



## Ray Edwards Show, Episode 549

### GenX and Boomers, Hark Unto Me!

**Announcer (00:01):**

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**Announcer (00:10):**

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

**Ray Edwards (00:19):**

That's easy for, for you to say. That's something I've been hearing a lot lately, and I want to talk about it. What this is in reference to is some comments I made recently about how making money is the easiest thing. You can do this. Anybody can do this. Everybody should do this. This being, building a business on the internet. Let's start with why my position is still, this is the best option for somebody wanting to start a new business today, or relaunch an old business that's not doing so well. Even if that old business is an offline business, I'm gonna suggest you should find a way to launch it online. Why? Because the tools that are available to us now are nearly miraculous in the amount of leverage they give us to start and grow a business without investing a huge amount of capital. It seems we have forgotten what it used to take to start a business in the real world, in the physical world, in the bricks and mortar space, it was exorbitantly, risky and expensive. Here's an example to start a franchise, let's say of a famous hamburger restaurant. It's gonna be a minimum of 5 million and a year of your life in which you're not sure whether it's gonna work or not. Now you're relatively sure cause this particular hamburger chain I'm thinking of is very successful and probably it's gonna work, but maybe not. And if it does, the average take-home pay for a franchise owner is about 50,000 to \$80,000. Think about it. You just paid over \$5 million to buy yourself a \$50,000 job. That means you have to work all the time, cuz your business is basically run by teenagers who are especially these days, notoriously unreliable. They walk off in the middle of shifts. They burst the tears. They can't take the least amount of adversity. I'm not saying this is all teenagers, but it's a lot of them. A lot of the current young generation of people in their teens and twenties are in this fragile condition. If that offends you, I apologize. It's not my point. I'm not gonna debate it with you. So if you send me nasty emails about it, I'm just gonna ignore them. Let's move on. That's not the kind of business I'm gonna encourage you to start, cause it's too much risk and too much blood, sweat and tears for you to invest when there's such an easier way to do it. And that's to take your skill, your wisdom, your expertise, or your idea or your stuff, if you're selling physical stuff, take it to the internet where you can grow an audience of interested people. That's a key phrase, an audience of interested people. There's always an audience for authenticity. And the authenticity we're talking about is you being authentic with what you have to offer. If you're really into Dungeons and Dragons and you want to sell either Dungeons and Dragons merchandise, or you wanna sell information like

training in classes about how you can be better at D and D or how you can construct more interesting games. Or if you want to be one of those gaming, YouTube channels or Twitch channels, where you get paid by the platform. There's so many ways to monetize your passion, your knowledge, your experience, your wisdom, your ideas, your information. There's so many ways to make money with that online. And the risk is nominal. It's not \$5 million. It's not \$1 million. It's not \$100,000. It it's like maximum, if you're starting the most complex of online businesses, maximum 10 or 20 grand, but most of them could be started for less than a thousand dollars. Total. That includes like buying the computer in the hardware you need to get on online and do whatever it is you're gonna do. Cause for most of us, all we really need is something to write with, like a tablet or a laptop or an old computer. Doesn't even have to be a state of the art computer. Doesn't have to be one of the new MacBooks. It can be an old Linux computer, an old Chromebook. It can be the most basic- it can be your phone for crying out loud, the phone in your pocket. You can start with that and some ideas and you're in business. As easy as that. Now I recommend you don't try to monetize the platform. In other words, you don't try to monetize your audience. So let me fill in the gaps a little bit on that, if you don't know what I'm talking about. If you have a Twitch channel or YouTube channel or you're, uh, an influencer on Instagram or on TikTok, typically the way creators are gonna make money on those platforms is they're gonna allow the platform itself, TikTok, Instagram, Facebook, YouTube to send advertising to their followers. So you're turning your audience into the product that your platform is selling back to advertisers. And that's how you get paid. You get a fraction of that money. I think that's a stupid idea. Don't do that. That's my advice. Now there's somebody out there who's making like \$10 billion a month going, whoa, you think it's stupid, right? Maybe you're stupid. Maybe your face is stupid. Maybe, but for most of us, it's not gonna work out like it does for that imaginary person. I was just mocking. No, for most of us, you have to have such a big audience to make that model work. Like you need to have over a hundred thousand followers to make that monetization of your audience work in a way that can sustain you. And it could be taken away from you in an instant. If the platform decides they don't like your channel or what you're doing or what you're saying, they can snatch it out from under you.

(05:31):

It doesn't matter who you are. You can be the most powerful human being in the world. And you can have all of your access to online platforms taken away by people who don't want people to hear your message. We know that's true. We heard it happen, saw it happen recently. So what do I suggest instead? Use those platforms to build your audience of people who are interested in what you have to say and what you have to sell and then sell to them directly. Get them on your email list, get them on your physical newsletter list. So you can send them stuff to their mailbox at their house, get their phone number, so you can talk to them on the phone. And when you have that information, when you own that information, you're no longer monetizing your audience. They're not your product. Your products are your products and your audience, the people who like what you have to say are the people who are gonna buy from you. You don't need a big audience, either. You don't need a hundred thousand followers on YouTube to make a YouTube channel profitable for you. I have less than 9,000 followers on my YouTube channel at the time I'm recording this, but we've made, I'm guesstimating now, well over six figures out of the YouTube channel alone this past 12 months. How? We don't have that much traffic, so it's not advertising. It's the connection we have with our audience and what we've ended up selling to them, what services we've provided to them because of the fact they like what I have to say on the YouTube channel. That's how you're gonna monetize these platforms. So you take your subject matter- the thing you're passionate about, the thing you know about, the thing you have wisdom, experience, knowledge, information about, and you start right now building an audience. And how do you do that? You show up and publish content. I think YouTube is the place to start these days, honestly. It wasn't that way when I got started, but it is now. I've been doing a podcast, which at the time

I dove into this whole kind of business, that was in my estimation, my, my opinion was, that was the number one way to do it. Build a podcast by showing up regularly and publishing content, which I did for like a year before hardly anybody paid attention. And then suddenly a couple of influencers began recommending my channel to their listeners and boom things changed a lot in a short period of time. And I think you can succeed a lot faster than I did because now you've got somebody, me, to show you the way. And it's not just me. There's tons of people teaching this stuff online. You can find tons of free tutorials on YouTube itself or on TikTok or on Facebook or Instagram. But don't do that just yet because you can also get led down a lot of rabbit trails that are unnecessary distractions. Some of them will seek to take your money unjustifiably and there's just dangers you can avoid. So stick with me for a couple more minutes. I have some suggestions that'll help you. Whether you ever spend any money with me, invest any money with me in my company or not, this will help you. What you want to do is publish meaningful content that you care about to a group of people who cares about it, also. You may not even know this group of people yet, but if you exist and if you do a little bit of searching and find other people who are interested in your topic, then you know, they exist. Now you've got something you can build on. Especially if you find other individuals, businesses selling stuff to those people. Example, if you are an aircraft mechanic who works at a local airport, a small airport, a small FBO, as they say in the biz- fixed base operator, and you're into the maintenance and mechanics of aircraft, you can create a YouTube channel about that subject by itself and believe it or not, there's a, there's a big for that kind of idea for that kind of subject topic or niche, there's a big group of people, if you look them worldwide, who are interested in that information. It's a small group to other companies, but to somebody like you, who wants to talk about your passion, if you can create a newsletter people could pay to be part of, if you could create a series of instructional videos would help them run a better, more efficient, more profitable FBO for the their aircraft maintenance business. Or if you can publish tutorials that show them how to repair very popular parts and pieces and problems in major aircraft. Then, those are all ideas that can end up having you making money. There's other ways to do it. You could be a speaker at big flying events and pilot oriented events like, uh, Oshkosh. There's a big pilot and plane owner and plane manufacturer event that's held every year. Well, I don't know about during the last couple years, but you get the idea. It doesn't matter how obscure your thought is. If you can find other people who are into it on YouTube, Instagram, Facebook, TikTok, if you can find some people or companies selling things to those people successfully, even if it's only half a dozen companies selling to them, you know, you may be onto something, then you gotta go find out how big is this audience? And you can find this information out. Use this amazing free tool called GOOGLE google.com. Google it. I'm not your Googler. Do your own Googling. You're gonna find that you can discover how big a niche is in round numbers, very easily on Google. And then you gotta ask yourself, can I build an audience of a thousand true fans? See Kevin Kelly's article about 1000 True Fans. That's all you need. If you had a thousand people who would spend a hundred dollars a year with you, you'd have a hundred thousand dollar income. Just a thousand customers, true fans, who will invest a hundred dollars a year for whatever you produce. What if you could increase that? What if you could make it 2000 and they'd spend \$500 a piece per year on your stuff? Or what if you only needed a hundred people because you asked them to pay \$10,000 per year and they would. I know examples of all those different scenarios. It's easier than you think it more attainable than you think. And it doesn't require you to be an internationally known celebrity to make it work. This is all good news.

(11:03):

So here's what we got so far. You're gonna create a business on the internet. Because why? Because it's easy and it's low risk and it doesn't cost a lot of money. Well, let me say it's relatively simple. It may not be easy, but it is worth it. So that's okay, right? You don't need easy. You need worth it. Right! Number two, you're gonna look for, is there evidence of an

audience where you could build at least a thousand or at least a hundred or 500 true fans, you could sell stuff to, if you created content, they liked. If the answer to that is yes. How do you know there's more than one group like this group, you can find evidence that there's a hundred thousand or more of these people on the planet somehow using Google. There's ways to do it. We'll talk about in another episode, perhaps. And more importantly, there are companies or products being sold to this niche and money is being made. That's a sign. It's not competition. People get this mixed up. They think, oh, there's already 10 or 12 different companies selling stuff to these people, I need to find an idea, nobody's selling stuff to them. No, cause if nobody's selling something on a certain subject, that means what? Nobody's interested. Nobody's buying. Find something where lots of people are buying stuff. For instance, why do you think there's so many diet books and diet programs? Don't we have enough diet books and diet programs already? I think we do, but there's an endless hunger for these things. See what I did there. There's an endless hunger for these things because people are constantly looking for a new voice, a new idea, a new pitch, if you will, that gives them new hope. So there's always room for you to come in and do something new and you don't have to have a huge audience to make a great living. Those are reasons why to do this. Here's another reason online consumerism has grown astonishingly over the last couple of years during the recent unpleasantness. You know what I'm talking about. The vid and cron, you know what I'm talking about. Because of this online shopping in the last 12 months is increased by a factor of this is new shopping, online, \$900 billion, billion Dollars. Wow. You need to get a piece of this pie. It's only going to continue to grow as more and more people discover it's really convenient and cool to buy stuff online. Get a piece of this action. So this leads me to my actual topic for today, which is that's easy for you, Ray. It's easy for you to say. That's what people say to me. You're already famous. First of all, no I'm not. Nobody knows who I am. A few people on the internet. When people ask me and I don't want to have a long conversation about what I do for a living, they ask me, what do you do? I say to some people, I have different answers- depending on whether I'm in a grumpy mood or a cantankerous mood, or just having fun with people. Mood. Sometimes I'll say this. I'm very famous to a small group of people on the internet.

(13:48):

And that's what you're aiming for. Micro celebrity, as my friend Perry Marshall calls it. It's a good thing. Why do people say it's easy for you to say, Ray? Cause they think I'm famous and well known and that gets me the sales instantly. That is not how it works. Here's how it does work. You gotta be a little bit uncomfortable. You gotta make something, put it out there and ask people to buy it. But it's not horrible. It's not a horrible way to make a living. It's not real work like putting tar on rooftops. I've done that. It's not real work like shoveling gravel into a driveway. I've done that. It's not real work. Like moving a pile of bricks. I've done that. This was all when I was a child, as soon as I became an adult, had the freedom to not do stuff like that, I stopped doing it. <laugh> here's the deal. It's not easy for me either. It used to be. And that was a hindrance to me, really. Because as a person who teaches people, how to start businesses online, sell more of their stuff online. I used to get frustrated when people would say, Ray, I don't like being on video. I don't like being, going out and traveling and going to events. I'd be like, what's the problem? It's fun. It's easy. You just turn on the camera, look at the lens and talk like I'm doing right now. Well, because it was so easy for me. I didn't have a lot of empathy for people for whom it was not easy. And then I got struck with two things. I suddenly discovered one day I'm in my fifties, I'm 56 and about 10 years ago was diagnosed with Parkinson's disease. It's become ever increasingly more difficult for me to appear on video and be cogent and be- have enough allocution and diction to be able to communicate clearly in an animated fashion. Sometimes I'm unable to speak because of the disease. Sometimes I'm having wild dyskinesia, involuntary body movements and facial ticks because of the side effects of the medication. I tell you this, not to evoke sympathy from you. I don't like talking about it, but I have to because it's so obviously something that's happening with me.

People wanna know what the what's wrong with you guy, cuz you're, you're moving weird or you're not moving at all. You're like a statue or you don't have any facial expression or whatever's going on with me that day. It's made me very self-conscious. I'm just being transparent right now. It's made me very self-conscious I- sometimes it's hard for me to appear in front of a group of people because I'm having a little trouble enunciating, like I am right now or because I'm acting weird or moving in a weird way or can't move at all or feel like I'm gonna totter over and fall over at any moment, which has happened. That's uncomfortable. But I always look for what does this, what, what's the advantage in this? What's the win in this situation for me? This is something outside my control. How could I turn it to my advantage? How can I make it so that God is making all things work for me because I am called according to his purposes and I love him- Romans 8 28: Thank you Apostle Paul. Back to our show. Here's one way now I have it empathy. I understand you don't wanna be. You don't wanna appear on video. I understand more than this though. I also have because of Parkinson's I have chronic pain, chronic fatigue, and sometimes I'm just wiped out by, by two o'clock in the afternoon.

(16:45):

I can't do anything other than sit on the couch or lay on the couch or on the floor. So, I'm seriously limited in the amount of time I can. I'm a business. I have a good 15 to 20 hours per week to put into the business and we've retooled the business so that it operates around those constraints so that it operates around when Ray feels good enough to work. And Ray has his few 15 to 20 hours per week, he can put into the business and we're making more money than we ever have. Is that interesting to you? Cuz if you're a GenXer or a boomer, you know what I'm talking about. As you get older, now, some of you're in your seventies, you got way more energy and way more health than I do. God bless you. I love that about you. Take the ball and run with it. But for those of us who have sore knees or sore backs or sore ankles, or we're now in wheelchairs or on scooters or crutches or whatever, the thing is we're faced with, we have chronic pain or chronic fatigue. I'm telling you, I'm saying to all of you, I'm saying to my downtrodden, my lame, my blind, my deaf, my chronically fatigued, my chronically in pain, brothers and sisters. I'm saying to you hark unto me, I can help you cuz you can do this. This is what I see that's got me fired up. I see people in, in that- in those categories, GenX, Boomers, people who with chronic diseases with neurodegenerative diseases like Parkinson's, MS, ALS, I see them giving up on life. And I wanna say to you, if you have desire to put something online, maybe if you have a, a terrifying health condition, you just wanna put on online information about your journey. There's a market for that. And it's a good market and there's nothing wrong with asking people to pay for your book or for your talk about how you're dealing with it. Cuz if you have any of those things that are happening in your life, you know, you've already bought the books the talks, the memberships, the videos- I know cause I bought 'em all too. There's nothing wrong with that. Trading ideas for money that help people is a good thing. It's noble, it's a high calling and I encourage you to do it and I will help you. I want you to know you can do this. You don't have to be a beautiful young 20 something woman or a beautiful young 20 something, man, with a perfect physique constantly taking off your clothes on TikTok in order to get attention that works for a certain group of people for a certain period of time. I don't think it's sustainable. I don't think it's good. Don't think it's necessarily healthy, but I'm not- it's not my place to judge those people. I'm saying to my people, you who are interested, who fit the categories I was just describing, or you love somebody or care about somebody who does, and you want to encourage them. I'm saying to you, this will work. This is something you can do. You're not limited by other people's beliefs about what you're able to do. That's one of the problems GenXers and Boomers face right now. If they wanna get work from other people. Other people look at them and just think, oh liability. They're expensive first of all, cause they got all this experience and number two, they're sick or they're old or they're tired. They're they're gonna call in sick every day or every other day or too often for me or you know the struggle you face

in the workplace. Pardon me, but screw that! Make your own workplace, make your own business, make your own contribution and set your own salary, your own income and your own amount of impact and influence you're able to have. And it can be huge. So I'm saying to you, it's not easy for me to say. The struggle is real, my friends. I know the struggle. I can help you with this. So I, I hope you'll follow this channel. You'll subscribe and click the bell for notifications. So whenever I make a new video, you can know about it and you can see what we have to share with you. So you can ask questions and I can feed the answers back to you. Cuz I can tell you, this is a great way to build a business that helps people. It has an impact and can bring you a good income and take care of you and your family for life. I hope you'll join me on the journey. That's what we're gonna be doing in this coming new year. I'm gonna be walking you through, how do you do this thing? How do you figure out what to sell? How do you figure out how to put it together and how do you sell it? That's my specialty by the way, writing copy that sells. But I've learned so much else along the way that I wanna share with you. And you're gonna find it free here on the podcast and on the YouTube channel. They're one and the same now. I'm doing the podcast on YouTube. I'm taking the audio and putting it on the audio podcasting channels and voila. I've got videos, I've got audios and that's your first lesson. Do things you can repurpose across multiple channels. That means you take one piece of work and you turn it into many different products, many different ways people can find out about you, become your audience, become your fans, become engaged with you and end up buying things from you eventually in the future. Or if they don't buy things from you, you can help them for free, which I do for a lot of people. And I love that too. So join me on the journey. If you wanna get notified for sure. Go to Rayedwards.com and sign up for our free newsletter. We'll let you know whenever we release a new video or new training or any new resource, that'll be helpful to you. Until then, I pray that God blesses you and he does more for you than you can ask or even possibly imagine. Peace to you, peace to your house. Live long and prosper. See you soon, my friends.

**Announcer (21:31):**

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