



(Left: Rhett, Right: Link)

What to Expect When Watching Good Mythical Morning: Let's Talk About That

Hannah Ferrara | Contributing Writer | August 3rd, 2025

Good Mythical Morning is often seen as just a frivolous YouTube channel where two best friends get together and eat awful foods, try new products, play ridiculous games, and so much more. But in reality, it is so much more.

Rhett & Link

Rhett McLaughlin and Link Neal have carried the title of “best friends” since 1984, when they met on the very first day of first grade in Buies Creek, North Carolina. Ironically enough, their teacher held them both in from recess for writing profanities on their desks. It was more than a fitting start to a lifelong friendship and career.

Rhett and Link weren't always the compelling guys that we see on our screens today; they lived completely different lives before following their dreams. Both graduated from North Carolina State University with engineering degrees and followed that career path for a short amount of time, while also becoming full-time Christian missionaries. It didn't take long for them to realize that the lives they were living weren't serving them; they peacefully left their religion and transitioned into a life of creativity.

Together, the pair started their digital footprint by posting videos on YouTube in 2006. They initially created a variety of content, including music videos, comedy shows, podcasts, and even local commercials. Their first viral video came about in 2007, “The Facebook Song,” and to this day, it has over 17 million views. After this long-awaited breakthrough, the boys struck a deal with a CW show and became co-hosts of the short-lived “Online Nation.” Even though their dreams were starting to become closer, they never faltered in their passion and determination for their own YouTube channel. At the time, compensation for views and likes on YouTube wasn’t even in question, so Rhett and Link had to find a way to make a living: sponsorships. Because of their wit and drive, they were starting to get recognized for their ideas; everyone wanted them to promote their product or business, and they ended up in countless commercials and TV shows. For years to follow, you can see their styles and inspirations change as they do as people, until one day they created their best idea yet: *Good Mythical Morning*.

The Mythical Brand

On the *Mythical* website, Rhett and Link’s brand is described as “an internet-first entertainment studio.” The company’s many owned and operated YouTube channels have gained over 76 million subscribers and 27 billion lifetime views, along with their social media accounts adding up to over 52 million interactions. Even though their most notorious and successful channel is *Good Mythical Morning*, Rhett and Link have continued to follow their inspirations and create content across all sorts of different avenues.

The World of Mythical

Ear Bisquits - *Ear Bisquits* is Rhett and Link’s weekly podcast where “life-long friends talk about life for a long time.” Every Wednesday, you can listen to the pair discuss pop culture, personal stories, offbeat anecdotes, and much more on Apple Podcasts, Spotify, Amazon Music, YouTube, and other podcast platforms.

Mythical Kitchen - *Good Mythical Morning*'s success came so fast, and their ideas were out of control. To keep up, Rhett and Link hired and put together their own team of innovative chefs to solely grow and work with them. Throughout *Good Mythical Morning*'s videos, the Mythical Kitchen members can be seen blowing minds (in good and bad ways) with their creations. Head Mythical Chef, Josh Scherer, and his team cook up interesting and sometimes questionable things every week on YouTube.

A Hot Dog is a Sandwich - Mythical Chef Josh Scherer and Culinary Producer Nicole Hendizadeh join on this weekly podcast where they discuss, debate, and dissect the web's most amusing and controversial culinary plights.

Dispatches from Myrtle Beach - Link and his father, Charles, are notoriously known for being extremely close, but not in proximity. This weekly podcast shows the pair having deep but hilarious conversations, showcasing their father-son duo. "It's not just Myrtle Beach we'll be hearing about, it's everything under the (Southern) sun."

Sporked - Sporked.com was created off the back of taste test segments on *Good Mythical Morning* and turned into a go-to place when you need a guide for all things packaged foods. Head to *Sporked* when you need the internet's source for the best food rankings, new food reviews, food commentary, and more.

Mythical Society - The Mythical Society is a premium subscription that turns you into an official Mythical Beast. For different monthly fees, you can sign up to be either a first, second, or third-degree member. Each subscription increases in price, but expands the world of Mythical with privileges such as behind-the-scenes footage and photos, access to different Mythical apps, merch discounts, and much more.

Wonderhole - Wonderhole is one of Rhett and Link's newer but wildest channels. This short documentary-style channel includes ridiculous adventures shared between Rhett and Link in the best way they know how: comedy. Be sure not to miss the premiere of the second season of Wonderhold on August 24th, 2025!

Good Mythical Morning

The (arguably) most successful part of the empire that Rhett and Link have grown from the ground up is their YouTube channel: *Good Mythical Morning*. Throughout the fall, winter, and spring months, the pair posts truly unbelievably entertaining videos every

Monday through Friday. In the summer, *Good Mythical Summer* comes around, and they give themselves a break. They only post on Mondays, Wednesdays, and Fridays, and feed us Mythical Crew content on the weekends. If you're wondering what these remarkable videos could possibly be about, let me explain a few of their most popular concepts:

Will It?: The Mythical Kitchen's skills are tested when Rhett and Link ask the question, "Will it?" In this case, will a certain food pass the test as another? Would Coca-Cola pass as a cereal? Would wasabi make a good waffle? You'll find out the answer to a question you might never have thought of asking on this segment of GMM.

Taste Tests: One thing that Rhett and Link will never turn down is food. The pair's love for eating turned into one of the most frequent style videos on the channel. In some taste tests, you'll see the two blind folded, guessing which chicken sandwich comes from what restaurant, and in others, you'll see them playing a game of darts or cornhole whilst tasting various foods. No matter what video you choose, you'll probably leave a little hungrier than you started.

Good Mythical Weekend: Rhett and Link may take the weekends off, but the channel never takes a vacation. On Saturdays, the Mythical Crew takes center stage (or studio) with their own versions of games, podcasts, challenges, and much more. The pair may be entertaining on their own, but the environment and crew they have formed make it that much better to tune into.

Good Mythical More: To end every episode on the main channel, Rhett and Link include a Mythical Beast's or GMM fan's video saying, "and now it's time to spin the Wheel of Mythicality!" This has become a notorious ending and way to connect with their community, but it's also the transition to their after-show, *Good Mythical More*. On this separate YouTube channel, the show is a little bit more relaxed, but nonetheless as chaotic with similar games, taste tests, and challenges.

The Whole Point

With the beginning of every new season of *Good Mythical Morning* and *Good Mythical Summer*, Rhett and Link show the world why they have such a large and loyal fanbase: they each individually choose a charity to raise money for by winning challenges and games that are then posted on their channel. As of summer 2025, Rhett has raised \$25,750 for Action Against Hunger, whilst Link has raised \$18,250 for Habitat for

Humanity. In previous years, they have contributed thousands of dollars to other charities such as the LA LGBT Center, Make-A-Wish, Inner-City Arts, St. Jude, NAACP, vote.org, and many more.

Even though all of Rhett and Link's videos and concepts come just short of ridiculous, they know what they are doing, and they do it for a good cause. *Good Mythical Morning* has entertained, shocked, interacted, and loved its community for years; don't be afraid to dive into the world of Mythicality and become a part of it.