

New Business Podcast

Episode #2

Entrepreneur Lifestyles and Becoming a Click Millionaire, with Scott Fox

Hey everybody, it's Chris Ducker here and this is the New Business Podcast where insightful "how-to" business strategies collide with actionable tips and tactics. Look no further, you've found THE podcast that you need to tune into to catapult your business into the 21st century.

Chris: Hey what's up everybody, welcome to episode two of the New Business Podcast. Thank you very much for tuning in, I'm your host Chris Ducker, that's Ducker with a "D." I just want to clarify that point, my high school years were a little bit shocking from time to time. Try to figure out why with a surname like that. Anyway, today's episode is brought to you by absolutely nobody but my good self. I'd like to clarify something very, very quickly before I get going, and that is that every single one of you out there absolutely rock! I received so much great feedback for the first episode a few days back. I'm humbled by it all.

When everything was said and done, I kinda knew that there was a good show there and Amy Porterfield gave us such great tips and tactics on utilizing Facebook. I knew that anybody that would listen in would pick up a load of great stuff to use straight away in their Facebook marketing. The feedback that I got from you guys was, very heartfelt, it was fantastic. I had so many great tweets and e-mails coming in from everyone.

So, if you listened, if you downloaded, if you sent me a comment or a bit of feedback, if you left a review on iTunes or a rating on iTunes, thank you, thank you, thank you so much for giving me all that fantastic confidence that is needed to keep going with these, and hopefully take the podcast up to the next level in the coming months as well.

Today I want to focus a little bit more on entrepreneurship in general with little bit of a slant on the lifestyle side of things. Generally speaking, we will quit our jobs, stick it to the man and move on to do our own thing because we've just had enough of working for somebody else. I know that's exactly what happened to me, and maybe I'll tell my story a little bit more in-depth in a future episode. For me there was a breaking point there that literally hit me at thirty five thousand feet in an airplane when I was coming back over from a business trip from the United States, where I'd been working with my last ever boss, for about four to six weeks or so, on my way back here to the Philippines. It hit me, right there, on the airplane coming back from the US; I'd had

enough. By the time I landed in Hong Kong, for my connecting flight back here to Cebu in the Philippines, I had written my resignation e-mail and sent it off to the guy. So that's maybe a story for another episode, but what I'm getting at here is the reason behind that decision was that I'd had enough making money for someone else, I'd had enough putting up with someone else's bullshit, and I'd had enough, generally of just not living the type of life that I wanted to live doing the type of things that I wanted to do. If you're listening to this podcast, I'm almost a hundred and fifty thousand percent confident that you guys feel exactly the same way. You've already made that jump or maybe you're in the process of thinking of making that jump at some-point in the future. So today, we're going to be looking at entrepreneurship and lifestyle and what that entrepreneur lifestyle is all about; and how we can utilize the internet and the online world in general to be able to really catapult our business success, in terms of how we set up and market, and run our businesses and grow our communities and all the rest of it.

So, lots of “how-to” advice in this one, focusing on our bigger goals over the long term, as well as short to medium term as well and I know that you're just gonna absolutely devour the information that my special guest today is going to imparting on you. So, my guest today is an x-wall street investment banker who also is very active in the same game in silicone valley, and get this, Hollywood; before he became tired of the corporate rat race and decided to build online businesses that enable him to live a lifestyle more fitting to his long term goals. Now-a-days, he helps entrepreneurs do the same and is the author of three books, [Internet Riches](#), [E-Riches](#) and his latest, [Click Millionaire](#) which we'll talk about in a bit, as well as being a very popular speaker and highly sought after business coach.

So, without further ado: Welcome to the show, Scott Fox!

Scott: Hey Chris, thank you, wow, that really sounded great. I'd look forward to meeting that guy. (both laugh)

Chris: Yeah, Right? Like, who is this Scott Fox fella? I want to get to know this guy.

Scott: Yeah, right. Wow.

Chris: So alright, look man. We've been talking online for a while. You were so gracious in sending me a physical hardback copy and I don't know wether you can hear this. (Knocks the physical copy of the book) Thats me banging on the hard copy...

Scott: There it is. (both laugh)

Chris: ...of your new book, (TK) Click Millionaire, which we'll get to in a minute. Great book, throughly loved it. Now, Bill O'Reilly from Fox News said, “it's an easy to understand entrepreneur's roadmap.” How's that sound coming from Mr. O'Reilly?

Scott: Well, thats the truth, you know, Bill and I worked together for years and I helped him build [BillOReilly.com](#). So Bill has been a, politics aside, he's a good guy to work with, and for, and especially if you make him a lot of money, you'll end up doing each-

other some favors and he's been gracious enough to endorse all three of my books actually so...

Chris: That's cool.

Scott: Yeah, it's worked out pretty well for both of us.

Chris: That's good stuff. Now, you've actually been featured in the New York Times, US Today, Wall Street Journal, Excess Magazine and a whole lot of other press and media and stuff like that as well. So I'm going to kick everything off, I mean, you're obviously an accomplished guy when it comes to business and the whole point of the New Business Show and podcast is in regards to doing things differently, doing things with today's entrepreneurial landscape in mind. You are a perfect, perfect model of this type of work. I want to kick things off with, let's say, you're an entrepreneur, your just starting out, lots of excitement for an idea that popped into your head when you were taking a shower that you then cut short to register a domain name. Now, hands up if you've ever done that. I'm raising mine right now...

Scott: (both laugh) Me too, two hands.

Chris: I'd like to know from the listeners, if you have done exactly that, if you've ended a shower early, to register a domain name, please let me know what it was and then maybe we'll collate them together in the show notes or something like that. But let's say you do that, what's next? You've got the idea, you've got the domain name, in this day and age, what do you do next, as a potential entrepreneur?

Scott: Well, first of all, I think you did the right thing by stopping the shower and writing it down. Honestly, people forget these insights right? It may seem really obvious to you when you wake up at three thirty in the morning, or in the shower, and you have this insight, but those insights are *fleeting*, so I think it's a really good idea that you caught it. In fact, I'll share with you one of my secrets, not only do I keep a pad and a paper next to my bed and in my car and in my pocket. You're going to laugh at this, my wife literally bought me a SCUBA diving slate so that I could write things down while I was in the shower!

Chris: Are you serious?

Scott: I swear to god (both laugh.) It actually comes in handy because I think that those little inspirations are really key. Even if the first one isn't great, even the fifth or tenth one isn't that great, the more you practice and exercise that muscle, you get those intuitions and those insights and you build your confidence. So, before we get to the other stuff, and I think your scenario is a great one, because you're presuming that the entrepreneur has the self confidence and the interest, to do something about it and take some action. Writing it down is a great place to start, so, that was not even the question you asked but I got off track sorry (both laugh.)

Chris: Well that's OK because you reaffirmed the importance of collecting ideas and recognizing ideas when you see it. I think a lot of entrepreneurs, when they're getting

going, they kind of, and this leads onto my next question quite nicely here, they think that it's *one or the other*. Some people say that you should start a business just to simply make money, some people say that you should follow your passions, and that's a big one that we've seen recently with so many great books and things like that out there. I believe that it's possible to find a balance of the two and let's face it, you need a balance of the two to be a happy business owner.

You need to be able to do what you like doing and make money, otherwise it's pointless. So do you have any points on how new start-up entrepreneurs can try and find that balance?

Scott: Yeah, I think you're exactly right. That balance is the thing that is most important, and yet, amazingly, the least attended to. In school it's all about facts and figures and perhaps a business model if you go to business school. There's nobody on the other side except maybe your mother or your wife or your conscious, that says, "hey, I've gotta have a life too." That balance thing, is really critical, that's what (TK) Click Millionaire, the whole book, is all about, as you know. It's trying to figure out, OK, I've got this idea and all the training you'll find out there will be one or the other camp. There's business school professors and economists who say, "maximize profit, grow the organization as quickly as possible, try to take it public. Right? Your investors will come on board, give you money, but they all want an exit strategy" right? Big money, big growth, big market share, big ideas, go go go go!

Then on the other side there's you and your poor little life that are forced to adapt to all that. You end up being a hamster on a hamster wheel running, trying to adapt your lifestyle to the needs of the business. Who thought that was a good idea, right? Give me a break! You spend all your time at work anyway, you have to give up your weekends and these days you've got your iPhone, your Android at home, your BlackBerry, you're getting e-mails all the time, "oh I haven't posted on Facebook all week," you feel guilty you know what I mean? (laughs) It could take over your life. So that balance is really critical. So how do you get there? Well, I think you need to really be smart about the idea first, but also your goals and that is what the book talks about. Take an inventory of your personal goals and I would like to see more people do this with their careers. I'm not talking about, quit your job and mortgage your house and get rich quick overnight stuff.

I'm talking about, you've got a good idea that you had in the shower. Now try to figure out where that overlaps commercial potential with your personal interest. I think that's where the sweet spot that, more and more, our society needs to help entrepreneurs find. It's not just about the money, it's about your life as an entrepreneur and then making enough money to keep being entrepreneur, hopefully hiring some other people and reinvesting the profits to help even more people do the same.

That's what I'm really after, that's the Click Millionaire's philosophy, to reinvest, you've gotta do so well that you can help others, and a rising tide will lift all boats.

Chris: Yeah, and that is such a great message to knock out there. We'll go a lot more in-depth in a minute, but I want to ask you a little bit about your background. Wall Street; doesn't get much more, cut-throat, in terms of environment. If you've ever seen

the movie (TK) Lunch is For Whimps, etc. etc. And you were the, well you weren't the Gordon Gecko, but you were a Gordon Gecko type of person in regards to being an investment banker and that sort of type of thing.

What's Scott's life like before and now. What was the catalyst from being involved in Wall Street and Silicone Valley and Hollywood. You were making some pretty damn good money back in those days doing what you were doing. Where was the catalyst? Where was that moment, that lightbulb moment that every entrepreneur says, "enough." (both laugh) I'm done working for other people, I'm going to go out and do it for myself now. What was that moment for Scott?

Scott: For me, it came a couple years into my investment banking career. As you said, I made very good money. Ridiculous money for someone my age. I made vice-president in one of the big banks in New York by the time I was twenty four. I had no financial background, you know, I got onto the trading floor and I made stuff happen. We're talking multi-million, multi-billion dollar deals. I'm not trying to brag, you asked me, I don't talk about this normally, but that's what I did. I figured it out and I did really really well at it and I realized that I freaking hated it because I didn't have any personal involvement and we were handling all these large amounts of money and, this is going to sound naïve but, we weren't helping anybody. I know that sounds kind of trite and it's not cool, it's certainly not cool to say things like that when you work on a Wall Street investment bank, "hey guys, we're not helping anybody!" (both laugh) That's not something that they want you to be worrying about right? I did it for several more years and made a lot of money and I was able to walk away basically, well they tried to keep me.

The lightbulb for me was like, look, I am not going to live my life like this; just in the service of money. I have some money now, I understand the money game, and that's one of the things that informs my advice to other people. I have the confidence about money because I've been there and done that, but you need that foundation of like, what do you really care about? I'm no Mother Teresa, I'm not perfect and I haven't given away all my money, but I give away as much as I can and I try to help other people and I try to think, that's one of the realizations that has come to me over the past years.

If you're going to build a business, you're going to want to try to make money, I get that. But the best way to build a business is to serve a need that's greater than your own need to make money. If you can figure out a way to help other people, then they're going to give you the money, and you don't have to take it. That's a *win-win situation*, and that's really the lightbulb for me. There's a lot of needs in this world, and if you can put those together with your own lifestyle goals and business opportunity, that's where I want to live, that's the sweet spot.

Chris: Yeah, yeah. That's a great philosophy to put into play. You know, myself also as well, since I made that switch as well from Virtual Business Lifestyle to ChrisDucker.com, where I'm focusing more on building my own personal brand and I want to be able to connect with people in a personal way, rather than just a lifestyle way, and also an idealistic kinda way where I'm not talking about, even though I'm

building my own personal brand, I'm not talking about me, I'm talking about what I can do for them and what they can do to build their business. I've seen the correlation between the two has just been incredible since I've launched the new site. I can understand exactly where you're coming from in that regards. The idea of helping people and inspiring people and motivating people to take action is now what fuels me as well. We certainly have that in common there for sure.

Now, let's go onto this book, it's a biggy as well. Let me count, hold on, doing this live as we speak. Two hundred and eighty pages including the, and I'm looking right at the back here, including the about the author page, and then you'll get your free, special reader bonus package. I'm not going to tell you what that is right, you've gotta buy the book. (laughs) This just goes back, right here on page two hundred and seventy nine, it says: "About the Author: I used to hate my job, like you do." Boom! How many people do you connect with in that one sentence? (both laugh) That's pretty huge right there. I want to go into this book a little bit here, let's get a little bit deeper. Page twenty two, right just to prove I have actually read it, well for at least twenty two pages anyway, page twenty two, I love that this appears so early on in the book as well, cause I think it's very important. You mention here the click millionaire's career or purpose. Passion or purpose, you've touched on it a little bit, this is just so good for me to see this so early on in the book. Tell me more about that.

Scott: Sure. For those who haven't seen the book, hopefully you'll go buy it like Chris said, it is quadrants so we're talking about an X and a Y axis and a cross, so there's four parts of this, and this is a concept I borrowed from (tk) Robert Kiyosaki who's the author of (TK) Rich Dad, Poor Dad, one of the big books that influenced me a lot was his book called cash flow quadrant. In that he [Kiyosaki] divides people up into, people who work for businesses, people who own businesses, you know things, like this, to help you conceptualize your own career strategy. So I borrowed Robert's strategy, or re-did it, to help people think about their own lives and how they're living them. As is suggested there Chris, there's four quadrants and quadrant one is all profits and no passion. That's people that just work, work, work, money, money, money, that's all they do. The opposite are people that are all passion and no profits. We've seen a lot of that the last few years, like you mentioned earlier, all these books, (TK) The Secret and stuff. You know, "do what you love and the money will follow and envision abundance" and you know, "all this sorta *new agey stuff*, I'm all for positive attitude but that has never paid my mortgage, you know? You gotta actually do some work. So, again, I'm somewhere in-between. That's what these quadrants are about. I'm trying to help people understand that they need to move out of these lower quadrants and over to quadrant four, where you have a lot of passion for your work AND lots of profits. That's where click millionaires live and vacation too.

Chris: Yeah true, and you know that's what it's all about. That's the *click millionaire's* mindset, as you often refer to it, I understand where you're coming from. The other big part of the book here, and this is what I've been talking about for years as well, is that you talk about the need to discover a problem that's out there and then develop a solution, rather than just starting with the solution and assuming that everybody has got the problem...

Scott: Yeah, there are so many people that do this. This is the problem with the passion approach right? I love this product, or I love fly fishing or model airplanes or whatever it is and you're so into that, you miss the, "hey will anybody buy this," part of the equation (laughs.) Those two are, again, you've gotta find the sweet spot in the middle.

Chris: So do you have any tips for people that are potentially researching their industries or niches or whatever you want to call it, in regards to the ideas that they've already got? What sort of tips have you got to maybe flush out those problems before they start looking to build the solutions?

Scott: Yeah I get lots of questions about this on the Click Millionaire's forum that I run. People are often, especially if they're new to both the internet and business, they're very intimidated to step up and actually say that I have an idea and it's a good one and invest some time into it. They don't have the self confidence to really address this. There is a whole series of exercises in the book and there's even a free downloadable "check list" sort of thing at (TK) ClickMillionaires.com if people want to try this exercise. You can rank your ideas. We can go through a whole number of different criteria and that's what I try to do, I take what is often just a subjective, you know, "this sounds like a good idea," sort of *wishy washy* approach and actually be rigorous about it. That's, as you mentioned, I used to be an investment banker and that's the way bankers make decisions right? You rank stuff and put numbers against it. I think that can be really helpful to people. If you do this, you'll go through each idea that you have and you'll rank it based on market capabilities, market reach and what it might cost you to produce and then lots of business factors like that but then also, personal ones, like, "if I do this will I enjoy it?" or "will it require so much of my time that I won't see my kids?" or "this is actually a good one because it allows me to go to the gym on Thursdays" you know, that kind of stuff.

I think the mix of those objective and subjective factors together can help you quantify and qualify new ideas in a more rigorous way that can give people more confidence about whether they want to pursue them or not.

Chris: Yeah and that confidence is a major factor, I think, because even though you might have a great idea, and I've been guilty of this myself in the past with potential business ideas, even if you get to the point where you feel like you have the idea that will change everybody's mindset or outlook on one particular problem or industry or whatever. Unless you have that confidence behind it, it's tough to actually get going with it right?

Scott: Exactly right, and that's what we work on a lot in the (tk) click millionaire's forum. A lot of people have a bias towards sitting still and researching. The most common crutch I've see for this is, they have ideas and then they just want to surf the internet all day and research it to death. Then they get sucked into some of these crazy, "get rich quick" courses, you know a thousand dollars for this course or five thousand dollars for that course. They blow all their money and when they finally do have a good idea, they've got nothing left.

Instead, what I preach is, a bias towards action. I like to see you doing something, even if you screw it up, at least **do something**. Then you'll learn something and keep moving right? Be like a shark, keep swimming. Watching and shopping online is not going to make you any money (laughs.)

Chris: Yeah I love that and when I see those products come up, and you know we live in the internet world, this is what it is, this is business now and when I see those courses and you see these big, you know *internet marketers*, releasing these courses for like two thousand bucks and stuff like that, now I'm not saying there's not value in those courses, a lot of the time there's great value in those courses, but do I think it's worth two grand? Nah, I don't think so, I'd rather go to Disney Land with my kids.

Scott: Yeah, yeah exactly. Even if there is two thousand dollars worth of value, how much of that is going to be value to you and your situation? I don't need a two thousand dollar course just on video because video is only ten percent of my business. Can I just have a two hundred dollar version please? (both laugh)

Chris: Yeah try that one and see what happens right? (both laugh)

Scott: Yeah, exactly. Well that's why I write. I write for regular folks who don't have a million dollars already right? If you had a million dollars already, you wouldn't be reading books called (TK) Click Millionaires, right (laughs?)

Chris: Right.

Scott: ...trying to help regular folks because there is a revolution going on. You and I know, we've both lived this lifestyle now. I mean, the transition you've made from the UK over to the Philippines. I mean you've built a couple of companies I mean, you've figured this out and I have too and I think we're both on a mission to share that with folks and I hope this podcast, my books, your website, you know together all the little things we do, both of us speaking at Blog World [(TK)New Media Expo] all that stuff will get out there and will help inspire more people to step up and take a swing.

Chris: Yeah, yeah, you've mentioned blog world. It's incredible guys. For those of you listening in, me and Scott have literally been at every Blog World together... but we've never met. That's insane (both laugh!) It's insane, and I like to think of myself as a relatively social fellow. I like to hang out and have fun and everything. I can't believe... I believe that we would have met in New York, but I had to cancel because of my recent spine surgery so, we are going to be meeting up hopefully in Vegas right? Which is now being called the New Media Expo. I'm speaking, you're not this time, but I'm hoping that you attend in some way, shape or form.

Scott: Yes, absolutely.

Chris: Getting back to the book a little bit more. A lot of people might look at this and think that it's a bit like (TK) The Four Hour Workweek and I guess there is some similarities in there. I see it personally more of an extension, to Tim's book, and we were talking a little about this, before we hit the record button, he almost created this need and this want but then just kinda cut people off a little early with what he could

bring to the table and Click Millionaire seems to have picked up that baton a little bit there. What do you think as the author and you can be as biased as you want here, but what do you think, as the author of Cluck Millionaire, what do you think separates the two books apart from each other?

Scott: Well, I think Tim wrote a great book. The Four Hour Workweek was a landmark, right? It even informed my first two books before that one came out and it changed even my personal direction you know? It's a fabulous book.

What I think we've seen, and I don't know Tim but I don't think he would argue with this: it hasn't been updated (laughs) at a minimum. There's also the fact that he's a young single guy who can travel all the time and do a lot of things that frankly, most people don't have that flexibility right?

People have real lives, they have kids, they maybe older, they may be female and not feel comfortable going into a tango competition in Argentina by themselves, right? There's lots of qualifying factors on that. Tim's book is fabulous right? But, he didn't write a sequel and I kind of did.

Click Millionaires is the two thousand twelve, two thousand thirteen version of, "Hey you can do this" and it's actually a lot more specific too. Tim has fabulous ideas but these are actually, the book is full of specific business models, right? We talk about how to blog, how to do a podcast, how to get on YouTube and make yourself a star, how to even become a freelance outsourcing person and make money that way. There's lots of ways online, and that practical detail is a great follow up to Tim's landmark work of like introducing the concept, but this is the meat in the sandwich. Like, how do you actually *do this stuff...*

Chris: Right, and that was what was missing, you know, from my standpoint, that was what was missing. He told you what was possible but he didn't actually so you how to do it. And I think that's where you have taken that and run with it. I think that's the perfect way to run with it, Click Millionaires is kind of like the blueprint that Tim didn't provide in that book and you're right, it was a great book, it was a complete game-changer, but it only really just scratched the surface as to what lifestyle businesses could really bring to the people that are owning them right?

Scott: Yeah that's right and we added another level that isn't available almost anywhere that I know of. If you read the book, you can actually come to (TK) ClickMillionaires.com and I've got a forum there, and we'll help you. It actually continues the experience. So, the problem with reading stuff is that then, when you're done reading it, you're kinda done! Right? You're on your own usually. If you come over to ClickMillionaires.com and you've read the book, "come on in!" I'm there, my staff is there, we will help you. Literally we will help you and try to get you to take that theory and try to apply it to the specifics of your situation.

That's what you need man, you need personalized specifics to figure this stuff out. Generic templates aren't going to make you any money, it's gotta be something that

comes from your heart, that you're going to put out there in the world and that's going to take a little coaching right? Even olympic athletes have coaches.

Chris: Yup, absolutely, I couldn't agree more. I mean, would Michael Jordan have all those rings if it weren't for Phil Jackson? Probably not. Honestly speaking Mike, you're great and everything but I doubt that very much, you know.

So, couple of questions to wrap things up then. You mentioned things like blogging, podcasting, video, I'm a big advocate of all those, as everybody knows and that's the main concept of the New Business Bootcamp, which is my seven day course that I give out for free. If you haven't already joined, please go ahead and (tk) check it out. Fact of the matter is that that is where the world is going in regards to marketing and building businesses and promoting businesses. Whether you run a more traditional slash offline type of business or you're purely online, you need to get involved in content marketing. It's all the rage now-a-days, so I mean, how important do you feel, and I've got a rough idea, it's kind of a leading question here, but how important do you feel that being that content creator and that promoter, that new age kind of promoter, in today's business world is, and how do you suggest people get started with it?

Scott: I think it's huge, you're right it is a leading question, we're on the same page there, not surprisingly. Content marketing, as you call it is where it's at. Here's why I think it's really important to anybody listening.

If you're going to start your own business, you want a business that you get excited about. That you are going to go to a cocktail party and talk to people about anyway. That's the best business for you to have. If you're going to start a business online that you hate as much as your current job, then *just keep your current job!* Right? Do something that you're excited about.

The internet is the worlds most amazing communications platform. When I first thought about this I had (tk) Gary Vaynerchuck on my podcast a couple years ago, and I remember him saying, "why isn't everybody on YouTube?" Every sushi chef, who's the big sushi chef on YouTube? Who's this or who's that?

Every niche these days represents an opportunity and you need to get there before the other guys do. Right now there are probably a hundred sushi chefs online. If you can find an angle, you can use content marketing to not only make some money, but have a damn good time (both laugh!)

Chris and I where talking earlier, right weren't we? About how we both enjoy podcasting. I mean this is kind of fun right? This is our business and why wouldn't you do that if you could?

Chris: I've also mentioned before in interviews and when I've been speaking about it live as well. I started my first podcast, lets zoom in on podcasts here just to wrap things up, but when I started my first podcast, Virtual Business Lifestyle, I did it entirely for selfish reasons, right? I did it entirely because I though it would be a way to get the attention of the people that I wanted to learn from, myself and have them on the show, maybe play a little bit to their egos, lets face it, right?

And you know get people on the show to talk about their journeys and maybe their businesses or whatever the case may be, but I did it because I wanted to learn from these guys! These guys are killing it and they've got something that I can utilize in my life and my business, just like yourself, that interest me enough to want to speak with them, interests me enough to want to get to know them, follow them, to idolize them maybe to a certain degree, and that was the reason that I started my first podcast and here I am, I don't know how many episodes I've done collectively of all my podcasts. It's gotta be eighty or ninety probably, all in all.

I love podcasting I think it's very easy content to produce, I mean, here we are just having a conversation and I just can't see anybody listening to this and going away and not picking up at least two or three things that they can take action on, right now, in their business to make a difference.

Scott: I agree and the other fun thing about that is that it doesn't even have to be a full time job. Even if you don't want to run an internet business per say, perhaps you're happy in your job and you're just listening to this podcast out of, I don't know, you just got lucky or something I guess, you can use that approach Chris was just mentioning there, you can go out and use the podcast to advance your career!

Even if you love your corporate job or you love being a truck driver. How about having a truck driving podcast or a truck driving YouTube Channel? You can use it as a platform to meet other people and become the worlds most famous truck driver. Actually, now that I just brought this up, there's an example in the book, Betty who has (TK) Betty in the Sky podcaster. She's a flight attendant and BBC calls her the worlds most famous flight attendant. She started podcasting just for fun because all these funny things happen on airplanes that the passengers never know about. She's been downloaded a million times, right?

She's the world's most famous flight attendant. She figured out that podcasting, or the internet in general, can give her a platform where she can express something that she has insight into, personal experience and excitement about and it turns out that the audience loves that. Anybody can try that approach.

Chris: No, I agree. So here's the thing. Let's wrap this up, I want to know a couple more quick questions here. In your book you feature quite a few entrepreneurs in regards to running lifestyle businesses and online businesses and things like that you know, I'm looking at the list here, Kristen, Dave, Al, Cristine, Rob, Anne; theres a few in there. Out of all of them, what's the one story that resonates with you personally as a human being, as a father as a husband as a provider? Which is the one story that resonates with you the most and just tell it very quickly.

Scott: Alright, well thats a tough call because I got to be friends with all these people. I love Al's story because he left his corporate job an started a business to business newsletter thats turned out to be a big game for him.

I think probably my favorite is my friend Rob. Rob runs a site called (TK) BackyardChickens.com and this is a site (Chris laughing) you would think, "what are

you talking about?" right? Turns out that, you think *chickens* right, you think rural America right? No, this is people who raise chickens in urban and suburban environments. Like one or two or three chickens at a time in their backyards. It turns out that there are so many of these people that he's got one hundred and sixty thousand members in his forum and twelve million page-views a month and what are they doing? They're all sharing pictures of their chickens in the chicken coups (laughs!)

Chris: That's incredible! **Scott:** Yeah, it's crazy!

Chris: That's a huge amount of people!

Scott: Huge! And this is because he found a niche that he was excited about and nobody else was paying attention, right? CNN is not doing this, right (both laugh?) I mean this is an opportunity right? You find these kind of niches and that's what excites me. I didn't pick that one because I love chickens. I picked it because I love the idea of people connecting online and sharing their interests. The internet removes geography from the equation; as this conversation proves, right? You're in the Philippines, I'm in California. You remove geography from the equation and people can just be people and they can get together and share their interest and where people can get together and share their interest that creates communities, that creates markets, that creates business opportunities for anybody listening to this.

Chris: Love it. Absolutely love it. That's a killer story and I think that... I mean, chickens, in the back yard, that's hilarious. We laugh at it, but it's serious, I mean, one hundred and sixty thousand people is nothing to squawk at in regards to a community. I mean, hello! (Both laugh)

Scott: Nicely done.

Chris: My gosh, that's amazing. Alright so look, my final question to you, as you are guest number two on the New Business Podcast Show, and we're going to be finishing every single episode with this particular question so brace yourself, alright?

Scott: Uh huh.

Chris: (Laughs) If you didn't hear that everyone, that was Scott literally bracing himself, just there. So this is the final question for you: What's your number one tip to doing business in today's new economy?

Scott: You've gotta do something you love. It's that simple. I'm not saying passion first and only, but I'm saying passion first. You've gotta balance your passion with the economics, like I said, and some people get so into the passion that they can't pay their bills. I don't want you to be a starving artist, I want you to be a successful artist. Find the passion and then figure out how to monetize that. We talk about it a lot in the book. There's all different ways, different formats to do that right? If maybe there are a hundred blogs on the topic, well try a podcast, try a YouTube channel. There are different ways to tweak all this stuff and it's also inexpensive online. Get out there and try it and do something you love because otherwise you're not. And that's not cool, it's just not cool.

Chris: I love that, that's a great way to end the show on. I think that's a great message to send out to everyone. Scott I want to thank you very much for taking the time to be on the show today. It was an absolute pleasure to have you as a guest.

Scott: Absolutely, I'm really excited to be here, I wish you all the best with this new podcast, thrilled to be guest number two and I appreciate your talking about the book and actually reading it even (laughs.)

Chris: Yeah well the first twenty two pages anyway.

Scott: (Both Laugh) Yeah right!

Chris: For the record, I did read the whole book. You can check it out over at (TK) ClickMillionaires.com, and like Scott said, if you are a reader of the book, and I'll have links and everything in the show notes for you to check all this stuff out anyway but, (TK) ClickMillionaires.com, great forum over there (TK) ScottFox.com for any and everything else that you're doing online as well, right?

Scott: That's right.

Chris: Guys, thanks very much for tuning in, it's still early days here with the podcast but after last episode with Amy Porterfield I had so many fantastic e-mails and tweets from everybody mentioning how much they enjoyed it. I hope you've enjoyed this episode just as much.

Thanks very much for tuning in, massive thank you to Scott again for being my special guest, I hope you've enjoyed this episode. We'll be back in a couple of days from now, like I said. Three episodes, back to back, this launch week and in my next episode, I'm going to be sitting down and talking with my BFF online, there's no "bro-mancing" going on here, but we do get on very, very well. There's going to be some fun, a little bit of hilarity and an absolute bucketload of business resource and "know-how" from my main man, Pat Flynn, in episode three of the New Business Podcast. Until then, stay sexy, and I promise I'll be back at you very, very soon.

Take Care.

Show Notes (Including Resources) Available at:
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