



## **Ray Edwards Show, Episode 492 How to Future-Proof Your Personal Brand With Chris Ducker**

**Ray Edwards** ([00:01](#)):

Ray Edwards show episode 492, How to Future-Proof Your Personal Brand with Chris Ducker.

**Announcer** ([00:09](#)):

The Ray Edwards Show. This is the podcast for prosperity with purpose.

**Ray Edwards** ([00:18](#)):

Welcome back to another episode of the Ray Edward show. Kris, are you ready?

**Kris Edwards** ([00:22](#)):

Uh, which Kris? Me? Yeah, I'm ready.

**Ray Edwards** ([00:24](#)):

It's double the Chris this time. We got Kris Edwards.

**Kris Edwards** ([00:27](#)):

That's me.

**Ray Edwards** ([00:28](#)):

and Chris Ducker.

**Kris Edwards** ([00:28](#)):

And that's the British guy.

**Ray Edwards** ([00:30](#)):

Chris Ducker is the creator of Youpreneur a word that means the brand of you- building your own personal brand in the way that only Chris can teach it. Today, Chris will explain how to future-proof your personal brand, no matter what happens in the world, like say, Oh, a pandemic comes along.

**Kris Edwards** ([00:44](#)):

That would never happen.

**Ray Edwards (00:45):**

You can build a personal brand in a way that is impervious to those ups and downs, or at least resilient in the face of them. Let's get to it. Our interview with Chris Ducker.

**Announcer (00:54):**

And now our feature presentation.

**Ray Edwards (00:57):**

We've been through eight months of this incredibly trying lockdown Corona virus. We're all weary of it. The election is finally behind us, mostly.

**Ray Edwards (01:10):**

I'm sorry,

**New Speaker (01:10):**

I'm British. And I'm giggling.

**Ray Edwards (01:11):**

I apologize for it, but we'll be over at some point in January, it'll be over. But meanwhile, we've got to think about our individual lives and our incomes, our businesses, and people are asking me now, what do I do? And I keep telling him about this thing called having a personal brand because it's worked out so well for me and for the people I know. And then they asked me, how do I do that? And until now I had to say, well, either Google it, which could be dangerous or get Chris's book Youpreneur or now you've got this thing you're doing this week, which is pretty exciting. You want to tell us about what you got going on?

**Chris Ducker (01:48):**

Yeah. So this is, um, this is kind of like a true blue brainstorm moment here. We're about, um, maybe a couple of months ago and my myself, my wife, who's also, you know, the, the partner in the business you've met her. I mean, you know, we were talking about what we were going to do this year. Cause you know, usually last quarter of every year we hold the Youpreneur summit in London at her Majesty's conference. It's an incredible weekend. And anybody that attends says, it's the best conference I've ever been to, et cetera, et cetera. But this year we're not doing it because of the pandemic can that that's like a whole other podcast episode right there in terms of the ins and outs of coming up with that. But I wanted to do something towards the end of the year, create a little bit of a song and dance, bring people together, nonetheless, and try and teach as much of what I could in regards to my build- market- monetize process of building what I call the business of you.

**Chris Ducker (02:49):**

And so, uh, the idea came about for the profitable personal brand bootcamp. It's going to be about an hour and a half or so every day for three days in our own starting Monday 16, rolling through to Wednesday 18. And then we're going to have a couple of extra little bonus things we're doing on the Thursday and the Friday as well. So there's a whole week. And um, overall, ultimately anybody that attends, um, will by the end of the week, they'll have a blueprint and, and literally a blueprint. Like we have a workbook that we've designed that people are going to complete and fill out every day with me as their coach. And we're going to teach everybody exactly how to build market and monetize their personal brand business.

**Ray Edwards (03:31):**

So the truth is I'm just interviewing you about this because I want to get in for free, can I get a free ticket.

**Chris Ducker (03:38):**

You can get in for Free. And the good news is everyone else can as well, we're making it a hundred percent free for everybody.

**Ray Edwards (03:44):**

Uh, of course.

**Chris Ducker (03:46):**

So does that make You feel a little less important now?

**Ray Edwards (03:49):**

It makes Me feel it's like when I go into the coffee shop that I own, they let me buy a coffee at the regular price.

**Chris Ducker (03:55):**

Yeah, yeah,

**Ray Edwards (03:56):**

no, it's, I'm, I'm really excited about this because this is what people need, Chris. And you're the go-to guy in my mind about how to do this. And can you, can you talk a little bit about how you think this process will help people if they're, if they're stuck in fear and indecision right now, who's this right for?

**Chris Ducker (04:11):**

Yeah. Look, I mean, you know, over the last six, seven months or so, you know, we've, we've worked with everybody from, you know, C-suite executives who have been made redundant, who are now wanting to go out and do their own thing and build a business based around their expertise. Right down to the solopreneur, who, you know, maybe had a partner, a spouse that was in full-time employment. Now they're not. So now it's like, well now I gotta, you know, I gotta really amp this thing up. I can't kinda mess around anymore. Like we, we need to get this going now. And so it's really for anybody and, and the term that I use and it's on the cover of the book. I've been talking about it for years, you know, future-proof, I'm a big believer, as you well know, that when you build a powerful, personal brand, you ultimately do future-proof yourself as a business owner. I'm a big believer of that because there's only one you, and this is why it's important for us to lean into our uniqueness as individuals, as entrepreneurs, as authors and speakers or pastors or leaders, or it doesn't matter what it is. If people flock to us for what we do and how we can help them, that's a personal brand. The only difference between those that really monetize it or not are those identify with it. And so the moment you say, I have a personal brand making money out of that while serving actually becomes a lot easier

**Ray Edwards (05:36):**

And I can stand as testimony to that because we would not have come through this pandemic as well as we have, and we've done, we, we stumbled like I think most, almost everybody at first, cause we just weren't expecting it, but we've recovered quite nicely. And it's because of having this personal brand and I've have people, new clients coming on board now who said to me things like, well, there's lots of people who teach the same things you teach, but there's

only one you and I want it to be you. And that is powerful. And it's available to anybody is what I'm hearing you say.

**Chris Ducker (06:07):**

Absolutely it is. And this is why, you know, my mantra of marketing, like a magnet, I've talked about this for probably close to a decade. You market like a magnet. So just like a magnet, does you attract the right people into your ecosystem but just like a magnet does at the exact same time, it will repel away the people that shouldn't be in that ecosystem. So it really does ultimately create not only a profitable, but a future-proof business because later on, let's say two years, three years from now, five years from now, we want to pivot as business owners and we want to go in a slightly different direction. We want to talk about slightly different passions and interests our people. The majority of them will come with us because they're not here to learn about copywriting or to learn about building a virtual team. They're here because of Ray and they're here because of Chris. And I think that's the big realization that a lot of people have once this is in place.

**Ray Edwards (07:07):**

Yes. And I want to emphasize something. Cause you talked about marketing like a magnet and you attract people who belong and you repel people who don't. And I want to be clear about something. This is not, I had a student ask me this just yesterday. So this is why it's fresh on my mind. This is not repelling people by ticking them off or being expensive or dividing. It's about making sure that they understand who you are, right for. Who's who's going to be a good fit. And it's not a marketing gimmick because you don't want people in your program and your coaching and your training, whatever you're doing with your personal brand, who don't belong, who don't benefit, who don't get excited about it. You want people on board who are 100% on board with you. That's what's important.

**Chris Ducker (07:48):**

That's why I say having an email list of 10,000 people is useless if nobody's opening your emails and clicking on your links. I'd rather have a hundred people on my email list who open every single email click on every single link, retweet every single tweet, buy every single product. They're the people that we need in our ecosystem and, and your, your vibe, the who you are, what you're all about, your vibe will attract your tribe. And it'll be in a very pleasant, nice, helpful, valuable way. Not in a horrible rough around the edges kind of way. It's, it's going to it. It's just natural. It's a natural conclusion to simply being who you are and putting good vibes out into the world.

**Ray Edwards (08:31):**

And you don't, I'm hearing you say you don't have to be a celebrity. You don't have to have 10,000 people on your email list. You can start from where you are. Maybe your at -zero was in terms of subscribers or that kind of thing, but you can build from there really pretty quickly.

**Chris Ducker (08:46):**

Absolutely. We have one of our clients actually in our Youpreneur incubator program, which is our coaching and mastermind program. She, uh, joined the program because she's had a little bit of a side hustle for awhile. She's a kind of like a corporate coach. So she works with people inside of organizations to help them build their careers inside of the organizations that they're in. And she's had a little side hustle for while she'd been kind of thinking about going out on her own a little bit more, not doing so much exclusive kind of contract work and things like that. And so when the pandemic hit, uh, the first thing she said, like, you know, what do I do now? Like this is everybody's getting made redundant or they're worried about losing their

job or you know, this, that and the other. And so we actually sat and we developed a plan for her to, to come up with a very reasonably priced course that could ultimately help people find their feet after being made redundant. And she has done ridiculously well, like five figure launch right out of the gate, very small social media following, very small email list, but very, very good at what she does. Great expert, lots of value. And she sold a whole bunch of this product and she's helping a ton of people in the process.

**Ray Edwards (10:04):**

I want people to get access to what you're talking about. So tell us about the bootcamp again, how people sign up for it.

**Chris Ducker (10:10):**

Thank you, man. So yeah, it's the profitable personal brand bootcamp it's running for Monday the 16th through to Wednesday the 18th with a couple of little bonus days. So this week, fundamentally everybody can go register for free. It's my way of giving back at the end of a tough year, and they can just visit [chrisducker.com/ bootcamp](http://chrisducker.com/bootcamp) and I hope to be coaching them.

**Ray Edwards (10:32):**

I am looking forward to this on your behalf, dear constant listener. So go check it out. Chris Ducker gets my unreserved recommendation. You can always trust him. You'll benefit from this so enjoy.

**Kris Edwards (10:43):**

Big thanks to Chris Ducker for joining us this week. Looking forward to Chris's event that starts Monday, the 16th of November in this amazing year of 2020. You'll find links for that as well as the complete show notes at [rayedwards.com/492](http://rayedwards.com/492).

**Announcer (11:04):**

Thank you for listening to the Ray Edwards show.

**Announcer (11:06):**

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**Announcer (11:16):**

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**Announcer (11:21):**

Each week. We bring you a message of prosperity with purpose and freedom. Remembering that true Freedom is available to all through Jesus Christ.