



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

How to Create a

Product and Start Selling It in a Week Episode #181

Sean: Welcome to the Ray Edwards show, episode #181- How to Create a Product and Start Selling It in a Week.

Ray: Or less.

Sean: Or less.

Ray: It's possible. We get this question a lot, how do I create a product? Actually it goes like this, I don't have a product. How can I start a business if I don't have a product? It is a problem many people face or they think they face. They don't have a product to sell, so how can they get started. We're going to solve that for you; you can do this in a week or less.

Sean: Yes and then we'll be talking about...

- Who let the dogs out?

Ray: Who let the dogs out woof-woof!

Sean:

- How to raise a computer from the dead.

Ray: It's amazing but true.

Sean: Right. Like Frankenstein with bolts.

- Then we have an interview with a student and Regency member, Mike Kim.

Ray: This is going to be so good. Mike Kim is one of the most amazing guys. Well, everyone in Regency is one of the most amazing people I know. They are amazing people, but Mike is our first Regency interview and he is a star on the rise so I'm excited to share this interview with you.

Sean: Perfect.

Spiritual Foundations - Putting first things first and creating prosperity with purpose.

Ray: Who let the dogs out? Christ Valitan has this saying that's stuck with me. It was "the dogs of doom are waiting at the doors of destiny."

Sean: That's pretty close.

Ray: I never knew exactly what it meant but it sounded cool, like something they would say in Mortal Kombat.

Sean: He could be pretty poetic in that sense.

Ray: Yes and I think it's true. I think the dogs of doom do stand at the doors of destiny, only I think the doors of destiny are your lips and the dogs of doom are the stuff that you let out of your lips, the things that you say. There's the answer to the question, you my friend, let the dogs out.

What I'm talking about is that most of us know our mouths can get us into trouble, but what we don't often realize is just how much trouble it can get us into, how powerful the things that we say actually are and what kind of influence it can have on our lives. You've heard me talk about this before, the power of speech is enormous; it has more impact than people give it credit for. It is, I think really, beyond our comprehension and the reason I believe this is it's part of how we're created in the image of God. I don't know why God decided that the power of speech is this powerful force.

I would say the most powerful force in the known universe and the reason I would say that is, He spoke the universe into existence. Let there be and there was which, as a sidebar, it's always amusing to me to talk to people who are "scientists" who say, God didn't create the universe it originated in the Big Bang. I enjoy those discussions. Okay, so you're saying there was nothing and then suddenly there was everything. Yes. Sounds like God to me, unless you have a better hypothesis. And they don't.

So He spoke the universe into existence. The word made flesh is Jesus, God in the flesh. And Jesus spoke to demons, He spoke to diseases, He spoke things in and out of existence; wine for instance. The point I'm trying to make is that the words we speak are enormously powerful.

Our friend, Paul Bievans, tells this story when he speaks and I told him I was going to appropriate this, but I always give him credit. He teaches people how to speak and if you didn't hear the episode where we interviewed him it was last week's episode #180. It's a great interview.

He does this thing where he'll pick the biggest burliest guy in the room where he's speaking, someone that's 6'4", 250 lbs. and he'll say hey, would you bring me a pen. Always, the person complies, gets up and brings him a pen and he goes back to sit down. Then Paul will say, I just controlled a 6'4" 250 lb. man with my words. Paul is 5'5 1/2" tall so it's a real contrast and his point is, our words are powerful they can shape reality and that's a very pragmatic example, but it goes far beyond that.

My proposal to you is a question... what if you could change your life by changing how you talk about it? For many of us, especially those of us who think of ourselves as rationalists, that sounds like a lot of positive thinking mumbo jumbo. If you just talk about your life in wonderful terms, it'll become wonderful because I'm good enough and smart enough, and people like me. Well, it turns out those guys are right, in a way.

When we speak out loud, our own voice and this may be a hard concept for you to grasp, but your own voice is your favorite voice. It's the one you like to hear the most. It's the one you believe the most. Not only is it on a conscious level it's on a subconscious level. If you constantly are sending your brain messages like, why do I always screw this up?

Why am I so stupid? You might think you're just speaking rhetorically but the internal and deepest part of your brain is listening and saying oh, so we're stupid. We're always screwing things up, I should probably comply with the instructions from the main computer.

That's a crude example, but it holds true. The latest neuroscience demonstrates that when we speak in certain ways they can scan your brain. They can put your brain in a functional MRI machine and show the areas of the brain that light up when you speak positively and negatively, when you're shown positive imagery and negative imagery and different areas of your brain light up. What I'm trying to convey to you is that actual physical neurological changes take place based on what you say and think about.

It goes further than this. It's even more amazing than this. Speech has the power to change the environment, both your internal and external environment. We've just been talking about your internal environment and how you talk. I want to dive deeper into that for just a moment.

When you interpret other people's behavior in a way that is personal and negatively directed towards you. That changes the relationship you have with that person. It changes the way you feel about them. It changes the way you speak to them. It changes the way you look at them. You can feel it. Sean and I, if you don't mind my getting a little personal, we live in a close physical proximity to one another and sometimes, if I'm not at my peak performance level, you might make a comment to me and I might take it personally. Can you ever tell?

Sean: Yes.

Ray: How? I often don't say something nasty like, like how dare you say something like that to me, so how can you tell?

Sean: It's just the vibe you put off, man.

Ray: Exactly. I believe there's a spiritual element to it and for those of you for whom that's a turn off, I also believe there are physical cues we get, we maybe even receive them subconsciously and we just know, the tone of voice, pattern of breathing, the expression on the face, all tells me that even though the words are nice, the thing that's empowering them is not so nice, so it affects the atmosphere internally and externally.

You can change a whole room or even an entire culture based on the way you speak, what you talk about, how you say it and some areas of speech that I would recommend you consider avoiding are cynicism, sarcasm, humor that costs somebody else something. These things may seem harmless and you may think, oh we can take it, we're adults, we know we're joking. Externally you know you're joking, but deep inside in your secret heart I'm not so sure we do know we're joking and maybe we're even not.

I'll go a little further and get a little weirder. I believe that whenever we speak we are empowering something. We're empowering something on a spiritual level. We speak words and it has an effect on the spiritual atmosphere that we all move in and live in, we can't escape from it. We're like fish in water we're in a spiritual environment, it surrounds us and binds us together. When we speak it affects that environment.

We're empowering something and if you want to think of it in polarities we're either empowering something positive or we're empowering something negative. I have a proposal for you, an experiment I'd like you to perform with me called... **the 10 day TV (transformational vocabulary) experiment.**

I need to give credit where credit is due. That terminology is something I picked up from Tony Robbins at some point in the past, but it's powerful. Transformational vocabulary is choosing words that transform you and the people around you and it can be subtle. I heard Michael Hyatt talking recently about how he was traveling to a speaking engagement on the west coast and he was talking to someone on the phone before he left and he said oh, I've got to go to San Diego this week.

He realized that's the wrong language, I get to go to San Diego this week, not I have to go to San Diego I get to. I have the privilege of doing something that other people would kill to do to speak at an event that I would like to speak at, doing something I love and getting paid real money to do it. So just that subtle shift in language can change your internal state the way you feel about things.

If you're somebody who, the slightest little personal provocation results in you saying, that person just made me furious. It just infuriates me. That's going to give you a different feeling than if you say, you know, when she does that it peeves me a little. It leaves me a little tinkled off. It's silly, but it's a different feeling you engage in.

Here's the TV experiment, the transformational vocabulary challenge... for **10** days there are five things I'd like you to consider doing.

1. Don't say anything negative for 10 days.

That's simple right. Don't even say anything in jest, especially not in jest because when you're joking there's something tricky going on. You might say something funny and it anesthetizes the person so you can poke the needle in and inject the negativity into to them and they don't even realize it happened, because you numbed them up before you shot them with it.

2. Don't say anything that assumes the worst about a situation, person, place or thing for 10 days.
3. Don't use any scary what-ifs for 10 days.

What if the product launch doesn't go well?
What if the person I'm going to meet doesn't like me?
What if the plane crashes?
What if the car has a flat tire?

We do this to ourselves all the time.

4. In place of anything negative you might have said, say something positive.

You could do positive what-ifs.

What if this is the most enjoyable vacation we've ever had?
What if this is the most successful product launch we've ever had?

What if the person I'm going to make that big request of says yes, and they're enthusiastic about it?

5. If you slip up, start over.

So if you make it to day 4 and you slip and say something negative, dial the counter back to day one and start over.

I propose to you that if you do this it will change your experience of life. It'll change the people around you. It'll change the atmosphere in the organization you operate within. If you think that just being optimistic and positive is unrealistic and Pollyannaish, there are numerous studies that prove that optimists accomplish more and are happier than pessimists. So I don't know if pessimists are more realistic or not, I just know they don't accomplish as much and they aren't happy. So I'm not sure what advantage pessimism gives you.

Here's the bonus round if you really want to play for the gold. Make a list of every area in your life that needs work where you think you've allowed negative speaking or negative thinking or thought patterns to slip in and start effecting your life and write out the opposite. Write out a positive sentence about that area and say that out loud several times a day. There's an old affirmation that many people know that goes like this... *'Every day in every way I'm getting better and better.'*

It's not a bad affirmation. A lot of people like to make fun of affirmations, but as you can tell I'm a big believer in the power of speaking things out, so that would be a good one to start with. So give it a try. Try the transformational vocabulary 10 day challenge and see for yourself if it doesn't just change the experience of your life.

Tip of the Week

Sean: Doing the tip of the week.

Ray: I want to say something funny but can't think of anything. How to resurrect your computer. That's a little bit of a tease lead-in and isn't as dramatic as it sounds, but it's very handy.

Have you ever done a webinar or have been doing a screen cast or watching or recording a webinar, something where you wanted your computer to stay alive and it just went to sleep in the middle of the thing? Is it annoying when that happens?

Sean: Absolutely.

Ray: Well, what you should do is give your computer some caffeine. I don't mean to pour coffee in your computer.

Sean: Is that bad for it?

Ray: It's bad for it. It does not have good results.

Sean: That would explain a few things.

Ray: There's a little app you can get if you have a Mac, as you should. If you don't have a Mac I don't know how to help you. There's a little app you can get for free called **Caffeine**. It sits right up in your menu bar at the top of the screen and it looks like a coffee cup. If you click on it there's no coffee in it but if you click on it again it's filled with coffee and streams of steam are coming up out of it which means the coffee is brewing and your computer is then operating under the influence of caffeine, so it keeps running and running fast and it doesn't go to sleep.

Sean: Nice.

Ray: It's pretty handy. You can find Caffeine in the app store and as I said it's free. It's one of my favorite and most used apps. I'm using it right now as we record this podcast. This is one of the problems I used to have when I did podcasts, because I would get talking and I don't know if you've noticed but sometimes I can talk for a while.

Sean: What!?

Ray: Yeah, it's true.

Sean: Wow.

Ray: Sometimes my computer would just go to sleep and I'd be like, ah.

Sean: That says something when you start talking so much and you put your computer to sleep.

Ray: I'm going to try not to take that personally. I think I have to start my 10-day challenge over again now. Caffeine, free app. Try it, you will like it.

Feature Presentation

Sean: Okay here we go, to the meat and potatoes of the podcast with sautéed mushrooms.

Ray: Do they have garlic on them?

Sean: Oh yeah, you know it.

Ray: Butter?

Sean: Yeah, garlic butter.

Ray: And a little salt.

Sean: A glass of wine.

Ray: I am so ready to go eat right now.

Sean: How to create a product and start selling it in a week.

Ray: This is an area, as I said earlier in the show, we get a question or statement about this from customers, clients and students all the time, it's a constant thing. Every time we do a Q&A session or present a new product, do we or do we not get the question, I don't

have a product what do I do? We do, it's just a common question so this is what you do. You dispense with the idea that getting a product is a hard thing. It's not that difficult. You can create a product and start selling it within a week. You can actually do it in less time, but I thought a week would scare you less.

I'll explain to you the 5 steps you need to undertake in order to create and start selling your product in a week or less.

1. You need to find a need, one that hurts.

I'm going to be circumspect here because this is an actual thing that's happening right now and I don't want to give this idea away to another developer so they can trump my friend, Robert Plank. Robert Plank noticed that I was on Facebook and I made a post about something I was looking for, a particular function for WordPress. I mentioned I couldn't find it anywhere and asked if anyone knew where to find one, something that will do what I want it to do. I received a private message from him later that had a screenshot of something like what I wanted.

I looked it over and realized that Robert was giving me an IQ test, that I'm supposed to figure everything out from the picture, but finally I sent him a message back and said, what is that and where can I get it? He said I'm working on it, what other features would you like? Turns out, he thought it was a great idea that he could use as well and we discussed the fact that it reminded us of a time that we were in a mastermind group together and someone came up with an idea for a plug-in for WordPress so Robert whipped it up, created it and he sold thousands of copies of it for \$27 a shot.

He's developing this plug-in that does the things that I want it to do and he wants it for his own use. He's going to sell it and I think that's fantastic which leads to the second point.

2. Create the prototype fast.

He didn't spend a lot of time doing research. He didn't take days, weeks or months. He didn't talk about it for months. I know people, you probably do too, who I talked to a year ago that said I'm working on this product. I talked to them recently and they said I'm still working on that product yet they've made no progress.

Sean: I was going to say, either it's a phenomenal detailed product...

Ray: Probably not what's going on. So you make a prototype fast, good enough. You just make it good enough, minimum viable product is a term that gets thrown around a lot these days out of the lean startup movement. I like the term. It's used so much I think a lot of people don't really understand what it means. It doesn't mean that you are making the minimum viable product that you can get away with and that's what you're going to sell from now on. It means, get something out there and start getting users, feedback and then you can improve it as you go.

Robert has already created a minimum viable product and we started having discussions, which leads to step three.

3. Get feedback and reiterate.

So Robert and I have been going back and forth on Facebook and I was thinking about this idea and I sent him a message and said, 'you know, if I was really just dream storming, this is what I would do. I would have it have the following functions. It would have this, this and this.' Then I said, 'am I asking for too much?' He said, nope, that's what I was hinting at when I mentioned this other thing the other day, but I don't want to go into too much detail because I don't want somebody to swoop in, copy the idea and run away with it.

He's adding those features as we speak. So he got feedback from me and he is now reiterating and improving, building out the product and flushing it out so we'll be able to use it, and others as well and that is quite a bit of awesome.

So we have number one, one that hurts, something you want and other people want, and often if you want it that's a good hint. Scratching your own itch is a good place to start. You find yourself saying, I wish there was a...

Sean: You don't want to scratch someone else's itch that can get real awkward.

Ray: Unless they ask and even then it can get real awkward.

So find a need that hurts or one that itches. We have two and three and we're now onto number four.

4. Put your product in the hands of users.

This actually deals with another question we get a lot. Can you guess what the question is, Sean?

Sean: How do I get testimonials?

Ray: Exactly. It's so easy. You just put your product in the hands of users and you get them to use it and then you get feedback from them again. You tell them, tell me what you like and don't like about it. What would you like improved? You don't do this until you have what you feel like is a good beta version of your product. We're talking about a little piece of software, a plugin for WordPress, but this could be a book, a membership site, a training system, a workshop, a series of video tutorials, this applies to anything. You don't have to be doing software to have alpha and beta testers.

- Alpha testers are those who are testing and they know it's broken, it's buggy and maybe they can see the interface so they can see the outline of the book, but you haven't finished writing the book.
- Beta is where you got something finished and it is buggy but they're willing to use it and help you find the rough spots.

So that's step four and in this case I'm going to be trying out this plugin very soon and seeing for myself how I like the way it works and if it has any conflicts with my theme and whether it does what I want it to and looks the way I want and so forth.

5. Get it to market.

If you wait until you get it perfect you will never get it out there. That's just the way it works. You need to make it good enough, and I'm not suggesting you release a piece of crap. I'm saying get it good enough that it's functional and it works well, and then you can improve it. The only way you're really going to be able to improve it is if you get it to market fast. It helps if you can get it in the hands of what Set Godin would call sneezers, people who, when they sneeze everybody gets infected.

It's a gross analogy as I think about it and see the look on your face.

Sean: Yeah.

Ray: Let's try again. Get it in the hands with a large circle of influence. Is that better?

Sean: Yes.

Ray: So if they like it then they will talk about it to their other influential friends, which is how you begin to spread the idea that your product is good around.

Sean: But unfortunately, the image is already set in, so now whenever someone recommends something to me and I like it I'm going to think oh, I was just sneezed on.

Ray: You're welcome. So that's how you create a product and start selling it in a week. You might say too, what are the practical steps if I'm not making a plugin Ray, what if it's a book I want to write, how do I do that in a week? We have a course called The Rapid Writing Method, which shows you how to do that.

The short version is, you can outline your book today, dictate the chapters tomorrow and have them transcribed the next day... By the way I'm using a new transcription service called Rev.com. They are super accurate and super-fast. I haven't given them anything yet that they haven't turned back in to me within a couple of hours. So you get it transcribed, then you edit it and then you have a book, which you can make into a PDF and you could sell it from your site or give it to beta testers on the third or fourth day. That's how you do it in a week or less.

So the five steps again are...

1. You need to find a need, one that hurts.
2. Create the prototype fast.
3. Get feedback and reiterate.
4. Put your product in the hands of users.
5. Get it to market.

That's the way you do it.

Sean: That's how it's done.

Interview

Ray: It's time for the interview portion of the show. We're talking with one of our favorite people, Mr. Mike Kim. Mike, welcome to the show.

Mike: Ray, this is a huge honor. I've been a long time listener of your show and I tell everyone it's my favorite podcast. I can't live without it. I hope that's not too stalker-ish, but you probably get it all the time. That's what happens when you're a big star like yourself.

Ray: I don't know if I'm a big star, but we never get tired of having people tell us they like us, I think we all have a need for that.

Mike: You're definitely at the top of my list and I'm honored to be here.

Ray: Thank you. I'm honored to have you. We met originally at the Platform Conference. We communicated a little before that via email and I've been knocked out by the change that's come over your life since that time, around a year and a half ago.

Mike: Yeah, I think it was November 2014 when Michael ran that conference.

Ray: Give, if you would, a little about where you've been, where you are now and where you think you're headed with your business. We're talking to people who are at different levels, but many folks listening maybe haven't started their business yet and they're wondering, can I do this? Should I do this? Is it safe? Tell us your story if you will.

Mike: Sure. In November of 2014, when you and I met, I was already about a year and a half into a new job as the chief marketing officer of this company here in the New York, New Jersey region. It's a competitive market and I was working what you'd expect from a C Suite person, 60-80 hours a week normally. While I loved that it was still a very new thing for me, because actually my past was in vocational ministry.

I know many of the folks that you have tuned in right now, that's maybe where you are as well. I realized that I had this whole plethora of transferable skills we don't normally think of and I went through this career pivot. It was something God led us through, and I came out and by a set of occurrences and events that transpired that I can only say was God, I ended up shooting straight to the top with this company, but at the same time I was wrestling with... is this a spiritual thing, a secular job, where does it all blend in? I was struggling to find my identity.

When I came across what kind of work Michael was doing and what you were doing and I found you through him, I found what you were doing and what your background was and I saw so much alignment, I was like gosh, Ray is someone I really want to learn from. When I knew you would be at the conference I knew I had to meet you and connect.

When we met, at that time I had already started a blog on the side that was more an expression of what I was going through. Any preachers or worship leaders out there know, you miss having a platform from which to speak to people and that's what my blog became. I was learning from one of the best in the business through Michael and his army of super friends, of which you are one. Here we all meet at platform and my dream was asking... can I leave this great job that I'm in and start my own personal brand business and for three plus years I was building this business on the side. That's where I was when we met.

Ray: What was the moment where you decided to make the leap? Did you discuss it with your wife ahead of time? Tell us about it.

Mike: Yes and no. I would love to say that there was a grand moment where the lights shown from Heaven upon me and told me to make the leap, but that's not what happened. I would say more that it was baby steps and if there was one thing I learned back in my ministry days it was that it's really important to take small islands of success, rather than looking to take the whole nation. Always take baby steps.

The one thing I can say in retrospect is that I was always trying to do something every day that moved the needle forward, and I know that's cliché, but I tried my best to do that. There were days when I'd break down in tears and I'm not a person that cries a lot. I'm the kind of guy where the only time I ever really cried in a movie was during Terminator 2 when Arnold is dropping into the flames at the end and has a thumbs up. I was in 9th grade and had a sniffle.

This is the kind of guy I am, but when I went through this change it was really tough. It was so much to juggle and I like to say that God gave me grace for the pace. I talked it over with my wife and I was an island unto myself. She was involved in all this and was feeling the ups and downs that I was going through as well. There was one night I'll never forget where we were talking about stuff and where I was, because she could tell I was getting burned out. I was coming off the cusp of what we were doing in ministry and she said I wish you could just work a regular job and make \$100k a year.

That wasn't a mean comment, just something in passing she had said but when someone says that you don't forget. So something was really bothering her, which was the reflection of that and then it just got to me. I had a pity party for a while like, here I am at 33-34 with no idea where I'm going and if anyone listening has ever asked themselves this question, **what am I going to do with my life?** This is the worst question to ever ask and we all do it. So it was tough but the determination to say hold on, I know, and this isn't to demean the seasons we're all in that God leads us through, but it was me saying, reminding and strengthening myself in God and saying I know there's a bigger destiny for me. I know the sum total of skills and experiences He's given me is for something.

If I could say anything to your audience listening is that one of the greatest gifts that God has given us all is our potential, and rightfully so one of the greatest gifts we can give back to God is to fulfill our potential, which ultimately was the primary driver.

Ray: That's good. That is a good word.

Mike: Amen.

Ray: We probably should inform the audience that you have just made the leap completely, within a few days of us recording this interview, from the job drip. What was it like leading up to it, how and when you let them know, as it was happening, now and the aftermath?

Mike: This is crazy if you think about it. I was in a completely differently line of work in 2012. I jumped into marketing in 2013 and here we are in 2015, I'm out of my marketing job full-time doing my own entrepreneurial work. When I look back it's amazing at how fast that happened. When I was in it, it felt like an eternity, but within three years I went from a completely different career, made a pivot and now I've made yet another pivot to running my own business full-time.

The process for us, which you helped us a lot to walk through being part of the Regency Mastermind group and getting your input. One of the things we did was to put mile

markers in place, which was important. For my wife, strangely enough, security is spelled SAVINGS.

Ray: I see.

Mike: I don't know what language this is, but she was like, how much money do we have saved? What are you talking about in making this leap? This whole journey is so back and forth, it's very vague and what we decided to do was put some concreteness to the vagueness. She told me, as soon as you can equal or exceed your day job income for three months in a row we can talk. She wasn't like, okay you can quit. So I thought negotiations were closed at the time, so I had to get to work on it.

That was tough because I was doing this side hustle and lucky enough for me with what I was doing in my job with marketing, aligned a great deal with what I was doing in my personal brand. Then I did the litmus test to see how I was doing and the second thing I would say I had to tap into was resourcefulness, not just resources, and I'm sure you know very well, there is a difference.

There are people that can do more with less, out there and then there are people that do less with more. So when I looked at my income I had this great run right around the time we met at Platform. I had about two months in a row where I was killing it. In December it seemed to drop off a cliff and I was like, I would be borderline depressed if this was all I had going on right now. I felt I needed a diagnosis because something was definitely wrong. I was missing passive income sources that could buffer my bottom line, so I then spent the next quarter working on that end of things, getting things up and running and saying you know what, my day job isn't holding me back it's a safety net. It's allowing me to say not to certain things so I can say yes to the right things. At that time, for me, it was building passive income.

Ray: Yes. That's a powerful insight. If I was listening to this and was in a similar place, I'd go back and listen carefully to what Mike just said because it can save you much heartache. So now that you've jumped and said goodbye to your employer, tell us how that conversation went.

Mike: I've never shared this openly, but the best analogy I can give is that I treated it as if I was a single guy getting ready to get married. I think in today's workplace, even in the church because I went through a staff transition when I left my church position. I realized there were too many divorces happening, figuratively, and not enough marriages. I had worked with this company for a long time and we had great results. I walked up to my bosses one day as I was starting to feel this pulling at me when I started seeing the income in my side business. I treated it as if they were my parents and I was their kid.

I said listen, there's something in me I feel is a season in my life right now and I don't know what it is, but I feel like I'm supposed to be doing something different and I'm letting you know now instead of giving you the two week notice to bomb out of here and leave you in a lurch. They aren't Christians but if they were, essentially I said, would you pray with me about this. If it was a son going to his father saying dad, I really think it's time to settle down. I don't know who the girl is or when it will happen, but will you be praying with me? That was phase one.

Phase two was where I stated, I think I found the girl. I don't know if she's the one but she might be, so would you pray with me? That's the approach I took to my bosses. I said I really feel like I want to go out and run my own consulting business. I think this is it

I'm not sure, but I'm asking you to stand with me, I want to be open about it. They were like thank you so much for letting us know and they actually said this, we don't want to hold you back from what's making you really passionate about life. We want to see you succeed. We're in your corner, go for it.

Phase three was, this is it I've found the girl. Come to the wedding and it's not a divorce it's an extension, an outgrowth and because I handled it in that manner, just last night I went to dinner with my old bosses and they said okay how do we put you on retainer as a consultant?

Ray: There you go. That's the way it should work.

Mike: So really it was the marriage analogy with the three phases. I don't know if the time is right now, but would you stick with me, I'm letting you know. Secondly, I think I found the girl and third phase, I've found the girl, let's have the wedding and the party and off we go.

Ray: That is definitely the way to do it. Looking back over the past few years, what was the hardest thing you had to do?

Mike: I think the hardest thing I had to do, and this is before I tapped into the power of being in a mastermind group, because I spent the first two and a half years on my own, that was by far the hardest thing. As much as I loved my friends, my wife and colleagues, they had no idea what I was up to. They were like what, you're going to be a blogger. What is that?

Ray: You were an alien to them.

Mike: Yes. Then you follow some of these bloggers online and you try your best to interact with them on Twitter or Facebook and it's not the same. In walking through the first two and a half years in isolation and not being in a mastermind group, that was the hardest. So I joined one that was free, which was okay for a while but I saw the traction when I joined the Regency Group and it was a big dream even to the point where we started last year, where I thought, could this be the year that I make the leap. I wasn't sure if it was possible, yet here we are eight months later and it's happened.

Ray: I remember when we had that conversation and I thought and felt confident that you could do this. I asked myself if you would do it and it makes me happy to see that you've arrived here.

Let's described quickly for folks what you do.

Mike: I think my super power is that I'm a strategist. I feel that working with my company the way I did as their chief marketing officer and always being around projections, trajectories... what is this decision we make today, going to result in, in a year or three years from now? Sometimes you hear the Japanese in their businesses say they have a 100 year business plan and that's crazy, but it makes total sense to me. I feel that's my super power, so what I do is take that and funnel it through the vehicle of marketing, consulting and now I've found that my passion is working with forward focused people, leaders who have trouble seeing the amount of value that they carry through their skills and experiences to help leaders parlay, trade-in or exchange their past work into a profitable personal brand business.

That's what I do and I love it. I love working with people, who are building a brand because that's what I went through. I like small business, so I wouldn't be turned off to that but I worked in corporate and I know that movement is slow, because of the ship being so much bigger. When you're a personal brand you're like one of those speed boats where you can turn on a dime and that's what I really love doing, working straight with a decision-maker and helping them unpack the value they carry and marketing it in a way, with all the expertise I had from the C Suite into a steroid, a catalyst.

Ray: And you're really good at it. I've seen you do this time and time again with different people. Sometimes people wonder, if the person you're working with is such a great leader or powerful change agent, why can't they see that themselves? It's because **it's impossible to read the label when you're inside the bottle.**

Mike: That is awesome!

Ray: **You need someone else to read the label to you so you know what you're for,** and I believe that's what you do for people.

Mike: Consider that idea stolen.

Ray: Okay. I probably borrowed it from someone else. I was talking to my son recently and said I borrowed this idea from Michael Hyatt and he said, if you borrowed it does that mean you're going to give it back later?

Mike: We play for keeps.

Ray: Where can people get in touch with you online and I want to mention, if you're looking for someone to help you with your branding, with getting a strategic vision for where you're headed and for how to think about, talk about and show people who you are and how you show up in the world, there's no one I would feel more confident in recommending you to than Mike.

Mike: Thank you so much, first of all, that means the world to me. The best place to find me is at my blog at MikeKim.com. I can do copywriting, consulting but the big thing I'm excited about is that I'm taking the experiences I've gone through over the past three years and I'm launching something called The Pivot Course. When people are making a pivot in their careers, we often call it a transition and there is an element of truth to that, but I want to specifically work with people who are going through the same thing I did, where they found their identity rooted in something and suddenly that's uprooted for whatever reason.

Maybe they lose their job, they retire or just want something new and very much like a car going through a turn, that's the time where you have to slow down and think about what you're doing, being very intentional and that pivot point is the sweet spot where I work with people. I ran a coaching program a few months back where I worked with a handful of people going through this in life and we had tremendous results. So now I'm going to open it up to a wider audience.

If it sounds like something you've gone through or are currently going through, it's different from a course or a book that you read. When people are going through certain transitions, the remedy is they need others around them that can hold them accountable

to actions and they'll prescribe the wrong medicine, which is oftentimes that they need to read a book about it. That isn't what works, so this is what I focus so if you want to check it out you can go to ThePivotCourse.com. If not, for anything else you can find me on my blog or podcast.

Ray: I told you you'd like Mike Kim.

Sean: Yes, I do.

Ray: That will wrap up the show for this week.

Sean: You can find the show notes for this episode, including a transcript by going to RayEdwards.com/181.

If you received any value from this show, please consider subscribing, giving us a rating and writing a quick review in iTunes. The reason is, this helps make our show more visible to people just like you and people who might benefit from what we share. We appreciate your help.

Any parting thoughts?

Ray: Yes. My imperfect product is better than the perfect product you don't have. Get out there, make a product, sell it and tell us about it, we'd love to hear from you.

Until the next time, may God continue to bless you and do crazy good things for you that you didn't expect. I believe He will, because that's the kind of God He is.

Transcripts of these podcasts are available by clicking the link in the show notes and are provided by our friends at SuccessTranscripts.com, a great solution if you need your podcast, sermon, workshops, seminars or other audio/video you need transcribed.