

Success, Failure and Flying Monkeys with Joel Comm Episode #206

Ray: This week's deep dive conversation is with my friend, Joel Comm. You've probably heard of him, he's a New York Times bestselling author. He started one of the most pioneering online game sites back in the day and was actually online before there was even a worldwide web. There's so much more about him that I'm looking forward to sharing with you, you're going to enjoy this conversation. It is far and wide ranging and is filled with inspiration.

Joel: I've been into computers as long as I can remember. I was probably 14 years old when Radio Shack came out with the TRS80. I began perusing their catalog and knew I wanted a computer. I went and got a job at the food court at the mall. Had to get a work permit from my high school to make \$2.65 an hour, which was minimum wage then, to make pizzas and sandwiches.

I saved that money and by the time I was 16 I bought my first computer. I was dialing in to bulletin board systems in the earliest online services at 300 baud in 1980. So technically, I've been online, now in my 36th year.

Ray: That's hard to comprehend. What was your first computer?

Joel: It was a TRS80, model 1 with 4k of ram. The storage device was a cassette player.

Ray: I had the same exact computer.

Joel: It was smoking hot. It was an unbelievable device and my mom said to me, at that time, what are you going to do with a computer? She figured that out and she uses one all the time now, because she's blogging about her travel excursions around the world on a regular basis, at TravelsWithSheila.com.

Ray: There you go, get mom's URL in. That's cool.

Joel: Yeah. I was never a coder. I remember taking a computer class in high school and the year before we got the Apple II E's in high school we were still using cobalt punch card machines. I hated it and when I actually started to learn coding, I just never really took to it. I'm also not a graphic designer, I just knew I loved computers, to be around them and to use them.

I never really considered going into computer science, I just knew that I enjoyed technology and I loved playing games on the computers and to this day I still love playing games on my PC.

Ray: That has worked out okay for you.

Joel: It did. I was games that were a part of my original website launch in 1995, when I launched World Village. It was through the web games we created that my webmaster came to me with a beta site he had found of one of the first online multiplayer game sites. This guy who was a grad student at UCSD had come up with a Java based game site where you could play chess, checkers, hearts and spades against other people in real time.

Nobody was really using it except his friends, just a handful of people were beta testing him. My webmaster suggested I go talk to this guy and I said I'm going to and we ended up partnering up, created a site called ClassicGames.com, which in 1998 was purchased by a little company known as Yahoo. It became the foundation for today what is Yahoo Games.

Ray: Incredible.

Joel: It's kind of interesting because last year they actually finally retired the original legacy system and had replaced everything which, to the chagrin of many of the users and members of the site didn't like that, but Yahoo has a number of missteps which is why they are no longer the dominant force they once were.

Ray: They've fallen, along with so many other companies who once were the top of the heap and now are just the heap.

You didn't tell the part where you actually were an icon.

Joel: I was an icon. In the Yahoo games you were able to select an avatar for your online profile, so one of the preprogrammed cartoon avatars was a guy with a red cap, glasses and a goatee and that was me.

Ray: I can't claim to be that kind of icon.

Joel: It's funny, because even now when I tell that story, especially if I'm in front of an audience, I'll ask how many remember playing on Yahoo games and some hands would go up. Then I ask how remember this guy and I'd put the picture up on the screen and say that's me.

Ray: That's worth the whole thing just to be able to do that.

Joel: Totally. The money from the sale of the site, even though it was a seven figure deal that's long gone, but the immortality of living on as a cartoon icon, that's forever.

Ray: Nobody can take that away from you.

Joel: Never can.

Ray: What happened after that did you just retire to an island?

Joel: No, I was right in the swing of wanting to entrepreneurnize, do more things and had built a number of sites and sold some sites, some I don't even remember. It's funny when I go through some of my old emails or somebody from my past will contact me about business we had done in the past, I'm like yeah, I made that and sold it and I had totally forgotten about it.

Some of the things I've remembered is that I built a coupon site, a bargain hunter site in 1999 called DealOfDay.com. I did really well with that, it featured all the various discounts from online merchants and we had a bulletin board at that time, where people could interact and post messages. This was before the days of social media. I made a lot of money with Google AdSense off of that and it was through that, that I began teaching people how to make money with AdSense.

That turned into a whole different leg of a career for me. I got into the Internet marketing space, which is how we ended up meeting.

Ray: For sure.

Joel: I wrote some eBooks and turned an eBook into a traditionally published book that did very well and that's been followed up by a number of other books, products, services, apps and software and here we are in 2016 and I look back at my career, which is now in its 21st year of doing business online and I've done just about everything that's not illegal, immoral or fattening.

Ray: That leaves out a lot of things, but that's okay.

Joel: I've done quite a bit. It's been fun and I'd just like to continue reinventing and trying new things.

Ray: One of the things you've done lately that has been the most fun for me, I don't know that it serves any practical purpose, but you've been digging through your archives and coming up with videos like when you were interviewed on TV shows, pictures of you back in the day and it's like, did I look like that during the 80s and 90s? Yeah, I probably did.

Joel: It was kind of scary. Social media is all about authenticity and being real. I think there are some people that would be really ashamed or afraid to show who they were before or what they did and I'm like, this is all I have. This is my story and I'm sticking to it. So I like posting old pictures and videos of things I've found. I think they're funny, especially the commercials that I did back in the early 90s.

Ray: Those were a scream.

Joel: Yeah. I was doing voiceovers for a local cable company in Garland, Texas. They would call me in to do a VO for a commercial and occasionally they'd need some on camera talent. Of course, I use the talent word quite loosely. It paid just a little more than begin behind the microphone, but I thought sure what the heck.

They put me in front of the camera where I was on a car lot a couple times, selling cars. I was an optometrist one time, selling the contact

lens center and I had to take my glasses off for that, because that wouldn't have been appropriate, so I couldn't even see the teleprompter and had to memorize the script. It's a great deal of fun, I look back at it and I had a lot of hair without gray and I still looked quite young.

Ray: Well, you still have a lot of hair and you still look pretty young.

Joel: That's only because I'm growing it out now.

Ray: I'm trying to grow mine out too, but it's coming out places I didn't expect it.

Joel: And we'll just leave that right there.

Ray: That would be best. You have a great voice. You did some radio for a while and you've done voiceover stuff, did you ever think about doing that as a career, becoming like Don LaFontaine? Did you ever think about doing that?

Joel: Yes I thought about it. I was doing voiceovers early on, but it's very competitive. I didn't really aspire to do it. Frankly, reading scripts can get tedious, to the point that although I've had a number of audio books created of my books, I've not read a one because the idea of just reading copy into a mic has never thrilled me. Those guys are paid quite well, so if I ever give up on this Internet business thing and I still have the pipes maybe I'll give it another go round.

Ray: I think your pipes getting better with age, so you might have a shot at that.

Joel: In a world, full of Internet marketers with more scams going around than you can shake a stick at. One man chose to rise against the tide and pursue truth, justice and the American way. That man was Ray Edwards.

Ray: I'd watch that. Notice how I was silent there. Just wait... you think I'm joking.

Joel: If you want to script that for me I'll actually do one for you, clean.

Ray: Deal of Day.

Joel: I think you'll be able to write the copy on that better than what I just improvised.

Ray: So you've led this life of being like a Renaissance man of our time. You've done all these different things. You've had different careers in different areas, all of it centered around communication technology, computers. What has been your greatest business moment, the one that when you think about it makes you go ahh, I did that? That was great.

Joel: I can't give you one, there's multiple. There are several that are tied for first place. I've been asked this before and I always struggle because it's kind of like picking your favorite child. You love them all equally, just in different ways, but I can't pick one so I'll share a few with you.

Ray: Do it.

Joel: Certainly, the one that really indicated I had arrived was getting the seven figure payday from Yahoo. To actually have the cash in hand was an incredible moment.

To have the AdSense Code hit the New York Times bestseller list, wow! It's like once you hit the New York Times bestseller list you're always a New York Times bestseller and I knew that would be something I could always leverage and use and cherish the rest of my life.

Having my iPhone app hit number one in the world in the iTunes app store. That was another one of those moments that was unbelievable and forever you can say had a number one bestselling iPhone app.

The process of, and completing the production of the Internet reality show, the Next Internet Millionaire which, you were a part of, episode 8 or 9 which featured copywriting with Ray Edwards. Having produced that show and the hard work that went into it from everyone around me was so satisfying.

Ray: I'll never forget that experience, coming to the set and being part of that production. It was a lot of fun and kind of surreal and had to be even more so for you, because you were in the center of a whirlwind.

Joel: I really was. If it weren't for Eric Holmland, who was my partner on the program, it never would have happened, and I mean never. It was my idea, but Eric pulled the team together, wrote the script out and brought together the editors to produce the final product. I was basically the monkey with the microphone, showed up and hosted the show, provided my input and got very little sleep for a few weeks.

Ray: Speaking of monkeys, where did the flying monkey thing come from?

Joel: I can't remember where I first saw it, but it must have been around 2005/2006 when I saw this flying monkey and I tracked down a place in China where I could order them by the gross. We had a little patch created with our company logo. You've heard him but you can't see him, he's a little stuffed monkey with a cape. He has a mask on, like the Lone Ranger and he has slingshot arms so when you fling him he makes that screaming sound.

One holiday, rather than sending chocolates, candy, wine or greeting cards to associates we sent out these flying monkeys with the company patch on his cape. I got so much feedback from people saying it was the coolest thing they had gotten, because it was so different. When I speak I tend to bring the monkey with me and at some point I will fling one into the audience, so it's become like a trademark of mine.

I have a flying monkey fetish.

Ray: It's good that you're comfortable enough to admit that publicly. The flying monkey thing is fun. I think I have mine.

Joel: The ka-ching button. This is a funny story too.

Ray: I moved it to my other office but I still have it.

Joel: Of course you do, it's the trademark of what good swag is all about. I learned a lot from producing this button for those who can't see it, it's a round button that's similar to the Staples Easy button, only instead

of red with Easy on top it's green with a \$ sign and when you push it, it makes the sound of a bell. I remember back in 2006/07, Eric Holmlund and I were selling a product called Instant AdSense templates.

They were selling like crazy and what I had done is I had taken the wave file, the sound effect of the ka-ching sound, and attached it to my email so every time an order came in my email would ka-ching. It got to the point it happened so often I had to turn it off, but I remember how much it made me smile to hear that sound. So when I wrote the book Ka-Ching in 2010, I thought, wouldn't it be fun if we put a picture of a button on the cover that was a ka-ching button. Then I thought, why don't we just manufacture these, because I couldn't find them anywhere and nobody had made them?

Through a contact I have that's got people on the ground and a manufacturing plant in China, we manufactured ka-ching buttons and sent those out to associates, peers and editors, along with the book to review. What you said is, you still have yours and that's the mark of what great swag is, because it should do three things.

1. It should be attention getting, and clearly a ka-ching button is that.
2. People should use it.

You don't get a ka-ching button without putting the batteries in and then using it.

And if you've done your job right, if it's gotten attention and people like to use it they then keep it.

3. Keep it.

That's the mark of really good promotional materials or swag, unlike pens that people put their logo on and they get tossed in the trash or thrown in a drawer. People are regularly telling me and showing me pictures of having the ka-ching button on their desk and that makes me happy.

Ray: Yeah, because most swag I just throw away after a while. I may keep it if I know the person, but it's rare that I keep this stuff.

Joel: Right. We've produced enough of them that I actually had an over stock and didn't know what to do with them. That's when Amazon started their fulfillment by Amazon program and it turns out, you can send boxes of stuff to Amazon with a label on it and put your product up. Then they sell it and fulfill it and send you a check, so every day somebody somewhere... I think in December we sold like 150 of these ka-ching buttons at \$20 each. It's not a lot of money, but it's fun, people like it and it's to the point where I have to go order 2000 more.

Ray: What a world we're living in.

Joel: I know isn't it great?

Ray: It's amazing. What comes after Ka-Ching and the ka-ching button?

Joel: Right in the midst of all of this social media was happening. I wrote the first book on Twitter, Twitter Power in 2008 and to this day the book which came out in 2009 has sold more copies than any other book on the subject of Twitter and there has been two editions since then. So I got deeply involved in social media. It makes sense, I'm a social person. I'm an extrovert and like being around people. I like sharing parts of my life with certain boundaries and limits.

So social media was a natural fit for me, still is and as a result I get to go around and speak on the subject of social media and now I'm tapping into the area of live streaming, which is just the video portion of social media.

Ray: This is something I see as a pattern throughout your whole career, even to today, is you're always surfing slightly ahead of the wave. My next question seems like we almost set this stuff up but we didn't. If you knew how much preparation we did for this interview, it was extensive. It was about 30 seconds.

Joel: None.

Ray: We flipped on the mic.

Joel: No preparation.

Ray: What is the hot thing right now, and I think I know the answer because of what you told me earlier?

Joel: Clearly it's live video streaming. Two thousand and fifteen (2015) was the year that it finally came to a place where we could begin having adoption by the masses. We've been able to live stream since 2008. In fact, I've been doing live streaming since that time and then some apps came on the scene, but it wasn't until this last year in March, when an app called Meerkat came out.

I think it's a combination of the app being easy to use, of more people having mobile devices that are ready to use these apps and bandwidth finally getting to a point where you can stream video over a regular cellular carrier that something finally clicked with people. People started using this app and then Periscope came out, where Twitter bought a company called Periscope and they connected it to the Twitter API and it's now owned by Twitter.

By August 2015, Periscope said they had over 10 million users using the product and of course, we're recording this now but I will be keynoting at the Periscope Summit in San Francisco with 4000 people, talking about live streaming and 2016 is really the year we're going to see it come into maturity. So the one to many apps give people an opportunity to have an instant audience and then there's other video streaming like Blab.iam, that allows us to do interviews, podcasts and have up to four people on screen with a chat room, engaging with us at one time. It's really the future of broadcasting.

Ray: It's incredible. I was in radio as you were for a while. I was in it for a long time, I didn't learn my lesson as quickly as you did, I was glutton for punishment. I loved that business and I tell people now, anyone can have their own radio station for \$10, if you've got an Internet connection. Now you can have your own TV station in your pocket. It's astonishing.

Joel: And podcasting as well, there are a bunch of apps you can use to record your podcast on the go and now that we have live video streaming we can take that content and turn it into podcasts and

repurpose it. When I do a live video stream on Periscope I repurpose it a number of ways.

I edit it, put some titles and music on it. I put it on YouTube, Facebook, I embed the video on my blog, throw it on iTunes, so goes my podcast because people can consume that same content multiple ways.

Ray: How is it that you're able to always seem to be a step or two ahead of what the coming thing is? What is it about your thinking that allows you to be in that place?

Joel: I'm just a big kid. I think it's the wonder of playing with new toys and technology and when I see something that I think ooh, that looks cool, I almost see myself as a guy with a pail and a shovel, looking for a sandbox to go build something in. That's the mindset and the attitude, it's not something that's contrived or something where I decided this is how I'm going to be it's just how I am.

If there's any part of that that somebody finds modelable and that they want to try that approach, being as authentic and true to yourself as you can, I think just having the freedom to explore and try new things allows me to fail and get it wrong often, but it also means the more I experiment the more likely I am to strike gold. I think that's why I've been able to hit it again and again.

Ray: What would you say to entrepreneurs or those who want to be, who feel like they're not able to get onto the front end of that curve the way you are? Is there still a place for those people?

Joel: Absolutely.

Ray: How is that modelable?

Joel: We're going to go with modelable being a thing?

Ray: Yes, that and entrepreneurnize, two words you've come up with during the show that I didn't hear before now.

Joel: Excellent. There's a word for that, when you're making new words, it's Neolexia. That's why there are people like me. You have your

pioneers and the pioneers are those that are unafraid to go out into the wild and get their hands dirty, knowing full well that it might be a fools mission, that they could come up empty handed.

There are a lot of people that don't feel safe playing that way. They want to know they have a sure thing, something to bet on and that's okay. The world needs pioneers, but the pioneers typically speak to the early adopters. So my message, when I come across something new, when I share it, the people that it resonates with are going to be your early adopters. The ones that say, Joel's playing with this and it looks pretty cool, maybe we should pay attention and take a look at it.

After that, now we get to the place where there is greater mass adoption. So I think as long as you don't get in after the mass adoption curve then you can get in any of the other stages and play. Even as I say that, it's not too late to build a website. We've been doing them for 21 years, but I still say you have to start with a website.

Ray: Yes and people still come up with new websites and lo and behold they become enormously successful, in what seems to be overnight, so you can still do that too.

Joel: Right and I go, why didn't I think of that?

Ray: Oh, so it's not just me, you do that too?

Joel: I do it all the time. Listen, my oldest site turned 20 last July and I'm retooling it for the 10th time because the things I've done with it just haven't worked. It's like okay, how is it that 20 years after launching this site it's not a multi-million dollar resource. It's not, so there's proof that not everything works and that's okay. This particular site is one of my babies.

Some people have said why don't you just sell the domain? I will never sell that domain, I will take it to my grave because it was one of the first 18k sites in the world. I don't know that there's any amount of money, barring the \$1.3 billion powerball that would take that from me. It would have to be an extraordinarily attractive offer and even then I'd probably want to say I need to keep just a little piece of it.

Ray: I understand completely.

Joel: Aren't you glad you got in early enough to have RayEdwards.com?

Ray: Yes and I don't know what happened in my brain, but a switch went off one day, nobody told me this I just realized that I needed to get my name, because someday I won't be able to get it. I got my name, my kids name and my wife's name as domain names, dot coms. I actually had to pay for hers, \$100.

Joel: That's not a bad deal.

Ray: No it wasn't.

Joel: I acquired a domain called Comm.us that I use as my own bitly, my own URL shortener.

Ray: Wow! I tried to get Ray.com, but it turns out that some big company that makes boats owns that site. There's no getting that.

Joel: And I can't get Joel.com, although if anybody you'd think would be entitled to it, it would be Joel Comm, but a guy named Joel Selmyer owns it. He doesn't do much with it but he creates peace polls and he might display or sell them via his site. I finally gave up on pursuing him, but he agreed should he ever want to sell it that he would contact me.

Ray: Well done. A mutual friend of ours, Brendon Burchard, I know recently acquired Brendon.com, which I thought was astonishing. So it can still be done, there's always a possibility.

Joel: Wherever there's money...

Ray: There's a possibility.

Joel: Absolutely.

Ray: Okay, I want to shift gears on you now. You have this amazing talent for getting to know famous people that other people want to know and I don't know how you do it, so I'm going to try to dive into the brain of Joel Comm and figure out what it is you do. What communication strategy are you using?

There has to be something you're doing, because over and over again you end up becoming friends, not just that you know people or you get a selfie with them, anyone can do that, but it's like I'm talking to you and you're like I have to go talk to Robert Scoble and it's not that you're name dropping that's not what you're doing, these are just people that you know. How does that happen?

Joel: I like to treat people like people, because amazingly, that's what they are. After a period of enjoying some celebrity of a very limited form in my own niche, I realized that I'm just a regular guy and yet there are people who think more of me than I think of myself. Not that I don't think I'm awesome, but in a not so vain kind of way. I think I'm awesome because I'm uniquely made and I have my own talents, skills and abilities and God loves me just as I am. I think that makes me pretty awesome, just for that.

Everybody is awesome for that reason and the things that I've done, I don't think those things make me awesome, because I've got this long trail of things that I've failed at that people aren't necessarily paying attention to, but I'm well aware of them. So I realize that other people that have celebrity status are just regular people and they just want to be treated like regular people.

I don't like when somebody comes to me and put me on a pedestal. I actually tell them, the pedestal you have me on, I'm not going to stand on that. We're equals so can we just talk as equals? I've even had people stand before me stuttering, because of who they thought I was in their own mind trying to get the words out because they were so overwhelmed to be speaking to the great Joel Comm. Well, the great Joel Comm is just a regular guy who puts his pants on one leg at a time, has to deal with the same struggles that all humans do and likes bacon like most people that aren't vegetarians.

I don't like to be treated that way and don't want to treat others that way either. So I think treating people like people is half of it and the other part is showing up. I like to, as part of my experimental approach to life, is to run around in different circles. I don't just hang with one group of people. Over my 20 years I've been an affiliate marketing, Internet marketing, blogging, podcasting, video production, mobile marketing, tech, VC community, the social media community.

Therefore, by going to these different events and running around with different people it's a different vibe.

You start to see the commonalities between all of them and where some of the dots connect, but I see myself in the middle of this web of connections and I think that's how I get to know some of these other people is simply by being available and treating them like human beings. Go figure.

Ray: What a concept. I'll add to that too, just through observation, because I've watched you over the years and wondered about this very thing. You supplied a key to the puzzle a little bit earlier when you said how you find cool things and you like to play with toys. I think you share that enthusiasm with other people in a way that really draws them to you.

The other thing you do is, you're one of the few people who stick around, like you stay late at the events, seminars, parties or gatherings where you are with these other folks whereas other people go back to their hotel rooms, back home or whatever, you just hang around and that's where you have the opportunity to have these conversations with people where it's just you and another person and you're reflecting on cool tools, latest trends or the person with the weird feathery hat, whatever the topic of discussion is.

Joel: I love hanging around and talking to people. I love hanging out with my friends. The events and conferences that I go to often, I'm going to have peers there, people that I know or that are fans of my work or people that I want to meet and sticking around gives you an opportunity to have hallway discussion.

You and I have had many hallway interactions. It's my favorite thing about going to events. Honestly, when I go to an event where there's other speakers, it's very rare that I will sit still in the room to listen to another speaker talk. It's not for why you might think. I have two reasons.

- First, I don't sit still very well.

I have a little ADD going on, not horrible but enough that I like to keep on the move. So it's not unusual for me to put many miles on my walking shoes while I'm at an event, because I don't sit still in the conference room.

- Second, if I sit still I'm going to learn something.

This for me is problematic, because I have so many things that I've learned that I'm not implementing and doing, that learning something else actually creates a burden for me and so I realize there's no end to how much I can learn to implement in my business or my life, but my capacity is not that great. Therefore, I prefer not to hear the latest thing because I know then that I'm going to feel horrible that I'm not doing anything about it. So the most productive thing for me to do at an event when I'm not speaking is be in the hallway visiting with friends or making new friends.

Ray: What has been one of your greatest personal moments?

Joel: I have to check myself when I say this because I've said it from the stage multiple times. I want to make sure that I'm not turning it into a thing, other than how it came out the first time I said it. I always hesitate to repeat it, then when I revisit what it is I'm saying then I go that's actually all true.

With that said, I watch what I say carefully because I don't want to be misunderstood. That probably comes from some training and experience in my life of having a season where perhaps I didn't feel understood. All the things I've done and many we've talked about here that were incredible, the two greatest works that, when I look back on my life I'll say these were my greatest accomplishments will be....

The role I played in being a father to my two kids, Zach and Jenna.

They are amazing young adults. Jenna just turned 21 and Zach did a few years ago. To see these amazing human beings so full of both myself and their mother, but also so unique and talented in their own ways, being full of heart and passion and giving. I look at them and think, there's nothing I'm ever going to accomplish that will be greater

than any role I got to play in helping them come into adulthood and becoming such great people. That's my proudest.

Ray: Well said. What's a movie that you watched more than one time?

Joel: Singing in the Rain.

Ray: Really!? I had no idea.

Joel: It's the ultimate Hollywood musical that has it all. You have Gene Kelly, Debbie Reynolds, Donald O'Connor. It has a storyline, humor, drama, heart. The musical numbers are fantastic and I think it's one of the greatest films ever made.

Ray: I learned something new about Joel Comm. I love it too. I like musicals and wish they still made them.

Joel: Me too. You have to go to Broadway to see good musicals. I believe I've seen Wicked six times now. Have you seen it?

Ray: No.

Joel: Oh my gosh, it's the musicalized other world version of the Wizard of Oz from the Wicked Witches perspective.

Ray: Okay, so you have to come by and pick me up in the Infomedia jet and let's go catch that show on Broadway.

Joel: You may be the last person on earth who hasn't seen Wicked yet, but it's a tremendous production.

Ray: That's the story of my life, Joel.

Joel: Time to get out, Ray.

Ray: I have seen The Force Awakens.

Joel: Okay.

Ray: Have you seen that?

Joel: Of course. Who hasn't?

Ray: Thumbs up or down?

Joel: Thumbs up.

Ray: Me too. I feel like they've recaptured the magic. I wish George Lucas would stop embarrassing himself.

Joel: I know. What he did with the last trilogy was so horrible that he's not going to find redemption by bashing J.J. Abraham, it's not going to happen.

Ray: No. Okay, so other than one of your own, what's the book that you've regifted or given to people more than any other book?

Joel: Boundaries by Cloud and Townsend.

Ray: You answered that quickly. That is a great book.

Joel: Yes, it is. In fact, I'm reading another Henry Cloud book now called Necessary Endings that was recommended to me. I love the way he writes. I love how everything he writes is practical, born out of real world experience, scientifically tested across multiple relationships and individuals. I think understanding boundaries in our lives, be it personal or business, can transform how we operate and how fulfilled and successful we are.

Ray: Well said and that book has to be the best most high quality self-help book I've ever read. It's so fundamental to how we deal with people. He writes about the hard stuff that nobody else will touch, because they don't know how to deal with it.

Joel: Right and you know the essence of it is that boundaries are about keeping good things in and bad things out. Once you understand what healthy boundaries look like you really begin to get red flags in your life when you experienced other people either breaching your boundaries or allowing others to breach theirs and seeing what behavior is acceptable and what is not.

It's really very transformative and I love that you love it as well. I think it sounds like you would have recommended the same book.

Ray: Absolutely and I've given it to many people with various kinds of reactions. Often like, oh, so you think I need this? The way you said that, just read the book.

Joel: Right.

Ray: What's a truly outrageous life goal that you haven't achieved yet, but you're convinced that you will?

Joel: I want to speak in front of a stadium of people, like 25k.

Ray: You'll do that.

Joel: I don't know, I mean, the biggest number so far has been 5000-6000 and I'll be honest with you and I've told you this offline, so I have no problem sharing it with the world but we're all in various stages of transition in our lives. I'm in this place right now where I'm trying to figure out what my core message is.

What is it that God has given me that is so unique that is either born of what He's placed in me or through the experiences I've had that is important enough that I could encapsulate it in a message that I can share with the world, that will be powerful and transformative? The whole business aspect of what I do, it's great. I've made money. I've lost money. I know how to make money, but that in itself doesn't excite me.

I want to let the second half of my life serve as something that is more deeply transformative for people and I'm seeking that message now where I'm waiting for the message to find me, perhaps. Maybe it's just not clear for me but it's honest and it's where I am right now. I've realized that it's all process and you can't hurry the process you have to be patient and wait for all things in their time.

Ray: I think that's wisdom. The fact that you're so open about this and that you have this positive expectancy. I don't think there would be that positive expectancy in your life if it weren't coming. I'm excited to see how that's going to go.

Joel: That's what hope is born out of, right?

Ray: Yes.

Joel: A belief that what we cannot yet see is there and it's tangible.

Ray: For sure. How can folks find all things Joel Comm?

Joel: I'm the easiest guy in the world to find, because as it turns out I'm the only Joel Comm in the world, to my knowledge and I have looked high and low. If I had not registered JoelComm.com, it probably still wouldn't be taken, except someone would have squatted on it because I'm an author, maybe. Anywhere on social media I am Joel Comm.

Ray: Easy enough. The one and only and I've heard you say that before and I've actually looked. I can't find another one either.

Joel: If there is one he is somewhere remote, living in the jungle, is totally offline and disconnected. I'm not saying he doesn't exist, but if I was a betting man I would bet against it.

Ray: What if he does and he is on that remote island and looks exactly like you?

Joel: The world doesn't need more than one of these. I own the dot net, dot org and dot info, dot tv.

Ray: So he's out of luck?

Joel: He is. I'll sell him a domain or donate one to him.

Ray: There you go entrepreneurizing things again. Joel, it's a privilege to call you friend. It's fascinating to watch how you proceed through life, how you surf this wave and I can't wait to see what's next.

Joel: Surfs up dude. Thanks Ray.

Thank you, Joel, always a pleasure. If you liked today's show and you enjoy these deep dive conversations then be sure to let us know. Subscribe to the

Ray Edwards podcast in the iTunes Apple podcast app. If you are inclined to leave a rating or review that would be awesome and we'd appreciate that.

We will be back on Friday with another Faith Friday episode. Again, let me know if you're enjoying the deep dive conversations and comment on this episode at RayEdwards.com/206.

Until next time, I pray that God will continue to bless you and that He will do for you more than you can ask or even possibly imagine. Peace to your house.

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