



## Ray Edwards, Show episode 325

### The Rise of the Youpreneur, an interview with Chris Ducker

**Voice-over:** Coming up on The *Ray Edwards Show*--

**Chris Ducker:** I mean, whether there's a transaction involved immediately or whether it's further down the line, they're doing business because of the relationship that they have with me first.

**Voice-over:** *Ray Edwards Show* episode 325, *The Rise of the Youpreneur*, an interview with Chris Ducker.

**Ray Edwards:** You've met Chris Ducker, right?

**Sean Edwards:** Yes, absolutely at Social Media Marketing World.

**Ray:** Well, isn't that where we meet everybody?

**Chris:** Yes.

**Ray:** I mean, everybody who is anybody will be there, be meeting with us.

**Chris:** Right. With us.

**Ray:** In late 2014, I heard from Chris, he had coined this new term, which at the time I thought was kind of silly, youpreneur. I thought, "Oh that's cute. Oh that's cute. A cute British thing." But the term youpreneur has taken off. It's in news everywhere now. He has a community built around it and he describes it as the rise of the personal brand entrepreneur. We believe in that for sure. We think that people buy things from people and not from companies, necessarily. You can coast if you have like Steve Jobs as the head of your company for a while.

**Sean:** For a while. In reality, as soon as you start coasting you start dying, but you might have so much fruit that from the outside it doesn't look like that for a while.

**Ray:** For a while. Then things start to happen.

**Sean:** I mean, the instant you start growing, it happens. So, the instant you start coasting--

**Ray:** You're saying you either grow or you die.

**Sean:** You find me a living organism that--

**Ray:** Is doing something else? [laughs]

**Sean:** Yes, and I will--



**Ray:** Doing something other than growing or dying?

**Sean:** I will acquiesce to holding the line.

**Ray:** Excellent use of the word acquiesce.

**Sean:** [laughs] Otherwise, there is no hold the line. Remember what Patton says? "We're not going to-- I don't want to hear anything about holding the line. Make the other guys hold their line." I think the youpreneur could learn a lot from Patton.

**Ray:** I think Patton can learn a lot from the youpreneur.

**Sean:** Well, okay.

**Ray:** Youpreneurs transcend the old rules of business and they build a sustainable business from the foundation of their experience, their interest, their personality, their wisdom, their personal brand. I know a lot of us have gotten tired of the term personal brand, but there's not a really much better way to describe what we're talking about.

Richard Branson is a personal brand. Chris Ducker is a personal brand. He has written a book called *The Rise of the Youpreneur*, which makes me think of *The Rise of the Planet of the Apes*. I'm not sure he'll be happy to hear that. But Caesar-- I mean, come on. Caesar is home. *Rise of the Youpreneur* is Chris' new book and we're going to interview him about it. He's going to be sorry he appeared on the show now, because he didn't realize the context in which he would appear. That's true of just about everybody. I haven't gotten a Cease and desist from Mike Michalowicz yet.

**Voice-over:** Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

**Ray:** Tip of the week by Chris Ducker's book, *The Rise of the Youpreneur*. How can we have any other tip? He's got a bunch of free stuff that come with it. Hundreds of dollars worth of free stuff. It's a unique idea, I've never seen anybody do that with a book before, offer a book for sale, and then you give hundreds of dollars of other stuff along with the book to get people to buy the book. That could catch on.

I've actually read this book and it's quite good. Well, Michael Hyatt was talking about it and he said it this way. He said, "You know, I have done pretty well as a personal brand." [laughs]

**Sean:** I'd say so.

**Ray:** That's kind of a humble brag. "Done pretty well, but," he said, "If I had this book I probably could have done it twice fast, as Chris does a good job of summarizing the process of becoming a personal brand, a youpreneur." Check it out at a bookstore near you.



**Voice-over:** Does anyone want to live a life that is long and prosperous? Spiritual foundations.

**Ray:** Spiritual foundations. One of my favorite proverbs, I have many, this ancient book of Wisdom 11:26 says, "The people will curse him who withholds grain," actually says, "during a famine." They'll curse you for withholding grain during the famine because people got to eat, "but blessing will be on the head of him who sells it." Wait a minute, shouldn't it be him who gives it away? I mean, it's a famine, he should give it away. It says, "The people will curse him for withholding the grain," but it says, "blessing will be on the head of him who sells it."

It doesn't say who will do the blessing, but who does the blessing? Who blesses? God will bless him for selling it during a famine, but people will curse him from holding it back. I'll let you sort that out.

**Voice-over:** And now, our feature presentation.

**Ray:** Chris Ducker is my guest. He's the best-selling author of *Virtual Freedom* and he's the founder of Youpreneur.com, which is a term I wish I had come up with but I didn't, Chris did. This is an entrepreneurial mastermind community that helps experts become the go-to leader in their market. Chris is somebody who's qualified to know how to do this stuff. He has employed over 450 full time employees, he's built a multi seven figure business, he's frequently seen on *Entrepreneur*, *Ink*, *Success*, *Forbes* or *Huffington Post*.

You're so impressive and you're so well versed and well known, Chris, and it's such a delight to have you on the podcast. Thank you for being here.

**Chris:** It's all my pleasure. Thank you very much for making me feel very important [laughs]. It's great to be here.

**Ray:** It's much deserved. Your new book is called *The Rise of the Youpreneur*, and I want to start with that. What in the world is a youpreneur?

**Chris:** It's a good question, good way to start. It's people like you and me, it's people that are content creators, authors, speakers, coaches, consultants, anybody really building a business based around themselves, their expertise, their personality in some cases, and the people that they want to serve. That's what a youpreneur is.

**Ray:** Now, the rest of the title of the book is *The Definitive Guide to Becoming the go-to Leader in your Industry and Building a Future Proof Business*. There's so much packed into that subtitle, can you expand on that a little?

**Chris:** Yes. Okay, let's break down a little bit, bit by bit then. When I hear the word definitive, I believe that it's the beginning and the end of something. That's the way I look at it. For example, let's rewind for a minute, let's go back to *Virtual Freedom* which was my first book four years ago, which is now fundamentally known as like the Bible of virtual team building. We've sold over 50,000 copies of the book in four



years, we've got 800 plus, five star reviews on Amazon. For all intents and purposes it was a very, very successful book.

It came about purely based off of my own personal experience in the outsourcing industry as well as burning out as an entrepreneur in late 2009, and then recovering from that in 2010 and ultimately removing myself from the business by actually growing a real virtual team of employees from all around the world. It was a given for me, once I had experienced that, it was a given for me to ultimately write a book to help other entrepreneurs do likewise.

The exact same thing can be said for *The Rise of the Youpreneur*. In the last eight years of blogging and podcasting and creating content, speaking, traveling, coaching, I realized something very, very clear. That was that people do business with me personally way before they do business with any of my companies or businesses. When I say that, I mean whether there's a transaction involved immediately or whether it's further down the line, they're doing business because of the relationship that they have with me first.

So, when I sit down to write a book on teaching people how to build and market and monetize their own personal brands, it's going to be definitive. It's going to be the beginning and the end, which is why the book is cut up into those three main sections, it's the beginning, the middle and the end ultimately. Here's the thing, if you've already been building your personal brand for a while, skip the first 80 pages, you don't need them. You can just go to the section that you really want to get stuck into.

In terms of becoming the go-to leader, regards to what industry you're-- or niche you're in and who you're serving, there's enough noise there already. The business world doesn't need another social media coach. You understand what I mean?

**Ray:** What? We don't?

**Chris:** I know, shock moment, shock moment right there. Just compose yourself for a second, Ray.

**Ray:** How will I know what the best time of day to post to Twitter is?

**Chris:** I know. It's shocking to think that this won't be happening, I know. The fact is actually, quite frankly, the world doesn't need another copywriter coach. They need Ray Edwards, the world needs Ray, it doesn't necessarily need how to learn how to write great copy. It actually needs someone like Ray to show you the way in regards to that. For me, that's a go-to leader. It doesn't mean that you're going to be the one and only go-to leader in the industry, but there's going to be a whole bunch of them, but ultimately our plan here is to become somebody's favorite. That's what we wanted. We want to become somebody's favorite.



**Ray:** You're the go-to person for a specific individual and a specific group of people. I like to explain to people like this, there are people in the world who will only respond to your voice on the subject. Those are the people who need you.

**Chris:** Yes. This is what you were here to do. You were being called to service these people. You've been called to service these people, to serve these people. That breaks down the second part of the subtitle. The third one in regards to becoming future proof or building a future proof business, well, I believe that when you build the business of you, as I call it, there are no real competitors out there, regardless of what industry you're in and what market you're selling into. You are the unique factor of the business of you.

People will do business with you before your products and services just like I've seen myself over and over again, as you have, as good mutual friends like Michael Hyatt have over and over and over again as well. The fact of the matter is that when you build the business of you it is future proof. It doesn't matter who's the president or what referendum is going through Europe or whatever the case may be, you are 100% in control of your future, ultimately future proofing yourself by being a personal brand entrepreneur.

**Ray:** Absolutely agree. The inevitable question that comes up, Chris, people say, "Well, yes, but if the business is built around me, I'm tied to it, I can't sell it, it's-- I'm kind of enslaved to the business then." What's your response to that kind of thinking?

**Chris:** Incorrect. 100% incorrect. The fact is that you're building a business based on you and who you want to serve, but not reliant on you. You've got to be smart in the way that you're building it up. Yes, from day one, will you trip up and make mistakes in the early days? Yes, of course, that's part of learning, that's part of building and evolving and creating a business that will be around for a long long long time. Perfect example, to go back to him, is somebody like Michael Hyatt, who I know your audience is aware of.

Michael is the perfect example of-- he is the personal brand entrepreneur personified, but the work that he's doing, when his time is done here and he goes up to meet our maker, the fact of the matter is that his legacy is going to live on way, way, way past his time here on earth. His message, his rhetoric will be around for decades through the people that he has come into contact with when he was still here and through the people that will continue to push his message and his rhetoric for decades to come.

I look back, and this might surprise some people, as a Brit but back in my mid to late teens, I was listening to audio cassettes from Zig Ziglar.

**Ray:** Wow.

**Chris:** Which in England was unheard of. I remember getting it from the library and playing it in my room and my mom who's in Dublin, Ireland, we're in London, my

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mom's in Dublin, Ireland, my mom's walking past my bedroom and she can hear this American gentleman's voice, "You can have anything in life you want," and, "What is going on in this bedroom?"

[laughter]

**Ray:** That was the most amazing Zig Ziglar impersonation I've ever heard.

[laughter]

**Ray:** Totally unexpected.

**Chris:** Well, thank you. Thank you. "If you only help enough people get what they want." What I love about Zig, except for his fantastic accent, because it was just so inspiring and capturing and just warming, I just I loved it. I can honestly say to you, ray, that I don't think there's a month that goes by, still to this day, where I don't consume some Zig.

**Ray:** Yes, I can say the same.

**Chris:** Whether it's reading a book or watching a video or listening to one of his audio tapes or whatever. The fact that you're saying it, we're saying it, he's been gone for a while now, but his legend's living on. It's not about building a business that's totally reliant on you, that's not what the Youpreneur business model is about, it's about building a business that is based on you, your messaging, your philosophies, the impact you want to make on the world and the people that you come into contact with, but not totally reliant on you. It's smart. So by building a smart savvy business, rather than being stuck in the middle of it everyday.

**Ray:** Brilliant, brilliant. Let's talk about this-- the way you've built this book the beginning, the middle, and the end, I love the way you sum that up. Tell me about the structure of the book and what we can expect to get from it.

**Chris:** Yes. This all came about, and I love that you've asked me this because the story behind it I feel is the perfect example of listening to your audience and your community, which so many people don't do at their own peril, quite frankly, but what happened was we opened the doors to the Youpreneur mastermind community in mid-2015

By mid-2016, based on feedback that we had gotten from our members, and these are members that they pay every single month, like a lot of recurring predictive business model of businesses out there. Based on the feedback that we got from them, we realized that there were several gaps in our learning material, we call it our acceleration library. We looked at these gaps and we went about filling those gaps up, whether it be with myself recording some training, or maybe we would bring in an expert to record a workshop, or I'd sit down and do an in-person interview with them and we would video it that way.





Either way, we wanted to fill up the gaps for a bit of a relaunch in the middle of 2016. We did, and I'll never forget it. We were in my home office, it was me and two of my team members here. I have a big white board, huge thing, it's about 10 foot wide and maybe-- I don't know, six foot high, or whatever. We were jotting all the gaps down and looking at all the different sort of things that we wanted to fill up. Right before my very eyes, it was like something out of *A Beautiful Mind*, you know the movie with Russel Crowe-

**Ray:** Yes.

**Chris:** - where all the arithmetic and the equations kind of come off the board and they float around and all that stuff, it was like something out of that. I saw the book right there on the whiteboard. Now, understand, I wasn't interested in writing a book at this point. It eventually probably would have happened, yes, but I looked at it purely because we were serving our audience. We wanted to fill those gaps and make sure that people were taken care of.

I stood back and I looked at my two team members and I turned around and said to them, "Holy cow. That's the next book right there. Somebody take a snapshot with your phone. That's the book." It just so happened that this roadmap had been created-- and we call it now the *Youpreneur Roadmap* inside of the community, and it had been created in three main tracks. So if you imagine a train track, with the three different stations of building, marketing and monetizing.

Within those three tracks, we put all the content that we have in the library that are affiliated with each of those tracks. You know what happened? The moment we released the *Youpreneur Roadmap* to our members, something incredible happened. All of the numbers went up through the roof in regards to the downloads, in regards to the viewing times, because people were genuinely getting into the content for the first time, rather than just skipping over it bits and pieces as they conversed in the community forums.

It was a huge aha moment, and it really led to our library material genuinely being consumed. Every month we update that roadmap, it's an ever-evolving journey now. It's about taking people from beginning to end. Like I said, the beginning, middle and then the end of the building, the marketing and the monetization. So that's how that roadmap came out into play. It forms the very gaps of the book.

**Ray:** What I love about this is something you said earlier, is that there are so many people who I think have started this journey, they've kind of got the building phase behind them, or most of it behind them anyway, and maybe they've been experiencing some frustration, and I think you're providing-- the reason your community responded the way it did was, well, first of all, you're giving them what they needed, instead of giving them what you wanted to give them. I think that's a brilliant insight.

**Chris:** Huge, yes.



**Ray:** Then secondly, you think of it being a roadmap. There are on-ramps to this highway, wherever you may be. So maybe you're at the point now where you need to start spreading your message and you want to pick up the marketing section and take it from there. This book is, I think roadmap is the right analogy, and it goes beyond the book, you've already talked about the community. Speak to that a little bit more, about how the two work together, because I think this book, because of the community, will never go out of style, will never be out of date.

**Chris:** Well, hopefully. I mean, I've written it in as much of an evergreen kind of rhetoric as possible. I mean, obviously, there are probably going to be certain bits and pieces will change over time. I talk a lot about how sharing the behind the scenes of your business and your personality is great for what I call my P to P or people to people relationship building philosophy. Obviously, we do that nowadays here in 2018 with things like Instagram stories, or if you're slightly younger, maybe into SnapChat or on Twitter or-- social in general.

These things will change, but I mean, ultimately, I think it is an evergreen guide. Somebody actually picked up a preview copy, recently called it the *Personal Brand Building Manual*, and I thought that was a nice compliment, because I think that that really does send it home in regards to it being it the start right the way through to the finish kind of thing. It's the perfect example of just listening to your audience. If I hadn't have done that, I wouldn't have been able to fill out those gaps in those three different tracks on the roadmap. The roadmap wouldn't have been born, and at the very catalyst of what that is, the book wouldn't have been written, because the roadmap wouldn't have been in front of me.

The book itself, also for me that's kind of-- The very title, *Rise of The Youpreneur*, it's a call to action, I think. It's a call to movement, to a certain degree. I mean like, "Rise up, my fellow youpreneur. You know you've got this. You know that you've been put on this earth to share this message, to help these people in only the way that you can. It's your calling, it your duty to rise up and take care of it." I do hope that the book will be around for a long time as I do with the community as well. We also have live events as you know. We put on the Youpreneur Summit every year in London.

It's incredible. Last year we had over 400 people from 37 countries around the world. Clearly, this is messaging that people are getting. I hope that the book itself will obviously get it out there to a wider audience. That's the main reason really for writing it, is to try and grow the movement quite frankly. That's the way I look at this. I genuinely feel like I have found my thing.

I'm so glad I've done it in my mid-40s here, where I feel like I've got a good 10, 15 years left of me of real hard work and real message spreading before I start to slowly but surely take it a little easier in life. I feel like-- I really, really do feel like this is my life's work with youpreneur. I think this is what I want to do for the rest of my career. I just love working with youpreneurs, I love working with these people.





**Ray:** I think it's something you can feel very good about, and rightfully so. I'm going to cherry pick just a couple of things I want to have you talk about if you don't mind as we're-

**Chris:** Sure, cherry pick away.

**Ray:** - talking about the book. There's this subject of positioning yourself as an expert. For a lot of people, that feels weird. It feels pushy. Can you speak to that feeling and what your take on that is?

**Chris:** Yes. Some people might call this maybe self centered or some might even go as far as maybe narcissistic. [laughs] I think that if you're not ready to be seen as an expert, if you're not ready to be a little center stage in your business, then this model is probably not for you, quite frankly. If it is, there are certain things that you can do and that you should be doing to position yourself as an expert.

Things like coaching and speaking and getting featured in press and being a guest on podcasts and all that kind of thing. I do believe-- I mean, Shakespeare said this best, all the world is a stage. This is our opportunity to ultimately spread our message in our own very unique way. It is the business of you. No one else can tell your story and get your point across the same way that you can.

I think that whether you're on stage or whether you're are a podcast guest, whatever it is, you should totally, totally, totally understand and appreciate the fact that you have been given an opportunity here to be in people's heads, whether it's from stage on a show. Right now you've invited me onto your show to spread my message to your people. I don't take that for granted. If I did, I'd be a real horrible person.

**Ray:** You're not a horrible person. I think you really are spearheading a movement. I think it's important that people get this point that, you have something to bring-- if you're even inclined slightly to think, "This is interesting to me, I want to know more about this." I think that's your heart telling you this is a place where you can go, you can take your gifts that you've been given and share them with people who need them.

There are people who need your message, who need what you know, your expertise, your wisdom, your experience. That's what positioning yourself as an expert is saying. It's not saying, "Look at me, how great I am." It's saying, "Let me serve you, the people who need my service, who need my knowledge, my wisdom, my experience. Let me serve you in the best way I know how. That's what I think it's about.

**Chris:** So good. That right there just sums it up perfectly right. You summed it up perfectly. I think it's important to understand that. When you're spreading your message, when you're wanting to be seen as an expert, it's incredibly important not to pitch yourself to people like the press and to podcast hosts and things like that, unless you really know a certain amount about them already.



For example, if you're trying to get on a podcast because you want to reach that audience, you can see there's going to be synergy there, you've got no right pitching that podcast host for you to come on to that show, unless you've listened to at least a handful of the shows already and you understand exactly what the message is behind the show. I really thought, this is an entire section actually in the book of about being a guest on podcast, because here in 2018, this is one of the easiest ways to spread our message and our focus as personal brand entrepreneurs. It's one of the easiest ways to spread that all mass.

I don't know what your download numbers are like, but I know you're a popular guy. You've probably got thousands and thousands and thousands of people right now listening to us talk right now. Like I said, I don't take that for granted, but I sure as hell need to know what your audience is like and what the message is behind what you're all about and how you do what you do. When I see you talking about all the different things you've discussed on the show in regards to giving away great content to help people and to understand the importance behind telling your story in the right way. I know you interviewed Don Miller on that recently.

This stuff is important for us to know because if we don't know it as guests, we don't know how to speak to that audience. Do you know what I mean?

**Ray:** Yes, absolutely. I'm sure that you get this kind of pitch yourself where people approach you and they don't know anything about you, they haven't taken the time to learn the first thing about you. It's a disservice to the person you're attempting to carry favor with, it's a disservice to yourself.

**Chris:** Totally. You know what happens to those pitches? They get spammed. I don't even tell my team to delete them, they are blocked. You will never reach my inbox again. This is because all of my team is too busy to have time sucked out of their day. I often say that time is our most valuable commodity. It's very, very true. Even my team's time I value and I protect. They know outright. Look, at the end of the day also as well, is that once you get to a certain position, and I'm not sort of blowing my own trumpet here or anything, but I don't need to get pitched by people to come on to my show.

My network is good enough by now to know that, "Hey, you know what? Ray had Don Miller on his show recently, I'd love to have Don talk about storytelling on Youpreneur FM. I'm going to reach out to Ray and ask him for an introduction." Ray knows me, he knows I'm going to do a good show with Don, he's more likely to make that introduction. Don is more likely to get on to the show based on that recommendation from you rather than me reaching out to Don Miller's people directly and as a relative unknown. You see what I'm saying? It's about growing those relationships.

Relationship should be treasured, not used. I see so many people trying to use relationships like that. Quite frankly, it just grinds my gears. It really does.



**Ray:** Well, I think it does the same for everybody. We just know it's not right, we know it's the wrong way to do it. The way you describe it is the way it really happens. It's about relationship. It's not about some kind of good old boys club or anything like that, it's just about, "I know these people, I trust them, and I trust them with my people." Like I trust you with my audience that you're going to take good care of them. Some of them are going to buy your books, are going to become part of your community, and I feel really good about that. That's why you're on the show.

**Chris:** I appreciate that.

**Ray:** Where can people get the *Rise of the Youpreneur*.

**Chris:** Well, Amazon, they can just search for Youpreneur that's Y-O-U preneur.com or rather just Y-O-U preneur, or they can go to youpreneur.com/book, one or the other.

**Ray:** Very clever. It's like you know something about marketing.

**Chris:** I know. That's it though, just those two things.

**Ray:** Well that's enough.

**Chris:** I'm spent, I'm out of here. Mic drop.

**Ray:** It was so good of you to take time to talk with us. I really recommend that people buy this book *Rise of the Youpreneur* whether you're a beginner or whether you think you're a grizzled veteran. There's plenty for you to learn from this book by Chris Ducker.

**Chris:** Thank you, Ray. It's a pleasure to be on that, I really appreciate it.

**Ray:** There you have it. That's Chris Ducker, *The rise of the Youpreneur*.

**Sean:** If you found the show helpful, you can go to [Rayedwards.com/325](http://Rayedwards.com/325) for the transcript and any of the goodies that might be waiting for you there. Please leave a review in iTunes and subscribe to an Apple podcast directory. Do you have any quote worth notes or final thoughts?

**Ray:** Yes. I have a quote from the great Jim Roan who said, if you don't like where you are, move, you're not a tree.

**Voice-over:** Thank you for listening to the Ray Edwards show.

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