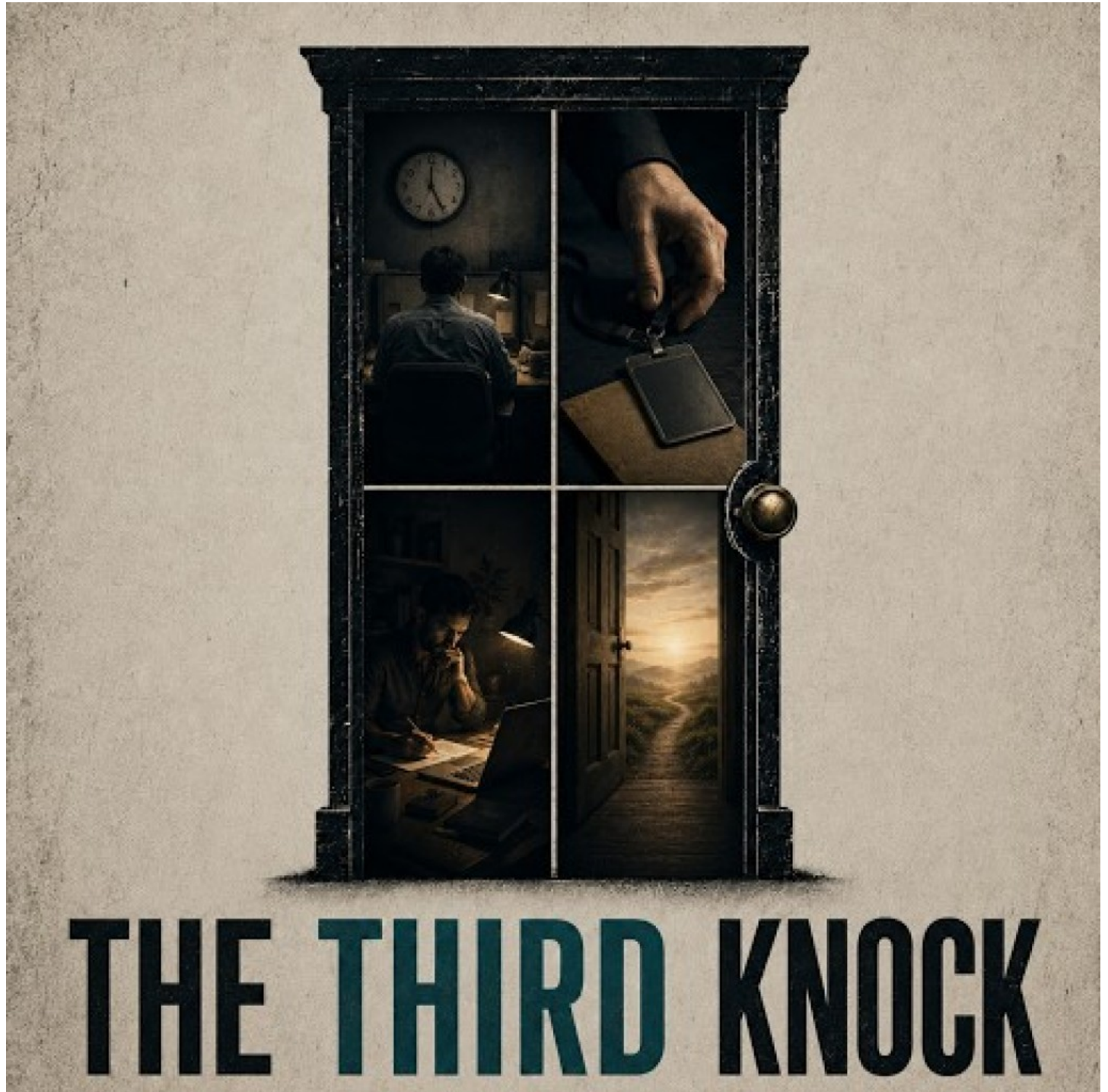


Third Knock Podcast Features Josh Hook on Entrepreneurship, Resilience, and Business Growth

Hook'd It Up founder joins Nathan Olsen to share lessons on building a local agency, protecting mental health, and refusing to quit



Park City, Utah Jul 20, 2026 ([Issuewire.com](https://www.issuewire.com)) - The latest episode of [The Third Knock Podcast](#) features an open and practical conversation between host Nathan Olsen and Josh Hook, founder of the digital marketing agency **Hook'd It Up**. The two Utah entrepreneurs discuss the realities of building a business, learning from difficult experiences, protecting mental health, and creating a career that

supports a more meaningful life.

Hook has operated Hook'd It Up for more than a decade, helping local businesses with websites, search engine optimization, online reputation management, and customer reviews. During the episode, he describes how major personal changes brought him from Los Angeles to Heber, Utah, where he began rebuilding his career while adjusting to life as a husband and stepfather.

A complicated family journey and the birth of his daughter, Hope, eventually gave Hook a clearer reason to pursue entrepreneurship.

"My why is really my now six-and-a-half-year-old baby girl," Hook says during the conversation. "She's why I get up every morning and just go after it."

Hook explains that business ownership gave him the opportunity to structure his work around his daughter rather than continually missing important moments because of a traditional employment schedule. His story reinforces one of the central themes of The Third Knock Podcast: successful businesses are often built around a personal purpose rather than income alone.

Practical Lessons for Entrepreneurs

Olsen and Hook also share practical advice for aspiring entrepreneurs, solopreneurs, and local service providers. Their conversation covers the importance of establishing clear contracts, setting payment expectations, defining responsibilities, and documenting what clients must provide before work can move forward.

The episode also examines the value of specialization. Both entrepreneurs explain that working within familiar industries can help agencies deliver stronger results without repeatedly rebuilding processes from the ground up.

Hook encourages business owners to evaluate which services deserve their time. After recognizing that social media management produced lower margins and required work he did not enjoy, he stopped offering it directly and referred those opportunities to another entrepreneur.

The decision allowed Hook'd It Up to concentrate on higher-value services while helping another business owner grow.

"When you're starting out, you want to do everything because you want to make everything that you can," Hook says. "But then you're holding yourself back doing all the work."

Hook advises founders to delegate responsibilities, remove unprofitable services, and focus their attention on the areas where they can produce the greatest value.

An Honest Discussion About Mental Health

Beyond marketing and business operations, the episode explores the emotional strain that can accompany entrepreneurship. Olsen and Hook speak candidly about introversion, social anxiety, difficult relationships, burnout, isolation, and the pressure many business owners feel to support everyone around them.

They emphasize that constant work should not become a substitute for addressing deeper personal

challenges. Rest, trusted relationships, self-care, and honest conversations can be as important to long-term success as sales and productivity.

The discussion also encourages listeners to check on friends, family members, and fellow business owners who may be struggling privately.

“People on the outside didn’t have any idea what I was going through,” Olsen says while reflecting on a difficult period in his life. “Check on your friends.”

Both speakers stress that asking for help should not be treated as weakness. They encourage entrepreneurs to build relationships with people who understand the unique financial, personal, and emotional pressures of running a business.

Progress Begins With Persistence

The episode concludes with a message for anyone who is considering starting a business but feels limited by current circumstances.

Olsen and Hook describe beginning their careers in small rooms, working with limited resources, pursuing clients one conversation at a time, and learning through mistakes. They remind listeners that the polished businesses people see today were built through years of experimentation, persistence, and gradual improvement.

“We all started somewhere,” Hook says. “Go out there. Don’t give up.”

Olsen echoes that message throughout the episode, explaining that progress becomes possible when people continue learning, take action, and refuse to let temporary setbacks become permanent endings.

The full conversation is available through [The Third Knock Podcast](#)

About The Third Knock Podcast

The Third Knock Podcast, hosted by Nathan Olsen, features candid conversations with entrepreneurs, professionals, and community members who are pursuing meaningful goals. The podcast shares personal stories, practical lessons, and encouragement for listeners working to overcome obstacles and build lives aligned with their ambitions.

About Hook'd It Up

[Hook'd It Up is a Utah digital marketing agency](#) founded by Josh Hook. The agency helps local small and mid-sized businesses strengthen their online presence through website development, search engine optimization, reputation management, and review-focused marketing strategies.





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