

The Profile: The most disruptive man in football & the Golden State killer

Good morning, friends.

There were some great profiles this week. One of the more bizarre stories I've read in a while is about a company called, "Family Romance." It allows you to rent relatives when your own aren't available. Loneliness is a global epidemic. Let me know what you think about that one because it left me with some conflicting thoughts.

- [The most disruptive man in football](#) [****HIGHLY RECOMMEND****]
- [The man who brought down Lance Armstrong](#)
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PEOPLE TO KNOW.

[The most disruptive man in football](#): Alabama head coach Nick Saban has won five titles in nine years by relying on constant self-disruption. He says our belief that we're supposed to be rewarded for success is wrong. Rather, we have to do things even better the next time to fight off complacency. Saban calls it "the process" — a philosophy that emphasizes preparation and hard work over results. [Tweet this.](#)

"To me it takes a completely different mindset to stay successful as opposed to what you have to do to build something to be successful."

[The man who brought down Lance Armstrong](#): Floyd Landis, a former teammate of Lance Armstrong, just won more than \$1 million in a legal case against the cyclist. In 2010, Landis sent an email that would turn cycling on its head and would implicate Armstrong in a massive doping scandal. Landis was the first Tour de France champion ever to be stripped of the title because of a failed drug test. And then he took Armstrong down with him. [Tweet this.](#)

"Taking me down and taking Armstrong down did nothing," he said.

COMPANIES TO WATCH.

[The fill-in family](#): In Japan, people are using a company called "Family Romance" to rent a relative. One man hired fake parents for his wedding because his real ones were dead. Another rented a daughter after his real one had left home after an argument and never returned. By the

end of this bizarre article, you'll be asking yourself whether renting a family is creepy...or just practical. [Tweet this.](#)

"It's not necessarily the case that the real family is the best thing that happens."

[The cult brand whisperer:](#) We've all seen the clever subway ads about Casper, Allbirds, and Birchbox. Red Antler is the design company behind all of your favorite millennial brands. Its brilliance is that it has made bedding, footwear, and even hair loss, sexy. Red Antler helps its clients design logos, produce engaging content, and even come up with startup names. [Tweet this.](#)

"When we're investing in consumer companies, we're looking for founders who understand just how absolutely critical brand is."

[The dirtiest place on the Internet:](#) After a year of extremist propaganda, dangerous hoaxes, and videos of tasered rats, YouTube is struggling. For a long time, YouTube has prioritized growth over safety. It can no longer afford this luxury. Over the past year, YouTube has made the most sweeping changes since its early days, removing inappropriate videos and stripping away the advertising from others. Here's an in-depth look of the tech giant's cleanup act. [Tweet this.](#)

"We've gone from being a small village to being a city that requires proper infrastructure. That's what we've been building."

THROWBACK:

[The Golden State killer:](#) One one of the most violent serial criminals in American history terrorized communities throughout California from 1976 to 1986. He committed 50 rapes and 10 murders in that span of time. He was identified and arrested this week, but this article goes deep into the hunt to track him down. [Tweet this.](#)

"When you commit murder and remain anonymous, your identity is a wound that lingers on the victim, the neighborhood, and in the worst cases, a nation."