so effortless, and our relationship so magical, in a way, and many people would ask us, and still do, all the time like, "How do you guys

make it work? How is it that you guys never argue or never fight?" It's not that we don't argue, obviously. In any relationship you have some kind of ups and downs, but it really is flawless.

It's really, effortless relationship, and the more I thought about it and the more I observed it, I realized that we had this interesting dynamic, and that is that actually I am a female with a stronger masculine energy, and Alex is a male with a stronger feminine energy. That's what makes us tick, and that's what makes us, A, first attracted to each other, but also that's what helps us internally balance as well. The theory goes deeper, obviously, and it goes into the fact that every single human being not only has one energy that's their strength, but also has both masculine and feminine energy within them. Now, in order to be successful, happy in your relationships, and in your own relationship with yourself, which is the most important relationship, really, that is the base of all your relationships, is to balance this masculine and feminine energy within yourself. Once we are able to do that, sort of everything falls into place. You are at peace with yourself, and then all your relationships work better then.

**Hal:** I relate, because I would say that my wife and I have the same, have a similar dynamic. I think I have more of a more feminine, gentle energy, or what you would call it ...

**Mimi:** Wonderful.

**Hal:** ... and she's a more hard-charging and kind of intense personality.

**Mimi:** You have to have that, yeah.

**Hal:** That balance.

**Mimi:** Yeah, that's [a good fit 00:08:41].

**Hal:** I mean, do you think, do people ... Do we tend to, well, let me say this. I know we tend to ... We like people that are like us, and I used to think that I wanted a woman that was just like me, and-

**Mimi:** That's easier.

**Hal:** Yeah.

**Mimi:** Because you get that better, but it doesn't necessarily mean that it's better for you.

**Hal:** Sure.

**Mimi:** Because if you want to balance yourself, ideally you want to be with somebody who will challenge you. If you have masculine feminine energy, and let's say feminine energy is your strength, whether you are a man or a woman doesn't really matter, you want to be friends, or you want to be in a romantic relationship with some ... Ideally, of course, you want to be in a romantic relationship with somebody who is the opposite energy strength person, so that by being with them, they will challenge you to balance that energy in yourself.

**Hal:** How do you ... Here's a question.

**Mimi:** Yes.

**Hal:** If you're in a relationship with someone, and you're both very masculine, for example, and you guys butt heads a lot, you fight a lot, what do you do about that?

**Mimi:** That's a lot of my friends, actually. I know a lot of couples who are masculine-masculine. A lot of entrepreneur friends, actually, who are both masculine-masculine. Yeah, what was the question? Sorry.

**Hal:** How do you manage that? If you guys are, there's a lot of conflict because you're both very masculine or ...



**Mimi:** Absolutely.

**Hal:** ... feminine?

**Mimi:** Yeah, so in the book, there's actually like different scenarios, and different solutions, obviously, to first of all how to balance yourself, and then secondly how to balance all these different dynamics or relationships, whether you're in a masculine-masculine relationship, or if you're in a feminine-feminine or masculine-feminine, which is more traditional relationship. In a masculine-masculine relationship ... Well, actually, in any relationship, to be honest, you have to start with yourself. That's the thing. Right? In a masculine-masculine specifically, it's a great partnership relationship. These work really well, especially in business, like I mentioned. However, when it comes to expressing emotion, love, affection, these are the challenges these couples usually face, is that they expect the other one to show their love and affection, but the other one is also expecting the partner to show their affection, but neither one finds it easy, because that is not their strength energy, so: When you're in a relationship with somebody who is just a strong masculine, not really very expressive when it comes to affection or emotions, then you can come into these challenges. There's different things, the different strategies that I give in the book.

For example, making time to connect, making time to talk and express with each other, because a lot of these couples are very

much like, "Here's a to-do list." It's very logical, like, "We need to go through this. This is what's happening," but they rarely make time for romance and play, and just do nothing sometimes. That's one of the tips, is to create that fun playtime, and then also create time to just talk to each other about how you feel. Masculine energy, whether man or woman, usually has a really hard time talking about how it feels. They can talk, but connecting with their feelings and expressing the feelings vulnerably to another human being is something they find very challenging, because that's, being vulnerable is more feminine, so there you [go 00:12:10].

**Hal:** I'd love to hear this. Like for this book, for somebody listening, I'd love to hear what it will do for ... Let's take three scenarios, okay? If you want to jot these down. Somebody who is single looking for love, how will this help them? Someone who is in a relationship that they would say it's not great, it's not good, it's not ... They're having challenges in their relationship. Then someone that is in a relationship that, for the most part, it's a pretty good relationship, so they would feel like, "Maybe I don't even need this." I'd love to hear those three scenarios. What will this book do, specifically, for each of those scenarios?

**Mimi:** I think it can help the most, of course, the first two that you just described, so single looking for love, or somebody who is in a relationship, but the relationship is not that great. Somebody who is single and looking for love has probably dated a lot of people, or have had some experience. A lot of us, when we date, we sort of go for the same type, it's like you're doing ... It's like you're dating a different person, but the same thing keeps happening.

**Hal:** Same energies, and same ... Yeah.

**Mimi:** Yeah. Yeah. Like you end up going for the same type of person. Again, the book explains that a lot of, in a lot of ... For example, if you're a feminine female, and you are not balanced, you end up attracting or being attracted to a very masculine male. That's, the traditional view of a man that we have. Then there's lots of clashes that happen there, because it's so disbalanced. It's like that's when you have that case of a man from Mars, or man from Venus ... Or woman from Venus, man from Mars, is like you completely, from the ... There is no connection. There is no understanding, and there's lots of tension. What it can help them understand is that the person they have been going for is either the wrong type of energy, so they're either going for the same type of energy, or they're going for the extreme opposite, because they're so disbalanced themselves, so then, what they-

**Hal:** It helps them get clarity on where they need to kind of ...

**Mimi:** Yeah.

**Hal:** Okay.

**Mimi:** Because unless you balance yourself, you will only attract somebody who is just as disbalanced as you.

**Hal:** Ah, got it.

**Mimi:** That's the reality, and that's the reality that we need to face before we can be in a happy, balanced relationship. Because all relationships start with our own relationship, and if you don't have a positive, healthy relationship with yourself, it's hard to have a positive, healthy relationship with anyone, really. I think what the book really helps to anyone single is to create that balance within yourself and understand yourself better. That's huge, because then everything makes sense, and you won't go for the wrong type of person, because you just know that that's never going to ... Well, it can work, Hal, but it just will come with these challenges. For example, somebody who is feminine, for example a feminine female, a feminine energy strength female, and a feminine energy strength male, it's just going to be a lot of uncertainty in that relationship. It's going to be hard for both of them to make decisions, make money, manage finances. They're just so similar, and if ...

As a feminine female, if you've been going for this type of man and it hasn't been working out, then it can really make you understand why it hasn't been working out; or if you're masculine and you've always been in other relationship with other alpha females. If you're a masculine male, and you've been dating other masculine females, and you didn't experience that gentleness and affection that you want to have in a relationship, it can really make it clear why it hasn't happened,

and maybe these are just not the type of women you should be dating in the first place, but it is a challenge to date somebody who is the opposite strength energy, because then you have to bring that energy out in yourself, so-

**Hal:** ... and I know you have a quiz in the book that helps you determine if your strength, if it is energy, or ... I'm sorry, if your strength energy is masculine or feminine.

**Mimi:** Yeah. Yeah.

**Hal:** That alone, I'm sure, can be a huge eye-opener.

**Mimi:** It's huge.

**Hal:** I would imagine it's also, you can apply that quiz even in just like in your mind with any mate that you're seeking, right? Like you can kind of ...

**Mimi:** Absolutely.

**Hal:** ... go through these questions around that person, whether you actually, on the first date, go, "Hey, buddy, will you take this, real quick?"

**Mimi:** Yeah, that's definitely a great idea, or even at work. When we hire now, depending on the position we're trying to fulfill, you know the type of personality or energy we would need for this role, so actually get them to do the task. Of course, sometimes you come across people who are very balanced, so they are, through nature or nurture, they have been really balanced. When you look at somebody and it's hard for you to sort of right away figure out if they're masculine or feminine energy, that's when you're probably faced with somebody who is very balanced, what I call a bingo. That's ultimately what we all strive to become and be, although it is a process, it's a lifelong journey and a process.

**Hal:** Give us a few of those.

**Mimi:** Yeah.

**Hal:** I know in the book you've got some simple actionable tips to help you balance your energy, so for all of us, that ... It sounds like that really is the thing, right, just like in your relationship, but it's not about changing the other person, it's not about ...

**Mimi:** Absolutely.

**Hal:** ... finding the perfect person. It's about who we become that determines our quality of life. Yeah, so what are some actionable tips to help us balance our energies?

**Mimi:** I just want to go back quickly to the other two question, because you said, to cover ...

**Hal:** See, I'm all ADD.

**Mimi:** ... the single person-

**Hal:** You're good. You keep us on track. I love it. All right.

**Mimi:** Yes, I ...

**Hal:** Do it.

**Mimi:** ... [brought it down 00:18:06], so I did, but I just want to quickly cover in case somebody's listening ...

**Hal:** Yeah, no, please, take your time. Take your time.

**Mimi:** ... who is in a relationship and is not, doesn't have a great relationship, I'll just quickly say: Basically, it just allows you to assess your relationship from a completely different angle and see why things are not working out, and then based on the dynamic that you have, whether you are in a masculine-masculine relationship, or a feminine-feminine, or masculine-woman and feminine-male, you are able to appreciate your partner for the strength and the skills that they bring to the relationship, and then of course work on yourself. Because again, you cannot fix another person. You have to first start with yourself, and then hopefully inspire your partner to also balance themselves.

**Hal:** Yeah. I love it.

**Mimi:** Then somebody who is in a good relationship will just, will find it helpful to just continue improving their already great relationship.

**Hal:** Awesome. Okay. Great. All right, and then how to balance energy.

**Mimi:** Yes.

**Hal:** What are some of these actionable tips?



**Mimi:** Well, let's say if you're a masculine strength female or male, and that's me, as an example, I'll give myself as an example ...

**Hal:** Now, give me ...

**Mimi:** Yeah.

**Hal:** ... I'm sorry to cut you off, but ...

**Mimi:** [You want to 00:19:16]-

**Hal:** ... give me some ... Like you, for example, watching your videos, you're beautiful, you're feminine, you're ... You know what I mean? Explain, I'd love to hear like-

**Mimi:** I work on my balance.

**Hal:** You work on your balance. That's true. Yeah, that's great. What are these masculine traits that you embody that would make you call yourself that?

**Mimi:** I think one of the questions to ask yourself, if you're not sure, okay, I don't know if I'm masculine or feminine. Obviously,

like I said, we're all a mix of both, but one will be your natural strength. The reason I know that I am more masculine is because my whole life ... Like day to day, I still go with my mind. I'm more logical in my day to day ... Every decision that I make ...

**Hal:** Ah.

**Mimi:** ... every thought, every thought process is more logical. Emotions are there, but logic is sort of ruling the world.

**Hal:** That's one of the aspects of masculine versus ...

**Mimi:** Absolutely.

**Hal:** ... feminine energy. Okay.

**Mimi:** It's very analytical. It's very systematic. It's very "logical first." Everything has to go through the logic. Whereas with somebody who has a feminine energy as their strength, they sort of rule with their heart everything that happens to them day to day is very ... Like go through the emotions first, and that's how decisions are being made, or not made. It's just that, it truly is a strength. I don't look at it as weakness or a strength. I actually call it a strength, but ... That's why it's important to understand what this theory and this concept, it's about

accepting yourself as you are, and then just learning to balance the opposite energy ...

**Hal:** Yeah. Well-

**Mimi:** ... but like you were saying, to give you an example of, let's say somebody who knows or thinks they're, let's say, masculine. Why do I know that? I know that I'm masculine because I think about work 24/7. I'm extremely ambitious, I am ... That ambition and drive to constantly grow and not stop working can result in anxiety and stress, and it's like just having a hard time to relax. That's one of the downfalls of being a masculine strength male or a female is that you are extremely driven to accomplish things, and not necessarily to do it for status or anything. It's just that inner drive to grow and accomplish things ...

**Hal:** Got it.

**Mimi:** ... and for somebody who is very masculine, it's important to find time to play, and it's important to find time to just be present. One of the ways to do that, for example, is to meditate. I meditate daily. For me, that's like my little moment of heaven where I just sit down and I breathe, and I center myself. That's how I connect to my heart, basically. Also, getting massage therapy. Again, connecting with your, with that gentle side of yourself, with the human touch, and connecting to other humans. Because a lot of people who have very strong masculine energy, they find it hard to physically express

themselves. Like they have it hard to hug and kiss and touch; so getting things like massages can be very helpful. It just opens them up, truly opens them up physically but also emotionally.

**Hal:** Now, wait, I have to ask you. I just got a massage chair today.

**Mimi:** That's great.

**Hal:** Does that count?

**Mimi:** It's a good start.

**Hal:** It's not human touch, but yeah ... I literally just got it and set it up today. I ordered ...

**Mimi:** Interesting.

**Hal:** ... it a few weeks ago, so ... Yeah, I'm excited.

**Mimi:** Those are great too. It's a start, for sure.

**Hal:** Yeah. All right, cool. All right, so keep going.

**Mimi:** Yeah, so those are just some examples for, let's say, somebody who is masculine. Now, somebody who is feminine actually has completely different struggles and challenges. They actually love to have fun, they're very open-minded, very carefree, so for them, it's actually harder to, let's say, find the structure and make decisions sometimes: Because they love options, and they love creative work, and sometimes they can get lost in all of it. For them, it's very important to be surrounded or have a partner in their life if they're doing business, for example, who is more of a masculine strength person who can ground them and keep them in check when they need to be in check. Also, having, there's so many different things, like having a productivity plan, for example. One of the products we have created, I mean ... This came from a personal need, for example, of Alex, he's such an expressive, creative person, but for him to have some kind of a structure, and use some kind of a tool to organize his thought process, his creative process, so this is a very masculine product.

The Productivity Planner is all about getting things done, systemizing your tasks, and also prioritizing the task, and being very efficient with your time, because in a very feminine, creative world, you can just get lost in thoughts and creativity and expression.

**Hal:** Got it. I mean, so I mean, setting goals, setting ...

**Mimi:** Yeah.

**Hal:** ... structure, things like that. This is helpful, and this is ... I'm looking, and I look at how, like you mentioned, it's not that one is better than the other. They both have their strengths.

**Mimi:** Absolutely.

**Hal:** Like I wrote down, for the energy characteristics of each, I wrote down for masculine, logical, right, that's an important quality, right?

**Mimi:** Absolutely. Yeah.

**Hal:** Driven, and then feminine, emotional, affectionate, carefree, fun, open-minded, creative, right? Those are all ...

**Mimi:** Nurturing, yeah.

**Hal:** Nurturing. Yeah, yeah, those are all good [things 00:25:16].

**Mimi:** All important, all equally important. The problem in our society is that the feminine energy is actually looked down upon, and

that's really, really wrong right now. I think it's something that we all collectively need to change, because in fact I think the whole world is suffering because of that. Like, we're all, even the feminine, now they're brainwashed to be more ambitious, but the issue here is not to produce more in the world, but to do so consciously and with purpose. It's not about just more and more and more, produce more, sell more, create more. It's, "What are you creating?" Right? Again, asking those questions, connecting to your heart. You have to have both. You always have to have both, whether you are more feminine, or you are more masculine. You have to be connected to those, both sides of yourself.

**Hal:** I love it. I love it. This is so helpful; and I'm just, I'm seeing, looking at myself, and looking, thinking of my wife, just seeing the, I'm like, "Oh."

**Mimi:** It's everywhere.

**Hal:** Yeah, and like you said, it's not that it's black and white. It's not that you're one or the other, but I definitely can tell where I'm dominant, and where my wife's dominant, and where we implement the other energy, but maybe, and then there's areas of improvement where we could really, if we implemented more of these certain characteristics, so yeah. Yeah, I'm excited. I just, I ordered the book, as I mentioned to you.

**Mimi:** Thank you so much. Yeah, sure.

**Hal:** Yeah, no, I'm pumped, so ... Cool. Anything else to share on this, and then I'd love for people, tell people where they can connect with you and your YouTube channel and be one of the ... There's a reason 2.8 million people subscribe to Mimi is the videos. You might be one of them, but ...

**Mimi:** I'd say, just the last word, I'd say that regardless of what it is that you are, I think the true joy and the happiness in life comes from accepting yourself as you are, and that truly is the first step to growing as a human being and evolving, and improving your life, and your relationships, is first to accept where you are today.

**Hal:** I love it.

**Mimi:** That's the first step, and then take it from there.

**Hal:** "Who ... " I'm writing this, "Who and where you are today." It's a great quote. I love it. All right, and what's the best way for people to get the book. I'm guessing Amazon?

**Mimi:** Yeah, it's available on Amazon, so if you just go on Amazon and write Bingo Theory.



**Hal:** Type in Bingo Theory, yeah. Yeah.

**Mimi:** It's going to pop up there, and if you just want to see some of our blogs and content that Alex and I create, you can just go to YouTube and type Mimi Ikonn. My videos will come up, or Alex Ikonn. Alex has a lot of inspirational, motivational, business-related as well, videos and blogs, so yeah, that's where you can find us.

**Hal:** Yeah. Yeah. I'm so impressed with you guys. When I first ...

**Mimi:** Oh, thank you.

**Hal:** ... met Alex and found out about your business, and ... We should probably do an episode in the future on how to have 2.8 million YouTube subscribers, because ...

**Mimi:** We have a lot to say about that too.

**Hal:** Yeah. I think all of us would be fascinated with that information, and it would be beneficial, so ... Well, cool. Well, Mimi, today's been very eye-opening and enlightening for me. I cannot wait to read The Bingo Theory, and I plan on reading it with my wife in the evening out loud ...

**Mimi:** Oh, thank you, Hal.

**Hal:** ... so we can share it.

**Mimi:** It truly means a lot to have your support.

**Hal:** Awesome.

**Mimi:** I appreciate it.

**Hal:** Well, I appreciate you. Tell Alex I said hi, and achieve your goals.

**Mimi:** Will do.

**Hal:** Yeah, thank you. Podcast listeners, thank you so much for tuning in to another episode of the Achieve Your Goals Podcast. This has been an interview with Mimi Ikonn, author of *The Bingo Theory: A revolutionary guide to love, life, and relationships*. Go get your copy on Amazon today. I love you, I appreciate you, and I will talk to you next week.