



Ray Edwards Show Episode 266

The Ethical Side Hustle

Ray Edwards: *Ray Edwards Show, episode 266, the ethical side hustle.*

Announcer: *The Ray Edwards Show. Live your destiny by design. Start, run, and grow your own internet-based business, and create the life of your dreams. You can do it. This is The Ray Edwards Show.*

[intro music]

Ray: So the question before the court is this, is it possible to have an ethical side hustle or moonlighting job? Can you have a full-time job and also be building a business on the side and do it honorably?

Sean Edwards: Very interesting.

Ray: This is a question that's a big deal for a lot of people because - think of all the people that we've encountered. We've encountered people who have professions and who have jobs who are worried that they'll be "found out".

Sean: Right. Yes.

Ray: And they're worried they'll be fired or something of that nature if their employer finds out they have a side hustle, as it's popularly called these days. The person that we're interviewing today is a guy named Mark Mason, who is in my Mastermind Group - my personal Mastermind Group - The Greenroom Mastermind, and Mark has a podcast called *The Late night Internet Marketing Podcast*, which is all about this very subject. We'll get to that momentarily, but first we're going to do the tip of the week.

Sean: Tip it away.

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

Ray: This week's tip, I actually got this from Cliff Ravenscraft, I want to give credit where credit is due. I just found out about this yesterday and it would have stopped me from saying um just now. It's called Ummo

Sean: Ummo.

Ray: U-M-M-O and you can find it at ummoapp.com. Here's the purpose of Ummo. Public speaking is difficult for a lot of people, for most people. One of the problems we have is we have verbal tics. Many of us become aware when we start podcasting

especially, or if we see a video of ourselves speaking we become painfully aware of our verbal tics. How we say um, and ah, and how we have certain words that we use a lot. Like one thing I've already discovered with this app is I use the word so a lot.

Sean: Interesting.

Ray: So, what do you do about that?

Sean: So.

Ray: So here's the deal.

Sean: [laughs]

Ray: Ummo tracks your ums, your ahs. It also tracks your pacing, the power of your words, the clarity of your speech. Now, I haven't used it for a very long time so I can't really vouch for is it a 100% effective, but here's the way it works. First of all, you customize the app. So you tell Ummo exactly what filler words and phrases you want to track. And there are features like curse word detections and things like this, that you can implement.

Sean: You really need a curse word detector?

Ray: Apparently somebody does.

Sean: I mean --

Ray: I think a swear jar would work just as well.

Sean: [laughs] and it seems like you pretty much know when you curse [laughs].

Ray: You would think so? Step two, you click the record button and you start speaking and then you stop, when you're done speaking. Ummo will listen to and analyze your speech, and it'll give you results when you're done talking and generate a report card for your speech, and the metrics that you're trying to track.

Sean: Another way that I can fail.

Ray: You might want to examine your premises.

Sean: Yes, that's just how a lot of people feel these days and it's sad.

Ray: It makes me sad. Give Ummo a try, I'm going to give it a try. I am going to work on not saying so, so much.

Sean: Oh, really?

Ray: Yes.

Sean: So tell me how that's going?

Ray: So far I'm not doing so good. So I'm going to use this app more.

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Sean: So it's actually so well.

Ray: So what?

Sean: [laughs] There we go.

Ray: Let's get to the main event, shall we?

Announcerc: And now our feature presentation.

Ray: Today, I am excited about our interview - I'm always excited about our interviews but some of them have a special meaning for me and today's episode is one of those because today I'm interviewing Mark Mason of latenightinternetmarketing.com. The reason that I am so passionate about this interview is because, full disclosure, Mark and I are friends, we met through a Mastermind group that were both members of. As I've gotten to know him, it's funny - my experience is a lot of times I get to know people when I first meet them I'm impressed with them, and then the more I get to know them, the more the the the guild wears off the rose, so to speak. In this case, I think it's the bloom that's off the rose, whatever. The point is, the more I get to know Mark, the more I respect him, the more I'm so pleased that we're friends, and the more important I think his work is. With that build-up, Mark Mason, welcome.

Mark: Wow, thank you so much. I don't really quite know what to say about that, except the feeling is very mutual. The thing that concerns me a little bit is that since it's going up, does that mean your impression started out very low?

Ray: No [laughs]. No.

Mark: Okay, just checking.

Ray: It started with me having a higher regard for you than I do for most people.

Mark: I'm trying to - Sean's not with us today and I I feel like that's what he might have said.

Ray: There's no telling what Sean might have said [laughs]. I never can predict what's going to come out of that young man's mouth. That's one of the things that makes it fun doing a show with him.

Mark: Yes, the addition of Sean to your show - as you know, I'm a huge fan of the Ray Edwards Show and I listen to every episode and it inspires me to do more, to be in that place spiritually, and mentally, and armed with the actionable things. It inspires me to be better, and so the addition of Sean in my mind, just took that whole thing to the next level. There are many times when I'm sitting at stop lights laughing at the two of you Yuck monkeys on the mic. I know the people in the car next to me are wondering what in the world I'm listening to. I do appreciate that show very much.

Ray: Well, let's talk about Late Night Internet Marketing. For those who are not acquainted with your site and what you do, could you kind of give just a paragraph, sort of back-of-the-novel description of the adventure we're about to dive into?

Mark: Yes. The branding is very intentional and the late night part of internet marketing refers to this idea that it's possible to create wealth and value, and to create value for people, which I think a lot of times can and should result in income, late at night. After your kids go to bed. If you've got a day job, if you're a side hustle kind of person, which is who I am and how I view myself, you can use that time in the margins to create things. The internet marketing piece of course is a reference to the idea that you can do these things online, as opposed to something that's hard to scale, like maybe a physical local business that might be very hard to run at two o'clock in the morning. With an internet business you're open 24/7, 365. That is a very nice marriage between the side hustle and and the sort of scalability that you can get on the internet.

Ray: If I were to ask you, what is the the one belief that you want people to walk away from Late Night Internet Marketing with, the one idea that you want them to grab onto and own, if they get nothing else? What is that idea?

Mark: They can do this. Whatever this is, they can do it. As it relates to creating something that's theirs, that they own, that helps people and generates value in the marketplace. Whatever marketplace that is, whether it's the online, underwater basket weaving resources marketplace or it's the how to help people have a better golf swing. Whatever it is that they're passionate about, they can do it even if they're stuck in a job they don't really like. Or in my case, they're stuck in a job that they love during the day, they can do it and I think that's that's the core message of Late Night Internet Marketing.

Ray: This is something that I am really enamored with, which is your concept of the fact that you don't have to hate your job, you don't have to be somebody who wants to quit their job. You certainly can be, that's perfectly allowable, I'm a person who is at this point in my life certifiably unemployable. But I can envision having a job that I love and so you are showing people that it's possible to have a really good job which - you have a really good job, that you enjoy and yet you can still build a successful business on the side. And here's the part I love, you can do it without hiding or being deceptive. You can do it in a way that's honorable to your workplace. I'm wondering if you could share a little bit more about your thoughts on that.

Mark: Yes. Maybe there's a couple of things to unpack there. One is not only can you, but maybe you should. Maybe those motivations that caused you to create amazing things that you're running towards are much more valuable and stronger than motivations where you're running away from something, and that's something we can unpack with regard to that whole cubicle escape thing. And absolutely, I think you should do all things in your life with integrity, and and having a side hustle alongside your day job is one of them. If you follow simple rules around being largely transparent with the things that you're doing, having common sense about what your business can be without overlapping your day job business, and of course without doing silly things like using the resources of your day job or using the time where you're being paid to work on your day job to fund or operate your side hustle. I think

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it's very appropriate, and fun, and exciting to have a side business in that way. They co-exist just perfectly.

Ray: I want to dig into some specifics, because one of the things I love about your show and your site is you're very specifics oriented. Let's start with this, what are the ways in which you are recommending? If somebody is listening to this and thinking, "Yes, I love my job. I don't want to quit my job. I'm not one of those people who want to just burn all the boats and sink or swim, but if I want to keep my job, love my job and I want to start making an income online," how do you recommend people go about doing that? What are some of the options?

Mark: I think one of the very specific audiences that I address, people that come up to me all the time in real life and online on the show are people that had suddenly come to the realization - and this was me a decade ago. Suddenly come to the realization that money is changing hands on the internet and they want to be their own boss, and they want to understand if it's possible to create a business online and drive value from that. So they have lots of options, and a lot of them you've heard of before. You can build businesses around shipping physical products online, you can start a business on eBay you can build stuff on Etsy, you can become a photographer and have more of a kind of a local physical business, there's all kinds of things you could imagine starting. But when I talk to people about what I think the best thing to do if you're just getting started is, what I usually talk about is something that's called affiliate marketing.

Affiliate marketing in a nutshell is a kind of internet marketing where essentially as is the case in almost all marketing, you're taking this business of matching offers usually in the case of affiliate marketing other people's offers with buyers. And the important thing that I teach, and I think this is a point that's often missed, where some of the stuff that makes me cringe comes from is, the way you build a business is to create some value. And so you add value in this transaction and you match these offers with these buyers in a way that creates value for both parties, and when you do that, then you can build a real business on that idea. So if I help you Ray, pick absolutely the best camera backpack, you've got this problem, you're flying on small airplanes, you need to carry your camera gear around, but you can't carry three things on the airplane, and you don't know what to do. If I help you understand that there's this fantastic company out there, that makes an amazing camera backpack, that will solve your problem, I've saved you 10 hours of research, maybe three returns of backpacks that didn't work for you, and you've got the right product.

When you purchase that, if I get a small Commission from that recommendation, then I've added value, I'm creating some value for myself and it's a win-win for all three parties. That sort of affiliate marketing is a great place for people to start, because you don't have to have your own product, and you can learn fundamentals of internet marketing, copywriting, conversions website construction, traffic generation, all of these things that are fundamental to all internet marketing, you learn that with affiliate marketing. Then once you've got that down, you can do whatever you want.

Ray: Some people may feel like they've you know, "I've kind of heard that before, I don't think you can make any real money at it." But we've got a few mutual friends,

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and there's you yourself. You make income this way and we know a few people who make incredible sums of income from just offering affiliate products that are really good high-quality products. The reason they deserve to earn that money is they shared the idea which is what you're just describing, and I love that, I think it's a great place for people to start. If you don't mind, I'd like to pull back the curtain, you've gone through what I would term a renaissance in your own business. You've been doing this for a while, but I feel as though you have reinvigorated, maybe not reinvented, but revised yourself, your business. Could you talk about Late Night Internet Marketing as a business and where you see it headed and what you plan on offering people going forward?

Mark: I'll be completely transparent with you in that regard. I think a lot of people that go down these kind of journeys, they have these different kinds of struggles about trying to understand, trying to get clarity on exactly what it is that they're trying to accomplish. For a long time, I had a hard time articulating exactly what I was trying to accomplish. I'm I teaching affiliate marketing? Well, that's a thing that you can do. I'm I helping people make money online? What is it exactly I'm I trying to do? I think with some help from you quite frankly in some of our discussions, I had this epiphany that really what Late Night Internet Marketing about, it is about this bigger picture core belief that people can create successful six-figure businesses part-time. Businesses that they can be proud of and they can tell people about with a big smile and have people say, "Wow, that's really neat, tell me more about that."

These kind of things creating something that they can be proud of where they're really adding value. That's what I'm teaching people. First, that that's possible. How to do it both technically from a blocking and tackling, X's and O's thing, and also practically because running a part-time business requires some life hacks, I mean you can't just decide at 11:00 AM that you're going to be able to do a particular thing if you've got a day job at 11:00 AM. There's this kind of infrastructure that's needed in order to make that a reality and that's what Late Night Internet Marketing is about. It's about giving people that hope, that understanding, the vision, that that's a thing that they can do, that normal people can do that, and then all of the infrastructure that's needed to teach how to do that well.

Ray: I love the fact that you're a living example of what you are sharing and teaching with people. I also I'm impressed, I feel like you've doubled down on the amount of free useful information that you share, like in your podcast. There are a lot of people who are in the affiliate marketing world, who their approach to affiliate marketing is they give a lot of teases but all their content is very thinly disguised sales pitch, and you I feel like your philosophy is "Give tons of value so that when people decide to buy one of these products that they're going to need eventually, they'll use my link out of gratitude". I just want to go through some of the podcast titles that you've published recently to demonstrate the fact that you're not a fluff podcast producer, this is not about selling the dream, this is about teaching people how to do stuff that will help them.

Here are a few titles, Easy SEO Strategy For More Traffic From Existing Content Keywords. How To Overcome Procrastination, A Five-Step Process That Works, Facebook Live Ads On TV, Setting 2017 Goals And Vision The Outcome, Switching To HTTPS, SEL Implications And How To -- this one I thought was incredibly useful
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and important. It's just like every episode now, everything you post is practical. You're giving stuff away. How do you figure out what you're going to give away versus what you're going to get paid for? Do you have a formula for doing that? You play it by year? How does that work?

Mark: Yes, I have a very carefully considered formula and that is, if I think the information will help people I give it away.

[laughter]

I have come to that philosophy. I struggled, everybody does. Struggle with this idea that the scarcity mentality. I've got to hoard this information, either so that only I can take advantage of it, or so that when I finally do tell you what it is, I only do so after you've crossed this big paywall and written me a big check. I think that's just [laughs] not the way I want to be. We can talk about what's more effective. I personally think that's also more effective, but this is just not who I want to be. If you ask me a question, I want to give you the straight-up answer. As a result of that, With affiliate marketing, there's plenty of room for the times when you go and you buy the products that I recommend that I actually use every day in my business. That's another one of my rules. I don't recommend things that I don't actually use.

When you do that, there's plenty of room there for income in that particular example. There's also this other thing. I think you've experienced this as well with your courses. I have this affiliate marketing course coming out after the first of the year. It's a soup-to-nuts instruction manual, a recipe, essentially for how to get started with affiliate marketing. People have been asking me to put this together for years. Almost every piece of information in the course is somehow available somewhere on the internet. If you want to spend 75 hours going around and collecting up that information and figuring out what is truth, what is fiction, who you can trust, and who you can't trust, you can go do that, right? Or you can decide that interests me and that you want just the no-nonsense version. When you think about it that way, and you just create the value, and you put it out there, the rest of the stuff, in my opinion, just sort of takes care of itself.

Ray: I absolutely believe that's true. What are some of the things that you have really struggled with, that have really been tough in building this business?

Mark: Guy, how long is this show?

[laughter]

Mark: The list is so long. I love it. I love being on the mic. I love creating content. I love that feeling when you're at a conference or something, and somebody comes up to you and says, "The thing that you told me, I did that. That made it possible for me to pay for my mom's medical bills," or whatever. You have these conversations. I love these stuff. Still, it's a struggle with understanding how to balance time and how to make sure that - it's fine to build an internet business unless you wreck your marriage doing it. That's not okay, right?

Ray: Yes.

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Mark: It's a struggle to understand, for me, exactly how I wanted the brand to be about. There are a lot of internet marketers on the internet today, and have been for years, that behave in a way that I do not want to behave that way. I do not want to be associated with those people. They have this sliminess about them. I refuse to be in that space. Sometimes the struggle is, how do I position myself so that that communication is crystal clear to everyone? I want people to say, "Mark is different. He's not like the other guys. He has values and operates from a set of morals and scruples that are uncommon." I want that. That's important to me.

Those kinds of struggles on the big scale. Little scale is just dealing with technical issues in outsourcing and managing. I have one fantastic person who helps me, who's in the Philippines. Managing all of that kind of stuff and getting that infrastructure in place has been a challenge. There's a lot of things like that. All of the little tactical things are things that are solvable. It's the big things like a core direction. The kind of things that you and I were talking about earlier, what's the business about? Those are the real big real rocks. To borrow a curvy analogy, "Once you get the big rocks solved, I think the rest of it is kind of manageable."

Ray: Absolutely. How has it been building this business while you are working for a big company? Did that make you nervous at all in the beginning? Then how have you navigated through that process? I think a lot of people would be afraid. "If my boss finds out I'm doing this, they're going to fire me."

Mark: I did ask the question. Any normal person would ask the question and should ask the question. What are my company's policies about these things? How will it be perceived? What will people think? One reasonable thing for an employer to think might be, "If he's spending his spare time doing that, he's not very serious about what he's doing here." That sort of thing. One of the things you got to realize, maybe, people might consider thinking about is the fact that, the only thing you can control in the world is the things that you can control. What other people think, and do, and say is not really something you can control.

At one point I just realized I'm doing what I'm doing. It's well within the policy of the company. I love my job. Everyone knows that. While I don't flaunt the fact that I'm doing this thing, I also don't hide it. That's been no issue. In fact [laughs], a funny story, this is right to this point Ray. One day I got called into my HR manager's office. She's a friend of mine. We meet regularly to talk about my employees and so forth. She said, "I know a secret about you." I had no idea what she was talking about. She said, "I was on iTunes the other day. iTunes said, "People who listen to *XYZ Podcast* also listen to the *Late Night Internet Marketing Podcast*," and there was your picture."

Ray: Wow.

Mark: [laughs] I thought, "Okay." In this digital world that we live in, especially when your whole objective is discoverability, you're going to be discovered. And that's okay.

Ray: How does this whole thing work at home with your wife and kids?

Mark: It's the ultimate coup d'état in my house. After four, five years of doing this and my wife being really supportive, in fact, it was my wife's idea to begin with. The back story is, in 2007 there was a big economic adjustment in the United States. I was involved in a large reduction in force in my company and was involved in "redeploying resources", as we say. That made me realize, "Hey. wow, I'm not immune to this. I really need to understand what plan B might be." That was my very original thought back in 2007. My wife called me up one day and said she was watching *The Today Show*. She saw this guy who was running - it was a retired home handyman and was running a website where he had written everything he ever learned about fixing things around the house.

He had AdSense ads plastered all over this website. He was making \$11,000 a month, Ray. \$11,000 a month on a home handyman website. I thought, "Aha. I see there's something here." From the genesis of this, my wife Paula - who's just an amazing woman - has been very supportive. But the coup d'état is about a year and a half ago, she started her own blog [laughs].

Ray: Wow.

Mark: I have a partner in crime in the house now.

Ray: That's fantastic. When do you work - this can be a silly question because the name of your show and your blog. When do you work on this?

Mark: There's three times a day that I work on this stuff. At night, after the kids go to bed. A lot of times, especially now, my wife and I have a partner desk. In fact, I'm sitting at that desk right now without her. She'll sit across from me and work on her blog while I'm doing my internet marketing stuff. We'll use that as time together. Sometimes on date night, if we're going to a movie, we'll intentionally over-schedule so that we can go to Starbucks and just sit together with our laptops. We look like total dorks sitting in Starbucks. We're just working on stuff and talking about strategies.

I help her with website technology stuff, and all that kind of stuff. That's been really fun. So night time. A lot of times I'll get up really early. I'll make breakfast for the kids and do all that stuff while my wife's getting ready before school. I'll squeeze in an hour or so before I go off to my day job. Also occasionally, like today, when I'm recording this with you, I will do work over lunchtime. I have a pretty flexible, and professional work schedule. I can come and go as I please in a sense. I'm not punching a time clock. I can schedule to be home for an interview in the middle of the day if I need to do that. I try not to do that because it's pretty disruptive, but I can do when I need to.

Ray: I'm going to make a request you may not be prepared for. If you're not, no big deal. Your jingle is one of my favorite jingles of all podcast jingles. I'm wondering if you could play a little snippet of it.

Mark: I am not prepared to do that because I'm not hooked up that way which is unfortunate, I'm in my holiday configuration and so I can't do it. But I can send it to you.

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Ray: This is the beauty of doing business a synchronously because we're going too through the magic of editing. We will now hear *The Late Night Internet Marketing* jingle.

Commercial: [music] The Late Night Internet Marketing Podcast.

You've been working for somebody else,

But you want a business to run yourself.

You want to know how to start, where to begin.

Can you get out of your comfort zone, my friend? Yes.

You can do it right,

When it's late at night.

At the end of the day, a dream's burning inside.

Keep it up and you will find that you build in your business one night at a time.

Ray: I love that jingle. Where do people find you online if they want to learn more about how to build a business as a side hustle, which I think is good information for everybody to have. You teach stuff that's useful to anybody who's selling anything on the internet. That's my belief. I know you have a very specific group that you're serving, but I think this is good stuff for anybody. How do people find you?

Mark: I have prepared something very specifically special for you. I was thinking about the kind of thing that your audience would benefit from. I want to create some free content just specifically for you.

Ray: Wow.

Mark: The first thing that I thought about creating was the seven things that I had learned from Ray Edwards. I decided that I'm going to save that for something else. Because there are at least seven things but the - what I could taught your audience because the nature of your business is that one of the more complicated topics that people are having to tackle when they're doing business online is this topic of Search Engine Optimization. It's a very technical mundane kind of esoteric topic.

It doesn't need to be. What I wanted to do is prepare specifically for the Ray Edwards show listeners is a short, easy-to-understand video. The three most important things that people who are creating online content need to understand about search engines. Very simple, very straightforward. This is one of those 80/20 rule things. If you understand these three things, the rest of those details are just really their details, right? If you can understand these big three ideas and you can find that at latenightinternetmarketing.com. If that's too much typing for you, you can do latenightim.com/ray.

Not often required, none of that. You just go there. The page will be there and the video will be there. You'll be able to check that out. I hope you enjoy it. If you have some feedback or if your listeners have feedback or other questions about any of this stuff, I'll come in to keep an eye on your show notes, where the show's going live on your blog. I'll respond any questions they have there as well.

Ray: That is so generous. Mark, thank you for being a guest on the show.

Mark: Wow. This sounds silly, right? Maybe to some people. But this is a big deal for me. I love your show. I have an enormous amount of respect for you. As you know, I knew of your work long before we met. This is a real bucket list item for me, so thank you so much Ray, for having me on it. And please give my regards to Sean and tell him I said, "Yo."

Ray: I will do that very thing.

Sean: If you found that helpful and you'd like to get this in front of more people, please subscribe to the show on iTunes using the Apple podcast app and give us a rating plus review. Make sure to put your name, your real name, just any name. Your real name and a website in the text review itself and we will mention you on the show.

Ray: Don't put your secret name in your review.

Sean: No. That's bad. To get the transcript, go to the show notes at - or you'll get the transcript in the show notes at rayedwards.com/266.

Ray: Our big thanks to Marshall Bone, the master of show notes these days.

Sean: Master of show notes. Do you have any quotes?

Ray: I do.

Sean: Notes?

Ray: I do. I have a quote from Walter E. Williams.

Sean: Which is one of my favorite quotes.

Ray: I know it is. I stole it from your blog at seanedwards.com. I just read it this morning. It just blows me away every time I read. "Prior to capitalism, the way people amassed great wealth was by looting, plundering, and enslaving their fellow man. Capitalism made it possible to become wealthy by serving your fellow man."

Sean: Come on.

Ray: Boom. That's good word right there.

Sean: It is good. Unpack that a little bit.

Ray: Yes. Unpack it and then wear it. Until next time, I pray that God will do more for you than you can ask or even imagine. Peace to your house.

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