



Ray Edwards Show, Episode 393 The Fun Formula with Joel Comm

- Speaker 2: [00:04](#) The Ray Edward Show. This is the podcast for prosperity with purpose
- Speaker 1: [00:13](#) This is episode 393 a conversation with my friend Joel Com. This episode of the podcast is so much fun and it's appropriate because Joe just wrote a book called the fun formula. And if you don't know who Joel Comm is, he's kind of an icon in the online world. He started an online business before there were even such things as online businesses. He sold one of his early companies to Yahoo for a boatload of money. We'll talk about that in the interview. But what I really want you to get from this interview is Joel's approach to the way he thinks about business and life because he's one of the happiest
- Speaker 3: [00:45](#) skies have known in my lifetime. And he's living the lifestyle of somebody who was independently wealthy, even though he's not by his own admission. I'm not telling you anything. He doesn't tell you himself in the interview. And I think there's a lot to be learned from the way Joel approaches life these days. So I hope you enjoy this conversation. And remember, we have a worksheet that takes the ideas from this episode and turns them into stuff you can take action on in your life right away. So look for that at [inaudible] dot com slash three nine three let's get into our interview, our conversation. It's really not an interview, it's more of a conversation between two friends with Joel Comm. You, you're a futurist. You describe yourself as a functional futurist. Explain what that means. Sometimes it dysfunctional few cause I'm trying to figure out what you do.
- Speaker 4: [01:28](#) Yeah, me too. Um, well actually I've quit figuring it out and quit trying to figure it out. You just do it. I figure I'd just live. I just do. I mean I do what I want to do and I'm not independently wealthy. It's not like, you know, I can not work for the rest of my life, but you kind of live like you're independently wealthy kind of Lee up. People

probably think I am. Um, you know, if I was ever kidnapped for ransom,

Speaker 3: [01:54](#) some people definitely money are, I was chatting with somebody and told them I was visiting with you and they made some comment about me and my rich friends.

Speaker 4: [02:00](#) Oh, I did not dissuade them from that top. I guess, let people think whatever they want to think. It doesn't matter if I was, you know, it's going to say if somebody tried to kidnap me for ransom, I'm like, you're going to be sorely disappointed. But I'm comfortable living from, I'm really month to month. Not that I, not that my finances are month to month, but I just trust the process that everything has worked out so far. I'm 55 I've not yet gone into, you know, the red. I've come close a couple times. Uh, you know, I've been through a long marriage, raising kids, subsequent divorce, um, business almost going out of business and one way or another, this philosophy of mine, which is just follow my fun, follow what interests me, follow my curiosity, and then play, take some risks. It's always worked out. So I see myself, I see the world as um, this beach. It's this huge beach with all the sand. And I'm a guy with a bucket in a pail and I'll stop somewhere and go, oh, what can I build here on this beach? And sometimes I am try build some though the water comes in and pulls it away. And sometimes I build, you know, a little castle and it's like, ah, that one's okay. And then sometimes I'll build something that's like, wow, look at that one. That's going to be there for awhile.

Speaker 3: [03:23](#) So let's, I want to set some context. Now I want to come back to you on the beach building sand castles. Uh, when we first met you were, I don't know how else to describe this, so I'm just going to say the words. I'm not going to make you, I just don't know. No, there's not. You're not. I am not as healthy as I should be. Okay. So you were an internet marketing guru. I knew a goober. That's what I hear at anytime. Somebody says, Guru Goober, you're well known for teaching people how to make money with ad sense and you had this, uh, the first ever, I think it was the first ever Internet reality TV show. Yeah, competitive. You know people

Speaker 4: [04:02](#) but you know, reality. Anybody could turn on a Webcam and all of a sudden you know, they had like Justin TV. That was reality TV on the Internet,

Speaker 3: [04:10](#) but we you did the real thing. I mean you had multi camera director, right? Lighting like studio electricity, some sort of spath room contestants, teachers such as yourself. I don't know how I snuck into that group and it was a lot of fun. You were invited. It's true. Yeah, I was, where did we meet? We met at Armand Morin is big

seminar. Was I speaking that year where it was at the end of that they were going around handing out your CD, CD Rom version of your book in what were you doing? I was there getting copywriting clients. I went to the, what does that event to get? I had met Armin at success mania, which Mike Litman hosted and I wrote the copy for and I bought a VIP ticket to that event and I had dinner with Armand Morin. He invited me to a big seminar.

Speaker 3: [04:59](#) I'll, I'll never forget how that happened. We're sitting next to you and he said, you're coming to big seminar, right? I said, sure. Yeah. He said, great. I can't wait to see you there. I'll make sure we talk. So I'll go up to my room and I find out the tickets were like \$2,000. Holy Crap. So I went there. I met you. I met Kirk Kristiansen which is funny cause he lived here yeah. In the same town as I did and I met him in Atlanta or wherever the heck that was. And um, then I spent 5,000 more dollars at a place where I went to make money. Huh. I joined. What did you buy? Joined, aim to? Yeah, that was Alex and in our Middle Alexson Norman, they were my first mentors.

Speaker 4: [05:37](#) So I went to a big seminar before that and um, was really interesting as my adsense book had become a hit. But I had never gone to an internet marketing event before after that had happened. Even though I had been doing business online successfully for 10 years, this was my first info product. And you sold a game to Yahoo? I did, yes. And you're actually an icon on the game for a long time. I was, I'm an icon in my own mind now the games are gone. But um, I remember walking into that big seminar, you know, you go walk into the hotel and everybody's at the bar, you know, the night before and there's this little Filipino guy waving me over and I'd never met Armin face to face. It's like wow. Armin and more knows me, you know, cause I wasn't invited to this one.

Speaker 4: [06:23](#) I pay, I bought a ticket and I went to it and turned out a lot of people knew me and I'll never forget, you know, the, the, the boys club, they were standing outside smoking cigarettes, you know, and it was Armin and John Carlton. And Rich Schefren like I'm like, these are the guys, these are the gurus. Yeah. And, and I didn't feel like, you know, I necessarily belonged there. And I remember saying, I said to Armin, so when you're going to have me speak and uh, you know, Arman was like the Godfather, you know, like, yeah. And in fact he even impersonate a Marlin Brando is like, I'm going to come a time when they shall call upon you for a favor, but that time may never come. Then he laughs the way Arman does. Uh, and about a week or two after big seminar, he says, you want to speak at the next big seminar?

Speaker 4: [07:13](#) And I'm like, of course. And that is where we met. So what, you know, I remember, um, in my feeble 50, your 55 year old mind meeting you, but I'm trying to place the context and what that was like for you. It was, well, I thought you were one of the guys, so I had the same feeling I was talking to you and I had spoken with Kirk Kristiansen. I think Marlon Sanders was there and I talked to Olin freaking Sanders, one freaking Sanders. And I just felt like, I'm can't believe I'm talking to these people cause you guys are all rock stars to me. Of course I would tell my normal friends I met these guys and they'd be like, who right you did what were, so, I mean like I think even a lot of people who are in business online now who I like social media influencers or youtube or whatever.

Speaker 4: [07:58](#) If you tell, if you tell him you went to internet marketing seminars, I'm not sure they even know what that means anymore. No, that was, and before that affiliate marketing seminars, right. So those weren't, that wasn't my first Rodeo. That wasn't my first circle. You know, that I was able to, to dance in. It was the affiliate marketing events before that. No, I didn't go to those. What were those like? Um, well they still do them. You know, Sean Collins, I don't know if you know Sean, but Sean started affiliate summit. He actually sold the event, um, I think a couple of years ago, but they do Vegas and New York every year, um, you know, every six months and attracts thousands of people. And so, you know, affiliate marketing started around the time that Amazon launched their associates program. So I was an Amazon associate probably 21, 22 years ago. Good Lord. It doesn't seem possible that we've been doing this stuff for 20 years. Here's what's crazy. Um, July, 2020, which is, you know, a little more new year from now, I will have my first site will turn 25. Wow.

Speaker 4: [09:10](#) That's, I'm not sure how I feel about this. I know me either. Here's what's, so what's really funny is a, I'm with, with Aaron yesterday and we, um, we're walking down the boardwalk, which is really nice here at the curb lane resort in Idaho. And um, she stops because there's a sign that has the, um, the information for the cruises that you could take. You know, they'll take the boats out on the water and they've got the dinner cruise here at the lake and it said, it just dawned on me that you qualify for the senior discount.

Speaker 4: [09:46](#) I said, wow, you are right. I never even thought of that, that I, you know, actually you can join a arp and those many of them it 50. Yeah. Um, so I had to go join one of them yesterday just to see what am I going to get for my \$16 and get a lot of direct mail about corn cures and that's how scraps and I'm, I can't wait. I might have to like do a video and all the things I collect. That would be

cool. Let be funnier. I went through Mcdonald's the other day to get a coffee cause my coffee shop was not open because it doesn't open up early enough for me. I'm not annoyed by that at all. I pulled through the Mcdonald's drive through and order a coffee. I get up to the window and she goes, oh you get a senior coffee.

Speaker 4:

[10:32](#)

It's a senior coffee drinks a little slower. I see. So I'm going to go back to this. What was, you know, was I a jerk? Was I arrogant when you met me? Was I nice? Oh, you were super nice. Okay. You're very approachable. Okay. Just wanted to make sure. Cause we all have moments. Yeah. I've had, I've had moments. In fact, I've, I've heard that from, I won't name, um, the individual, but he met me at a Tony Robbins event that I was speaking at and you know, I'm shaking hands and meeting people and somebody introduced me to him and I turned him and I shook his hand and then I turned back away and that was it. And he thought he thought that was a real, years later he told me, I thought you were the biggest dick. And uh, yeah. But then he, you know, so I've experienced that as well. I experienced that. You know, you know, Josh Mcdowell wrote a lot of books in the Christian faith. Yeah. His evidence that demands a verdict was hugely impactful on me as a young man. I'm like, Oh, this, you know, really got me to think intellectually about the claims of Christ and of the Bible and at least think about things in terms of, this isn't just, you know, the flying Spaghetti Monster. It's like there's, there is a cerebral approach to faith with that book has the same effect on me. So I know it will.

Speaker 4:

[11:54](#)

And one day he was speaking at an event in and I caught him in the parking lot walking around with a couple of other people and I just, I'm just McDonald's, just want to shake your hand, say hi, thank you for what, you know, your writing is meant to me. And he's like, and he kept walking and it was like owl, but I, I guess I have done that as well. And now I understand. And so I don't put anybody on a pedestal anymore. I don't care who you are. If I sat down, you know, with a guy who just met on the street or if I got to go into the Oval Office and you know, have a talk with the Donald, um, it would be a regular conversation with a regular human being because ultimately we're born, we die. And everything else in between is just that, uh, that hyphen.

Speaker 3:

[12:41](#)

Yeah. And you know, I think about this, I try so hard when I'm out, I've met a speaking engagement, I realized I'm not really famous, but it's easy to delude yourself into thinking you are when you go to these like marketing events and they treat you like you're some really special human being on a pedestal. That's the thing I experienced that the first big seminar I was walking through one of

the hallways and I heard there's get two guys sitting on the ground and one of them whispered to the other, that's Joel Comm. Yeah. It's like, well, Alrighty then. It's definitely could inflate your ego. And so even with this form of micro celebrity or whatever it is that we have, um, I sometimes I get it very tiny. I sometimes get, I'm weary like after I speak, I don't really want to spend a lot of time talking to people.

Speaker 3: [13:29](#) And so if I'm, if I'm going to get a coffee or having dinner with someone and somebody comes over to say hi or it used to bug me, I would just think this is my space. And I realized, you know, these people are coming to me and talking to me and say, I loved your book, or I love your podcast. And I may feel like it's not a big deal, but they're giving me a gift by saying they appreciate this thing that I made. And so I really try really hard to honor that no matter what I'm doing, no matter who I'm with. The only time I still get a little bit freaked out if I'm in the men's room and somebody starts talking to me, but I read your book. It's really awesome. And we're, we're both standing facing the wall. Right. You know what I mean? Taking a leak. And I think this is, seems like the most awkward time to have this conversation.

Speaker 4: [14:14](#) Yeah. You have to go. Can we, uh, can we wait until we wash our hands before we shake them? Yes. You know, that would be good. And some people don't even wash your hands in the restroom. I think there should be a, um, a bathroom shaming site. I think that we should take photographs of people handle their junk and walk out without washing their hands. This assumes that we have cameras in the bathrooms, which is a whole other creepy subject. Yeah. Well I have a camera with me all the time and I have taken photos of people outside, like you know, their back as they're walking away and like this guy didn't wash his hands and now he's going to go shake somebody's hand.

Speaker 3: [14:49](#) Oh, maybe put his, he put his hand

Speaker 4: [14:52](#) in the candy dish on the counter. Right. Which by the way, as long as we're following that rabbit trail is don't ever eat beer nuts. No, no, no, no, no. The highest concentration of fecal matter, the toilet seat is cleaner than the beer nuts. It really is. Don't like if there's an open bowl of m and m's are nuts anywhere. Keep your hands away from it. There's enough people who are disgusting in their sanitary or lack of sanitary behaviors that that is a cesspool. So we've set the context that were famous to about 2000 people. It, I call it limited celebrity. I like that live by celebrity, limited celebrity and I love it. Um, you know, I love those moments of going in and having that moment in the spotlight, you

know, brings, you know, there's that part that's like, Yay, look at me, I'm having an impact and makes me feel like I'm doing something.

Speaker 4: [15:47](#) And then I love going and walking away and going back to my private life where nobody knows who I am. Are you an introvert? I am an extrovert, but I'm an NFP, you know, on the Myers Briggs scale. IMTJ or, yeah. So in the NFP is the most introverted of the extroverts. And so I am the most antisocial social media influencer that you'll meet because I, I like to be social in those moments that are designed for social. Uh, but after I speak in, after I shake hands and after the pleasantries and after I nod and smile and thank people for enjoying my work, I like to disappear with one other person, you know, whether it's my girlfriend or a good friend or whatever and, and, and, and just go and decompress and be away from it.

Speaker 4: [16:47](#) I am much the same, but I'm not an extrovert. I mean I n t j is like the most introverted of the introverts. It's amazing that we're having a conversation at all. It really is. How is this possible? How can we, maybe we should just stop. I'm done with you. Go Away. So you're not socializing for today. You've written a bunch of books. I had a New York Times bestseller. You've had other bestsellers. You just had wrote a book about fun. Yeah. And so now I'm going to Disneyworld and appears to me that you make your living playing. Yeah, pretty much. How do you do that? Cause I want to do that. Um, well first of all, I don't think about it too much. I just do it right. What do we do when we were kids? So I want to build something and you'd go build something.

Speaker 4: [17:34](#) I want to go kick the can. I want to call me. You would do whatever you wanted to do. You don't have a nine step fun formula. Uh, no. My, well the fun formula's really, um, loose. It's based on three things that I was able to reverse engineer and break it down into, uh, the first thing is curiosity. So what are, what do you find interesting? What do you find fascinating? What toys do you want to play with? And those toys can be physical toys or it could be, you know, um, something that's not, you know, just an idea. Uh, but do those things, those things are fun. So play with them. So you have a cough button for you. I don't have one for me. It's way over there. I should, I should pay attention when you're about to cough. I trust your coffee or just turning us or just let it rip.

Speaker 4: [18:21](#) And that's how I, I've done so far. So, you know, curiosity is tied into creativity and exploration. Those things we did as a child. Uh, but now we are adults. So, you know, I've got the adulting thing down, but the whole growing up thing, I've let that, that's just not going to happen,

right? I mean, I'm the guy who made the fart APP, so clearly growing up is not going to happen. So let's just go with that right there. I have not done my job. I didn't even mention the fact that you made the IFR. And so, okay. Uh, so that was, you know, 2007 the iPhone was announced and I knew right away, this is the future and this is, this is the thing that you do so well. You predict, you just, you don't predict and you just know what's coming. [inaudible] thing is.

Speaker 4: [19:06](#) I see. Did you ever watch this TV show Brisco county jr I did not. Um, the, the main care, it was set in the cowboy days and the main character kept talking about the coming thing and he would talk about electricity and telephone and stuff. Nobody knew what he's talking about, but he's like, no, trust me. It's the coming thing that's you, you know the coming thing. Yeah. So I like to say that not only do I see the future, but I get there first. Nice. Yeah. And there's a nice, good copy, good copy. And so I have had a, you know, for the new sizzle reel and putting together, not only does Joel see the future, he helps you get there first. Right? That's the, there's the benefit to organizations that I work with and speak for and train and do workshops and all that. I know you had to get paid somehow.

Speaker 4: [19:48](#) Uh, yeah. I'm still not sure how that is. It, it changes as, you know, there's a variety of different, uh, activities and that's part of allowing things to happen. Yeah. So creativity and curiosity is the first part. The second part is risk taking. You have to, and we all do this as entrepreneurs, but for me it's, uh, I, I have less attachment to the outcome than a lot of people. You know, a lot of entrepreneurs like, well, this doesn't work. I'm going to go bust. Okay. Well do you care enough to try then try and do it and you might go bust, but you also might be surprised. And uh, you know, the fun formula book came from reverse engineering my successes and my failures of which I kind of see that I had about seven or eight home runs. Still not sure I need to count them, but in terms of strikeouts way more site, what were they of the home runs?

Speaker 4: [20:43](#) Um, I would say the first one was a signing a licensing deal with a Japanese and multimedia conglomerate in 1996. They wanted to license content, so it was one of the first licensing deals online and I got paid enough that I didn't need to have a job anymore. So it wasn't like a mega millions home run, but it was like a freedom home run. Pretty good home run, good home run. Um, the second one would be, um, partnering with a programmer at Ucs d who had built the foundations for a very rudimentary Internet game room multiplayer, which I partnered with him. I did the marketing, he did the

developing, we call it a classic games.com you know, as chess checkers, hearts, spades, bridge, backgammon, those types of things and built it up pretty significantly. And then one day Yahoo bought it from us for seven figures.

Speaker 4: [21:35](#) Home run, definitely home on the third one would be, I built one of the earliest coupon bargain hunting sites, deal of day.com that's why I was in the affiliate marketing space because all the links on that page, we're affiliate links. So if you went and bought the \$10 off at the gap deal, I got a commission on that. And this was in the days when you could make huge money doing this sort of thing. Oh my gosh. Ridiculous money because this was before I started it, before the first.com bomb happen, right? The bust. And so we had companies like pets.com drugstore.com that we're giving away \$10 to acquire a customer to the customer. So \$10 off your first purchase of \$10 or more through my affiliate link and for every new customer. That took advantage of that free money. They gave me \$10. I got a check from drugstore.com for \$32,000 back then.

Speaker 4: [22:29](#) So they were paying \$20 just to get a customer in the door, which is why some of them when the bubble finally burst went out of business because they were broke. They gave me all their money. Uh, so, you know, deal of day, which eventually I ended up selling in 2012 after many years of monetizing it. So that was a home run. Um, when I wrote the, uh, what Google never told you about making money with ad sense in 2005, after I weathered the.com storm, you know, when a lot of people went out of business, I said, this is coming back in. It's going to come back more furious and bigger than ever. And there's going to be real businesses in the Internet is here to stay. And I stuck with it during some very lean years. And then when I, and I looked for ways to monetize, how do I monetize my websites?

Speaker 4: [23:15](#) I tried a lot of different things, came upon Google adsense and started making hundreds of dollars a day in passive income. And my friends were saying, how were you doing this? And, and I would tell them and they're like, now we're making money. And somebody said, you know, you should write a book. And so I did a 66 page ebook called what Google never told you about making money with adsense. And Paul Meyers, a gentleman from the Internet marketing world. I love that guy that I knew from a mastermind that I had been. In fact, I was in a mastermind in the early two thousands with Jeff Walker. Yeah. Cause Jeff and Paul and you are on that same master. Chris Perillo, David H. Lawrence, Chris perilla, Andy Casting Ham. That whole list of um, luminaries.

Yeah. But back then we were just, a bunch of guys were still a bunch of guys, but I'm not in that group anymore.

Speaker 4: [24:04](#)

But still it was a bunch of shirts. Some people could've switched hanging out to wet too, to not guys. I had coke. Oh that's that. Now there's yours. I'm just throwing a monkey wrench at you. Wait, are you waving your pride flag? Is that what's happening here? You know, I saw a post today of, of a, a picture of the American flag and somebody set up and waving my pride flag for, you know, decades. Oh, I love that. So, uh, I don't remember where I was because you just derailed in this, sorry. This is what Sean does to meet her in the podcast. So you were in this mastermind group and Jeff. Oh, yeah, yeah, yeah. So, um, anyway, Paul Meyers was the first one to seize upon my adsense Ebook as an affiliate. I mean, I'm thinking, Hey, if this thing makes \$10,000 in a year selling, one was just telling people this is what to do to monetize your website and make some money.

Speaker 4: [24:57](#)

It was sold it for \$77. It sold \$10,000 worth of first week. And all of a sudden I was an info marketer after 10 years of doing business online in other ways, I'm now an info marketer and all of a sudden I'm being asked to speak at events and I do a second edition of the book and it's, I priced even higher and it sells for even more. And I've got affiliates all over the world that are promoting and we're selling, you know, this air, that's all it really is, right? It's information in ones and Zeros. And, um, that's when I went to the big seminar and I handed, not only did I hand a CD with my second additional, my ebook to you, but I also handed one to David Hancock, who's the CEO and founder of Morgan James Publishing. And David and I hit it off immediately, were cut from the same crazy cloth and loved the guy like a brother, just like, I love you like a brother.

Speaker 4: [25:50](#)

You're, you're the smart brother. He's the silly, you know, brother. And he's like, just glad to be loved. And yeah, he's like, you should, um, turn this into a physical book. And, and I understood why and I'm like, okay. And we did. Um, and it was Mike fill, same that helped me name the book, the Adsense Code. And then I came up with the idea of doing a parody of the Davinci code and putting my face on the cover instead of the Mona Lisa. It looked like the Davinci code right cover, but your face faces on it. And instead of, uh, the Davinci drawings, we used Google adsense reports, you know, revenue reports were showing up there on the cover. And we released the book the same weekend that the book, the film with Tom Hanks came out in the movie theaters. Um, somehow miraculously it hit the business New York Times bestseller list.

- Speaker 4: [26:42](#) So didn't, you didn't hire some stealth company to fake your way onto the New York Times bestseller list are all actual, they got a real bestseller New York Times best seller. That's, I mean, that's, people don't understand there's a difference. You can feel your way onto the, you could try. Yeah. They've gotten a lot more savvy about that now. Yeah, it's a fake list. Um, it's not based on actual sales that they're very, they're actually partisan and there are books that have made it to number one that they don't like. They don't like what they say in those books. And so they have in terms of sales and they will intentionally leave them off the list. I've got friends, I have one friend in particular I'm thinking of who sold 22,000 copies of his book the first week it was out and he, he did not make the list.
- Speaker 4: [27:27](#) And Russell Brunson, every book on the list that week in the top 10 had fewer sales than his book. Is that Russell? I'm not going to say it happened to Russell. I know that. So I don't know if but there's others as well that it happened to. Yeah, cause they didn't, they don't, they don't like the.com secrets kind of books. And they also don't like political books that go. Do you agree with their political philosophy? Yeah. They always look for who's trying to silence you, who, who is afraid of what you have to say and you will find the fascists. Interesting. I love that. That's brilliant. Yeah. I don't think I invented it, but it's, you could have told me that you did. And I wouldn't believe me. I'm not a liar, so no, you're not, except when I am. So that was a home run. I'm trying to stay on course here cause I'm, I don't know if I'm counting them or not, but the adsense code in New York Times best seller was a home run that led to um, doing the next Internet millionaire.
- Speaker 4: [28:26](#) The reality show we talked about earlier and that was a home run because a, I broke even a, but B, all these years later, that was 2007 people still write me and come up to me and tell me I loved your show. 12 years there for 13, 12 years afterwards. It's amazing. And you can still find it on online. Yeah, it's still online. That site we originally hosted on revver.com they went out of business and uh, so I lost all those views and we ended up re uploading it to, uh, to youtube. And then the [inaudible] app came along. That was a home run went to number one in the whole world for apps and in again, that was 2008. Um, and here we are 2019 and there was an article just last month that talked about the endearing, you know, impact of our novelty app that, you know, the stink heard around the world.
- Speaker 4: [29:18](#) Yeah. And in case you're wondering, it's exactly what you think it is. It's, it's an APP for your iPhone that makes a fart noise. Many different ones. Oh, many. Yeah. And it

has other functionalities. Got The steep sneak attack functionality, the far to friend functionality. I mean this is, you know, we, we, it's ahead of its time. It certainly was and still has an impact. You know, we're part of pop culture. I mean that, you know, Fart apps were made fun of on a Big Bang theory. George Clooney said in his rolling stone interview, he has, I fired on his phone. Um, Lance Armstrong tweeted when the APP came out that he had Robin Williams at his house and he was pranking Robin Williams with my app. Wow. Bill Maher said if your phone conferred, you're part of the problem. Kathie Lee Gifford and Hoda used it on the today show. The New York Times did a Sunday magazine article called dumb and Dumber 2.0 so, you know, we got all, I was on the daily show with Jon Stewart.

Speaker 4:

[30:13](#)

They, they sent Wyatt Cenac, the correspondence slash comedian out to my office in northern Colorado and they filmed a segment all about it. And it's really funny because there was a lawsuit from a competing further, oh, I forgot, called pull my finger and we uh, we put, uh, long story short, we put out a press release about it and um, daily show picked up on it and uh, the veil of the Fart apps. They interviewed me and the other guy and they made him look like such a buffoon and I did not get skewered at all on the daily show. How did you manage that? How well they, it's the way they cut and edited the show together. It's all fake. It's all TV on. Stewart is known for scaring everybody. Right, exactly. And that's why I gave an ignite talk, uh, shortly after that, which is one of those five minute talks. I don't know if you've ever done an ignite talk before, but if you haven't, seek out a place to do on five minute talk 20 slides and the slide auto forwards every was 15 seconds. Whatever the timing, that's pressure. Yeah, it is. And I did a presentation called how I farted and came out smelling like a rose.

Speaker 4:

[31:23](#)

It's a, it's available online. Just go to youtube and look for that. So that was, you know, that was a home run. Um, and then there was, you know, little successes. But the most recent home run is to almost two years ago, I started a new podcast with Travis, right in the latest area that I decided to build, try building a castle. Um, I was fascinated with bitcoin and blockchain and cryptocurrency. And one day Travis says, when are we going to do a show? And he was half joking and I, let's do a show. Two days later we launched the first episode and now it's one of the top podcasts teaching people about bitcoin. Blockchain in the future of digital money and definitely a home run. It's changed my life. So you have this talent for being able to use the overused hockey analogy, skate where the puck is going to be before it gets there.

- Speaker 4: [32:13](#) Sometimes though sometimes I, I'm skating in the wrong direction. You've done it stupid, done it successfully so many times the question becomes how do you do that? I don't know. It really is. I mean all I could distill it down to is being curious, taking risks. And the third point, uh, part of the fun formula, which of course is not a mathematical formula, is trusting the process. It's about serendipity. It's about the timing. I think when you show up again and again and you take those risks, you just open yourself up to more opportunity in a, and perhaps the problem a lot of people have is they're very laser focused on one thing. They don't see all the other opportunities that are out there. You know, we're told if you want something that door is locked. Do you just keep banging on that door until it opens up?
- Speaker 4: [33:01](#) Never quit. See, I think that that's foolish because if all I'm looking at is that door that is really firmly shot, I miss all these other doors and windows around me that are sometimes wide open, inviting me in, sometimes partially open where I, so I peek in, I'd look, I'm like, uh, the, the entrepreneurial voitier look into the window and see, oh, what's what's going on in there? Oh yeah. See that there's sometimes that happens too. And I walk away when I see that, but that's, I think it's that, it's that curiosity and then going, oh, I want to play with this toy. You know, I started, I bought a, a oculus rift three years ago, more than three years ago. The first one, cause I'm like, Vr, this is cool. And I made some videos, I played with it, I went live with it a few times. Now I've got the newest one and it's going to go mainstream. Now I don't have a particular business interest in it, but it's just an example of I want to play with the toys.
- Speaker 3: [34:00](#) Well, I think what's interesting about your approach is how you're not afraid to just go in any direction that catches your interest. And there's so many people in this personal brand business world where they get locked into an identity and it'll be like, I encountered these folks all the time in my online classes where they're like, well, I'm the Google analytics guy. I help people maximize their business by examining their Google analytics and teaching them how to do it better, right? And everything I do has to be about that. And so everything on their website, everything in their social media, it's like they're, they're just a one note band that only plays, they're so one dimensional that nobody takes him seriously as a human being,
- Speaker 4: [34:39](#) that that might be true sometimes being on that one note will make you more money. I'm certain, and we talked about this the other day when we were talking about putting together mastermind. I'm certain that I could make more money, but I'm at this place where, you know

what? There's enough, again, I'm not independently wealthy, believe me, but I have enough. I'm living the lifestyle that I want to live and life is short. Right. We have to carpay the heck out of these dms because we don't know how long we have. We've both lost, you know, friends. I was just thinking about Rick Butts the other day cause didn't he live in Coeur D'alene? He did. I was thinking about him when I came over to visit with you. Yeah. And a life taken way too soon as far as I'm concerned. Me Too. I want to hang out with that dude some more cause he was just a delight.

Speaker 4: [35:24](#) It was a, he was brilliant. He was funny. He was kind. All of those things. And so you don't know how long you have. I don't know. And I do know one thing, one day will be my last and what will I, so I acquired more stuff so I have more money in the bank. So I have a faster car. I drive a a Ford Mustang. I've owned it for four and a half years. I'm about to cross 10,000 miles on it. I rent an apartment. I got rid of 90% of my personal possessions, that things that I've been emotionally attached to that I've carried with me my whole life. They're sitting in a storage unit and a guy I know supposed to be selling them for whatever he gets for them. And there's something about the liberty of shedding of things in the need for things.

Speaker 4: [36:15](#) Uh, listen, nothing against those that have to work two or three jobs to make ends meet. I mean, there are single moms out there that you've got it, you've got to put food on the table and you might be burning the midnight oil. That's honorable. Yeah, it's a different situation. It is. I'm talking about those of us that, you know, we have choices and people lock themselves into this mindset that well, you know, I'm in this house now and I have to make the payments so I have to go make the donuts. Not Stopping to think that, you know, I could sell that house. I could scale back because in their minds it's not a option. It's an ever, ever more insidious trap because you live in that house now. You have to have that car cause you can't have the old car in that house.

Speaker 4: [36:55](#) Right and you can't have the old clothes in that house and you need to have boat cause everybody on that street has a boat and you need to take the vacations where they take vacations and it's just, it's a spiral. I love the way Dave Ramsey puts it. He says we're caught in a trap of spending money. We don't have to buy stuff we don't want to impress people we don't like. It reminds me of, remember the boomtown rats ladies of Bob Geldof, they had a song called rat trap. It's a rat trap and you been caught. Well it strikes me that you're living the lifestyle that you probably would want to live if you were independently wealthy. This is how you'd be living.

Exactly in that. I think that's one of the things I've often asked myself. What would I do if I had more money?

Speaker 4: [37:37](#) Honestly, I don't think my life would change very much. I wouldn't go buy a big house. I would still live in this beautiful apartment that I love overlooking Denver. This is not my big house. I wouldn't buy a new car. I'm happy with my Mustang that I hardly ever drive and sits in the garage. Most of the time I don't need a boat. If I want to go on a boat, I would have enough money to say, hey, take me out on your yacht. Here's whatever it costs to do it. I wouldn't fly commercial. That would be the one change. I see. That's my one thing that I really want. If I have a physical, like physical goods, rich person's desire, it's to fly private. I am so sick of getting felt up by, you know, the, see, I enjoy that part to you. But they would miss that day.

Speaker 4: [38:26](#) But it's, you know, if you're a man, they have men do it. So that's, you know, I'm okay with it. You take whatever you can get it done. You're 23 and he looked like me. You don't have to you who says that's a, when I'm, you know, listen, uh, uh, don't get me, I already started, so I'm gonna stop there before I become on somebody's watch list. You said the words. So now your problem, watch that. So what they're watching, I've watched this guy, I'm clear and I'm Tsa pre and I try to travel first whenever I can. I would love, I love to thought trapping private. I think that's, that is probably with money. The one thing I changed, I already get to travel. You know, I speak, I go around the world in the last two months I've been to um, France, Italy, Dubai, which was amazing.

Speaker 4: [39:14](#) A Toronto, New York, Boston, and now cordon lane. In the last two months I've been all those places. Amazing. How do you, how do you get those speaking gigs? A summer speaking gigs, summer influencer gigs, some or media, you know, come and cover, explain what influencer Gigis, um, come and, uh, so for example, I did something for, uh, for Ali Baba. Um, where was it? I can't remember where. Oh, was at ces. Um, so invasive or electronic check, consumer electronic show in Vegas. And then you went and just played with a bunch of toys. I played a bunch of toys and they basically said, well, we want you to interview these 20 people in, in the booth on our part of the floor, find out what products they have. And uh, basically it's like you're shooting a quick infomercial for them. And so I shot a bunch of video and we edited it together and they had content and assets to promote it and share with their vendors what, uh, you know, what they could do with Alibaba and might do some more work with them.

- Speaker 4: [40:17](#) I've done that for I, you know, I've done on location stuff for IBM and Bunchy of Cox Communications. And so those are, those are type of influencer gigs. Go on location and create content, talk about the stuff, create buzz around it. Just for the, just for the record. Anybody from any of those companies who's listening? I'm available. Yeah, I'm buyable. Yeah. Right. And we're able to take your money and he'll, he'll write killer copy to go with those. And you can use it in other places too. As long as you fly me, they're private. So maybe part, you know, because I don't do one thing. Sometimes I'm invited to speak on social media. Sometimes I'm invited to speak on entrepreneurship. I did a Tedx talk a few years ago called being human in the digital age. Well the, the folks at Deutsche Telekom, which is basically German t mobile, got wind of it.
- Speaker 4: [41:05](#) And I got invited to, uh, to go to Germany to speak on that very topic. Oh, how do we, you know, um, use all this new technology and yet maintain our humanity in the midst of it. I'm not sure we're succeeding, but I'm sure his shoe can keep trying. How do you know if you're succeeding, if you get more likes now, like Sir or not a measure of anything, they're not sure of your worth as a person. All my gosh. Yeah. So this, uh, in my, my brother's two years older than me and he's a social curmudgeon. He is a technology curmudgeon and he's like, so Facebook, he deleted his Facebook. He's like, this is bad for humanity. And for years I, I would fight against him and pushed back. I actually think that social, the way it is set up now, and this is from the guy who wrote one of the top selling books on Twitter.
- Speaker 4: [41:54](#) Okay. Um, in the hands of the people who are managing these silicon valley companies, they have turned it into something that I think is more detrimental than it is helpful in that makes, that's unfortunate. You told me something a couple of days ago about thing called Lifelog. Yeah. So, um, the central intelligence agency, the CIA once had a project called Lifelog go look it up. Log, not lifelock. That's a different service. When you first asked me if I'd heard of Lifelock, I thought you were talking about lifelock out. No, this is life log and it was basically a, I'm going to be really high level here. A, um, uh, something that would track all American citizens. Like everything. We did everything to go, we you're talking to, yeah. Where you're going, um, everything about your life. And they shut down the project because, well as for the, because I can't tell you that, but I can tell you that according to everything I've read, the very next day Facebook launched, that still gives me the chills on, you're telling me that if I could drop this Mike Right now I would, but it's a really nice Mike and I wouldn't want to do that too.

- Speaker 4: [43:07](#) It's 50, \$50 mic. Yeah. How come you're not using the heil PR 30 cause these sound indistinguishable from the PR 30 and they're \$50. Yeah, that the highest like 325. So I've got one, uh, if, I mean they had sent me one basically to, to use, so I see. I got to figure out how you do that because we just asked by all this stuff. Just ask. That's it. If you want stuff, just ask that. When I got started in 1995, um, I had previous to doing my website, I remember actually it's probably 1993 I was reading a computer game magazine, like Pc Gamer, computer game world. And I didn't have a lot of money. I'm young, married, you know, we got one baby and um, um, making just enough money to make ends meet. And I remember thinking while reading this magazine, you know, but the guys who write these reviews get all the free games they want.
- Speaker 4: [44:01](#) So I thought, oh, I'm going to start the Dallas Fort Worth software review. So I put together the script. Hi, my name is Joel Comm. I'm editor at the Dallas Fort Worth software review and I was going to use the skills for using Aldus pagemaker. There's a blast from the past, uh, which was, you know, layout and design because I knew how to do that and I was going to create my own little xen, my own little software review rag. And Anyway, I got the phone numbers of these various companies and I read the script and I asked for software. And before you know it, it was like Christmas every day. It, my house software was coming in from all of these different publishers of games and educational multimedia software. And I was getting packages from ups, USPS postal service, DHL, Fedex services, foreign services. I wasn't even familiar with.
- Speaker 4: [44:54](#) Every day there was some days seven, eight, nine boxes would show up. So I just asked for it and then I needed people to review it. So I went online America Online, in fact in bulletin board services that said America Online. Yeah. I need uh, people to write to review software. I can't pay you, but I'll send you the software. You keep the software, you give me an article and that is how world village.com, my first website created content in July, 1995. All volunteers, all free software, all just for asking. And I, and I taught my kids that one phrase, it never hurts to ask what's the worst thing that happens? I'm going to any, no, I'm going to ask for some stuff and I'm going to let you know what happens. Okay. So document it. I know you got to get to the airports and go home.
- Speaker 4: [45:47](#) Um, there's a lot of people who listen to this show who are, they're like in their forties or 50s. They're either out of work or they'd been downsized or they've just had enough and they want to break out and do their own internet thing and they don't know what to do. And they're looking at all these make money scheme kind of

courses and stuff. What would you say to that 55 year old guy who wants to leave his corporate job and make his own way and he's got a mortgage in a household and stuff he doesn't really want, what would you do your advice be to for things? Um, Colonel Sanders didn't start until he was like 70 something or other, right? I mean, he's one of the success stories of somebody who started, he was telling his chicken recipe out of the back of his station wagon, 75 or something before Kentucky Fried Chicken became a thing and he had his first real success.

Speaker 4: [46:34](#)

So it's never too late. Um, I would first of all figure out what can I really get rid of? What am I holding onto? What things, not people, what things am I emotionally attached to that in the realm of possibility I could free myself from? And the answer's probably everything probably. Yeah, just about everything. Um, and then rather than chase the make money schemes, which rarely works for people, I would think about what am I interested in? What you know, am I into boating? Okay. Find a boating conference, go to the damn thing and talk to people and ask questions. Uh, do you, do you want to counsel people? And whatever it is that you do, have a special to the end. We'll go to an event where those type of people are going to be looking for answers and ask people, what problems are you having?

Speaker 4: [47:27](#)

Don't tell them what you do. Just ask questions. What, what problems are you having right now in your business? And somebody might come up with a problem that you're like, oh, well, I know how to solve that. Exactly. You'd be Bob the builder. You'd be like, I can fix that. But guess what? There's, there's a business for you there because it turns out people will pay to have their problem solved. Isn't that amazing? Surely that's really what has happened for me. I mean, I've chased a few more than a few make money schemes and I'm really at a point now where I've finally woke up one day and realize, well, the thing that I do well as I write and I make money by, right? I get hired, I get clients, and I started talking to people who are writers about what, just what you just said, what's your problem?

Speaker 4: [48:13](#)

What thing are you, what's your problem? And the problem is most of them, I don't know how to get clients. I don't know how to get hired. I don't know how to run a business. If I'm a writer, how do I do that? And keep track of the money and not get ripped off. And I know all those answers. I can fix that. There you go. So that's what I'm doing and I love it. And, and you're being paid very well to do that. Yeah. Do you consider yourself, you know, smarter than the average bear? No. No, me either. You know, I'm a, I'm a kid with a pail and a shovel building castles. Like if I can do this, you can do this and so it, but

it takes a, it takes courage because security is really important to us as human beings and um, I don't have a 10 year plan or a five year plan or a two. I don't have a one year plan. Those things don't work anyway. I'm just doing the next thing. Thanks for letting everybody know very secretly that those things don't work. Yes. Just between us. Okay. Nope. Hey guys, stop listening. Don't, don't pay attention. There was a, I forget, I think it was blink one 82 had an album that at the end of it it would be silent for like 20 minutes. If you're listening at night, this was horrifying of voice would whisper. 20 minutes later there's someone in the house. Oh my gosh.

Speaker 4: [49:34](#)

That's horrible and wonderful and still horrible. Joel, thanks for taking time on your way to the airport. Of course. Stopped by and hang out and tie mine have to just come. You know, we could probably do this all day. We, I'm sure we could. And we've talked about actually doing a show. Does you? And I am. I'm assuming you're using this for the radio show. Absolutely. Yeah. So Ray and I have talked about doing something pretty progressive, but, and if you, maybe you guys think about this, what do you think should join and I do a show together. Yeah. Let let ray know. Don't let me know. Let Ray know Joel's email address is ray Edwards. Ray edwards.com. Thank you. Thanks. All right. I appreciate you. Nope. Jenks

Speaker 1: [50:15](#)

pinch poke you by Yoko. All right, my friends. What'd you think about today's episode? Do you have questions? Do you have thoughts? Would you like us to do a show together more often or did you have enough? You can let me know. Reach out me on the socials. I'm Ray Edwards on Twitter, Facebook, Instagram, whatever the social thing is I'm probably, Ray had written there. I'd love to hear from you. If you haven't subscribed to the podcast, please do that. It helps us in the rankings and ratings. More people get exposed to the show. We get more listeners and of course we want more listeners because who wouldn't want more listeners? And it helps people. It helps us. It's super easy to do. It's very convenient. It's free if you want to know how to subscribe to the podcast so it shows up automatically on your phone or your device. Just go to [inaudible] dot com slash subscribe and we have instructions there by how you can do that. Until next time, be blessed. I pray that you live a prosperous life in every way, health, wealth, and wisdom. See you next week.

Speaker 2: [51:10](#)

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