



Ray Edwards Show, Episode 388

"Spiderman's Marketing Lessons" - with Mike Kim

- Speaker 1: [00:05](#) The Ray Edwards Show. This is the podcast for prosperity with purpose. This is The Ray Edwards Show, Episode 388 and today I'm interviewing my friend Mike Kim. Let's listen to an interview and more of a conversation. I'm gonna tell you a little bit about Mike Kim, though, first. Mike is a marketing consultant,
- Speaker 2: [00:25](#) a communication strategist and copywriter. He shares his professional insights on marketing, personal branding and one of his life's passions. Self-Development on his blog, on his podcast is a podcast called the brand new podcast, which is the number one podcast on personal branding. Is that right?
- Speaker 3: [00:40](#) That is if you ask apple
- Speaker 2: [00:43](#) and they would be the people to ask.
- Speaker 3: [00:45](#) Ah Yes, so I use it cause I'm marketer.
- Speaker 2: [00:47](#) So you worked for years as the CMO of a multimillion dollar company and that's what you were doing when I met you, right?
- Speaker 3: [00:54](#) Yeah. I was working at his day job and I was making a lot of money and I was like not happy. The proportion ray to which I was making money was like the exact opposite of how happy I was.
- Speaker 2: [01:05](#) That's great. That's often the case. Not always, but often
- Speaker 3: [01:09](#) a more often than people think.
- Speaker 2: [01:12](#) I remember meeting you. You participated in a contest I had for making a video. I was trying to promote my blog and the contest didn't go over very well, but your entry really knocked me out. You remember that story?
- Speaker 3: [01:23](#) Oh yeah. Okay. So this is the deal. Everyone, you tuning in. Ray wrote this email, can I promote you? Literally the best subject line ever that got my attention. And Ray, you had like, you had like us jump through all these hoops. It

was, it was amazingly brilliant and also amazingly time consuming. But I did it because I wanted to be promoted by you. And I think we basically had to shoot a video posted on our Facebook, tag, your Facebook page, right? Then comment on it. Do the same thing on Twitter. Do The same thing on youtube. If we had a youtube channel, then I had to sign over the rights to my firstborn child. If I ever had one. I'm still waiting for that. Yeah, still wait. Yeah, you're going to be waiting a while, right? Um, and um, I'm gonna, I'm going to have to have one first before I can send one over.

Speaker 3: [02:15](#) But the premise was, I mean that's, I was like, oh my gosh, this is not going to work. There's going to be 80,000 people that are going to do this. And then I saw you at a conference and you're like, you're Mike Kim. I saw your video. I was like, get Outta here. What? And that's what happened. And you're the now all these years of like, you're the only person who did that. No Way. Yup. You're the only person that just goes to show, I will outwork all of you. All of you listening to this, I will outwork you.

Speaker 2: [02:43](#) They have a few people who did part of it and of course they were disqualified, but it was really impressed me. First of all, I felt like, well that didn't work, so I'll never do that again. But it did work because I met you because of it. And I was really impressed by the way you did everything I asked and you did it so well. And then we met at the platform conference, right?

Speaker 3: [03:02](#) Yes,

Speaker 2: [03:03](#) yes.

Speaker 3: [03:04](#) Michael Hyatt's platform conference. And because I had done that, I knew you before I went and you knew of me. So that made the need to have the super awkward icebreaker conversation, which I should probably just dub thee as a, I see super awkward icebreaker conversation. Uh, we didn't have to do that because we actually kind of knew each other, which is the great thing about podcasting and blogging because you can kind of get to know somebody before you actually meet them so you have more traction when you actually talk to them in real life.

Speaker 2: [03:37](#) It was nice, which is a good reason to do a podcast and have a blog and have a social media presence and be your real self so people can recognize you. Like don't use the picture from 10 years ago. That doesn't look like you anymore. No, don't do that. That'll get you the response of Oh, you don't look anything like your profile picture.

Speaker 3: [03:53](#) Yeah. And you know what, that's not good to use on dating profiles either. Any. I don't know about that, but I'll take your word for it. For the sake of those in the audience that do need to know about something like that. Let me just take it from me per firsthand. Don't do that. Either.

Speaker 2: [04:08](#) You want to look actually better in real life and you're doing your dating profiles, what you're saying.

Speaker 3: [04:12](#) Yeah. Yeah. You kind of want to be better in real life in general, not just on dating apps but on the Internet and in real life. I mean that you'll go far in life if you do that.

Speaker 2: [04:23](#) That first meeting I had with you, it was an example of what I think of is one of your superpowers, which is leveraging relationships. I don't mean that in a bad way. I just mean you're a person who, from from where I sit, it looks like you don't ever waste a relationship. I feel like I meet people sometimes and I don't ever get to know them as well as I want to or should or could. And there are probably opportunities that are lost for friendship and for businesses and for fun and yeah, I feel like you, you really mine relationships are all the richness that is part of them. Is that a philosophy on your part? Is it just how you are naturally?

Speaker 3: [04:55](#) I think it's just how I am naturally. I, I just, I like spending time with people and oddly enough I'm an introvert by nature and once I got into being, we wait a minute.

Speaker 2: [05:06](#) You're an introvert.

Speaker 3: [05:07](#) Yeah. Yeah. You didn't know that?

Speaker 2: [05:09](#) No, I did not know that

Speaker 3: [05:11](#) own totally an introvert.

Speaker 2: [05:13](#) Like 1000% cause you seem like the opposite every time I see you.

Speaker 3: [05:17](#) Yeah. Like I think, and this sounds sounds really weird, but I think it's, cause I batch my socializing.

Speaker 2: [05:24](#) No, I totally get that.

Speaker 3: [05:26](#) Right. So ever since I went into business for myself, I'm working alone. I'm working behind a computer. Any kind of interactions I'm having with people usually done through slack or text message or whatever. So when I go to these conferences, I'm like, I'm going out, I'm going to go all out. I'm going to go all out until I'm sick of actually seeing people so that I have to stay home for a week. But

that's what I do. But I genuinely, genuinely like going out a genuinely like hanging out with people. Um, when it's people I know when it's people that I've gotten to know a little bit and I want to get to know more, it's totally different rate. If you go to eat, I mean, you've done this a million times, you go to a conference where you don't know a single soul that is not fun.

Speaker 3: [06:09](#)

No, that's not fun at all. But you're going somewhere where, you know, two or three people and you've met once or twice. You want to get to know them better. That's a lot of fun because you can have a lot of traction that way and really just get to know one another. We, you and I did that through the years and we just met. I just went to a bunch of your events. Then you started coming to one or two that I did and we just got to get on which I joined the mastermind, which was life changing for me, and I'm now just friends, which is awesome because that's how people should be. Just life's too short. Otherwise, I was looking over your bio and your website, and we may have talked about this before, but didn't realize we had something in common, which is when we were young, we both wanted to be artists for marvel comics.

Speaker 3: [06:49](#)

Oh Gosh, I won so many awards, but my mother, my mother, I'm not going to place it and blaming it on my mom. I'm just stating facts. This is what happened. Okay. No blame game here, but my mom was an artist and I inherited a lot of my artistic ability from her. Unfortunately, I got really sick of drawing flowers and mountains, so it's all she drew. Wanted to draw stridor, man. Yeah. Yeah. I want to draw a Spiderman, the x men. Batman was my favorite superhero and I started going to buy comic books and she started going to church and she became very fundamentalist for about a year or two. And she was like, this is the devil. I'm like, no, it's Spiderman. He's like a nice kid. He's actually battling bad guys. She's like, that's violent. So I wasn't allowed to collect comic books. Of course I did what every natural teenager does.

Speaker 3: [07:44](#)

I snuck them right. I snuck him into the house under the radar, all my devious planning and eventually she gave up and she was like, okay, fine, you're going to collect these conflicts books no matter what. Why don't you just go for it? And I tried to learn how to draw comic books. I actually submitted a few pages to marvel and DC comics when I was like 16 or 17 years old. Did you get a rejection letter from Stanley? No, I did not. Cause if I did I would have saved it. But I went to, what I did was I went to a, um, a comic book convention at The New York City, Jacob Javits center. And this is before comic con is what it is today. Today. It's like this cultural phenomenon. It's a mecca for nerds. Uh, it just in case you didn't know, right. San Diego and New York, but back then you can

actually meet a lot of the people in Frank Miller. Do you know who Frank Miller's? I absolutely do. Okay. So Frank Miller, who wrote Robocop, um, Sin City, the dark knight returns one of the all time classic comic books, Batman Stories. He looked at my stuff and he signed my comic books. I like, dude, if Instagram existed by then, back then my God. Right? And he's like, Hey kid,

Speaker 2: [08:56](#) you gotta work on your anatomy and your perspective a little bit. But I like how you're laying things out on their, forget that. Of course, I was too lazy to work on it, but, but I can see the, uh, the layout, the eye for Leo that you still have, it's part of your, part of what you do. You just know how to make things look good online.

Speaker 3: [09:12](#) Oh, thank you. Yeah, I did. I do. I, when I went into the online space, I purposely didn't learn how to use InDesign or Photoshop or any of those other tools cause I thought I would just get really, really into the weeds with it. But layouts I'm good with. Yeah, that's for sure. I think that's from my comic book days to be honest.

Speaker 2: [09:32](#) So now this is funny, I must've known this and forgotten it because before I even looked at your bio page, we agreed to do this interview like 30 minutes before it actually happened. Just like text. I texted you and said you want to be on my podcast? And you said Yep. I said when you set them free at noon. So here we are. But I must have known this thing because I was thinking about what I wanted to talk to you about and I wanted to talk about, not do the usual podcast interview where we talk about one another's business and promote whatever we're promoting. But I have a real conversation and I thought one of the things about you is this relationship leveraging thing. And I thought you're like Spiderman. It's like you spend a spider web and you're slinging from relationship to relationship building on everything, gaining momentum and it's taking you far and your business. And I don't mean it in a bad way. I mean in the most, I want to dig into how you do that. But it's funny cause I was reading your bio and then you're just like, you wanted to draw Spiderman for marvel comics. I'm like, oh my gosh, I must've owned this. Or at least if not, then you must exude Spiderman Ndis.

Speaker 3: [10:26](#) Yeah, I do. I mean like with, with getting to know people you didn't know relationships. Aye. Aye. This is not something new that I started doing once I was in business. I always, it was like this, I was always wired this way and I think a big influence on me in that regard was when I was a teenager. I read a couple of books that were really, really, um, these epic political tails. And it taught me a lot about the tapestry that's woven in society and the fabric of which are human relationships. Um, maybe

one day I'll learn to phrase that in a much more profound way, but the, the fabric of the tapestry that is society is human relationships. There we go. Right? And one of the things I love about stories, I've always been a story lover. One of the things I've always loved about stories is that we as the reader or watcher of this story, no so much more oftentimes than the characters too.

Speaker 3: [11:28](#) And we can see it fit all together. Game of Thrones might be one of the more modern day examples of this where they've taken this whole cast of characters and people, despite they're squirrel brain attention span right now in today's day and age are still able to keep track of literary like hundreds of characters all fictional and see how they weave together. And but what it boils to me is simply this, how can I help this person get what they want? And for me to do that, I have to know number one, know what they want. Number two, I have to know someone who can give them what they want and when I meet new people that's just what I'm really filtering through. The noise for, what do they really want, what can I help them get and if I can do that all burn their friendship to a certain degree and maybe we ended up having a really, really good time at this thing called life. That's really how I see it.

Speaker 2: [12:26](#) And that's taken you a long way in terms of the relationships you have. I know you have lots of good friendships. We know a lot of people mutually and I watched an Instagram how you guys are off having a good time and I'm working on, I'm like well I'm doing something in this equation wrong. Cause just Mike and Jeff are at the beach looking at sharks.

Speaker 3: [12:44](#) Yes we were. We were. Yes. Jeff Goins came down to my place in Florida and I was like you better get down here before I leave because I'm not going to be here very long. And he came down and we just hung out for three or four days and just just taught a, had a few good sips of whiskey and took him to all the places where people go in Florida because there's not much else to do but go to the beach and you don't like in all seriousness, like that's not a relationship that I ever would have had had it not been for me going online, building a brand, building a business and today my best friends in life are folks that primarily I've met through this thing called online business and isn't it just an extension of who you are? If you make you just, you just said a few minutes ago, if you are true to yourself and you are yourself in what you do online, it's going to allow people to get to know you so that when you meet you just have a common starting point and you just become friends. I met Jeff at that same platform conference where I met you and you two are my closest friends from that, that event and I mean in in life and so here we are. It's pretty cool.

- Speaker 2: [13:47](#) It's funny, I was just talking to Jeff earlier this morning. Yeah. Trading, trading book ideas, no ideas for writing books. I'd be as for books to read.
- Speaker 3: [13:56](#) Uh, yeah. You know, he likes to talk to you and I think secretly he's like Spiderman in the Avengers, like the younger guy. And you and I are like Tony Stark and captain America.
- Speaker 2: [14:06](#) I liked where you're going with this. This, this works for me.
- Speaker 3: [14:09](#) Uh Huh. Uh Huh. So we can just call him. Um, underpants under roos. That's what Tony Stark calls some Spiderman under roos.
- Speaker 2: [14:18](#) So let's back up a little bit. I want to do a little time traveling. You went from wanting to be a comic book artists to actually becoming a musical artists and traveling around as a musician and songwriter. What, how did that happen?
- Speaker 3: [14:33](#) Well, so again, it stemmed, the talent pool stemmed really from my mother's side and a lot of the artistic stuff. So my grandfather on my mother's side was like a very accomplished opera singer in Korea and taught at the most prestigious music university in Korea at time. So actually all my aunts on my mom's side are very, very musical. So I inherited that from her. But my mom didn't really play music. She painted. So I inherited a lot of that artistic stuff from her side of the family. The more reading and speaking and analytical side of stuff I inherited from my dad and from my grandfather on my father's side. So I just became this kind of like mutated you mutant baby, have, you know, all this stuff from the both of them. And um, I was, I grew up in church as, as I said, my mom started taking me to church when I was about to get into the comic books and all that stuff.
- Speaker 3: [15:26](#) And um, church was really boring, but the music was okay. So I figured if I'm going to have to go to church every Sunday, I might as well either learn how to play basketball because that's what we used to all afternoon after church. And I might as well learn how to play music since that's the most fun part of the service, you know, when you're a teenager, right? Cause Gosh, sermons, I would just fall asleep. And so I had a little bit of a music background and my youth group was really cool cause they had drums and the guitars and I was like, Oh wow, this isn't like Oregon's and really boring stuff. So I got into that and I started helping out at my youth group playing music and that eventually grew into me doing it full time. When I got into my twenties I was good at it.

- Speaker 3: [16:11](#) I started writing songs when I was in high school and started having opportunities open up for me because that world back then wasn't what it is today. It's not, you know, this cool stuff that you see on social media with these big churches and lights and fog machines and all the bands look like rock stars. They were just regular people kind of doing what they do, but doing it a little bit better than everybody else. I can hold a tune, I could hold a beat. I played piano, Guitar. And so that was all I knew at the time. Right. And so I just, I just did it and it kind of grew into something and eventually I was hired at a church to do that for them full time for a few years. So you're in ministry for how many years? Um, full time. It was about four.
- Speaker 3: [16:56](#) And how'd you go from Ministry to marketing? Oh Man. So, uh, I it was, this sounds overly dramatic but this is really what happened in 2009. So Gosh, 10 years ago I reached out to this worship pastor based in Colorado and at that time it was the quote unquote height of what I was doing. We were recording albums. The church was, I was at was growing and I didn't really have anyone to mentor me in this particular position because it was a mix of music and of leadership. So I reached out to this guy, shot him an email. I was like, dude, I will fly out to Colorado. My church will fly me out there just to meet with you for an hour or so cause I just want to pick your brain. I just, I just want some one on one time. And he said, why don't you come out to our conference, stay for a few days, come to the conference and I'll meet with you on Sunday between services.
- Speaker 3: [17:48](#) And we did that. It was day 2009 I literally remember, cause it was father's day that Sunday and this guy, I mean they had like 11 or 12,000 people in their church and he ran down from the stage in between services and we went up to his office and we talked for about an hour, hour, 15 minutes. And really when I tell you this guy was like literally at the top of the mountain of that profession. I mean I, I literally mean it cause I was looking out his office windows and I saw the rocky mountains cause like don't get much better than this I guess. You know. And I, you know, the guy was probably about, he was about 45 years old at the time, know I was about 30 and I left that meeting. Really encouraged, really inspired it and also really conflicted because I went back to my hotel and I asked myself if everything breaks right for me, you know, the church grows, I grow, it's the perfect opportunity.
- Speaker 3: [18:50](#) Do I want this guy's life in 15 years? Do I want 12,000 members at a church? And packing out conferences and writing songs like, is this gonna make me happy? And you know, I said No. And that really shocked me. And I met

somebody who was at the top of the profession that I was on the trajectory for. And I looked at that person, I said, I actually don't want to do this. And I started, it started this chain reaction and set in motion. These things do. I was asking questions where the, I honestly asked myself this question. I was like, you know, our churches, maybe a thousand people at the time, I said, is my, is my best life singing five songs every Sunday for the same 1000 people when I turned 80 years old. Is that gonna? Is that gonna? Am I gonna say to myself that was a life well lived.

Speaker 3: [19:38](#) And I said No. And that's really what started this whole, um, you know, kind of set in motion. All these events where I made some really, really significant changes in my life career wise, personally, professionally, you name it, it redefined everything as to who I was. When did the idea to build a personal brand come to you? That started in 2013 so you know that, oh, that was 2009 when I was in Colorado. I stayed for about two more years at the position that I was in 2011 2012. All I did in 2012 was travel around and do the same thing. I was doing music and speaking and I had so many contacts because like you said, I guess I was good at making friends and so I filled in my calendar and doing all these events and when 2013 came, I was like, I can't keep this pace going.

Speaker 3: [20:30](#) I can't live on the road like this. So I want it to sit down and write because I missed having a platform. I was no longer speaking, I was no longer doing music. So I decided to start blogging in hopes that it would serve as an outlet for me. And I did it right for about probably six weeks and I realized no one was reading my blog be except for like maybe my mom. And I googled something that Michael Hyatt must've ranked really high on search engine optimization for cause his stuff came up and I had no idea who this guy was. He just has some really practical information. I followed it. I joined his membership site, which was maybe 30 bucks at the time, which I thought wasn't very much money. So I can definitely give this a go. And then I met you through that course. Isn't that crazy?

Speaker 2: [21:22](#) And

Speaker 3: [21:23](#) yeah, so that's, that's where it started. And I started learning what was possible online. I saw what Michael was doing, I saw what you were doing. I saw what Jeff was doing. Jeff had just got kind of got started at that time too. And I was like, wait, I think I can do this too. And because I had a marketing job at the time, I was like, I think I'm in a really good place. Like I can, I know how to market things. Why don't we just market myself? And that's really when it started. And Man, I, I went around

that corner, I turned that corner really fast. Um, so I went from being in the ministry world to then getting a, a corporate marketing job a year later. And then within that corporate marketing job, starting my personal brand the same time I started at corporate marketing job and within two years I left that six figure job and I was on my own full time. So I'd gone through like two very big career transitions in basically about three and a half, four years. Pretty crazy.

Speaker 2: [22:22](#) And you've really established yourself as this branding expert building personal brands mean number one podcast in that category on uh, on apple podcasts. I will keep on, I keep wanting to call it iTunes, but it's not iTunes anymore. And you've got, you've got to really widely read blog about the subject. A lot of people now are kind of jaded about the whole personal brand thing. Do you still think there's a place for people to create their own personal brand? Should they and why?

Speaker 3: [22:50](#) Yeah, I think there's a place for it and I think that actually in the coming years there's going to be even a more of an emphasis on it. So right now [inaudible] I hear that question and here's exact, here's automatically what I start thinking. I wonder who those people that are saying that. I wonder what their frame of reference for a personal brand is. So here's what I mean. If there are folks that are following people like you do, people like Jeff, people like Michael, people like myself, those folks, their ideas of a personal brand, their idea, their framework of a personal brand is someone's got a blog who's got a podcast, who's speaking, who's writing books, who is holding, you know, high ticket events and so on and so forth. They think that's a personal brand. But here's the interesting thing, right? If I go to someone who's like 20 some odd years old and I asked them what a personal brand is, you know what they tell me?

Speaker 3: [23:43](#) An Instagram influencer. That's their framework for what a personal brand is. So we have someone who's in their twenties versus someone who's in their forties their definition of a personal brand is completely different. So it really depends on where your frame of references, what, where you're coming from. Now with social media, with the influencer space, with a thought leadership space, um, I have started to kind of differentiate between thought leaders and influencers. And here's what I mean by this. Thought leaders are people who know one thing, we're others, but primarily one thing really, really well and they can help other people succeed in that one thing really, really well. And it's usually because they've paid the price to work one on one with people. So rain in your situation, I view you as a thought leader in copywriting. You've done it really well for yourself.

- Speaker 3: [24:43](#) You've done it obviously really, really well for clients and you've actually taught other people how to do it well for themselves, including me. So you're someone who actually understands this world right now. Let me move over to the influencer space and I, you know, I'm not trying to bash them or anything, but here's what I mean by the influencer space. Those people don't actually know anything or they don't know much. They're just really good at repurposing and regurgitating stuff online and people follow them because it's convenient. Now, I'm not disparaging people who do this, I'm just saying that's a very different business model. So if you think about, and I'm not saying that these people are not good at what they do, but if you think about the newscasters of old, the people that we grew up watching, Peter Jennings, Dan Rather, you know, the, the, their curators of information.
- Speaker 3: [25:35](#) Peter Jennings is not on the ground in Kuwait, you know, fighting the war with dirt on it in his hair and shooting there. He's in a studio in New York City and he's being fed information from his team and he regurgitates that information. He reorganizes that curated information for people to understand and build trust with him, not necessarily his sources. So he becomes the face of that information and he becomes an influencer because then Monday morning, Monday evening, Tuesday night, Wednesday morning, people go to work and they see, did you see Peter Jennings broadcast last night? He said this and that's what they say. They say, he said this or she said that, or Ellen said this, or Oprah said that. And in that space they're more curators and influencers through information that they've received from other people. But, uh, and I'm using celebrities here cause sometimes it's a little easier for us to understand.
- Speaker 3: [26:34](#) But did Oprah ever create another Oprah? Like, you know, in someone else's career? Probably not. Right? So she's, she's an influencer and my gosh, she has so much influence. Ellen has so much influence, but they're not really, really folks who understand a framework or methodology or strategies so much to the point that they can actually reproduce that in other people. I don't know if that makes any sense. I know I riffed on that for a little while. That's the differentiator. It makes total sense. So who, who should build a personal brand and who should be an influencer? Should anybody be an influencer? I think it just depends on how you're wired so that you know, and right now Instagram is really, really popular. I love Instagram, I love using it and I see influencers on Instagram all the time, but what their content, and that's like in essence boils down to is a lot of motivational stuff.

Speaker 3: [27:35](#) Some of it's how to, but basically they are trying to persuade us to do one thing and we listen to them because they are famous, right? We listened to them because they're famous. So let me kind of backtrack here. There's three reasons that people tune into content for three primary reasons and they're like legs on a tripod, you know, the one isn't necessarily more important than the other. I think everyone should have to an extent, all three. And yet when you look at a brand, whether it's an influencer, a thought leader, they usually focus on one of the three. So the three reasons that people tune into content, education, number one, number two, you inspiration. And number three, entertainment. So I'll say those again. Education, inspiration, entertainment. Now I'm in the education business, I'm in the education business. I teach people marketing, a teach people, personal branding.

Speaker 3: [28:29](#) I teach them how to build a funnel. I teach them how to write whatever that is. But the thing is it, ray, if I only educate at the expense of never inspiring and never be entertaining, like I'm going to be really boring as a personal rant, I'll be really boring. Even as a thought leader, I'd be really, really boring. So once in a while I tried to post some inspirational content, whether it's me, like finally exercising after years of not, you know, taking care of my health and maybe posting a quote that's a little woo woo. But it gets people thinking in it and inspires them. I'll post them inspirational content. And then with the entertainment type of content, I usually will post something really stupid like goofy meet me eating weird food or just acting like a knucklehead. And it just, it just is funny.

Speaker 3: [29:18](#) My dry sense of humor, right? But if I woke up every day, ray in all I did was inspire people through content, I would go crazy because that's not me. Like I don't wake up in the morning and say 18 different affirmations over myself while drinking a Kombucha in the morning, don't and channel no channel, channeling the universe. And while wearing my unicorn tee shirt, you know, like I'm, that's not me. I'm so disappointed now. There you go. But and neither am I an entertainer every single morning I don't wake up and publish these means. Some of these meme pages are hilarious. I can't even comprehend how funny these people are and how they create their humor. But, but my point is that I have one primary thing and then the other two kinds of support it. So if you look at it that way, then anyone can really be a brand.

Speaker 3: [30:08](#) Anyone can be an influencer. The key is you got to publish content. You've either got to keep educating, you got to keep inspiring, you've got to keep entertaining people. And once in a while you can delve into the other two.

Like, dude, when I, when I, when I saw that, you know, you purchased a coffee shop and then when you started working out again and you know you got Flynn, the wonder dog like that wasn't just you being authentic, that was you moving from the educational content that you primarily publish part 80% 90% of the time. And there was something inspirational there. Wow. Race starting to work out. He's really starting to take care of his health and there was something really entertaining, like you know the new dog, like licking your face off, you know, that was funny. And so you can see even right there like people are going to respond to you and there we go. You're going to respond because now you're a complete human being. It's not just one of those three things. It's kind of like the trinity of personal branding, if you will. Right? Education, entertainment and inspiration. And now people can connect with you and you're not just some talking head or you're not just some goofball who was acting like an idiot on Instagram just to get likes and entertaining people. You actually have some substance. So that's the way that I kind of see that space right now. Does it work for like an attorney though?

Speaker 3:

[31:29](#)

Yeah, I think so. I think so. Um, if you're an attorney now granted in when you have professions that are very, very, uh, how would you say where there's like a lot of privacy and a lot of money involved. So yeah, so law, healthcare, um, personal finance, like a financial advisor, like you've gotta be very careful to tow that line. But what I want in what, like when I look for an attorney, like sure. Their website, I don't want to see them, you know, like having three cocktails, a picture of him drinking on, on their website. Like that's not, that's not going to make me reassured. But once I get to know them a little bit, once I go in, I've dealt with a lot of lawyers through the last couple of years. For various reasons. Um, none of us were, were criminal. I just want to clarify that everybody, uh, but um, man, when I, when I go into talk to a lawyer, like I want to know that he or she can actually understand me and relate to me as a person. Um, now if this is a wartime consigliere, free, that might be a different story. But in those professions we are low. Human beings are looking for common crown. Anytime we meet somebody new, we are looking for common ground. This is why we ask people, where are you from? Or, uh, what do you do for a living? How do you know ray? If I go to one of your conference, I'm looking when I'm asking those questions, I am looking for common ground. Okay, so if someone's, yeah,

Speaker 2:

[33:00](#)

so I picked a bad example. So what if it's a, let's say it's a person who owns a furniture store or they own a mailboxes, etc. Store or they have a car lot or they're a realtor. Somebody in a professional we don't normally

think of as being influencers are personal brands. I guess I'm getting at, is there a place for the personal brand for those sorts of people?

Speaker 3: [33:21](#)

Yeah, absolutely. I just went through this recently. I had held an event here at a coworking space in Florida about three weeks ago. Okay. I booked the place but here I went to go visit cause it's like 15 minutes from my house. I went to go visit and the, the venue looked really nice. There were a bunch of other venues I was looking at. But when I walked in the owner of that venue and his wife walked up to me and they greeted me and we started talking and here's the crazy thing, they're like, oh, where are you from? I'm like, I'm relatively new here. I came down to work, uh, with, with a certain client and they're like, oh, that's wonderful. Like we love Palm Beach where you're from. And we just, you know, had some small talk and they walk through their hallway on the way to the bathroom.

Speaker 3: [34:03](#)

And I see like on their wall, there's a quote from a guy named John Maxwell who is the guy that I came down to Florida to work with and I was like, oh, that's interesting. You have a John Maxwell coat here. Uh, I've met him a few times. They're like, oh, we love him and Blah Blah. And we, we found common ground. This is somebody who's basically, I was going to rent their office space, but we found some common ground and then that enabled us to have a conversation and then I told them, hey, yeah, that's actually why I came down to Florida. I came down here for one of his companies, do some work with them and oh my goodness. Like we just had common ground who off we went to the races. So like even right there, it's a business that's very similar to mailboxes ink or it's very similar to some place that shouldn't necessarily have a personal brand ish edge to it. But when I found that I felt very at home with them and if I had never met them and they just have me talk to a secretary, it would have just been a cold, dry place. Now I'm like very endeared to that venue because I've gotten to know Steve and his wife and just emailed me the other day, hey, great having you here, hope you're doing well, et Cetera, et cetera. So yeah, I think there's absolutely a place to be human for that.

Speaker 2: [35:16](#)

I think people have forgotten that even like what you do as a consultant in personal branding, being a consultant, there was a time we do not think of that as a career where you'd have a personal brand or you'd be well known. It's more that would be more of a button down wearing a suit and tie kind of job. And yet there are other people, none who do quite as well as you do, I think, who are as personalities in that market of consulting on marketing and personal branding and copywriting. And so

I think that's just an example of how you can go from being in a career or a profession that doesn't seem like it's suited to personal branding. It is because people want to do business with people that they like, that they, you know the Cliche, they know like, and trust, right?

Speaker 3: [35:56](#)

Yeah, absolutely. And this is like sometimes I speak in environments that are super buttoned up, right? Like I mean, like a room full of attorneys in a room full of healthcare professionals or in a corporate space. When I go to consult in a corporate space, everyone just puts on their professional veneer. Right? And when I talk a little bit about personal branding, I asked them this simple question like how many of you have ever looked up a celebrity on Wikipedia? And they raised their hands and I asked them, all right, keep your hand up in the air. If the first thing you scroll down to is the tab that says personal life. And you know what? Literally every, nearly everyone keeps their hand up. I mean we human beings. Even the way that we digest content from the most famous people out there, we want to know their personal lives, entire magazines, whether they're true or false.

Speaker 3: [36:50](#)

The tabloids are built off that premise of getting behind the mask and veneer of the celebrity and really knowing what their personal lives are. National enquirers built in billions, billions of dollars through the years. Just gossiping about slinging gossip around about what you know j Lo is doing or what some celebrity is doing because the public wants that. We want to know the personal side of the people that are influential. We want to know the personal side of the sports heroes and the politicians and the entertainers that we follow and yet then we will then when it comes to us, we sit here with our, you know, briefcase and our, and our Thai and, and again, not trying to be mean here, but we have like w w basically less than 50 people follow us on social media and we think like the world is watching and, and then nobody who's trying to stalk you, nobody like just be yourself.

Speaker 3: [37:48](#)

Right? It's completely counter intuitive to the way that we ourselves consuming information about other people. And that is one thing that I would encourage all of you listening in right now to really think about, think about how you digest content, think about how you encounter brands, think about your own behavior. You probably contradict yourself when it comes to what you think other people are going to do to get to know you online. Oh well, you know, I just, I just can't put any personal information out there about myself because it's going to be off brand. It's not really going to be on brand with a consulting business. I start and yet you go on to Ray edwards.com and you look at about page and you go on

his Instagram, you start stalking him, you stalker, you're doing the exact opposite of what you think people are going to do. And so that that's, you know, a blinding flash of the obvious man. You know, like this is what human beings do.

Speaker 2: [38:49](#) Well, one of the things that I hear slung around quite a bit these days is that it's narcissistic. And yet I don't, I don't agree with that. I'm pretty sure you don't either, but I'll just ask you. Do you think it's narcissistic?

Speaker 3: [38:59](#) No, not at all. Not at all. It, and, uh, hopefully that framework will, that I shared like people, they want to be educated, they want to be inspired and they want to be entertained. And if you can look at the content you're sharing online to fit one of those three categories, you're making someone's day better. Honestly. You really are. I mean, is there anything wrong with educating people? Of course. Not Inspiring people. No entertaining people. Hopefully in a tasteful way. It's fine if it's done in a tasteful way. You're making your bag right or not if that's your thing, but you're making someone's life better. You're not showing off, right. You're not showing off. And you know, people worry about being in our cystic and I actually think that's a bigger form of pride. You just, it's really, it's really like a, I'm fearful of what people are gonna think of me. That's the root issue. If I post this, then people are gonna think that, well that's, you are so enamored with what people think of you that you, you've just limited the impact that you're going to have on the world. So I would just encourage you to think about it through those three things. Educate, inspire, and entertain. You do one of those three things with what you do online, you're going to make someone's day better.

Speaker 2: [40:11](#) You're really well, I agree. And I think of this whole personal branding thing is more like the country club of today or the networking of today. This is how we do it, is how we get known by people who could end up being our friends or our clients or customers.

Speaker 3: [40:25](#) Yeah. You know, the, the, the rewards go to the people who do the hard work, right? They do the hard work of putting them,

Speaker 2: [40:31](#) oh, come on. It's not hard work. It's just you're just goofing off, taking pictures of yourself, partying all the time, looking at sharks and the beach.

Speaker 3: [40:38](#) Yes and no, but yeah, I mean he just, you, but here's, here's the thing, right? Like there's a learning curve with anything that you want in life. And um, no matter how hard or easy the learning curve is, really the spoils go to the people who actually do the work, who actually

execute. And that's the, that's the tragedy that I see in, in, in the space that I've been in. And I, and I've just come to accept that, that I can do my best to set the table and prepare a great meal, but I'm not going to literally take the fork and the knife and cut up the Turkey and stuff it in someone's mouth. They've got to eat for themselves at some point. Right? So my job is to set a table where people are welcome, where people feel heard, where people feel understood, where people feel like they're in the right room, in the right table, eating with the right people, with the right host, and it's up to them whether they want to eat, not.

Speaker 3: [41:34](#) And that's really how I view this. Um, and the easiest way that I can make sure that they make the right decision, whether they want to be with me or not, is to just truly be myself. Like I really believe that courage starts with true fulfillment in life. Starts with the courage to be yourself no matter the context. And it doesn't mean you're a bull in a China shop and you're insensitive to people around you and you're just like, I'm just gonna do me and I'm going to be me. And you can take it or leave it. No, you treat people with respect and with decorum, but at the end of the day, you've gotta be true to yourself. And you can't be true to yourself if you don't really know what you want. And you can't be true to yourself. If you only hide it or you only show certain parts about yourself.

Speaker 3: [42:20](#) And that's why I put everything I do for the most part online. You know, there's some things I don't, which I just think are like not necessary now without getting too graphic on other moral issues, right? For one one, here's one way to quickly get me to unfollow you online. Post a picture of a really nasty injury that you have. Ray, have you ever seen someone do that? Yeah, and I don't like that either. What the heck are they doing? Like that's too much information, right? Airing out the dirty details of your latest relationship breakup. No one needs to read that. Right? Um, there are certain things I don't share. Um, and if they're not going to educate, inspire, entertain, I'm not going to share them, right? It's, it's that simple. Now I can make a point that I got hurt and I, you know, got a really bad cut somewhere, but I'm not going to post a picture of it because that's not going to entertain, inspire or educate.

Speaker 3: [43:17](#) I can educate without pointing out, you know, a huge gash that I have in my arm or something. He's just grows. So there's a place where you draw the line, but here's Mike's Commandment. Don't be gross. And there you go. So if somebody wants to start a person, if they're, if they're listening and they're like, okay, I finally get it. This is what I should do. What are the steps? How do they

get started? Where did they go to to figure out how to do this thing? Okay, here's what I recommend people now do. Um, you know, back in the day, used to be just start a blog and, or start a podcast. And, and the reality is that's too, too hard for most people just start right off the bat and there's, there's, you know, you should never feel ashamed about that cause it is hard.

Speaker 3: [43:55](#)

It's not, it's not easy. So what I tell people is start with your favorite social media APP. I don't care if people are listening to you on it. I don't care if you have any followers on it or not. This is more for you because the discipline of learning to create content and to document your life and to express certain areas of your life is really the first and greatest hurdle to work through art. Is anyone even interested in what I eat for dinner tonight? Yeah, you'll actually be surprised. They are. Um, so pick a platform that's really easy and fun for you to use. A lot of the folks that I work with that are in their thirties or a little bit younger, they love Instagram. So I'm like, just start there. Don't start a youtube channel. Don't start a podcast right now because you have to develop that muscle of sharing your life over and over and over again.

Speaker 3: [44:44](#)

One of the things, early things that I do, um, in one of my coaching programs is I have people pick a channel, whether it's Instagram or video or Facebook. A lot of people are very comfortable on Facebook and I'm like, shoot a video of yourself, two minutes and I want you to talk about one quote that inspires you and I want you to ramble. Don't script it, just ramble and don't share it online. Publicly share it within our private group. And because ray at that point, it's not about like doing wheelies and doing all these crazy flips on your bike. It's just about learning to ride with training wheels. And so if I can make it fun and I can tell a kid I, I've never had kids but of nephews and if I can teach them to ride a bike, um, and if, if putting those training wheels on and telling them the bike is the Batmobile, instead of getting them a rainbow bright, you know, strawberry shortcake Pike, we'll make it easier for them to ride a bike.

Speaker 3: [45:42](#)

I will, I will get them the Batman Bicycle. Right? It's because it just make it fun for them. May create a positive psychological connection to that channel that you're using. So use the one that you have the most fun with and just get used to sharing content. That's where I would start. And then they'll start to see that people actually care about what they have to say. Folks will start to listen to them and respond and that creates another positive psychological connection. And now once they get that ball rolling, then you can teach them tactics on, oh, here's one thing to do on your Instagram story to engage more people. Or here's one thing to do on your Facebook

live video, and now the tactics fit because they're actually feeling positive about the channel they're using in the first place. That's where I would start.

Speaker 2: [46:29](#) I love, that's good advice because people get discouraged and I think we'll have to start a blog and a podcast and a youtube channel and have all the social media channels and have my logo in my head shots and I mean that's, that's a huge undertaking for anybody, especially somebody who's never done all that before. So I think starting with Instagram or Facebook or one social media channel is a great, great piece of advice. Yeah. What does it, what do they do that once they do that, they want to go further though?

Speaker 3: [46:53](#) Well, they want to go further. Then I would say this, I would say master that channel and start driving everybody to it. See the, the, the advice that most people might assume is, well then move all the way to Facebook or move all the way to a blog or a podcast. Just start, man. You got to play the long game in this thing. And that's what most people don't understand. This is a long game. And like when I look back on when I started writing and we met in 2014 right? So 2013 I just landed that, that suite job as their CMO. And I started blogging and I started following Michael, I falling your content, uh, sir, falling Jeff A. Little bit and there was all these helpful things that you guys shared. And for all of 2013 I said, this shall be, I like took a page out of those Chinese fortune cookies, you know, the Chinese Zodiac.

Speaker 3: [47:44](#) This is the year of the cow. This is the year of the pig. Like it's the whole year, you know, I'm not Chinese, so I'm not very familiar with it. But, um, I just took the Chinese Zodiac approach. I was like 2013 shall be the year of the blog. Hell or high water, whether anyone reads it or not. There is going to be a blog that will publish on Monday that it says the 11th commandment. There shouts be a blog on Monday morning. Right. And that's all I did for that year. Now did I learn a few other things along the way? Yeah, absolutely. Did I learn how to do a Webinar? Did I learn some email marketing? Yeah. But all of that stem from the discipline and focus of learning that one medium for a year. Then in 2014 that was the year of the podcast. But because I've gotten so used to and comfortable with blogging, I didn't stop blogging.

Speaker 3: [48:36](#) In 2014 I blogged and I podcasted and then I did the podcast for all of 2014 and then 2015 that was the year of the mastermind group. And I launched my mastermind group because I had an audience that came from the blog and the podcast the previous two years. So when I launched my mastermind group, you encourage me with this greatly. I launched the mastermind group and that

was the game changer. Year three was the game changer because running my mastermind group helped me leverage my income and my time like nothing ever did before. So I added a mastermind group to my repertoire. Then you're number four in 2016 that was the year of the product launch and I heard people talking about Jeff Walker's product launch. I just saw Jeff in Puerto Rico, I was at a mastermind with him, really cool guy. And I finally instituted his framework and I was like hell or high water.

- Speaker 3: [49:28](#) The one thing I will do this year is a product launch. And I did that and I remember I was in the mastermind with you when you were walking me through a lot of that stuff. And then 2017 that was the year of the live event and that was my first influence and impact event. So now I've just, I've just recap five years of my professional development as a personal brand, blogging, podcasting, mastermind groups, product launches, and live events. And here's the temptation. People are going to hear me say this and they think I did all five at once. That's not true. I'm still the best at blogging and podcasting because I've done those for the longest period of time. Right. But I just, I took a year and I, I know really, really drill down on that one thing and, and that's how I got to where I am.
- Speaker 2: [50:18](#) That is brilliant. And I think that will give a lot of people hope and encouragement that they can actually do this thing if they just have to do one thing at a time. And I would, I would advise anybody if you like what you're hearing, you should follow Mike, you should read his blog and listen to his podcast. Mike kim.com is where you find it. And on social media, especially Instagram, it's a lot of fun and it's not gross.
- Speaker 3: [50:40](#) I'm using that quote. It's a lot of Mike's, a lot of fun and not gross style signed Ray Edwards.
- Speaker 2: [50:45](#) So, okay, so we're coming up on a, we're almost halfway through 2019 what is the year? 2025 years to the year of what
- Speaker 3: [50:54](#) the book, the book. Finally the book finally the book, right. So 2019 this year I'm writing the book and I'm actually doing a lot of speaking. So I felt like this year would be the year of the book. And I'm speaking, I kind of like to, I saw a two year window. Um, and my goal with the book is, is actually it boils down to two numbers, three 65 and 10,000 and I got this from my friend Lindsey hearts who has a book marketer based in the Nashville area. She's marketed some really, really big authors. And I asked her for some advice and she told me, Mike, the two numbers that you want to think about three 65 and 10,000 and what that means is you want to promote your

book for 365 days after it comes out. So you got to give this a one year commitment even once the book is released. And then she said, 10,000 you want to sell 10,000 copies, that's what you want to focus on. I was like, okay, cool. So my thinking was this year it would be the year 2019 would be the year of writing the book and I'm starting to do speaking engagements and next year will be the year of the book release and more speaking engagements. So I'm looking at 2019 and 2020 with those two things, hand in hand, doing a lot of speaking and promoting the book and that's, that's what's in the game for me.

- Speaker 2: [52:11](#) Love it. It's exciting. I know one place you're going to be speaking is in Franklin, Tennessee at our copywriting academy live event.
- Speaker 3: [52:19](#) I am pumped. I am honored to be with you and with your tribe and I think we're just going to have a lot of fun. It's going to be, it can be educational, I promise you to be educational. Yeah. Inspirational and entertaining
- Speaker 2: [52:33](#) and not gross.
- Speaker 3: [52:34](#) Not Gross.
- Speaker 2: [52:35](#) Good. I think it'll work then. So it will, I'm excited to hear your talk there. And I love the three 65 10,000 I did have you heard, if you're Hal Elrod talk about promoting the miracle morning for 18 months before it took off?
- Speaker 3: [52:49](#) No, but that doesn't surprise me.
- Speaker 2: [52:50](#) It's a lot of work, but it's paid off for him really well.
- Speaker 3: [52:53](#) Well, and that's how I view kind of what I'm doing right now this year. So I was at a mastermind recently and I asked John Lee Dumas from entrepreneurs on fire, I'm like, hey man, so, um, my podcast has done well for me, but I love to see, get in the hands of more people. And he goes, oh, this is really easy, dude. All you have to do is go on 10 podcasts a month. Like, Oh really? He's like, yeah, go on 10 podcasts a month. Make that your goal. Because the easiest way to grow your podcast, the best way to grow your podcast is to just be on other podcasts. You just set up a and you block out one day or two days a month and you just tell the entire world to book you for an interview time and you make it 20 minutes or whatever it is that you want and your goal should be get on 10 podcasts a month.
- Speaker 3: [53:37](#) And so right when you texted me today, I, John told me this like two, two and half weeks ago. I was like, Oh yeah, yeah, I want to be on it. Yes. And that's what I

notice about John. He doesn't discriminate whether the show is larger, small, get this. This was actually a fun little story. Um, he told me, because we know all these guys, he's like, yeah, when I started entrepreneurs on fire, Pat Flynn was like one of my first guests or he might've been his first gas. I didn't know. He was like, I was a nobody. But Pat said yes. And He's like, Pat Flynn never would have imagined my podcast would literally go onto have like tens of millions of downloads. And that's, and he's the first guy on the podcast a think about what that did for pat in his exposure. And it's just cause he said yes to someone who is starting out.

Speaker 3: [54:20](#)

And so for me, like I, I've really taken that advice to heart and I've seen John do it. I've, I've seen him being on the smallest podcasts you'll find and beyond some of the biggest ones. And that just kind of reminded me what you were saying about how, how Al Rod promoting it for 18 months, he may have done something similar to what John was talking about. And so as I'm getting ready to release this book, write the Book and release it, I'm already thinking like, yeah, we'll probably be smart for me to do all this now rather than just waiting until once the book comes out so that everyone, you know, cause otherwise people just think he just wants to come on the show to promote his book. Really smart. It's that, yeah, it's a hole. Dig, dig the well before you're thirsty thing. Yup.

Speaker 3: [54:58](#)

Yup. So that's, that's what I'm doing. So this will be the year of a lot of guest podcasts and speaking engagements and trying to get in front of new audiences. That's really, really on, on my radar right now. One of the things I really admire about the way you've built your career and you continue to do it as you're very strategic and you're very patient. I mean like one year of the blog, one year of the podcast and you can keep adding layers, but it's like you do focus on one thing at a time and I love that about you. Oh, thank you. Yeah, I think you know, again, it's the long game. Last time I checked I'm, my life expectancy should be somewhere in the eighties or the nineties so I got a lot of road ahead of me. And so if I'm gonna, if I'm going to build a sustainable career and this is a sustainable living, I need to be able to be patient now, make the things that I already know I should be doing work and then move on to the next thing.

Speaker 3: [55:48](#)

We all have a lot of road in front of us, right? I mean like I'm not planning on retiring anytime soon. Even if I had a ton of money, I wouldn't, I wouldn't stop what I'm doing. I love it. And so in that regard though, it's easy for people burn out because they're, they're going too fast. I mean, that's the definition of burning out. You're doing too much, too fast. So if you can take the time to become

like a true thought leader led, we've talked about rather than just an influencer or a parrot, and I'm not saying all influencers are parrots, but you know, take the time to learn something and really help one or two people start there, build slowly, get that credibility. You're going to gain the confidence and courage you need. And it really starts with you in the beginning of that. And that's why I'm so big on creating those positive connections. So yeah, have patients, friends takes a awhile. It takes a minute.

- Speaker 2: [56:37](#) Good Advice Mike. [kim.com](#) is where you find him and he'll, I'm sure if you're about to book, if you go there and sign up for his email list, which you should do because he publishes. I think the best stuff you write is actually through your email list.
- Speaker 3: [56:49](#) Yeah, I love it. I love writing emails. I, I just, it's not as fancy as a blog post. I it just do it in a few minutes and it's really me in that moment.
- Speaker 2: [56:58](#) There's not, there's not very many people whose emails I actually stopped to read when they come out. I mean, most of end up in the trash band quite frankly, are insane later. But I actually, I actually read your emails, so that's, that is, that is high praise, at least in my book coming from me.
- Speaker 3: [57:13](#) That's another quote. I actually read your emails signed. Ray Edwards. You're giving me a lot of gold today. There you go.
- Speaker 2: [57:19](#) I'm a giver. Well Mike, I respect you. I appreciate you. I love you and I wish you all the best in in the year of the book.
- Speaker 3: [57:28](#) Oh, thank you. You're, you're amazing and I can't wait to see you in a few weeks to copyright academy.
- Speaker 2: [57:33](#) That's going to be fun. My thanks again to Mike Kim, my guest today and to you, my friend for listening to the podcast. You can connect and comment on the blog at [inaudible] dot com slash three eight eight and of course in social media subscribing to podcasts, it's free and you'll never miss an episode that way. And if you go to [inaudible] dot com slash three eight 88 for this week's episode to find a worksheet which will help you put the ideas in the podcast to use in your life until we meet again. May you prosper in all ways health, wealth, and wisdom. Now go out there and live your most prosperous life.
- Speaker 1: [58:06](#) Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes@rayedwardsbroadcast.com or subscribe for free

through Apple podcasts. Had never miss an episode. This program, copyright Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom numbering. The true freedom is available to all through Jesus Christ.

Speaker 2:

[58:34](#)

Yeah.