



# RAY EDWARDS

LIVE WITH JOY LEAD WITH PASSION PROSPER WITH PURPOSE

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## Day Job to Dream Job

Hi, this is Jeff Walker, author of the book *Launch* and creator of the Product Launch Formula and you're listening to the Ray Edwards Show.

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Man, am I ever fired up about this week's show. My good buddy Mike Kim introduced me to a gentleman named Kary Oberbrunner and if you haven't heard of Kary now you have. He's written a book called *Day Job to Dream Job* and you've got to read this book. If you like this show you will love this book. Here's the premise...

Many people in our modern society are prisoners, prisoners of a job they hate or of a profession they loath or even of a business that owns them instead of the other way around. It does not have to be this way. You know this and today's podcast is devoted to the idea that you, my friend, yes you, can break free of that prison. That you can escape your day job and start living in the reality of your dream job.

So, once again, this is a big interview show and that means the Tip of the Week and the Spiritual Foundations are all wrapped up inside this interview with Kary Oberbrunner, author of *Day Job to Dream Job*. He shows people how to launch their dream jobs and get the freedom they want out of life.

He's going to share in this interview his nine steps and you'll learn how to overcome self-limiting beliefs, how to start lean and stay lean by ignoring the advice that everybody gives you, how to build a dream team of experts even if you think you can't afford them, how to carve out your own niche and get noticed in a noisy world just like Mike Hiatt talks about and so much more. He'll share his own story, you'll learn about how he wrote this book in Shawshank Prison. I'm not going to tell you everything, but I'm just thrilled to have Kary on the show.

By the way, a transcript of the interview is available if you click on the link in the show notes at [RayEdwards.com/133](http://RayEdwards.com/133). Our transcripts are provided by [SuccessTranscripts.com](http://SuccessTranscripts.com), they are a great solution for you. If you need to get your podcasts, sermons, speeches or other audio transcribed, check out [SuccessTranscripts.com](http://SuccessTranscripts.com). Now let's get right down to it.

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### **Feature Presentation**

**Ray:** Welcome to the show Kary Oberbrunner.

**Kary:** Hey, Ray, it's great to be here. Thanks for having me.

**Ray:** You have got the best title for a book I've seen in ages.

**Kary:** Good. I didn't come up with it.

**Ray:** *Day Job to Dream Job: Practical Steps for Turning Your Passion into a Full-Time Gig*, who would that not appeal to?

**Kary:** It appeals to most people. I mean, really, when you dig in to the research, 85% of people are stuck in their day jobs, so absolutely.

**Ray:** And, of course, you had me at Shawshank.

**Kary:** Oh, I love it.

**Ray:** I loved the story originally written by Stephen King and I loved the movie, of course. The video on your site, by the way, is fantastic.

**Kary:** Awesome. Yes, we shot it in Shawshank. We're recording this today and yesterday was actually the 20<sup>th</sup> anniversary of the film.

**Ray:** Thanks for making me feel old. That's hard to believe, 20 years.

**Kary:** It is.

**Ray:** Wow! So it seems like you just exploded with this book out of nowhere, but that's not really how it happened, right?

**Kary:** Absolutely. Ray, I'll tell you what, I was in a job where it was okay, it wasn't bad. I'm a father of three, I have a wonderful wife of 14 years and life was kind of cruising along. I had enough of a niche where I could kind of have some freedom because I had been there for about 12 years. There were portions of my job that I enjoyed, but in the end when I saw the movie late one night on a cable rerun I thought oh, wow! I am Andy and I know a lot of people like Andy who are stuck in a prison and that prison is actually their day job.

**Ray:** Wow, what a picture. I know people do feel like that. There's another movie and I don't know if you remember this movie or not, but it was called 'Joe Versus the Volcano'.

**Kary:** I've never seen it, but I've heard of it.

**Ray:** There's this scene where Tom Hanks is this employee in this big corporation and he's in this office with these weird florescent lights buzzing above him. He's looking up and his eyes are kind of twitching and he talks about the atmosphere of the office sucking his soul out. I thought about that as I was beginning to read your book because I think a lot of people feel like their job is just killing their spirit.

**Kary:** It's true. We grow as people, yet many times our job doesn't. A lot of us made employment decisions when we were very young. Maybe in our teens we began to choose a major that kind of set the trajectory of our career path and we as people grow and change. What other area of our lives do we listen to the 18-year-old that told us way back then that we needed to be somebody, yet many of us began to climb the ladder, whatever that ladder is, and we feel trapped. We have mortgage payments, perhaps, we have car payments, we have kids maybe that are in college and we say you know what? It's just not worth the risk.

Ray, in my studies I came across this shocking quote by Carl Jung, a Swiss psychiatrist, and he asked a question. He said, what's the most damaging thing in the life of a child? When I was asked that question through Carl's reading I had no idea of the answer. I thought it was maybe abuse, maybe abandonment. He said it was the un-lived life of the parent.

**Ray:** Oh!

**Kary:** Yes and I was blown away. When I read that I was blown away and as I began to explore what the un-lived life of the parent is, it's the parent who comes home and after a long day of work grabs the remote and says, hey son, hey daughter, don't bother me. I just need to veg out. And, of course, veg is short for vegetable and vegetables are people who are brain dead. Think about that, Ray. People are saying don't bug me. Let me be brain dead so I can accomplish enough inspiration to decompress from my job so that I can go back to prison the next day.

**Ray:** That's just tragic.

**Kary:** It is, yet the young person who sees that for 18 years of their life say why would I want to be like mom or dad. Why am I going to school if this is what I have to look forward to? I call my wife and I stay-at-home parents, Ray. That doesn't mean we sit around and do nothing, but it does mean that we've literally designed our lives around three things: freedom, finances and fulfillment. Those are the benefits you get when you become a DJ, a dream jobber. It takes work, but it is possible.

**Ray:** I love that term. I used to be a radio DJ and when I first saw in writing that you had said I'm a DJ I'm like what? Then I realized oh, he means something different than what I had thought it meant.

**Kary:** Exactly, dream jobber.

**Ray:** You had a job that most people would not think of quitting. Well, I believe the rest of us would believe that the job you had most people would not consider quitting. But I know that also through my experience working with clients and students there are a lot of people in professions, like pastors, physicians, attorneys, dentists, people who've invested heavily in a career path, and they're desperately unhappy. I think a lot of them feel trapped, as you say, like they're in a prison. How does a person escape from the expectations of everybody around them about their career?

**Kary:** Well, when you count the school, Ray, I know exactly what you're saying because I did a four year Bachelors, then I did an M. Div and then I did a D. Min, a Doctorate of Ministry. Yeah, you stack up the years, then you stack up the lack of business school, meaning zero, I never took a business class in my life, then you begin to say oh, my gosh. The fear, all the self-limiting beliefs, I believe they truly center on two things, Ray. I think they center on I am not enough, which deals with your identity and I don't have enough, which deals with resources and most people operate from that deficit.

Ray, I was scared when I felt the call outside of my "day job". Oh, my wife believes in my dreams, but she kind of said, get a reality check because where are you going to get the money from. Wives are built, at least my wife is built in a way that she's a realist and she wants safety and security. I'll tell you what, Ray, I wanted from her belief and I wanted

from her yeah, you can do it, but in reality that was a battle that I had to face myself. Does that make sense?

**Ray:** Yes, because you had to believe it first before she could believe it.

**Kary:** Exactly. Here was the quick story, Ray. It's kind of a funny story. By the way, are you a 'Lord of the Rings' fan? I'm going to use an imagery that you might get if you are or you might not if you're not.

**Ray:** I love 'Lord of the Rings'.

**Kary:** Wow! Okay, then I'll set this up the right way. Ray, I'll tell you what, I was having some success. I was at my pastor job, I had been there for a long time and they, in fact, tapped me and said, look, we want you to be the successor, but it's not going to happen for 10 years because the founding pastor has that long to retire and we want you to make a decision. I'm like oh, wow. If I say no then I could get fired. If I say yes then I'm being hypocritical. So I'm wrestling with that decision and all of a sudden my coach calls me.

I believe fully in coaching and I know you've done coaching. One of your students, Mike, I know and he's praised you up and down with your coaching. So if you're listening to this you need Ray's coaching. That's a little plug here, but it's the truth.

**Ray:** Thanks.

**Kary:** My coach called me and I've got to give him credit because Chet said to me, how's it going Kary? I said oh, Chet, it's going great. He said, well I saw you on Facebook and it looks like you're out speaking. I said yup, yup. He said does your church know? I said yup. He said are they happy? Yup, they're happy Chet. Is your wife happy? Yup, she's happy. He said is God happy? The phone went quiet because how do you even answer that question. He said Kary, I'll tell you what. I'm seeing a lot of stuff I don't like in you. He said you're talking a strong game, but I think you're afraid and he says this, he says, you can't take the ring and stay in the shier.

**Ray:** Oh!

**Kary:** Oh, baby. Right there, knife to the heart, Ray, I'll tell you what. If your listeners don't know 'Lord of the Rings' let me explain it here. You and I could probably chat about it a long time, but we won't. The shier was a place of safety, security, comfort. It's where all the hobbits would garden and hang out with their little pipes and tea or whatever they did. It was peace and it was safety, but then along comes this epic adventure where Frodo has to take this ring and, essentially, move out of the shire and everything he knows into the unknown and live an adventure.

I think that's the story, Ray, of your listeners, that's the story of you and I, are we going to cling to safety and security and I would call it in my writing, Ray, chronic pain. I know that's a little bit edgy, but I saw you had a blog post recently about pain. I believe that most of us are in chronic pain. It doesn't hurt enough to do anything and so what we do most of our lives is we numb our pain, but when we numb our pain we numb our potential.

**Ray:** Yes.

**Kary:** So Chet and kind of the guys I hang with, we truly believe in acute pain. Acute pain is intentional pain, it's focused, it's short term, but it's the process out. It's the process of healing. Tomorrow I'm going to hit acute pain physically with a crazy workout, but we know from the medical community, Ray, if we were experiencing back pain the surgeon wouldn't say hey, hop up on the table buddy and let cut you open. He would say you have back pain because you have a weak core and the only way you're going to get a strong core is to accept and invite acute pain in your life via pushups, pull-ups, planks, Pilates, the whole thing.

Ray, that's kind of the big metaphor for *Day Job to Dream Job*. You can sit in your chronic pain your entire life or you can go from prison to plan to payoff, but it's going to take some acute pain.

**Ray:** That's beautiful. I absolutely believe that to be true. It's funny, I was reading a little article...you're probably familiar with Dan Miller.

**Kary:** Oh, yes. Dan and I just chatted today on email.

**Ray:** That's hilarious. I love that guy. He wrote a little article where he shared a story about a gentleman. They're both farmers and he's visiting his friend who lives next door. He walks up to his friend's house and on the porch there's an old hound dog laying there moaning. So he says to his friend, what's wrong with that dog? His friend said oh, he's lying on a nail that's sticking up out of the porch. His friend said why doesn't he get up? Why doesn't he get off the nail?

**Kary:** Wow!

**Ray:** His friend says, I guess it doesn't hurt bad enough yet.

**Kary:** That is so true.

**Ray:** That's exactly what you're saying.

**Kary:** That is so true and we see it all the time. By the way, I had written, I don't know, five books by now and the lie that I kept telling myself was well, you know, the next book is going to be the big one that's just going to come out and then take away any risk that it would require to go into my dream job and I'll tell you what, I'm still waiting, Ray. It still hasn't happened. So, in reality, what I had to realize and this is a big one, this is a big statement but I know your listeners are deep...you don't get your dream job until you become the person worthy of your dream job.

Let me give you an example, Olympic gold medals. Right now you can jump on eBay and buy an Olympic gold medal for about \$19,000. It's legit. It's official. It's got paperwork. Guess what? It's going to do nothing for you or me. We can be couch potatoes and go buy that Olympic gold medal and it does nothing. It's the same thing with winning the lottery. People think the lottery is going to make them excellent, but the lottery doesn't do anything for anybody because you didn't have to grow into somebody to receive that money. Here's what I say, Ray, money and success don't ruin you they only reveal you.

**Ray:** Yes.

**Kary:** That means that you can get a dream job and, if you could, go buy it, but if you haven't become the person that knows how to sell yourself, knows how to show up present, knows how to have deep character, if you don't have all those qualities the dream job is going to just really reveal your inadequacies and your character deficits. So I truly say, using 'Shawshank Redemption' as a metaphor, Andy didn't just hop over the barbwire fence one day and say let's get out of here, it took him 19 years. What he did is he got a team around him, he got tools and he worked it with time.

Ray, I know that you know not everyone has eight hours a day to invest in their dream job, but it's that slow, intentional, focused maybe 20 minutes a day and slowly you become the person worthy of your dream job. I know you have the book and in the book I talk about those nine steps.

**Ray:** I want to talk about that in just a moment, but there's one thing I want to circle back to. The need for a plan is important and I want to talk about your nine steps, but I'm fascinated by the process that people go through when they write and I'm curious if you would share. I get the metaphor of Shawshank, but why did you feel you had to be there to write a huge portion of that book?

**Kary:** If people don't know the story, when I write a book I kind of get way into it. Some Hollywood actors, who was it, Daniel Day Lewis I think his name is, when he did Lincoln he kind of embodied Lincoln, read his scripts and got into the situation, you know, studied him like a crazy man. Well, when I write on a topic I have to immerse myself, so I started Googling Shawshank.

I'm not an Ohio native so when I found out that the prison Ohio State Reformatory in Mansfield, Ohio was like 90 minutes from my house, Ray, I said I have to go there. So I told my wife, I said, Kelly, I've got to go up to Shawshank. She was like well, for what? I said I've got to get in Andy's cell, the cell that he actually got thrown into after he played that Mozart piece where he made all his fellow prisoners feel alive. I said I need to go in there. She was like well, how are you going to do that? I said I don't know. I'm just going to show up, make friends with the people and just go in.

First of all, I know this is an aside and I'll answer your question, but that principle of taking action when you have an idea, even though you don't know the how, is so critical to be a DJ. I mean, you have the idea and then you don't even worry about how you're going to do it, you just do it.

So I show up and I begin to chat with the gift store gal named Felicia. I tell her that I'm a writer and I give her a few other books and I say here, these are gifts for you. I start making friends with her and I say look, this is crazy, but can I have the Wi-Fi password and permission to go into Andy's cell? She's like absolutely, here's the Wi-Fi password and I went into Andy's cell and I wrote.

The reason why I wrote, especially the first section on prison, is because I wanted to see the bars. I wanted to feel claustrophobic, which, by the way, I am. I wanted to get in the element because, Ray, I'll tell you what, over 80% of the people today are going into their prison and I knew I couldn't just be sitting on some beach writing about prison and get into the mood, get into the element, so that's why I went back to Shawshank.

**Ray:** That's amazing. I believe that kind of immersion in whatever process you're going through pays off. Other people from the outside look and they think well, you're just amazingly talented and you would say yeah, but I threw away everything and immersed myself in this process like nobody's business. That's what you didn't see that allowed me to be so "talented". It's like when Newton was asked how he discovered the laws of gravitation and the amazing scientific principles that he uncovered he said well, it's because that's what I thought about all the time.

**Kary:** I love it. I know you're a creator, you write great stuff, you've done great books and if we're not ourselves being transformed and we're not scared to death... Ray, there were things in *Day Job to Dream Job* that I wrote and I never mention my church, I never mention I was a pastor, but there were details in there that I wrote that I knew was going to be edgy and scary.

I'm a relational guy and I love the people that I worked with and I love the people that I was pastor of, but I also know if I kind of gloss over, Ray, and just say yeah, you know, let's just talk about the good stuff, let's just talk about how I went from okay to great, no, that's not believable. So I had to jump in and talk about the 10 rules of epically bad meetings because guess what, Ray, I went to them.

**Ray:** I'm sure you did.

**Kary:** And it killed me. You talk about sucking your soul, from the volcano movie, those were the pieces, Ray. I didn't know I was an entrepreneur back then, that's how unaware I was. You stick an entrepreneur into a six-hour meeting once a week that doesn't accomplish things, you will die.

**Ray:** Yes, a slow and painful death.

**Kary:** Exactly. So I put those parts in the book, even though some people said, Kary, I don't think you should do it. You've got to take risks, man, that's what life is about.

**Ray:** So we're talking about taking risks and just jumping in and immersing yourself, but you also believe you need to have a plan.

**Kary:** Oh, absolutely. Sometimes you'll search on the Internet and you'll find these rockstar people who say yeah, just go in and tell your boss you're done and quit and then just figure it all out the next day. Look, that might be fine if you're single and you can go sleep on mom or dad's couch, but when you have health care, retirement, titles, security, three kids looking at you saying dad, where are we going to get food, you better have a plan and so I, basically, go through in the book nine steps that are very deep.

I looked at my own life, but I also looked at a lot of other models, examples and what I came up with was the fact that everybody who creates a dream job has really nine things they need and let's just share it, I'm not about holding back. I'll just list these things. Obviously, we can't go into the deeper dive today, but people literally need to understand the first step--

### **1. Designing a story**

Your story is actually going to be the bedrock for your dream job because nobody buys your products or services, they buy you and if you're not able to articulate the problem that

you had and the steps you took to solve it then people aren't going to buy you. People want deep transformation not transaction. So you can look at Blake who started Tom's Shoes, you can look at Steve Jobs, you can look at Jillian Michaels from 'Biggest Loser', you can look at Brian Moran with Facebook, you can look at all these examples of people, they all had a problem and they all found a solution.

I call this your GPS, your Guru Positioning Story and everybody needs their GPS to guide them in their dream job, but most people don't even know their own story. They're that disconnected from themselves. You ready for more?

**Ray:** I'm taking notes. Absolutely, I'm ready for more.

**Kary:** All right. So in the book I go into what the five guru clans are. I don't know how long your podcast is so I won't go into all those, but I will share one example. There's a guy named Arthur Boorman and you Google this. Look on YouTube, the video is called 'Never Give Up'. Over 10 million people have seen the video and most people will probably know exactly what we're talking about once I explain it.

Arthur was a paratrooper and he starts out on this YouTube video where somebody is filming him and he's not even aware of it. He can barely walk. He has a cane. He's in a walker. I mean, the guy can barely walk at all. It shares his story. Arthur jumped out of airplanes and injured his back. His weight has exploded, he can barely move and no one will help him out. He's tried things and nobody helps him out. Well, what are we talking about here? We're talking about his problem, but then this guy finds him and he has a yoga program. By the way, have you seen this video?

**Ray:** No.

**Kary:** Oh, you've got to watch it. You begin to see this transformation take place. He starts with yoga and he falls. I mean, it's horrible. He can't even do the basic thing. He tries again and he falls and knocks a dresser over. He tries again and you see the progress go by months and months and he starts getting smaller. By the time the video is over, he's lost 110 pounds.

**Ray:** Wow!

**Kary:** Yes. They show him walking and then all of a sudden he starts running to you. The guy who was in a walker now is running to you and they play this epic music, Ray, where you get tears, you can't help it because the music is just killing you, but guess what Arthur does now? Arthur is now hired not only as a speaker to veterans because he's got that military background, he's a speaker at yoga conferences and he's an inspirational speaker.

**Ray:** Of course.

**Kary:** Arthur never said huh, my life stinks so I'm going to go through this process where I go through yoga, lose weight and then run so that I can make it my dream job and be a speaker. He never said that. He simply ran to his area of pain and struggle, solved it and then created a framework to help other people in their lives. Does that make sense?

**Ray:** Yes, it makes total sense. If I may be permitted to circle back to the "Lord of the Rings", he took the ring and he left the shire.

**Kary:** I love it. Believe it or not, I'm going to see your buddy tomorrow. I know this because I just went on your blog. Do you know Cliff Ravenscraft?

**Ray:** Oh yeah.

**Kary:** So I'm driving to Cinci tomorrow for other reasons, but I'm going to stop in and see Cliff. Cliff is another example, struggled with the podcast early on. It was a problem, what did he do? He spent the time; got the answers, found the solution and today he's in his dream job being paid to help other people solve the same problem.

**Ray:** And he's definitely got a fascinating and amazing Guru Positioning Story.

**Kary:** You probably know it a lot better than me, but absolutely.

**Ray:** So what's the next step?

**Kary:** Well, the next step and, again, give me a time estimate. How much time do we have?

**Ray:** Well, it's like when that young girl asked Abraham Lincoln how long a man's legs should be.

**Kary:** Gotcha. I know the answer to that, by the way. Okay, we'll keep going and you cut me off when we're done.

**Ray:** Okay.

**Kary:** The next step is--

## **2. Design your space**

I know you've worked with amazing people, Ray, and amazing people have hired you to serve them, but you know and I know that everyone is the CEO of a cool little company called YOU.

**Ray:** Yes.

**Kary:** As a result, everyone is designing their space. Your space isn't your literal zip code, it's the experience that people have when they work with you. So, naturally, Ray, I could tell, even though I knew very little about you when I first found out about you, I knew right away about your faith absolutely, right away, off the bat, not because you even talked about it. I read some of your LinkedIn profile too and people said here is a man with incredible expertise and incredible integrity. So people were already telling me about Ray Edwards' space before I even met you. Does that make sense?

**Ray:** Yeah, that's amazing.

**Kary:** So each one of us are a brand and we are communicating and so what's really cool is when a guy like Steve Jobs would create his products to reflect his values. In other words, have you ever been into an Apple Store?

**Ray:** Many times.

**Kary:** You live there, okay.

**Ray:** Yeah.

**Kary:** So talk to me, Ray, about when you first go in. Are all the workers dressed in crazy different uniforms, different colors? What do you first see and experience when you walk into an Apple Store?

**Ray:** You walk in and it's all simplicity and elegance. They are dressed alike. They are super friendly, super helpful. The whole process is effortless. There's no friction. If I want to buy something, actually, these days I can just pick it up, pay for it with my iPhone and move on out the door. It's a retail experience like no other retail experience. I've actually told people even if you don't like Apple, you have to go to their store and buy something just to experience it.

**Kary:** I'll tell you what, see, we have a lot in common because this is funny. When I went there and bought a laptop I'm like okay, am I going to carry this out with my hands because there were a few different things and the guy puts his hand under a table and whoosh, out comes this bag in the weirdest way. I was like whoa, that was magic. Ray, I have a five-year-old daughter and when she goes into the Apple Store with me they trust her with a \$500 iPad on a little table with a little cushion.

**Ray:** Right.

**Kary:** In other words, it's not like a gun store where you have to give them your driver's license behind the counter before they hand you a product. So everything we experience when we go into an Apple Store...that is space. You won't see all the knickknacks like you do on the wall when you go into an Applebee's. You won't see gum, mints, magazines at the checkout. You won't even check out at a cash register, you check out on the same tool they're selling you. This is all intentional. This is Steve Job saying, we are going to design space so that our products and services reflect our values. So when you go from day job to dream job you need to say okay, not only what is my story, but what is my space.

If somebody I have on my team doesn't reflect my space, we have a hard long conversation or they're out. Do you know what I'm saying?

**Ray:** Yes.

**Kary:** If one of my customers emails in and says Kary, I can't find something, I'm stuck and one of my team members says well, you're an idiot, I sent it to you three times...

**Ray:** Ooh!

**Kary:** Ooh, that's not my space. You see?

**Ray:** Yes.

**Kary:** And so very quickly we've either got to realign or it's over. You see?

**Ray:** Perfect.

**Kary:** All right. Then you get into—

### **3. Service**

Service is, basically, you have to decide. Are you a consultant, a coach, a counselor, teacher, trainer, speaker? All these things are different and, Ray, I'll tell you what, if you have a toothache and you go into a new town and you see on somebody's wall 'Dentist' and then you go to the next store and you see 'Dentist, eBay Expert, Ski Instructor, Yarn Maker'... You know what I'm saying?

Yet, you and I both know we can go visit somebody's website and in 10 seconds we know very quickly if they have clarity, which attracts, or confusion, which repels. If they try to say I'm this, this, this, it's like you're probably nothing. You're probably doing none of those well and so very quickly you need to decide what is the solution you're providing and then, what's your service style?

By the way, most people, Ray, have zero clarity when they first start and that's okay. In other words, they only know the pain of their day job and they want to get out. Very few people say, I know my dream job and, therefore, I'm headed to that. Do you see what I'm saying?

**Ray:** Yes, absolutely. That's very true.

**Kary:** Then we get into—

- 4. Platform**
- 5. Product**
- 6. Promotion**

Out of those three I'll just touch on one. There's a key phrase, a key mantra in those three steps...it's market before you manufacture. I don't know if you've read that yet, Ray, in the book or not. You're a guru, you might disagree with that. I don't know.

**Ray:** No, I don't disagree with that at all. Could you dig in to that a little deeper and unpack it a little bit?

**Kary:** Excellent. You're still hearing me clear through audio, correct?

**Ray:** Loud and clear, wall to wall and treetop tall as they used to say on CB radio.

**Kary:** Awesome. Okay, cool. So market before you manufacture freaks the junk out of people. I've never said that before, so you can tweet me on that...freaks the junk out, okay? It's a new book title, who knows. Most people are scared to death to market themselves before they manufacture their product or service because I may fail or people may find out that I don't have it all together. Yet, most of what we buy, Ray...

For instance, if we're watching the next Hobbit movie, which comes out I think in December, if you're watching that, before the movie comes on you're going to see marketing before manufacturing. You're going to see a movie trailer to a movie that's not yet even fully done. They're selling it to you before it's even done. Now, you might say well, Kary, they're just letting me know that it's coming out. You can go on Amazon right

now and buy books that aren't yet even fully approved or edited and yet they can collect your money before the book is even done.

When I went to Disney with my kids...by the way, it took me 36 years before I went to Disney; I just went last year...I had to pay for that whole thing before I even went there. In other words, they marketed to me all kinds of ways before I ever experienced the manufactured product. So I really want to challenge people.

Ray, I've got to tell this story. It's a fun story, it illustrates a point. I was scared to death as a pastor to charge for my services. I didn't even know what I was good at. All I knew is that I needed to get out and do my passion, but I didn't even really know what I could do. I think your listeners will resonate, I really do. I just tell people, keep moving in the area of the goodness. If this podcast is goodness for somebody, keep moving in the area.

I show up at this conference and I am so intimidated. I'm in wrinkled kakis and an untucked pullover or something and everyone around me is in suits, like MBAs and they've got it all going on. I show up and I'm like oh, my, I am so intimidated. So God had me sit at this table where everyone was talking about how they wanted to write a book and I'm like ah, this is good. This is very good because up until that point I just had this self-limiting belief. I know this is a family show, but I call it B.S. It's Belief System. It's not a different B.S., it's B.S., Belief System, but I had B.S. in my head and my belief system said what can you charge? What can you do? Who are you to think you can do this?

Well, all your listeners have an expertise, but they're not aware that it's an expertise because it comes too easy to them. They think well, everybody can do. So I kind of thought well, anyone can write a book. I mean, come on. So I'm sitting at a table and they begin talking about well, I'm trying to write a book, but where do I even start. I heard about this thing called a proposal, where do you even do that. I mean, how do you do a proposal? Another person said, I heard you need an agent, but I don't even know where you get those and I'm not sure if you really need one.

So I'm sitting there in jeopardy thinking, I know this one. I know this. So, basically, I asked them questions. I say this Ray; I say show up humbly, but confidently. So I begin to ask them questions and I say well, do you know that if you get an agent they're going to charge you 15% of your contract, but it's well worth it because they'll negotiate a higher rate for you. They're like no, I didn't know that. I said yeah. Do you know if you try to write a book without a proposal it's like trying to build a house without a blueprint? They're like whoa, I never heard about that.

They began to ask me questions and so, Ray, here's the quick story. I showed up filled up. That's a big term that I use in my coaching and my philosophy...show up filled up. That means that you don't talk about your inadequacies, you don't try to get from people affirmation or kudos, you show up filled up. So I came as a servant not as a salesman and I just began to add value.

Well, during the lunch period, Ray, somebody comes up to me and says hey, I heard Julie over there say you're the guy that I needed to talk to about books. In my own head the self-belief is starting to rise so, Ray, no joke, that night I skipped the cocktail party and I write what's called a one sheet. A one sheet is where you write down a future product and you write down who, what, when, where, why and how.

All your listeners can do this. What's something I know the answers to and what would I create as a future product, market before you manufacture, who, what, when, where, why and how. All your listeners can do this. What's something I know the answers to and what would I create as a future product, market before you manufacture, who, what, where, when, why and how. So I said who -- author coaching program. What -- 10-week process to help people write their proposal. Where -- online. I just wrote it all out.

**Ray:** Right.

**Kary:** I said to myself, Ray, tomorrow if somebody comes up to me I'm ready. Guess what? At breakfast time two people came up to me and said, I've really been thinking. By the way, I wasn't trying to sell these people the day before. I came as a servant and that's really an important part. I know you have that belief, Michael Hyatt does, a bunch of people do. So they said, I've been thinking about how you shared that and how you were giving me great value. Hey, if I were to hire you to help me get started, what would we do? Do you have anything? I said, absolutely. I said I have an author coaching program.

Ray, I am not making this up. I had never done that before in my life, but I marketed it before I manufactured it and walked away with my first two paying clients.

**Ray:** That is a fantastic story. It's so funny because I've been through that experience more than once in my own career and I've seen coaching students go through that process, as well. The key, I believe, is what you said when you said show up filled up. People don't believe me when I tell this story. I can see it in their eyes. They nod and they pretend they believe me, but they don't really believe me.

I don't see clients these days, but I still occasionally have this happen. I'll get on the phone with somebody or we'll be at a conference talking and I'll begin to give them ideas. After I've listened to them for a long time and asked them lots of questions I'll say, you know, you might consider doing this and I'll give them a suggestion. They'll ask well, how would that work? And I'll begin describing it.

I'm not trying to sell them anything, I'm just thinking I think this could work for you and I'd like to share it with you and almost without fail, eventually, at least half the people I have that kind of conversation with will say, well if I were to hire you...I was smiling as you were saying those words...what would that cost or do you have something like that that's available?

**Kary:** Wow!

**Ray:** It's not a sales pitch, it's seeking to serve people at the highest level possible in whatever environment you find yourself in.

**Kary:** Yeah and isn't it so much about the posture, Ray. If you were to come into that room and say okay, I'm short on cash. I've got to sell people.

**Ray:** Oh no.

**Kary:** People could feel that vibe or they could feel that frequency.

**Ray:** Yes.

**Kary:** But they can also pick up the opposite frequency, which is this is without an agenda, he is helping me solve a problem. I call it this, Ray. I call it the Jimmy Dean Sausage Approach. I get this from one of my mentors, okay? Do you have Sam's Club near you in Washington?

**Ray:** Yes.

**Kary:** Now, this happened just the other day, not with Jimmy Dean Sausage, but with Envy Apples. I don't even know Envy Apple. It's probably some genetic-engineered apple or something, but it's with Jimmy Dean Sausage, it's with Envy Apples. You go to Sam's Club you don't even want to buy Jimmy Dean sausage, but what happens is you pull up your cart, kind of like you at that party. The person pulls up to Ray and they begin to smell the value, they begin to taste the value and they say wow! If Ray gave this to me for free and this was what I got, I wonder what I would get if I actually bought the entire product, the entire person. You see?

**Ray:** Yes.

**Kary:** Just the other day I walk away with a bag full of Envy Apples because they cut them up all nice and put them in caramel sauce and gave them to my kids. My kids tried it and said daddy, we need Envy Apples so now I have Envy Apples in the house.

**Ray:** That's beautiful. Okay, I want to track this for our listeners. We've got design your story, design your space and design your service. Then there's create your platform, create your product and create your promotion and you talked about market before you manufacture.

**Kary:** Just hit one of those because there's a whole chapter on platform, which is exciting. One of our mutual friends, Michael Hyatt, I reference some of him, but there's a crazy experiment with Joshua Bell, excellent violinist. They place him in a Washington, D.C. subway. He usually makes \$1,000 a minute at his shows. He has a \$3.5 million violin and they wanted to see if people are not ready to hear, will they be able to understand value.

You know what's crazy? This is all on video, all on YouTube, barely anybody stops. Thousands of people walk by and he's playing some of the most difficult that ever been composed on a \$3.5 million violin. He's one of the best in the world and people don't stop because they can't see him. What I say is that if you want to be heard, you must be seen. Don't we know, Ray, people that have great products, great services, great messages, but the marketplace is too noisy and people can't see them.

**Ray:** Absolutely.

**Kary:** I know you have some great products and services. Mike Kim, our friend, just recently worked with you to get seen better and your passion and my passion is how can we take some of these genius messages out there and raise the visibility. In the book I share three posts, three planks to kind of build that platform higher.

**Ray:** Yes. I haven't mentioned this, by the way, but if you go to [DayJobToDreamJob.com](http://DayJobToDreamJob.com), right?

**Kary:** Excellent, absolutely.

**Ray:** What's next?

**Kary:** Now we get into—

## 7. Maintain

There are three things you have to maintain, meaning you don't just get a team and say great. Now I've got a team and I'm good to go. You have to continually maintain community...I say every dream needs a team...you need to maintain clarity and you need to maintain credibility. Let me just give you a couple examples.

I am all for personal advisory boards. Now, most people don't even know what that is.

**Ray:** That sounds very fancy. What does that mean, Kary?

**Kary:** It does. It's people who probably meet four times a year, they probably are unpaid people, they're probably your friends or at least associates that you know about and they're skilled in an expertise that you are not. What you do is they are literally meeting four times a year for your success and it is the most humbling epic feeling.

We talk about 'Lord of the Rings', it's kind of like having the fellowship around you where each person in the fellowship has a specialty. They have a special talent, a special gift. One of them was good at axes and who knows. We won't go too far with that, but you get the point. Here's the point...On my personal advisory board I have a lawyer because there are legal things that I need to be aware of. Writing contracts, forming my nonprofit, forming my LLC, housing allowance, there are key things that I don't know how to do, where my friend Kelly, who is a guy that I love and appreciate, he's doing his normal lawyer job.

The craziest thing in the world, Ray, is that a lot of your friends want to help you. They want to get outside their day job and invest in some epic thing. They can't do it tons of times, but for four hours a year. One hour quarterly, Kelly comes around and he invests in me and I'll tell you what I did. I leveraged that and I started two international coaching teams. It was the coolest thing in the world to have Kelly and my other guy named Ron who is my CPA.

I know anything about finances or taxes and Ron knows all that stuff, but when I brought Ron and Kelly together and then I brought my clients and my coaching team, they heard stories from these clients about how they started this movement and this initiative and this nonprofit. The tears just began to come because these guys had no idea that four hours a year was shifting the globe because of the other people I was touching.

**Ray:** Yeah, it's fantastic.

**Kary:** It is and your listeners have the ability. In the book I call it a Personal Advisory Board Plan, I tell them exactly how to do it, I tell them how to run their meetings and it's so less complicated. You never want to be at a restaurant because people will be thinking about waffles and syrup and not your vision. So there are a few tips like that, but you need a team just like Andy had Morgan Freeman, the warden, who actually gave him protection from that crazy group 'The Sisters' in the movie. You need a team you can't do it without a team.

**Ray:** There's so much and there's so much in this book, so the first thing to do is go to [DayJobToDreamJob.com](http://DayJobToDreamJob.com) and get your copy of the book. For people who want to go further, maybe you could take a minute and share about your boot camp.

**Kary:** Yes, definitely. We have a Dream Job Boot Camp and people can find out more about it by either going to [DayJobToDreamJob.com](http://DayJobToDreamJob.com) or my website [KaryOberbrunner.com](http://KaryOberbrunner.com). By the way, we do have a free Igniting Souls Assessment there. So if you say, I don't know if I'm in my day job or dream job it's a great free customized assessment that includes free video training.

Dream Job Boot Camp, Ray, is a process where through coaching together we craft your dream jobber plan. We have two versions, one is online and so, naturally, that one is less expensive because you can access it from anywhere in the world. It does include me live coaching, as well. The other thing we have, get this, Ray, we have Dream Job Boot Camp Shawshank edition.

**Ray:** Come on!

**Kary:** I'm serious, where we literally go to Shawshank. It's a two-day event, it includes a 12-month mastermind, but for one of the days people are at Shawshank in a cell and they are processing their own story. That represents kind of the prison day, the death day. There's no torture or anything like that, but we want you to be in the element so you can also process your story. Then the next day we go to this awesome place called Spark Space and it's like Willy Wonka meets IBM. There's candy and adult hats and Mr. Potato Heads, I mean it's a place of exploration.

The funny thing is, Ray, our mutual friend Dan Miller...you need to tell him that I mentioned him...I just spent a couple days with him at my book release party at Shawshank Prison just a month ago. He's from Mansfield, Ohio, the place where Shawshank was filmed.

**Ray:** I don't think I knew that.

**Kary:** Yes. So Dan and Joanne came up and came to the 20<sup>th</sup> anniversary and get this, Ray. I was the preacher for the church at Shawshank service and I talked about how you could go from prison to plan to payoff in your spiritual life. The prison is obviously escaping sin, the plan is Jesus Christ and the payoff is Heaven and so I was able to preach that as the ex-pastor, but now at church at Shawshank and Dan and Joanne were there. It was a blast.

**Ray:** That is incredible.

**Kary:** Isn't that funny?

**Ray:** What a great story. I don't know how you feel about what I'm about to say, but God clearly had a bigger ministry plan for you than the one you thought he had.

**Kary:** Oh yeah, no, you can say whatever you want. I agree 100%.

**Ray:** That is amazing. I truly believe that God had an amazing plan like that for every person and it includes the gift of being able to really enjoy and be juiced, excited and jazzed by what you do for a living.

**Kary:** You know Ray, it's funny because so many times when we get on to conversations like this we talk about oh, you're going to have to give up this, you're going to have to leave that. What about the things you gain? Do you know what I'm saying?

**Ray:** Yes.

**Kary:** Think about all the things Ray Edwards has gained and God has granted you because you took a step of obedience when you left your day job whatever that was. You wouldn't go back in a second, yet that's what holds us back...the unknown. We grip it and we hold onto it and we want to stay in the shire, but we wanted to go take the ring and you've got to have a choice. Shawshank ends with 'Get Busy Living or Get Busy Dying'.

**Ray:** And that is a good way for us to wrap up our interview. Kary, thank you so much, you've given so much and I urge everybody listening, go to either [KaryOberbrunner.com](http://KaryOberbrunner.com) or [DayJobToDreamJob.com](http://DayJobToDreamJob.com) or both. We'll have links in the show notes. You owe it to yourself to learn more of what Kary is teaching. Kary thanks so much.

**Kary:** Thanks for having me, Ray, and thanks for all you're doing for your tribe, too.

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Well, that wraps it up for this week's show. I hope you enjoyed listening as much as I enjoyed bringing you our guest this week. Next week, I promise, I've been promising this for three weeks now, five bad habits that can wreck your life and how to avoid them. For real this time, I mean it, really.

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### **What to Do Now**

Until then, may God continue to bless you and may He do more for you than you can ask or even possibly imagine.