

Interview with Chris Ducker Episode 203

Welcome to the Ray Edwards Show episode 203; an interview deep-dive style with Chris Ducker, the author of *Virtual Freedom*.

Well, these deep-dive interviews have proven to be very popular. And that makes me happy because I love getting to talk with these really famous, super sharp, entrepreneurial people and get the answers to questions that you and I want to know. It's a lot of fun and I know it's proving valuable to me and I hope valuable to you, as well.

Today, I get to talk with Chris Ducker who I have admired for a long time. You may know him through his podcast Youpreneur.FM. It's a great podcast that I highly recommend. You may also be familiar with his book called *Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive and Build Your Dream Business*. As great as all that is there is so much more to Chris Ducker, as I know you're going to find out in this interview. So put on your seatbelt, this is going to be a fun ride. Let's talk with Chris Ducker.

Interview – Chris Ducker

Ray: I'm trying to think who told me about your book. It might have been Trivinia Barber who told me about *Virtual Freedom*. You have to get this book, she said. I did, I read it and I thought it was brilliant. I don't know if you've heard this before, but *Virtual Freedom* is the whole missing second half of *The 4-Hour Workweek* and, to me, it's the most important part that was missing. *The 4-Hour Workweek* taught this concept of leveraging your time, but sort of left you with, well, how do I do that. You just provided the blueprint, in my mind, of how an actual every day, honest to gosh, normal person could use the power of virtual assistants to leverage their time and build the kind of life that they wanted.

Chris: Yeah and I'm very happy to hear that from you because that was the concept. It wasn't like we were trying to continue where *The 4-Hour Workweek* stopped, it wasn't about that at all. I've got over a decade in the outsourcing industry under my belt and I figured, well, I'm sick and tired of seeing all these want-to-be experts and gurus talk about this online and get it all wrong. I'm going to right those wrongs, I'm going to give people the blueprint and then they can do likewise and go ahead and take care of things.

It's so funny that you bring up *The 4-Hour Workweek* thing because when I was shopping the book around to publishers in the United States, we actually ended up with four offers. We sent the proposal to 16 publishers and we had four offers. So I was very happy with that level of buy in, but I went with a publisher who was not a big publisher. There were definitely two bigger publishers actually in the mix that wanted the book, but I went with a smaller outfit called Benbella Books based out of Dallas. The reason why is because the first time I spoke with the publisher himself, the owner of the business, he said to me and I

quote: "I feel like this is the outsourcing section of *The 4-Hour Workweek* on steroids." I was like, that's it. I've found my publisher. You know what I mean?

Ray: Yes.

Chris: I felt it immediately. If he gets it, it's going to be so much easier to have him on my side as my publisher and help me. Basically, almost every publisher doesn't help the authors anymore today with PR, marketing and all that sort of stuff. So, yeah, that was the reason why I went with Benbella Books. Whenever I hear anybody mention *The 4-Hour Workweek* and *Virtual Freedom* in the same sentence of same breath, I always have a little smile on my face.

Ray: Well, I want to really dig down a little bit into your story because the story that you tell is so compelling. I mean you were not working a four-hour workweek; you were working a whole week's worth of work in one day. Back in 2009, you were working like 14-hour days, so why don't you kind of share how you came to the crossroads with all that, how the book came to be and everything that followed.

Chris: Yeah, it was, it was late 2009 and I'd been building one of my companies now, the call center company Live 2 Sell. I had been building that company for almost four years, we had about 130 employees and I was doing 14-15 hour days basically six days a week with a break on Sunday and I burned out. I woke up one morning in December that year and I physically couldn't get out of bed. I'm not exaggerating this; my body had just given up on me.

That afternoon, somehow with the help of my wife, I mustered up enough energy to get out of bed, get into the car and go and have an executive checkup and there was a whole lot of stuff wrong with me. Bottom line, I was diagnosed with acute exhaustion, massively dehydrated because I'd been drinking coffee all day every day and not enough water and all that sort of stuff and actually, to a certain degree, clinical depression, as well.

So I was actually in hospital for about four, five, six nights, something like that, I came home and we kind of rested up a little bit and then me and my wife went to a beautiful resort here between Christmas and New Year's just for a couple of nights. Just me and her, we left the little one with grandma and granddad. No gadgets, no computers, nothing, we just talked and we talked and we talked. Actually, we talked more in those two nights three days than we probably had done as a married couple for the last year, literally.

Ray: Wow!

Chris: It really helped. I'm not going to use the word rekindle, but it kind of brought us back together again properly as a couple. We realized that this could not continue the way it was, so we set about putting a plan in place and this is when I started blogging. I started blogging January 2010. What I was going to do was by the end of 2010, I was going to remove myself from the day-to-day operations of the business and become a full-time virtual CEO. That's what I was going to call myself. It sounded very cool and sexy at the time. Actually, it still sounds pretty cool and sexy.

Ray: It still does, yes.

Chris: By the end of that year, I had all but removed myself from the business. I had to hire eight people to replace myself, everything from recruitment to training to ops management to IT.

You name it, biz dev, the whole kit and caboodle. I was doing everything. I became the full-time CEO and throughout the course of that year I was blogging about how I was doing it or how I was going to do it, how it was going, whether I was going to hit the target on time and all this stuff.

That year, middle of the year, I also started podcasting, as well. Long story short, by the end of the year I had about 5k email subscribers. We had an open rate of 40 to 50% on every email I sent out, which apparently was double the industry standard. I had no idea of this at the time. People were just turned on to me. They liked me and what I was all about and they liked following that journey.

By the end of 2010, I started taking the whole blogging, podcasting, online marketing business kind of way more seriously. Because of all the extra time I had on my hands, because I had removed myself from the business so much, that's when I started building the Chris Ducker brand. It was just a year or so after that that the book deal came along and then the book came out in early 2014.

By then the blog was already getting probably close to 60 or 70k unique visitors a month. It's now up to about 110k a month. The podcast gets probably between 350k and 400k downloads a month. I say these numbers, they're ridiculous. These are big numbers still, they're crazy big numbers. So I have to just look at it all as just being my own authentic self, not giving anybody any BS, focusing on how I can help them and not trying to delve into the realms of the unknown for me or them.

This was the biggest thing; I got this from Jay Baer. A couple years ago we were sitting chatting at a conference and he said to me, you know what you want to do, Chris, and you're so close to it, man, you're like three percent away from it, focus on becoming somebody's favorite. You're doing it all right. You're putting out the right kind of content. It's high value, you're consistent, it's helping people, but put more of you in there, just that little bit more of you. Show them that you're a funny guy. Show them that you like to have fun. Show them that you're that kind of cheeky, London, cockney kind of Mary Poppins character kind of guy when you want to be.

I did it, I started doing it and it worked. It really helped to bring everything I do up to the next level and now I relish... I mean with Periscope. If I'd have had that five years ago it would have been a whole different ballgame. Periscope, I call it #DuckerScope, what you see is what you get. That is me all out. Every single time I broadcast, every time I record a show, every time I write, every time I speak on stage, what you see is what you get. It's the real Chris every single time now.

Ray: First of all, I want to give credit where credit is due. I realize now it was Stu McLaren who first introduced me to your work.

Chris: Ah, okay.

Ray: Darn it, it seems like every time I meet somebody new I end up tracing it back to Stu McLaren. There's something going on there.

Chris: That guy gets everywhere!

Ray: He does, he knows everybody. One of my favorite posts, one of the things that really first captivated my attention, was you wrote a post called The Content Marketing Travel Kit.

Chris: Yeah, I loved that.

Ray: It's the picture that got me of the neatly-organized all the stuff you carry with you. You can see what kind of geeky guy I am. Let me talk to you about Periscope for a moment because I've not really jumped onboard the Periscope wagon. Maybe there's one or two listeners who are like me, I'm sure there are. How did you jump into it, how tough is it and what do you think the place for that in somebody's marketing campaign is today?

Chris: First and foremost, Periscope, live streaming, period, is not for everybody, it truly isn't. I've seen some big influencers get on there and just completely blow it. People who are incredible bloggers, actually some of them are very good podcasters, but they can't do live video. They just suck at it, plain and simple.

It sounds like I'm almost tooting my own horn here now, but I feel like you've got to have a real personality. You've got to be able to think very quickly on your feet. You've got to react to people's comments, you cannot blank them. You've got to interact and engage with your audience properly. Because it's live, you've got to have a certain amount of that kind off-the-cuff ad hoc kind of mindset of being able to do it and it's not for everybody. So I will say that straight out of the gate.

However, the flipside of the coin is if you are comfortable being in front of a live camera like that or a live audience as I call it, oh man, it can put everything you're doing on steroids, literally.

The funny thing is, Ray, when I first started Periscoping or Scoping as it's now officially known as, I thought that I would be doing it for the same audience. When I say the same audience I don't mean the same avatar, I mean the same people. I actually thought the same people that listened to my show, read my blog, follow me on Facebook or whatever, would be tuning in. I was so, so wrong. Yes, there was a certain amount of crossover there and it's a little hard to quantify because of just the way it is, but I believe that Periscope has brought me more new fans and followers in 2015 than any other platform.

Ray: Wow!

Chris: Yeah, I believe that. I look at Youpreneur, which is my new mastermind community as you well know that just opened a few months ago, and I know there's a big chunk of change in there, a big chunk of people that I had zero contact with prior to getting started on Periscope and I was a pretty early adopter. I've been Scoping since April. So three or four weeks after they launched, I was already on Periscope doing my thing pretty regularly.

I feel like it's been a game changer for me, personally, but I think also that's it's been a game changer because I'm a personal brand. The influence, leadership and the style that I have is very much my style and I focus on building my own brand as a way to fuel my businesses. So, again, it might not be for everyone, but for somebody who has a good personality, likes to have a little bit of fun, can think on their feet and has no problems being in front of a live online audience I think it's gold, it truly is.

Ray: Well, you brought up something I would to explore a little bit because this is a debate. I don't know if you're even aware of this, but there is a debate about should you build a

personal brand or should you build a brand that is totally divorced from you and your personality. The argument goes that if it's all you, then it has to always be you, that you can never walk away from it and it's not a real business. I've had people tell me that.

Of course I have a personal brand and I get what they're saying. On the other hand, usually what I see in people... I'm kind of giving my opinion now, so I'll just back up. Let me back up and just say that's the debate that I see raging. A personal brand is not a real business it's really just you owning a job. A real business is not a personal brand. What's your response to that kind of thought?

Chris: Bear in mind, I have businesses and I also have my personal brand type of business, as well, so I can talk from both sides of that coin. With my corporate businesses my name is not remotely affiliated with them in anyway whatsoever and they make me a multi seven-figure annual revenue. Putting that to one side, when I look at what I do with ChrisDucker.com, with now Youpreneur, with the podcast which we just renamed Youpreneur.FM, this is the way I look at it. I believe that when you build the business of you it's 100% original and there are no real competitors out there.

That's what I believe and that's my defining definition of a personal brand, it's The Business of You. That's my number one most requested and booked keynote when I speak live. The Business of You is a 45-minute presentation that I talk people through in terms of why and how they can go about building a personal brand. The fact is it's true. When you create a business, a set of products or services, experiences or solutions based around you and what you stand for and the people you want to serve, then it cannot be copied. It's 100% original. I like that. I don't know about you, but I like that.

Ray: Yeah, I like it, too. I agree with you. One of my favorite quotes is actually by Oscar Wilde who said: "Be yourself, everyone else is already taken."

Chris: Yeah, so good.

Ray: It's the flipside of what you were saying, it's un-copyable. If somebody tried to be Chris Ducker they would fail if they tried to copy what you are doing because it's uniquely you, the way you view your personality. People who don't understand the personal brand business, I think they miss that part. I'm not saying it's for everybody, but I was curious about your take on it because I know you have these other businesses and that you are a big believer. Your initial move that you were just telling us about, when you made the big pivot and shift in your own business was when you removed yourself from the business.

Chris: Right, exactly. Now I wish I'd done it a couple of years earlier, I really do.

Ray: Do you see ways that people in the personal brand business, a lot of people now call it the platform-building business, could remove themselves from certain elements of their business and they don't?

Chris: Certain elements of their business? Yes, certainly. I wrote the book on it, literally. There are certain things that people like you and I that have personal brands that need to do certain things day to day or, at least, on a recurring basis of some variety, that are still trapped inside those parts of their business and they're platform and that shouldn't be the case. If you truly want to build any kind of business you've got to build a team. There's no difference between sort of a company/corporate type setup to that of a personal brand setup when you're looking at building a team like that.

For example, I should not be editing my podcast. I should be creating the content for my podcast. I should not be editing it, checking the levels, inserting the intros, the outros, doing the ID3 tags, uploading my art work, uploading it to the audio server, putting it into my blogging platform. I should not be doing that.

Ray: But what if you're good at it?

Chris: Well, then that's fine, but the question to ask yourself is should you be doing it as the business owner you are or the business owner you want to become.

Ray: Yeah.

Chris: I'll tell you something right now. This is where we as entrepreneurs have to get over ourselves. We've got to stop drinking our own Kool-Aid. There are people out there that can do pretty much everything that you're doing just as well as you, sometimes even better when it comes to that stuff. What we should be focusing on is creating, delivering and maybe even marketing. Maybe not so much marketing, maybe we should be getting other people to do that, as well, but certainly creating and delivering the content that people have come to expect from us in terms of being able to help them further their careers, their lives, their relationships, their businesses, whatever the case may be.

That's what you and I should be doing. We should not be updating Facebook with our last blog post. We should not be worrying about coming up with blog content ideas by looking through hundreds of email and questions that come our way, I get my VAs. Every single week one of my VAs gives me a list of about five or six content ideas that she pulls directly from content, questions and feedback that I get via Twitter.

Every single week, Chris, have you got any content on this. Chris, I'm looking for the answer to this question. If I see that question pop up three or four times, I'm going to create a piece of content for it and it all starts with my VA collecting those pieces of feedback, comments and questions and putting them into a spreadsheet so that we can track them. Like I say, if they crop enough times we'll go ahead and create a piece of content. These are the little things that I think a lot of people kind of still trap themselves with.

Logo design, if you're not a graphic designer stop messing around in Photoshop trying to become a logo designer. Go to 99designs because you're going to spend 10 hours on it over the course of a couple of days, it's going to still look terrible and you've lost a couple days of your time. You know what I mean? I often say you've got absolutely no right opening Photoshop unless you are a true blue graphic designer and I truly believe that. We now have Canvera and things that like that can help us along a little bit. Generally speaking, there isn't anything now that hits my desk where I say can someone else do this for me. I've become horribly lazy when it comes to that sort of stuff.

Ray: No, but that's so good. I just want to drill down on this point a little bit because I believe what people fail to acknowledge, even people who have so-called "real businesses", is when they say to me, Ray, you can't take yourself out of your business. I say to them, well, you can't take yourself out of your either because you've got to manage all these people. You're doing all this stuff that may not be as visible as what I'm doing, but you are no better off than I am. There is no business that can be 100% hands off and run itself in

perpetuity forever without you ever looking in on it because people will take it away from you, if nothing else.

Chris: Yeah.

Ray: By the way, if you haven't brought Chris' book I'm about to sell you his book right now. Could you just walk through, real quick, the 3 Lists to Freedom exercise.

Chris: Oh, love this. Oh, it's so good. I never get bored talking about the 3 Lists to Freedom. I just never get bored with it because it was such a game changer for me. Actually, that little getaway that I and my wife took, I was creating my own 3 Lists to Freedom throughout the course of those couple of days.

You know when you go to a resort they've got little pads next to the bed or bar mats when you're sitting in the bar having a Long Island Iced Tea or something like that? Throughout the course of those couple of days we created all these little notes of things I was struggling with, I didn't like doing or whatever it was, so when I was putting the book together I knew that I was going to have this exercise in there. We didn't have a cool-sounding name for the exercise or anything. The 3 Lists of Freedom, we had nothing like that at all. I said, well, I've got to give it a cool name and this is honestly what it did, it gave me freedom, so we ended up calling it the 3 Lists of Freedom.

Basically, what you do and we mention it in the intro in the book and it comes up several times throughout the course of the book because it's so important, is you get a piece of paper and draw a couple of lines down it creating three columns. You're going to create these three columns that will ultimately become the blueprint for you to start to truly delegate.

So in the first column you write down all the things that you hate doing. The things you have to do every single day because your business demands them of you, but you procrastinate until the cows come home. So that's the first list, a list of things you hate doing.

The second list is a list of things that you can't do or you struggling doing. This is what I call when the Superhero Syndrome starts kind of creeping in a little bit and we think we can do everything, like the whole Photoshop logo thing and things like that. Ultimately, there are things we struggle with, there are things that we shouldn't be doing and so that goes in the second column.

The third column is by far the most important. It's the one that, realistically, will probably take more time than the other two put together and that is a list of all the things that as the business owner you are you feel you shouldn't be doing every day, every week or every month. Now, the reason why this one is so important is because, going back to lists one and two, you might be good at these particular tasks.

Going back to your objection earlier on, you might be good at these tasks. You might actually enjoy doing these tasks. But it's a bigger picture, isn't it? It's a bigger picture now. Should you be doing them or can your time be better spent on more high-level activities like strategizing for growth or spending more time with your top 20% clientele or coming up with new products and service ideas to serve your customers better, so on and so on and so on.

So there are the 3 Lists to Freedom and let me tell you something, they changed my life hands down. They changed my life and I'm pretty sure they'll change anybody's life in some capacity, as long as they sit down and do that exercise.

Ray: Yes. Especially, for me and the experience I'm going through again. Having read the book again, I realized I had to repent. I hadn't received the full gospel of *Virtual Freedom*, but I realize there are still things I shouldn't be doing that I was doing and I need to get those off my desk. I think it was Earl Nightingale who said there are two kinds of activities in your business. There are activities that are goal-achieving and there are activities that are tension-relieving and they're never the same.

Chris: Absolutely.

Ray: So I started asking myself, oh, I'm good at this, but should I be doing it. Is it goal-achieving or is it just tension-relieving for me. That's a moment where you realize the bigger picture is, well, somebody else needs to be doing this.

Chris: Exactly. That's such a great quote. I haven't even heard that quote before, but I love it. We put ourselves through things and we don't need to stress as much as we do in life, I think. Just by letting go of certain things, particularly things that you hate doing or you can't do, those particularly, you enable so much balance to enter your daily life. I'm not the biggest philosopher in the world, don't get me wrong, but as I've gotten older and I've become maybe a little bit more wiser I definitely want more balance now.

Bruce Lee, who I'm a big fan of and big follower of and I've read everything he did...

Ray: Really?

Chris: Oh, yeah.

Ray: Yeah, me too!

Chris: Bruce had more impact on me as a teenager and as a young man probably than any other human being ever. A lot of people look at Bruce Lee and they think Kung Fu movie star, but he was a philosophical dude. He was a philosophy major at the University of Washington.

Ray: Yes, world class.

Chris: He was a legitimate thinker of thoughts and he used to talk about balance a lot, having balance in martial art, having balance in life, having balance in relationships. As I've gotten older now I've really chased down that balance more and more.

Ray: Oh, that's beautiful. I did not know that about Bruce Lee.

Chris: Oh, my God, I'm seriously surprised. Maybe not surprised because everybody knows who Bruce is, but it's kind of cool that you're a big Bruce Lee fan.

Ray: Well, there are not that many people who are aficionados and understand that he was more than just a Kung Fu movie guy, so that's really cool to find out.

Chris: Well, there's one book you've got to read. Everybody, if you're into this sort of stuff and you want to look into it there's one particular book written by Bruce. It was collated by an editor, but all of the notes and everything that was in there are from Bruce's archives and I believe it's called *Striking Thoughts: Words of the Dragon* or words from the dragon. It's been a while since I've read it. It's somewhere on my bookcase amongst probably 400 other books I would have thought, but incredible book. They've just broken it down into different sections of life, so being a father or a parent, being a husband or a spouse, so on and so on. Great book, *Striking Thoughts*, you should try and grab a hold of it.

Ray: I can't believe I haven't read that, so I made a note. I'm going to look that up as soon as we get off this conversation. So let's shift a little bit. I could go on about this stuff forever, so I have to kind of keep on task here. The new thing you're doing now that I'm super excited about is Youpreneur. What is Youpreneur? It's a weird word. What does it mean and where does it come from? What is it?

Chris: Youpreneur is somebody who wants to build a business, a true, profitable, long-term business based around their brand, what they stand for and the people they want to serve. That's the essence of the Youpreneur community and the mindset.

Actually, I travel a lot, speak a lot and since like 2011-2012, I was doing these little one-day masterminds. When I was in L.A., London, Sydney or New York, wherever traveling around speaking, I would spend another day or so and I would take on usually no more than 10 people and I would sell spots at a roundtable discussion. At first, I started doing them purely just to cover costs because traveling internationally is darn expensive at the best of times. So I starting thinking, hey, you know what, I'll save a little money, I'll cover some costs and this will be great, but something happened after two or three of these things.

I probably did about eight or nine over the course of a few years, but after two or three I'd seen two very, very distinct kind of aspects that had come to light and the first thing was that nobody has a monopoly on good ideas, nobody. I would sit in this room for a whole day with, basically, random strangers up until that point and I would see them all helping each other. It was a typical kind of mastermind hot seat type of thing as we would walk around the table throughout the course of the day and I would see them help each other, I would see them brainstorm, spitball ideas and shoot some ideas down immediately. It was great and a very kind of upfront environment. So that was the first thing, nobody has a monopoly on good ideas.

You could take Branson, Trump, Sugar and all those other guys out there that are amazing entrepreneurs. You could put them in a room for a day, someone is going to drop value bombs on someone else at some point throughout the course of that day, I guarantee it.

Ray: Yes.

Chris: So that was the first thing. The second thing that I saw was that everybody at some point throughout the course of the day commented on how just being there that day, even if was just for that day, had cured a little bit of the loneliness of being an entrepreneur. Because it is quite a lonely journey quite regularly, particularly if you're working from home, if you're online. So those two aspects came about and I said I've got to do something with this. This is where I want to go because I love it, I just love it. I've got to do something with this.

And so July 4, last year, Independence Day, I'm in San Diego with my family at Pat Flynn's house. We had just finished a cookout and we had just finished a water balloon fight where me and Pat got just a tad competitive.

Ray: That's hard to imagine.

Chris: I know, right? I think the sugar rush was coming down from the kids, the girls were in the living room chatting along, and me and Pat went to his home office. We were just having a cup of coffee and he says, so what's up, bro? What are you going to do next year? We started talking and we starting sort of just developing ideas on a whiteboard, then I said I want to work with these kinds of people, I want to help them in this kind of way and I want this to be my next 10 years. I'm dedicated to this, I want this to be my next thing, my big thing, my one thing and we just couldn't come up with a name for it and then Pat came up with a name.

I will give all the crown jewels in the world to him because he came up with the name. He turned around and he said to me hang on. This is like your Business of You keynote, which I'd already done a whole bunch of times at that point and he'd seen it at, at least, two or three other events. I said, yeah, that's the beginning of the journey. That keynote is the beginning of this journey. He said so you're working with entrepreneurs. I said yeah. And it's The Business of You? Aha. So why not call it Youpreneur. I was like, oh, that's so genius, so good.

I wanted the one-word domain and obviously it was taken. I was about to get the Twitter ID, I was able to get the Facebook page. I was able to get everything else but that.

Ray: Wait. It really was taken?

Chris: Yeah, Youpreneur.com was registered eight years ago.

Ray: Oh and they weren't doing anything with it, were they?

Chris: And they were doing zero with it, so I had to barter a deal to get it. I still feel like I overpaid for it. I did pay way, way less than what he initially wanted for it, but I got it and I sat on it. I sat on it for like, well, almost a year after buying it before we actually Youpreneur. So it was a longtime coming, it was a longtime coming.

Ray: Wow. So now you've got this online mastermind community. I a member and I've got to tell you it's one of the most active, really value-laden kinds of communities that I've seen. One of the things I've experienced and I don't know about you, but I've experienced joining different supposed communities and you login and the discussion forum is like a ghost town in many of these things. That's not the case in Youpreneur. It's busy. It's humming. There are people communicating and helping one another. That's when I know it's been masterfully done because you've really a real community of people going there it's not just about you. You're there a lot, but it's not just about you it's about everybody.

Chris: Oh, yeah. I'm in there for a certain period of time every day and it's scheduled on my calendar obviously, I schedule everything. So I'll be in there sometimes and I'll see a new post go live from somebody, but I don't jump on it. Even if I've got an opinion, I don't jump on it straightway. I want other people to kick in their feedback, their ideas and their resources before I do, as well. It can't just all be the Chris Show, it's way more important than me. It's all about the members and how they can also help each other, as well.

Obviously, we're still in our infancy. We're still pivoting, tweaking, making changes, flipping things up and stuff like that, but ultimately it's turning into the exact kind of community that I wanted to build from the outset, so I should be I guess very blessed for that.

Ray: It's a big picture thing for you because you just changed the name of your podcast to Youpreneur.FM.

Chris: Yes, it is. When I say that this is my next 10 years I mean it, truly. I mean you might see the old product come out, you might see the odd joint venture come along or something along those lines. I do a little bit of affiliate marketing. I don't do a lot, but I do a little bit of affiliate marketing for the right reasons with the right people if I feel they can genuinely help my community and serve my community well. Ultimately, this is going to be my next 10 years, I truly believe that at this point.

Now, maybe the world will blow up and I'll forget all about that as some point, but right now this is my main focus and I truly believe it will remain that way.

Ray: Well, I believe it will, too. I'm going with the theory that the world is not going to blow up.

Chris: Not anytime soon.

Ray: It's my preferred outcome that it not blow up.

Chris: Yes, me too.

Ray: But I really love Youpreneur, it's a great community. And the podcast, immediately when I started listening it became one of my essential podcasts that I don't miss.

Chris: Thank you, I appreciate that.

Ray: Well, you're welcome. It means something because I'm a huge podcast listener, but I only have so many hours in the week. I recently wrote a post, I had to cut a bunch of podcasts from my 'I listen to every episode list'. When you know all the podcasters they are aware when you're not listening to every episode, so it's kind of a tough decision. Really, you have such a great variety of guests, you're a really natural a host and you have a great talent for doing it, so I really enjoy it.

Chris: Thank you, I appreciate that. I know you're a fan of podcasts and I know that you're also a podcaster. Obviously, otherwise I wouldn't be here. To hear it coming from somebody I appreciate their content from means a lot, so thanks.

Ray: Obviously, you have a 10-year plan based on Youpreneur so I kind of know what your answer to this, but I know a lot of people suspect or wonder has the time for being able to build a business of me passed. Is the market saturated? Are too many people doing it? Can people really still do it? How do you answer all that?

Chris: I think it's totally doable. I don't think it's passed in any way, shape or form. I think for as long as people are out there that can genuinely provide true value to a flock that they want to try and shepherd I think it's incredible important that they act on that. I'm not going to get too deep and say maybe it's their calling or anything like that, but I believe that if you feel you've got an expertise and the experience under your belt to help people you must

help people. I don't think it's too late at all. I think that actually it's probably easier today than it ever has been before because of the internet and the way that pretty much anybody can blog, podcast and create a platform.

You know there's a down approach to all this, as well, and that is that anybody can do it. The entry barrier to call yourself a "entrepreneur" is at an all-time low because of all those reasons, as well. The good news is, however, for those of us who do it right, for the right people and for the right reasons, we aren't going anywhere.

Ray: Exactly.

Chris: For those that do it for all the wrong reasons, to make a quick buck, try and get famous and all that sort of stuff, they'll be the ones that go by the wayside very, very quickly.

Ray: Yes, they won't last. Just to add to that this one thing and that is, if you have been maybe struggling along and wondering, the biggest key distinction that I can give you is don't quit because if you're proving good stuff, good value, it's just a matter of time. If you don't quit, you keep improving, you pay attention to your outcomes, notice what's working and you do more of that, what's not working and you do less of that and you surround yourself with the right people you'll get there. I think that's why a community like Youpreneur is important for people to be part of.

The environment that you are surrounded by tends to influence what you become and sometimes we can't control the environment that's physically around us, but we can certainly control the mental environment that we operate in. I think that's one of the most valuable things that Youpreneur offers is a mental environment that is conducive to your success.

Chris: I like it. Obviously, I totally agree with you, but I like the way you put that. It's the environment that really matters at the end of the day. At the very end of all of this what do we have? We have our own self-belief that we can truly help people and achieve everything that we want to achieve at the same time. It always comes down to us. It always comes down to you, hence the whole Youpreneur.

Ray: Beautifully said. So I've got lightening round questions to ask you.

Chris: Okay. I always get nervous with these.

Ray: I know. I do, too. I kind of hate it when people do it to me. Somehow I still like doing it to other, though.

Chris: Right, right.

Ray: Other than *Striking Words* which, by the way, I've already downloaded to my Kindle, I'm so excited, I'm going to read that tonight, what's the book you've recommended or given to other people the most, aside from *Striking Words* and aside from your own book?

Chris: I recently bought 25 copies of *The School of Greatness* by Lewis Howes and gave that away to some of our Youpreneur members.

Ray: Yes. Isn't Lewis amazing?

Chris: Great guy. I can say I've known Lewis for about five years now and we've slowly but surely become closer and closer friends and I have seen Lewis grow up. The guy is already tall, but I've seen him grow up a lot in the last three years. He doesn't cease to amaze me in terms of his abilities and his accomplishments.

We were sitting on his balcony having a smoothie in L.A. a couple of years ago I remember and he said to me, you know, I'm going to write a book soon. I said okay, cool. What are you going to talk about in the book? He said, well, I'm just going to talk about being great and how people can become great at what they want to do and how they can shape the world. I said to him, it sounds like a great idea for a book, man. I wish you all the best. He said, yeah, I'm going to be a New York Times bestseller. I'm like, okay, cool. I'd like that, too. So, yeah, go for it. Yeah, yeah, I will.

Ray: Yeah.

Chris: Literally, that was the conversation and now here he is School of Greatness, one of the top podcast on iTunes, he comes out with a book and it becomes a New York Times bestseller.

Ray: Yeah, I'm looking on Amazon and he's got hundreds, hundreds of five star reviews.

Chris: Yeah, it's kind of crazy. Yeah, so *The School of Greatness*. The other one that I haven't really given out all that much -- any kind and we've talked about Youpreneur, membership sites and serving a community on an ongoing basis on this call -- but one book that I devoured from cover to cover was *The Automatic Customer* by John Warrillow.

It's all about basically creating a subscription business pretty much in any market or niche, but it really goes into the business side of it. It's not just sort of blue sky you can help people do this, that kind of stuff. It teaches you how to look at the numbers, churn rates, lifetime customer value and all this sort of stuff. It was a really, really good read. That's *The Automatic Customer*, it's a great book.

Ray: Okay. We'll have links to these in the show notes if you're not picking this up, but that's intriguing. I haven't read that either, so I'll definitely check that out.

Chris: You know what? I will gift it to you for Christmas. How about that? Is that okay? Can I buy that book for you for Christmas?

Ray: Yes, you may. Of course, thank you.

Chris: Okay. There you go, done. I haven't gifted it to anybody yet, you'll be the first.

Ray: That's magnificent. That's wonderful. All right, what's your favorite movie? What's the movie that you've watched more than three times?

Chris: More than three times? There's been quite a few. I'm a big movie buff.

Ray: So just one of your favorites then.

Chris: I think probably one of my favorites has got to be 'Enter the Dragon' with Bruce Lee.

Ray: Yes!

Chris: I know a lot about the history of that movie and how it came to happen, how it almost didn't happen and all that sort of stuff. Obviously, Bruce passed a couple of weeks before the big premiere, so he never actually got to see the final version. It's sad, but he left this behind for all of us to enjoy over and over again. So I've watched that a bunch of times. I'm probably one of the biggest 'Star Wars' fans you'll come across, as well. Big 'Star Wars' nerd, I'm tingling with anticipation on the new movie.

Ray: As am I.

Chris: You know what? When you think about stories being told there are a lot of great stories, but when it comes to 'Star Wars' the way it hits it's just gone from generation to generation to generation. I just can't get bored of it. I can't get of the characters and the twists and the turns and all the rest of it.

Ray: No. I just love that I was there the summer of 1977 when it first came out.

Chris: See, I missed it. I'm just a few years younger than you. I was just a little too young to see the first one, but obviously I saw 'Empire' and 'Jedi'. I specifically have very, very vivid memories of crying my eyes out at 'Empire Strikes Back' when I found out that Darth Vader was Luke's dad.

Ray: Yes, I was devastated. I was like, this can't be true!

Chris: There were buckets of tears in the cinema and for several days after, but I do, I remember that. Actually, that movie was the first movie experience I've ever had where I remember specifically getting a cue outside of the cinema to buy the ticket. It went all the way round the back of the cinema building, I remember.

Ray: Yes, I had that same experience. Now, I remember when I saw the first 'Star Wars' I saw it with my best friend. We came out of the theater and we had two very different experiences. He said that was the most ridiculous piece of garbage I've ever seen.

Chris: Oh, so you instantly un-friended him.

Ray: Well, I did. We didn't have a button for that back then, but we didn't hang as much after that and I kind of gloat over the fact that I was right. That was one of the greatest films ever made.

Chris: Yeah, it is. It's a good film. There are so many great movies out there.

Ray: Okay, final question. You've done so well I've got to throw one more at you. What's the most surprising thing about you? If people heard it, they would be surprised to find this out about you.

Chris: Wow, that's a goody. There are a few things, but I think the one thing that a lot of people would be quite shocked to know would be that I used to be the lead singer in a soul and blues band.

Ray: What?

Chris: Yeah, yeah. I used to belt out classics by guys like Brother Ray Charles, James Brown, all those guys. Robert Johnson, all those guys.

Ray: Yeah, I'm surprised.

Chris: People are usually a little shocked by that one.

Ray: So do you ever take the stage and let any of that go these days?

Chris: If there is a live band and they're happy for a bald British guy to come up and sing the blues for a few songs, I will jump on stage to do that stuff.

Ray: What live band would not want that? That's my question.

Chris: I've had a couple of really fun experiences actually, particularly in the U.S. People are so accommodating in the U.S. to brands with people that want to jam and things like that. I've noticed, though, that you get asked some questions. At the end of set one, the band will be sitting around the bar having a beer or something and my thing is if I enjoy a band and they're on a break I'm going to send them a round of drinks at whatever bar I'm at. It's just my thing.

So, I was in New Orleans last year for an event, and I was at place in the French Quarter and there was this awesome, awesome little blues band, three or four members. They were on a break and I sent them a round of beers and the base player came over. He was the lead with the band and he comes over and he says, hey man, thanks for the beer. What's your name? We started talking and I turned and I said to him hey, do me a favor will ya?. Next set, play some Robert Johnson for me. He looked at me and he was like, we don't get asked to play Robert Johnson.

The guy is from like the thirties and the forties, we don't get asked to Robert Johnson. How do you know Robert Johnson? You're white and you're from England, how do you know Robert Johnson. I said, well, I used to be in blues band. Whoa, what? Okay. Well, then you should come up and play Robert Johnsons with us. So I actually went up and I did 'Kind Hearted Woman Blues', which is a great Robert Johnson track.

Ray: Oh, man!

Chris: It was great. So, yeah, I have some fun with it every now and then.

Ray: That is truly surprising. Well, this has been a remarkable conversation, for sure.

Chris: I've enjoyed it immensely, I really have.

Ray: What are the easy places for people to find out about you, Youpreneur and all things?

Chris: Well, it's the blog. It's ChrisDucker.com and @ChrisDucker on Twitter and Periscope. That's where I hang out, that's what I'm all about. Obviously, Youpreneur.com, as well, if they're interested.

Ray: All right. We'll have links, again, in the show notes. Chris, thank you. A thousand times over, thank you.

Chris: Oh, it was all my pleasure. I appreciate it, Ray.

What to do Next

Another great deep-dive interview. For sure, I'm going to encourage you to get a copy of Chris' book *Virtual Freedom* and check out Youpreneur.FM, there's so much there for you.

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Until the next time, I pray that God will continue to bless you and that He'll keep on doing more for you and your business than you could ask or even possibly imagine. Peace to your house.

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