



S1E10

# Why Luck Never Beats Preparation

*Season 1 Episode 10 Notes*

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**big**leap

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## Related Reading

- [Why Choose Dominator?](#)
- [Dominator on LinkedIn](#)
- [About Brandon Doman](#)
- [Milagros Mexican Food](#)
- [How One Coach Changed Football Forever](#)

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# Episode Synopsis

Success gets talked about like it's luck. Right place, right time. The right connection. The right break.

Bryce and Brandon Doman don't buy that for a second.

In this episode of the Sweet Takes Podcast, Coby heads to Milagros with the former BYU football standouts and co-founders of Dominator for the legendary Doman nachos—and a conversation about what really creates lasting success.

The brothers unpack the lessons that shaped them long before business: growing up in a home built on constant encouragement, learning what it means to stay on the same side of the fence as the people you lead, and why preparation always beats luck when opportunity finally shows up.

From Brandon's years as a BYU quarterback and NFL player to Bryce's path as a product builder and entrepreneur, they share what 12 years of building together has taught them about grit, brotherhood, service, and the kind of belief that can't be faked.

The real conversation, though, is about what happens after the spotlight fades. How do you build something that lasts? How do you stay grounded when success starts showing up? And how do you create products, teams, and businesses that help people feel seen?

If you're building something that feels uphill right now, this one's a reminder: the view only comes after the climb.

## About

# Bryce Doman



### Highlights:

- Utah-based business leader and entrepreneur
- Experience in product development and operations through Leap Products
- Background in athletics and team leadership as a former wide receiver at Brigham Young University
- Passionate about innovation, entrepreneurship, and building scalable products
- Connected to Utah's growing startup and manufacturing ecosystem

### Expertise:

Product development, operational leadership, entrepreneurship, team building, business growth, strategic problem-solving, and innovation-driven execution.

Bryce Doman is a Utah-based entrepreneur and business professional with a background in product development, operations, and leadership. Through his work with Leap Products, Bryce has helped contribute to the growth of innovative consumer product brands while building experience across manufacturing, business operations, and scalable growth initiatives.

A former wide receiver at Brigham Young University, Bryce developed a competitive mindset and team-first approach that has continued to shape his professional career. His background in athletics helped cultivate discipline, leadership, and a strong work ethic, qualities that now carry into his work in business and entrepreneurship.

Known for his practical approach to problem-solving and innovation, Bryce enjoys helping turn ideas into tangible products and sustainable business opportunities. His work reflects a strong connection to Utah's entrepreneurial community and a focus on creating products and organizations built for long-term impact.

### Education:

Bryce graduated from Brigham Young University with a Bachelor of Science in Economics, where he participated in collegiate football as a wide receiver.

## About

# Brandon Doman



Brandon Doman is a Utah-based entrepreneur, former football coach, and ex-professional quarterback whose career has spanned athletics, business leadership, and entrepreneurship. Best known for his time as quarterback at Brigham Young University, Brandon became one of the most recognizable BYU quarterbacks of the early 2000s, leading the Cougars to a 12–0 start during the 2001 season and earning First-Team All-Mountain West honors. He was later selected in the 2002 NFL Draft by the San Francisco 49ers.

### Highlights:

- Utah-based entrepreneur, business leader, and former collegiate and professional quarterback
- Played quarterback at Brigham Young University and was drafted into the NFL by the San Francisco 49ers
- Former offensive coordinator and quarterbacks coach at Brigham Young University
- Experience leading and scaling businesses across sports, consumer products, and entrepreneurship

### Expertise:

Leadership development, business strategy, entrepreneurship, team building, coaching, communication, operational growth, and high-performance culture.

Following his playing career, Brandon transitioned into coaching and leadership roles, returning to BYU as quarterbacks coach before becoming offensive coordinator. Recommendations from colleagues frequently describe him as analytical, trustworthy, and deeply committed to helping others succeed. His background in athletics, coaching, and entrepreneurship has given him a unique ability to connect long-term vision with disciplined execution.

### Education:

Brandon graduated from Brigham Young University with a bachelor's degree in business after completing his collegiate football career as one of BYU's standout quarterbacks.

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# Show Notes

Brothers Bryce and Brandon Doman join Coby at Milagros for plates of the now-famous B Doman nachos and a wide-ranging conversation about family, football, and the 12-year climb of building Dominator, their premium basketball and pickleball brand.

Brandon, a former BYU and NFL quarterback turned coach turned entrepreneur, opens up about the day he packed his box and walked out of the BYU athletic department, and why getting fired became the greatest growth stretch of his life. Bryce, the older brother and product builder behind the operation, reflects on what it means to be raised by parents whose superpower was making their kids feel seen, and how that shapes the way they lead a team today.

In this episode:

- The origin of the B Doman nachos and why Milagros became the Doman war room
- Brandon's formula: preparation + opportunity = success (and why luck never closes the gap)
- The "hill before the view," or what 12 years of building together actually feels like
- Why going into business with your brother works when the foundation is right
- LaVell Edwards, George Curtis, and the BYU quarterback factory that shaped Brandon
- The shift from chasing validation to finding joy in others' wins
- What scares them most about the next five years of Dominator

**Memorable quote:** *"Your heart will never believe that you're going to accomplish what your mind tells you you're going to accomplish. But once you do the work and the opportunity presents itself, you're going to succeed."* Brandon Doman

# Key Takeaways

- The real AI divide is how you use it, not whether you use it
- Using AI to avoid thinking leads to generic work
- Friction is where creative value is built
- AI works best as a thought partner, not a shortcut
- Originality still depends on human thinking
- Better inputs and deeper thinking drive better outputs