



SPI 306

Rise of the Youpreneur with Chris Ducker

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Chris Ducker: And so, the bottom line is I'm in bed, I'm saying this, "You know what, I'm not me. This is BS. I'm going to call my own BS right now because I'm very quick to call everybody else's. I'm going to call my own BS right now, I'm hiding behind smoke and mirrors because I'm-

Pat Flynn: Welcome to episode 306 of The Smart Passive Income podcast. That was Chris Ducker one of my best friends being very real about a time when he realized that he wasn't being fully himself. And he runs a brand now called Youpreneur at youpreneur.com and also an amazing conference Youpreneur summit in London and other parts of Europe perhaps in the future. And today we have a chat, it's not his first time on the show but we definitely we go pretty deep. Make sure you stick around, we're going to play the intro music to SPI and then a little bit more info about what you're going to get and then we'll get right to the interview. Play the real music, here we go.

Speaker 3: Welcome to The Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later. And know your host, he's still waiting for that meeting with Elon Musk to happen one day, Pat Flynn.

Pat Flynn: What's up guys and welcome to The Smart Passive Income podcast. This is session number 306 and my name is Pat Flynn if you hadn't heard of me ever before. I'm here to help you make more money, save more time and help more people in the process. And this is a great episode of the podcast, if you haven't yet subscribed please do that. Now, you heard a little bit from Chris there. I hope you didn't meditate while we were playing that intro there for you, I almost did while editing it.

But I wanted the intro to really reflect an important moment of this podcast episode where Chris tells us the story about how he was hospitalized as a result of actually burning out from working too hard and things he did in order to sort of remove himself from that kind of work. And then that evolved into what is now known as Youpreneur, youpreneur.com is Chris's website and he has a summit in London called the Youpreneur summit. And he's just doing

massive things to help change with the world and help make other people have a more successful life and lead a business of their own too.

I'm excited to bring him on because he and I have been friends for gosh, I would say eight years now and since meeting him, I've gotten to know him and his family very well and he knows my family too and we've just grown to be very. Very close. He's been on the show before, but we haven't really gotten this deep. And I'm really excited because a lot of people don't know or may not be familiar with this sort of side of Chris. In addition to that, we also talk a lot of things about understanding your best version of you and how to portray that to the world so that they can discover you and you could hire people or you can coach people or you can get people to trust you and buy your products and all those kinds of things.

And then we begin to also talk about legacy, what happens with your online business after you go, and what do you do with that and how do you still leave a mark in this world when you are no longer here? And I said we get deep, this is really important stuff that we need to think about, online business hasn't really been around for a terribly long time. It's important to have these kinds of discussions not only so we can make the business we have now the best it can be, but so we can continue to make an impact for the long run even after we're gone.

Here he is Chris Ducker from chrisducker.com and youpreneur.com and also author of the brand new book Rise of the Youpreneur, which you can also get on Amazon right now too. You can get the show notes where you can get all the links, but hey let's listen to Chris. We'll bring them on and we'll have a lot of fun. Here we go.

What up, Chris. Welcome back again to The Smart Passive Income podcast, and I say again, I don't know what is it, the 80th time that you've been on the show.

Chris Ducker: Yeah. Something like that.

Pat Flynn: Something like that, 5 or 6 times, I don't know. Some of you are going to be like, "This guy again." But I know a lot of you are like, "Yes. This guy again," because Chris always brings some good stuff. And I don't bring him on just because he's my bro, but I bring him on because he always has some amazing things going on. And we're going to talk a lot about what he's doing related to you, and I mean that in many different facets, you'll hear more about that in a minute.

But I wanted to paint a picture for everybody in terms of this journey that you've had Chris since really the beginning. I met you back in 2010 at a blog World Expo in Vegas, that conference isn't even around anymore. And then you were just kind of getting started online, but you were really big into actually your own call center in the Philippines. You had your own space with, I don't know, how many workers did you have there at the time?

Chris Ducker: I think at that point I'm really talking when you and I first started conversing, it was I'm going to say around the time Keone was born, which had been what, late 2009. That was when we first started chatting. At that point, we were probably at around about 130 or 140 employees at the call center. You fast forward now today, we're at 450 plus.

Pat Flynn: Right. You still have this. However, the interesting things that you've done since then and I've gotten to follow along in the journey is that you've started to not break away because obviously you just said that that business is growing but you've created something of your own. I remember when you had a virtualbusinesslifestyle.com, that podcast way back in the day. And then that turned into later chrisducker.com and then now you have youpreneur.com where you're helping people follow the same journey as you, which is like, "Hey, let's build a business that's about you." You're always saying, you're the one that taught me this, nobody is like you and so you might as well use that to your advantage.

But back in 2009, I also remember that you told me this story before we met that you had gone through an incredible burnout. Is there some correlation between this burnout that you experienced

in 2009 and then your sudden start to build something that is your own that perhaps wasn't call-center related, that was more about you?

Chris Ducker: I didn't mean for a lot of what's happened over the years to happen, but that's life, you know what I mean? When I burnt out in late 2009, I had spent about 10 or 12 days in a hospital. I was on fluids, I was on antidepressants. I was diagnosed basically with acute exhaustion. I lost a whole bunch of weight and all the rest of it from working 15, 16 hour days for about three years in a row building my business. Was I successful? Yes, I was. Was I making lots of money? Yep, sure thing. But my health and my mental state was pretty bad. I was kind of all over the place.

2010 was all about getting over that burnout and then going ahead and doing what I needed to do and put in place what needed to be in place for me to ultimately remove myself from that business and actually try and get some work life balance going on. And that's when I started blogging. And now, this month I'm celebrating eight years of blogging, soon to be eight years of podcasting because I started my podcast just four months after I started blogging, it was kind of crazy.

Pat Flynn: We're old in this space.

Chris Ducker: Yeah. We are. Some of us have got more hair than others, but there you go.

Pat Flynn: Yeah. That's me.

Chris Ducker: But look, the bottom line is that was the year 2010 when I started blogging, I started podcasting, I started building the following, the subscriber base and the email list and all that sort of stuff. And all I was really doing was just talking about how I was going to remove myself from the business as much as possible and avoid burning out ever again. And by the end of 2010, I had hired a bunch of people. We've grown the business, probably doubled it in terms of employee size, maybe an extra 50% or so in revenue. But I had

gone from doing those six days a week, 15, 16 hours a day to cutting it right back to five days a week for maybe eight or nine hours a day. I was in a much, much better place going into 2011 than I was going into 2010.

Pat Flynn: At what point did you make the decision that you are going to put as much of you and your personality, which if anybody knows you Chris, it's very easy to find you because you are everywhere, but you also have this personality that's very magnetic and also it's very unique. You have this way about you of just being yourself and I think people gravitate toward that. And why did you decide to do that because that's very different than running a call center, starting a blog even when you're starting to do that? I remember when I first started blogging, I didn't make the decision to put fully myself into it until much, much later after I started. When was that moment for you?

Chris Ducker: It was when I was in hospital again.

Pat Flynn: Again?

Chris Ducker: What is it with me and hospital. Yeah.

Pat Flynn: You went back?

Chris Ducker: Yeah. Mid 2012, I decided to go back, pun intended, into hospital because little did I know is part of that burnout in late 2009 and sitting down for so many hours each day I was actually crushing some of the discs in my lower back, in my vertebrae. And long story short, Charlie my little one who affectionately calls you uncle Pat, he decided to fly at me like Superman on the sofa one day, he landed on my back and boom, that was that. He didn't cause the problem, he caused me to have my disc rupture. But the fact of the matter is, the disc was bulging out of the vertebrae so much already that it was literally just a matter of time. The doctor actually said I probably weeks away from doing it just literally brushing my teeth. It was completely-

Pat Flynn: It was going to happen.

Chris Ducker: Yeah. It was going to happen, it was unavoidable. In the hospital, tons of pain and really I was given two options. It was either 18 months to two years of hardcore physical therapy, but even with it being fixed the disc would still be weak and it wouldn't have been, it was always going to be in the back of my mind is it going to go? Is it going to go? Is it going to go? Or do the surgery, get it fixed, move on from it knowing full well that there was going to be a fairly good time needed in terms of recovery. And so, I had the surgery. It's a six hour lower spine L5, S1 spinal fusion. That was the exact term that I had or of that procedure that I had.

And I'm in hospital, I'm recovering and I'm actually writing a blog post in my hospital bed about the surgery and what it was starting to get me to think about. And the thing was this, man, and you know me better than probably anybody else in this online business game and that is that I am what I am. You either like it or you lump it. The term that I use all the time is I mark it like a magnet. I attract the best and repel the rest. Some people are going to like me and my vibes, some people aren't. And that's okay, and I'm fine with that.

And so, the bottom line is I'm in bed. I'm saying this, "You know what, I'm not me like. This is BS, I'm going to call my own BS right now because I'm very quick to call everybody else's. I'm going to my own BS right now, I'm hiding behind smoke and mirrors," because I've got this big corporate company that's running, I'm blogging, I'm podcasting but I'm not putting all of me and my personality in that blog and that podcast because I'm worried about what one of my corporate clients might think. That was it, that was kind of like the defining factor, mid-2012, I'm going to relaunch Virtual Business Lifestyle, I'm going to call it chrisducker.com and I'm going to focus 100% on building my personal brand. And we'll see how that affects at that point my two businesses, which was the Live2Sell group, which was a call center and Virtual Staff Finder.

And by September that year, I completely switched everything over and chrisducker.com was launched. That was where it all began in

terms of the flow way into personal brand entrepreneurship.

Pat Flynn: And how did it affect your business?

Chris Ducker: Everything went up,

Pat Flynn: What went up?

Chris Ducker: I remember saying, “Man, I should have done this 18 months ago you, literally everything went up because I realized very, very quickly after doing that and a couple of my corporate clients who had been listening to my show, who might have been reading my blog from time to time come on and say me, “Wow, we didn’t know that you went through burnout. We didn’t know that you play basketball. We didn’t know,” blah, blah, blah, blah because I just started being me all the time. And I realized right there and then that, “You know what, people are doing business with me now way before they do business with any of my companies,” and that’s huge.

Pat Flynn: That is huge.

Chris Ducker: That’s massive particularly if you’re in a very crowded, noisy, competitive niche, which I am, which I was, which I still I’m. And so, when that realization hit me as you well know, summer of 2014 where I’m at your house, we finished the water balloon fight, which is now infamous. It was just me and Pat, it was me and my-

Pat Flynn: No. He [inaudible 00:13:42] April on the face point-blank with a red water balloon traveling at 8.5 miles per hour right on her face. I have the whole image in my head, bro.

Chris Ducker: Dude. You got on video.

Pat Flynn: Yeah. It’s somewhere and we watch every year before you come over, we don’t. No. Keep going.

Chris Ducker: But that was where the whole Incubus of Youpreneur began, that was that was the catalyst. That weekend that your place was, having

the barbecue, doing the water balloon fight, making the coffee, go into your office. And I'll never forget you said to me, "What are you going to be doing in like 25 years from now?" That's not question you hear very often. You hear a question like, "What are you going to be doing five years from now?" That kind of question comes up quite regularly. Where do you want your business to be three years from now? Not even 10 years, in 25 years. Now, when I will get into the realms of legacy right now.

And I didn't necessarily have like a perfect answer for you. But I do remember saying something to the effect of, "I want to work with people that are like me and I want to work with me. I want to work with people that are actually ready and willing to put themselves forward, to be center stage, to appreciate and understand the power of their personality and their experience and understanding what they can do when they wrap that all up in a little red bow and the sheer value that they can provide the people that they want to serve, they're the people you want to work with."

And we started brainstorming on your whiteboard and it was like, "Okay. Who are those people?" Those people are bloggers, podcasters, speakers, authors, coaches, consultants, YouTubers, anybody building a business around them, their personality, their experience and the people that they wanted to serve. And that's been the rhetoric for Youpreneur ever since.

Pat Flynn: And you've changed hundreds of lives, I know you have an amazing community and have pulled off an amazing event just very recently in London, which I had the honor of doing the closing keynote at. And it went off without a hitch. Three hundred and, how many people?

Chris Ducker: 370, I think or something like that.

Pat Flynn: 370 people in London learning in a way that isn't very common in Europe, which was a cool thing too. And, of course, you're going to be in London more now and you're going to be able to serve that audience. I think it's a beautiful move. Before we get into how

others can be their own Youpreneur, I'd love to talk about your book. I want to know personally how you were able to get it done so quickly and so well. It's so well done and you did it so fast. We'll talk about that too, so stick around. But I want to go back to 2012 when you decided to put more of you into your business and you switched from Virtual Business Lifestyle to chrisducker.com.

Now, this was more than just a domain name, switch. Can you describe exactly what those changes were, that a person who perhaps is in the same realm of maybe they're working somewhere else and they want to build a personal brand of their own or maybe they have a business of their own and they're thinking of, "Well, is putting myself into this the right answer?" What were those changes for you back then besides the domain name?

Chris Ducker: Well, the first thing I understood about this, and this was actually one of the things that really excited me about switching over to the personal domain name and focusing on the brand, the personal brand was I realized that I could ultimately talk about anything, you know what I mean? If you started talking about, I don't know, Motocross on Smart Passive Income, or if you started talking about ... if you did a 1,500 word article on Star Wars or on something totally irrelevant to your business and your niche, it would be weird. But when it's on a personal name, domain name.com, it's not so weird because, yes, I have a focus of helping personal brand entrepreneurs at chrisducker.com, but there have been several times when I've created content where I've talked about a movie or you when I've talked about a TV show or I've talked about something that's in current affairs.

And so, I realized very early on that actually this was cool because my varying interests and my varying pivots and changes as an entrepreneur. If people liked me, first and foremost, if they could relate to me that they would stick around and they would watch what I was doing, and they have. And so, the big changes were, first and foremost, Virtual Business Lifestyle was a very light, very bright brand. There was a, I believe looking back, I think there was a palm tree in the logo initially because we were pulling on the little 4-hour

workweek deal when we first launched in 2010. It was real hot back then. And then we kind of switched it up and there was lots of yellows and reds and bright blues and things like that. Just from a visual element, we switched things up. And I think the brief I gave my designer at the time was professional but fun.

And so, he came up with this color scheme, which has changed a little bit over the last six years, but not much. And that was to basically kind of stick with a dark gray blue color with orange being the action color of the website, so for buttons and links and things like that. And I've had the same logo ever since. I think we updated the orange color a little bit, we made it a tad brighter a few years ago.

But other than that, it's basically remained the same. It was that kind of visual change, it was also the rhetoric that I used as well, whereas with virtual business lifestyle it was always about building a team, delegation, virtual assistants, outsourcing, automation, that sort of type of thing whereas with chrisducker.com, I initially started just talking about online entrepreneurship and what it meant to have the freedom to be able to build a business online and what it meant to me as an entrepreneur, but also as a father and a husband and growth and all that kind of stuff. Because I think I came at it with quite an interesting angle for my demographic, which has always been a little older as you saw at Youpreneur summit. You look around in that audience, the average age of somebody that comes to my event I would say is probably mid-30s and upwards. It's not the younger generation.

Now, that's not to say that I haven't met lots of people that are younger than 35 that I know I've helped, I have but that's my demographic. And so, I think they could relate with what I was talking about in regards to, hey, I'm an ex corporate guy. I'm a brick-and-mortar guy and now I'm using the Twitter, you know what I mean? This is kind of fun. And so, they kind of wanted to follow along with that a little bit. And I think people, they just appreciated the real talk. That was the big thing, man. I switched my verbal communication to talk in the exact same way than I do in real life

whereas before I was really trying-

Pat Flynn: Build a filter on maybe.

Chris Ducker: Yeah. A filter, yes, but not because of swear words or anything like that. But a filter because I guess I wanted to be seen super professional and all the rest. And I didn't really need to do it, I didn't need to do it. That was biggest-

Pat Flynn: Is it perhaps any sort of the idea of wanting to please everybody or something like that?

Chris Ducker: Absolutely. Yes. Without a doubt, without a doubt. I remember when we first launched the Virtual Business Lifestyle, I kept saying, "Everybody that comes to the website, I must get them to subscribe, everyone. You only get one opportunity," etc, etc. We do well, I think by the end of year one, we had about 6,000 people or something on our mailing list, which is great. Maybe a little harder to do that nowadays, but back in 2010 it was a little easier. You come to my website now, you will either immediately be attracted to me and my vibe and what I stand for or you won't. I don't think there's going to be anything in the middle, you'll get it or you won't. And if you don't, that's okay. Adieu and good luck finding what you need somewhere else.

That's not me being an egomaniac or anything, all I know now is that I'm very, very happy attracting and working with the people that really truly get my vibe. And if they don't, that's cool. They'll get it somewhere else, they'll find what they need somewhere else.

Pat Flynn: Right. Obviously, all of our competitive advantage is coming from who we are. And I think we have to A, be okay with the fact that there are going to be people who don't like us or don't just jive with our style, and they aren't the people who are meant to be served by us. And so, I'd love to shift this conversation from kind of your origin story and how you switched to becoming more of you online to how the listeners can do the same whether they have a personal brand or thinking about starting a personal brand, or even if they

don't have a personal brand, there's still ways to inject personality and newness into your stuff. What would you say is the first thing that people need to know in terms of building a Youpreneur type of business, where really you are somewhat central to the focus?

Chris Ducker: The first thing that they need to know is that they need to inject as much of them as possible from the outset. Looking back, I wish I'd have done that from day one. It took me a couple years to figure it out, but the fact is that you are 100% unique. People like you Pat because, I mean there are a lot of bloggers and podcasters out there that are serving incredible communities and doing a great job in helping them build businesses and followings and things like that. But people like your vibe because you talk about stuff like Back to the Future. And when your error page on your website, it's like, "Hey, my flux capacitor is is on the flux right. Hit this for a little bit of fun."

You share the fact that you're a proud San Diegan. And you share the fact that you're a proud dad. And you share these facets of your life that people can completely and utterly connect themselves with. And that's huge. No one can do that like you because you are the master of your own domain. The first step is to be as unique as you can and show that uniqueness in everything that you do.

Pat Flynn: Well, let me play devil's advocate a bit. A person might be listening to this and say, "Well, I don't really care that Pat likes Back to the Future, I don't even like Back to the Future. I'm not a dad, so I can't really relate to that." Am I sabotaging myself by not addressing or addressing maybe too specifically who I am in that way?

Chris Ducker: No. I don't think you are because even if they might not appreciate the fact that you're a Back to the Future fan or you're a doting dad or anything like that, the fact is that peppered in between all those other little personal elements of what you do and you'll see the best influences do this, they do what they really should do day-in day-out. And that's provide massive amounts of value. And you do that every single day across your entire platform, and all those little additional platforms like Facebook and Twitter and Insta and all

those other things as well. What you're doing is you are building a business based around you but not solely reliant on you. And that's huge.

Particularly the last few years, you've spent a lot of time, energy, money and effort building your team. And you've seen it yourself, you can now help so many more people because you can spend so much more time creating these courses and additional resources and books and training and coaching and all the rest of it. You couldn't do that if you were doing everything. You've become very uniquely aware of what you're good at and what you're not so good at. And what you're not so great at, you brought people on board to help you out so that you can provide that value every single day.

Pat Flynn: How can one best combine this idea of providing a ton of great value with injecting their personality into it? Do you plan it out, or how do you actually approach that?

Chris Ducker: Well, obviously, you have to plan it out in some way, shape or form. When we talk about providing value online, it's all about online content. This is something your audience hears about all the time blogging, podcasting. YouTube videos, going live on Instagram and Facebook and that sort of type of thing so. You've got to plan it out although obviously once you've been up and running for a little while, you can get onto Facebook live or Periscope or Instagram stories live or whatever and you can [inaudible 00:27:19] add a little bit as you, I and a lot of other people do. But I think what it really comes down to is when you first start creating content for the people that you want to serve, you start putting together the content that you think that they're going to want and need from you. But after a certain period of time and attracting a certain amount of people, they will then start coming back to you to tell you what they really want to hear from you or need to hear from you.

And that's when that power of community comes into place because it goes from you creating what you think they need and want to go ahead and actually creating content that you know for a fact they need and want based on what they've told you. And that's

where the real magic starts to happen.

Pat Flynn: Yeah. I think a lot of people can do a better job including myself of listening to their audience. What are some ways that you know work best for listening to your community? It helps that you have a forum obviously with Youpreneur where you get to see the threads popping up and such. But do you have any tips for those of us who don't have those kinds of communities to understand exactly what our audience needs?

Chris Ducker: Yeah. Whether it be the blog comment section, whether it be your Twitter or your Facebook group or your Facebook page or whatever the case may be, people are going to be reaching out to you. There's not a day that goes by I'm sure for you because there isn't one for me, and you've got a bigger following than I do online, is I get tweets, I get Facebook messages, I get Instagram direct messages every single day, emails every day. What we do as a team is we basically go ahead and and we kind of almost collate, do we reply to them? Yes, we do. Sometimes it's me, sometimes it's my team. I will say, on Twitter always me.

Actually, Twitter and Instagram are the two platforms that when you get a reply to a message that you've sent, it's always from me directly. Everything else, my team handles to a certain degree unless I need to come in and get involved with it, which is very rare nowadays. So we collate these questions and comments and pieces of feedback in an online spreadsheet which then we go back and we review on a regular basis. For example, if we've noticed that within the space of a couple of months we've had four or five people reply to maybe an image or a video that we posted say, for example, on entrepreneurial burnout, we know that that's striking a chord with the audience and I'll then start planning content based around that, and so on, and so on.

There's a whole bunch of different ways that you can reply to those sort of types of things. But my favorite way is either verbally or via video nowadays. I might send a quick audio message via Facebook Messenger or I might send a quick video via Instagram direct

message. And people are surprised, they're surprised. If they text you a message or a piece of feedback and you drop an audio or video comment to them, they genuinely a lot of the time are quite surprised, quite shocked by it. And it's great, that builds up p2p or people-to-people relationships way faster than just replying with a couple of emojis.

Pat Flynn:

Sure. I love that. Now, in addition to understanding what it is about ourselves kind of personal wise, things that we enjoy, our hobbies, those kinds of things. I've always been a big fan of incorporating that obviously into my work. Those little things, even though people might not do those things or like the same things, they just know that that's about me. When you think about likely your spouse or your best friends, it would be weird if they were exactly the same as you. It's okay that they're a little different, but that is part of who they are. That's why it's okay for you to share these things even though others aren't necessarily going to do or follow the same things. But when it comes to the things about yourself that can actually provide value, that relate to what it is that you're teaching them, essentially your superpowers or as I like to call it, your unfair advantages.

Do you have any tips or exercises for people to help them be aware of what those things might be because it's not an easy thing to know about what it is about you as some people don't want to get too cocky about it or they just have no idea? But how do you help a person understand what those things are? Because those for me, and I want to know if you agree with this, are some of the most important things to know that are going to help you stand out and create that unique selling proposition.

Chris Ducker:

Totally. Totally agree with 100%. At the end of the day, this really is about you becoming you from the people that you're trying to attract. Really showing them as much of you as possible. It's things like your experience, your stories, your personality, the things you can help people with. In the book, we have an exercise which we call the Youpreneur self-awareness test. And it's a very simple test that you can do. You just get a piece of paper, draw a line down the

middle and on the left-hand side you create what I call the flatter yourself list. These are all the things that you're really, really good at. And then on the right hand side, you put what I call the let's be real list. And that's tough for entrepreneurs because we like to think we're great at everything, but we're really not.

I did this test myself as part of writing Rise of the Youpreneur so I could actually include my own results to that inside the book itself. And I'm just literally as we talk, I'm literally panning over to page 20, which is what it's on right now. Says here, on the left hand side, my flatter yourself list is I'm a strong leader, I'm a compelling communicator, I'm a high achiever, I've got a high competitive drive and I can work independently. My let's be real column it says that I'm a micro manager at times, I'm a perfectionist, I'm impatient, I'm tech incompetent and I'm easily unimpressed, that was being real right there, right?

And so, when I look at all those thing that in itself do more of what I'm good at and avoid all the rest of the stuff and just be real with yourself. And I think that self-awareness, it's important that we do this test not just when we want to begin thinking about focusing on our personal brand and what it's all about, but also doing it on a very regular basis as well as time goes by because it might change.

Pat Flynn: For sure. It will change yes, it will absolutely change. Now, part of also, the the of this is knowing that you shouldn't do everything on your own. And that's something that I've learned from you. And although it took you years to finally convince me to finally build my own team, it was one of the best things that I have ever done. What do you say to that entrepreneur who's getting started and they want to do everything on their own because it is their business, it is their personality, there's no other person who can do those same things? That is building a business and therefore I have to put all of myself into it, how would you basically talk to younger Pat and everybody else out there who's struggling with the same thing?

Chris Ducker: Yeah. I think you'll probably recall some of the conversations that we had about this since then. In fact, actually, one particularly that

I remember quite quite vibrantly was I think it was either LA or Vegas, but we were coming out of a hotel. I think it was Vegas, we were coming out of the hotel and we were talking about how you were becoming extremely overwhelmed with your inbox. And bear in mind everybody listening in, this was two years before Pat fixed his inbox issues. But I remember you saying, “Oh, my God, 9,000 unread emails in my inbox.” And I couldn’t fathom that, I couldn’t get my head around that. Not only could I not believe you had 9,000 unread emails, but I couldn’t figure out that somebody who was having as much success as you were already hadn’t already sorted that out.

And so, I think for you and for everyone else that is in that position will think, “Well, I’ve got to do it all. I’ve got to reply to all these emails. I must manage my own inbox. It’s me, they’re reaching out to me.” That’s not the way to do it. You’ve got to work on your business way more than you end up working in it. You have to if you want to grow the business, which in relation will then go ahead and grow your reach, your impact, the value you can provide, the number of people that you can help and so on, and so on. Building my team was the big thing. That 2010 coming back from to the burnout story. That 2010, I hired eight people in one year to fundamentally replace myself from my business day-to-day.

What do you think happened by the end of 2010 going into 2011, 12, 13, 14? We experienced a crap-ton of growth due to the fact that I wasn’t working in the business, I was working on it. And that was a big change. That’s what I’ve got to say about that man is the impact that you’re going to have is going to be much, much bigger if you’re a lot wiser about the way that you’re building a business.

Pat Flynn:

And where you spend your time. This is directly tied to what you taught in your first book *Virtual Freedom*, and there’s an exercise in there that you alluded to earlier, which is called the Three Lists of Freedom exercise. And that one is the one that I would recommend a lot of people do. It helps you understand, okay, well, what are the things that you really should be handing off that likely you are doing and perhaps even doing very well. And that was a big eye-opener

for me, so thank you for that book.

And speaking of books, I'm super stoked to know that your new book Rise of the Youpreneur just came out. By the time this recording comes out, on the day this recording comes out, it will have just launched yesterday, so congratulations to you Chris. I know how much this book means to you.

Chris Ducker: Thank you.

Pat Flynn: But also, I know the impact that you are hoping it will make because of the content that's inside of it, why don't you give a one-minute rundown. We've discussed a lot of the components of it already, but give us a rundown of who this is for and why you wrote it.

Chris Ducker: Yeah. It's for the person that feels like it's time for them to rise up. This is the whole point of the title of the book Rise of the Youpreneur. This is a call to action, it's a call to action to join a movement of people building a business based around their personal brand, a genuine profitable business model that a lot of people didn't see coming, but it's very much here. And I think that 5 to 10 years from now, everyone will have a personal brand whether they like it or not. And now is the time to get involved with it and really get started on it properly.

What we've discovered inside of the Youpreneur community, which is now going into its third year, we've discovered that people generally when they come to us, they are normally in one of three sort of buckets. One of three sections of the growth of the business of you, which is either number one, they're building it so they've got to go to basics a little bit. They've got to define who they are, who they want to serve, who their perfect customer. They've got to get serious about building their online home and kind of like setting up their social media and all that sort of type of stuff. That's the first kind of bucket of people.

The second bucket of people is they're already in that marketing phrase. Now, here's the really good thing about it. If you're already

done building, please skip the first 80 pages of my new book. There's no need for you to read it, literally. Go straight into the marketing section, which I think is 80 something pages in and start really diving into what it means to truly spread your message, to really start being seen as an influencer and as an expert and what you can do, the exact strategies you can pick up and run with to build that kind of influencer type role in what you're doing is all about building and growing your business circle because we need that way more than we really truly believe.

When when we get into a real marketing about business, you can't do it all on your own. You need friends, you need colleagues like yourself and other people that you and I call very, very good friends now. People we didn't know 6, 7, 8, 10 years ago, you know what I mean? We talk a lot about building your business circle and how relationships should be treasured and not used and that's sort of type of thing.

And then the third section is all about monetization, and it's a really hardcore section as well. We go everything from figuring out what to sell, we talk about will it fly in that section as well and the importance of validating your ideas. We talk about building your own Youpreneur ecosystem where you have several different parts of your business all feeding into that kind of money bucket. And then we really, really hardcore hit into pricing strategies and launch strategies. We talk about the pre-launch and the bars and the launch and the post-launch and all that sort of stuff as well and the power of a happy customer and really what that can mean for your business not just immediately, but also further down the line as well.

Pat Flynn: I love that. Can you give us an insight on those money buckets you were talking about? The perfect Youpreneur business or an example of Youpreneur type business, what would those money buckets look like? What are the income generation models there?

Chris Ducker: Sure. Obviously, what are we doing here? We're building a business based on our brand, our personality, our experience, what we can help people with. Example, my own personal ecosystem is in

the book. I share it. And it all begins with my blog, it begins with chrisducker.com and the free content that I publish on there, with my podcast, with live video, with YouTube videos, with obviously written content, infographics and all that sort of stuff. But that's when kind of the freebie stuff sort of stops. This is a business. If I don't make money, I can't continue to help people with my free content as well. We kind of spider off in the graph to everything from live events such as one day masterminds and maybe smaller workshops.

I have a tropical think-tank in the Philippines for four years in a row. We wrapped that up so we could focus now on the Youpreneur summit, which takes place every November in London. It's a much bigger deal, more impact, more people, more lives to change. And then there's everything from your info products and affiliate marketing and ebooks and webinars and your membership community and high-level masterminds. I know you're kicking off your accelerator soon. I launched my own round table mastermind at the end of last year. It sold out in a matter of days. People want this stuff, and they'll be happy to pay for access to you and your experience based on where they are in that Youpreneur ecosystem and their own personal journey.

It's just so many opportunities, but so many people are trapped in this whole kind of content hamster wheel of trying to create content and attract eyeballs and get email subscribers and all the rest of it. Let me tell you, I'd rather have a hundred people on my email list opening every single email that I send, click on every link and every email, buying every ebook, attending every event, ordering up every course. I'd rather have a hundred hardcore fans like that than 10,000 people doing absolutely nothing. What impact might have they?

There's so many opportunities. And you'll find that one will lead to another, will lead to another, will lead to another. I've got very lucrative one-on-one coaching opportunities out of speaking at other people's events. And likewise, I've got ... I remember actually when I was in Australia in 2014 promoting Virtual Freedom, I

happened to be in Sydney speaking in an event. I got an email from a guy in Melbourne saying to me, “Hey, we’re a family-run accounting company. I’ve just taken it over from my dad, we need to bring this company to 21st century. If you’re ever in Australia, let me know I’d love to hire you for a day of consulting. I reply to the guy and I said, “Hey. I’m here right now, I’m in Sydney. If you want, I can fly over. I’ll extend my trip.” Do you know how much I charge for one days of consulting?

Pat Flynn: How much?

Chris Ducker: \$15,0000, and he didn’t even bat an eyelid. Should have charged 20, should have charged. So many opportunities come out of the ecosystem. And understanding obviously you don’t want to ignore the necessarily need to chase down all of those opportunities. But when the right ones come your way, you should certainly explore them.

Pat Flynn: It really makes me think of all the YouTubers especially because I’m getting pretty big into YouTube right now and just exploring this base and I’ve been doing a lot of research on big YouTubers. And a lot of them have those millions of subscribers and millions of views on every video yet their only income generation is through AdSense.

Chris Ducker: They’re leaving so much money on the table, it’s not even funny-

Pat Flynn: Not like that. Yes. Absolutely. Especially because they likely have a very strong relationship with their raving fans who catch them every single day for example. But beyond that, I feel like they are just waiting for doom when YouTube shuts their account down or something happens to the algorithm or whatever. And I know you spend a significant amount of time in the book talking about future proofing, which is an amazing term that I’d love for you to expand on right now and give us some advice on how we as entrepreneurs no matter what level we’re at, no matter what kind of business we have, how can we better future-proof our brands for things like that?

Chris Ducker: Yeah. Look, we're in pretty unsettling times now as a world. And you can be as optimistic as possible. You're an extremely optimistic guy. I am as well, but I tend to kind of verbalize over my frustrations maybe a little bit more than you do. But we're in very unsettling times. There's a lot going on in the world. I am a big fan of America, I've spent more time in America in the last 15 years than I have done in the UK. Imagine that? When I'm over there and I can see a country that's horrifically divided, that upsets me and I'm not even American. When I go back to the UK and everybody's moaning about Brexit and the referendum that went down last year, I'm not worried about change. Does it affect me a little bit? Yeah. It affects all of us a little bit, but I don't pay a whole lot of more of attention than my initial reaction to it, which sometimes I'm a little verbal about.

But the fact of the matter is, Brexit is not going to interfere with my business because I'm in control of my business. I don't have to worry about things like import-export taxes and all that sort of type of thing. Brexit might and will affect certain number of businesses, but we're talking about big brands and big companies that do a lot of international deals and all that sort of type of thing. When you build a business based around the Youpreneur business model where a lot of is online, a lot of is in-person, nothing's going to stop me building Youpreneur as a brand and as a company just like nothing's going to stop Smart Passive Income and a whole lot of other online businesses.

I think when we use the term future-proof, there's not necessarily like tactics that I can share to become future-proof. We're doing it everyday by just becoming somebody's favorite, you know what I mean bro? Every time someone comes to my website, to your website, to your listener's website, we have a split second to attract them to what we're all about or they're gone forever. But when they are attracted to us and they do consume our content and they do download our shows and watch us on YouTube and do all that sort of stuff, they're fans, we have become one of their favorites. And when you do that, you are slowly but surely future proofing yourself because I know there are many, many people that are following me

now that are doing business with me now that were also following and doing business with me six, seven years ago when I wasn't even talking about personal brand business, I was talking about virtual team building.

Like I said, right at the top of the show, growing this kind of business model allows you to pursue those varying interests that you have as a human being, as a business owner, as an entrepreneur. And if you're doing it in the right way, you're future-proofing yourself by creating this community of followers and fans and subscribers and customers. And that in itself helps you become future proof because they'll follow you as long ... as you continue to add value in their lives, they'll follow you in no matter what you do.

Pat Flynn: And it goes back to that thousand true fans, and you really don't need a ton of people to have you be their favorite, to really support you in the kind of lifestyle that you want, to make a massive impact in their lives.

Chris Ducker: A thousand people is a lot of people. If you have a thousand people in your living room, you wouldn't be able to breathe, you know what I mean? And that's why I believe that a hundred people is enough. Look, let's get real for a minute. We all like making money, you've made tons of money in the time I've known you. I've made tons of money in the time that you've known me. But how much do we really need? You know what I mean? I'm pretty sure that if you were providing lots of value to 100 to 150 people and you had a couple of good courses that you knew we're going to be able to help them, you had a high end mastermind that was going to take care of the top 5% of your active subscribers and customers and you had another couple of bits and pieces that you were doing, a little bit of affiliate marketing and maybe the on live mastermind, that kind of thing, you'd live very comfortably on that. You'd live very comfortably.

Pat Flynn: But there's a reason why I keep going.

Chris Ducker: Which is what?

Pat Flynn: Well, partly that's just my personality. I don't ever stop.

Chris Ducker: That true, you don't.

Pat Flynn: But the the other part of it is legacy for my kids, for everybody-

Chris Ducker: And that's the reason why all of us don't stop because we want to carry on creating that legacy for our families, for the people that we end up leaving behind and and all that sort of stuff. But here's the thing, and I'm not quite sure how this is going to go and we'll talk about this maybe 15, 20 years from now when I have decided to sort of hang up the the career cape and travel around the world with my beautiful wife in my retirement. But here's the thing, I want to see my legacy when I'm still around. Does that make sense? I don't want to have to pass to create that legacy. I'm pretty sure one of the guys that really influenced me growing up was Zig Ziglar, which is so strange for a guy from London and England to be attracted to this American southern-

Pat Flynn: Now you have to create the impression.

Chris Ducker: Because Ziglar you couldn't help but love. For me, you can't help but love Zig Ziglar what he said and the way he said it. And the one quote that always gets me and I'll do the impression just because you've asked was you're going to have anything in life that you want just as long as you help many other people get what they want. That's compelling, that's profound. And so, when I think about that, when Zig was on his last legs before he finally passed away, he was abundantly clear of his legacy. He felt it, he saw it every day through his family, through his colleagues, through the people that he would speak in front.

And as he started to wind down and unfortunately you know the poor health got the best of him, I believe he was abundantly clear just how much of a stamp he was leaving on the world. I want that as well, I want that as well. I don't want to have to go to create the legacy. I want to be able to see it and pass it, do you know what I mean?

- Pat Flynn: Yeah, man.
- Chris Ducker: That was deep. We went deep-
- Pat Flynn: Yeah. We did go deep to finish up the episode here, which I think is good because I want people to continue thinking about this as we ... Go ahead.
- Chris Ducker: It's important. It's important to me that my customers, my subscribers, my followers think about this stuff as well. And I think that, look, if you're the right kind of person, this should mean more to you than anything. And I know when you and I talk, you talk about your kids and what you want to do with kid entrepreneurs in the coming years and all that kind of stuff. We've had very intimate conversations, you and I, which I'm not going to repeat now. But I know what kind of legacy you're going to leave behind. I'm pretty sure you know what I'm going to leave behind.
- This is important stuff, I think every entrepreneur ... I don't care if you're tuning in right now, if you're 21 or whether you're 61, you need to get serious about this stuff because this is the reason why I get up every morning. It's every single page inside this book, it's every single minute I spend on the stage and every month that I spend putting together live events to bring people together, to help people you know achieve great things. That's what I want to be known for. And it's darn important to me, it really is.
- Pat Flynn: Yeah, man. And I've often heard you say your brand is what people say about you and you're not there. And I feel your legacy is what people say about you when you're no longer living.
- Chris Ducker: Totally.
- Pat Flynn: How are you creating a brand for yourself so that you can continue to make an impact even after you're gone?
- Chris Ducker: That that comes down to what you do when you're here, the people that you touch, the things you leave behind. I didn't need to

write Rise of the Youpreneur, I didn't need to do it. My business is growing just fine without a book. But I wrote this book and I wrote it fast. I didn't mess around with it as you well know. And the time was to get it out now. This is where it's happening, this is the call to action, it's time to rise up my fellow Youpreneurs. I don't think this is going to be the last book that I write, but I do think that it could potentially be the last sort of how to business manual that I write. I think this is it.

And now, that's not to say that I won't come out with an extended edition or an expanded edition or an updated edition at some point, that's on the cards already, do you know what I mean? We're a day in and I'm already thinking about what I want to do two, three years from now with it. But I do believe that, I've got ideas for other books, but I think this is going to be the last kind of business manual that I write potentially because I do feel like this is going to be my life's work. I remember when you said to me, "What do you want for Youpreneurs?" I said, "I want this to be the thing that I do for the next 10 years." Do you remember that?

Pat Flynn: Yeah. Oh, yeah.

Chris Ducker: Yeah. It could be 15 years, it could be 20 years. But I do believe this is going to end up being my life's work. I'm very excited about it.

Pat Flynn: Yeah. I imagine it being remembered and talked about on people's shelves such as how to win friends and influence people.

Chris Ducker: Not so far, wouldn't that be good?

Pat Flynn: You know what I mean?

Chris Ducker: Wouldn't that be good.

Pat Flynn: Hey. Really quick before you go, how did you write it so fast because it really blew my mind how quickly you got this done? Obviously, you've talked about the motivation behind it. I'm sure that was part of it, but how did you make time for this?

Chris Ducker: Man, it's priorities, right? That's really what it comes down to. I knew that we have the Youpreneur summit coming up in November 2017. And I knew that was happening in December 2016 because that was when we launched the private tickets to our Youpreneur community members first. And I think we sold, I don't know 50, 60 tickets pretty much straightaway. The target was 200 people at the first event, we ended up getting over 350, which I was really excited about. 37 countries were represented at that event, just insane.

But as the months went by, and I think what it was actually, I was in the United States beginning last year. You and I were hanging out in San Diego. We were talking about it, we were having a juice or a shake or something and we were talking about what your next book was going to be as well. And I was like, "Well, I'm starting to work on it." And I really did. That was the thing, I did something this time around that I didn't know was going to work because with virtual freedom, I typed out every single word. And with Rise of the Youpreneur, I did it in a slightly different format. I worked with an editor who did a couple of things. He interviewed me for about 12 or 13 hours, we had all of that conversation, all of those conversations transcribed. They came back to me, I chucked out a load of stuff. He put in a few extra bits and pieces that he wanted me to elaborate. We exed more stuff and so on, and so on, and so on.

And I think probably within about eight weeks or so, we had the manuscript. The book was kind of ready by June, July last year. It was basically done bar the the intro, the conclusion, who was going to do the foreword, if there was going to be a foreword, that sort of type of thing. I think we ended up cutting out maybe another 15,000 or so words, which I'll probably end up putting back in for the audio edition. But it was a very quick process to write a book. And if I was to write another business book like this, which I really don't think I will do. But if I was, I would go the same way. I now advise all of my clients and my students to follow that model, work with an editor. They'll pull this stuff out of you that you don't even know exists.

I started telling stories about when I went to Disneyland and when I went to Krispy Kreme and all this other stuff as you ideas and

concepts and exercises and everything. And I probably wouldn't have come up with a lot of that stuff if I was physically sitting there typing away at a keyboard. And so, that how I wrote the book very, very quickly because I brought somebody on board to help me do it, plain and simple.

Pat Flynn: Thanks man. I really love that strategy. Congrats, man, again on the book and having it come out. Tell everybody where they can get it right now?

Chris Ducker: Well, Amazon. Surprise, surprise, right? You can go to Amazon and just search for Rise of the Youpreneur or just search my name, it'll pop up. Or you can go to riseoftheyoupreneur.com and we're throwing some pretty cool bonuses for anybody that purchases is in the next sort of 10 days or so. Go check it out, send us your receipts and I'll send you lots of free stuff.

Pat Flynn: Sweet, man. Dude, I'm super stoked for just continuing to witness all of your success and all these great things that you're doing. And I'm just so thankful that, and a lot of you know this already Chris and I chat nearly every week catching up. A lot of it is personal, family related chat, but often times it's very serious business chat too. We get very serious at times. And I wouldn't be where I am today without Chris and I hope that I've been able to help you and provide value to you and your business to Chris along the way.

Chris Ducker: Totally, brother. You know I appreciate you more than anyone else in my business circles. And you're right, we talk all the time. And actually quite funny is that Pat and I were trying to catch up for a proper business conversation for three months, but we were still texting all the time on personal stuff and eventually we ended up doing it, and we had one of those very deep, deep conversations. But no, it's a pleasure to be back on the show in front of your tribe. I know that they appreciate and love you just as much as I do.

Pat Flynn: They dig you too Chris and thank you again for coming on. Check out Rise of the Youpreneur on Amazon now. And again, Chris, thanks for your time bro. We appreciate you all the time.

Chris Ducker: You got it, right back at you.

Pat Flynn: All right. I hope you enjoyed that interview with Chris Ducker, one of my best friends from youpreneur.com and also chrisducker.com. And make sure you sign up for his summit. If you're ever in Europe or want to go to Europe, it was a great excuse for me to go to Europe for the first time. A fantastically run event, all of his events have been amazing. I went to one that he threw in the Philippines called Tropical Think-tank, which he will no longer be running. But now, it's London Think-tank or London Fog-tank, but really it's called Youpreneur summit and it's fantastic and definitely needed in Europe for sure those kinds of things.

But also check out Chris's book, Rise of the Youpreneur. I remember at his conference he actually just gave away early copies to all of his attendees, which was really cool and I have a version of it in my house and it was signed by Chris, it's awesome. So proud of him for getting it done so quickly. And it's just an amazing piece of work that I feel is going to be a really, really big game-changer for those who get their hands on it. Make sure to check it out, you can check it out on Amazon and also through the show notes. If you go to smartpassiveincome.com/session306, you'll get access to the show notes, the link to Chris's book and all that good stuff. Again, smartpassiveincome.com/session306.

Chris, I appreciate you bro. Thank you for coming on, and I know everybody else thanks you too. And, one more time, check out his book Rise of the Youpreneur on Amazon right now, you can go and check it out. By the way, if you haven't yet subscribed to the show, please do that because we've got some great stuff coming up for you. And again, check out my YouTube channel if you haven't already either, it should be in full swing by now. And you can check that out at smartpassiveincome.com/youtube.

Cheers guys. Thanks so much, I appreciate you and I look forward to seeing on the next episode. Remember, my name is Pat Flynn, here to help you make more money, save more time and help more people too. Cheers and all the best. Bye.



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