

New Business Podcast

Episode #6

How to Create an Epic Online Business Empire, with Ryan Lee

Chris Ducker: Hey, everybody, it's Chris Ducker here. 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 in to, to catapult your business into the 21st century.

Hello there, everybody, and welcome to episode number six of the [New Business Podcast](#). Thank you very much for tuning in. I'm your host, Chris Ducker, as always.

You know, one of the things that I love about doing these podcasts is I get the opportunity to be able to sit down and speak with other like-minded entrepreneurs. Then I get to package that all together and produce it for more other like-minded entrepreneurs, people like yourself listening in.

I've often said that being based here in the Philippines, unfortunately the peer group of entrepreneurs here, particularly in Cebu City where I'm based, is a little small. We do have regular meet-ups, and masterminds, and things like that. It's just not the same as being in a place like New York, or San Francisco, or London, or Sydney in Australia, or something along those lines where there's a lot of people doing what we do.

When we have those masterminds, it's always nice, but they don't happen frequently enough. This is why recording these podcast sessions is so important to me because not only do I get the opportunity to create content for you guys, but I also get the opportunity to brainstorm and chat with other like-minded people.

Here we are, episode six. I hope you've enjoyed the first five. I've got tons and tons and tons of more guests lined up, some really, really hot guests lined up. Actually, today's guest is no cooler. He is about as smoking hot as they come. When it comes to doing business in today's market, the Internet plays such a massive role in the success of businesses nowadays.

My guest today has done a phenomenal job in creating one business that he then puts on auto-pilot to be able to make passive income, for want of a better term, and he goes on to the next one, and the next one, and the next one. Very much a serial entrepreneur, someone who's very much, in my mind, set in regards to starting and growing things.

That's where I get my buzz as an entrepreneur. I just love starting up new things and starting new companies, being involved with new start-ups and things like that. I know you're going to get a ton of great information from this session, and probably a boatload of inspiration as well. Before we actually begin with the interview. I want to say a big thank you, as always, to anyone that's left any [iTunes](#)

[reviews or ratings](#). It only takes 60 seconds. I know everybody's busy, so if you do take the time to do it, thank you so, so much.

All the fantastic emails and blog comments that I've been getting recently, it just makes all this hard work—it is hard work to put this content together—it just makes all this hard work more worthwhile for me as the content creator. I bow to you. I'm physically bowing to you right now. I say thank you for all the support.

Here we are with my interview with today's guest. I know you're going to love it. Enjoy. I'll see you in the next podcast.

My guest today is someone that has been active in the online entrepreneurial world since 1999, when he started his first site. Get this, he was still working full time. Does that sound familiar to anyone out there? He was still working a full-time job, started the site. He was working at a children's hospital at the time. Since then, he's gone on to build one successful online business after another. He's written a couple of books. Amongst all his other media accomplishments, he's even been featured on the front page of the Wall Street Journal. Without further ado, Ryan Lee, welcome to the New Business Podcast.

Ryan Lee: Chris, thank you so much. I am excited to be here, and we're just going to rock it.

Chris: We might rock it. I think there's a very large possibility that's going to happen. Now for those of the guys out there that haven't heard of Ryan, where's the 20-second pitch? What are you all about?

Ryan: You said it there. My first site was 1999. It was a small, little website just to promote my personal training practice. I was doing personal training on the side. I started writing articles. This is before YouTube. This is before online videos. Even images and pictures took 20 minutes to download, so lots of articles. I started getting emails from people all over the world about training.

Unlike some marketers today, I started not teaching people how to make money online. I started by teaching people fitness. I designed fitness training programs. I specialized in training young athletes. It just grew from there.

Now I have a lot of different companies in different markets. Most are either in the health and fitness market, or the marketing world. I built my first paid membership site in 2001. It was a huge success. Now we have a big supplement company. Now our businesses generate seven figures a month combined.

Chris: Killer.

Ryan: Most importantly, for me, it's about lifestyle. I have four young children. I know you have three, Chris. Every day I'm home by 5:00 to have dinner. I play with my kids all night. A lot of times I don't go back on the Internet. My wife and I, she makes me watch terrible reality shows and Lifetime movies.

Chris: What's that about? You know what my wife's got me watching recently? Vampire shit, like True Blood. Who wants to watch vampires? I mean maybe a movie but not a TV series, right?

Ryan: Although I do like The Walking Dead, but that's zombies, it's a little bit different.

Chris: Yeah, but, that's more manly. We're talking about zombies here, not little vampires that are falling in love and stuff like that. You know what I mean?

Ryan: Exactly, but I want to be with my wife, so it's a sacrifice I'm willing to make.

Since I've had success in the fitness business and then I started helping personal trainers, in the fitness world a lot of these personal trainers that cater to other personal trainers, they're all the top guys in the industry.

There's like 100 of them. I was the one who taught all of them. Everyone outside of the fitness world started saying, well, Ryan, if you can help these personal trainers build businesses, can you help me? I'm a teacher. I'm a life coach. I'm an accountant. I'm an attorney. So I started taking the knowledge that I have and said of course, you can do it in any market. Now here I am, more well-known for teaching people how to build business than I am for what I started with the fitness world.

That's it. My specialty is recurring revenue, teaching people how to build continuity income is what we call it, and also finding ways to get creative with your hook. I've done so many businesses. I haven't just done a quote-unquote e-book. I've done seminars and workshops and membership sites and big-ticket products and high-level coaching and \$5 [inaudible]. I've done it all. I can look at businesses, and I can hear someone's idea and in about two minutes tell you if it's going to work or if it's not and, if it's going to work, how to modify it to make it even better.

Chris: Right. No, I hear you. I've followed you. I've been a fan, just like so many other people are Ryan Lee fans. I'm a fan of your stuff. I like the stuff you put out. I want to touch base on a lot of the different stuff that you've done. I'm curious, right out of the gate, you bring the lifestyle factor into play, which is incredibly important to me as well. It's not necessarily the focus of the New Business Podcast, but I would love to know, what does the typical day for Ryan Lee look like? Can you give us a little window in on that?

Ryan: I will give you an absolute typical day.

Chris: Perfect.

Ryan: I never set the alarm clock, ever. The only time we ever set the alarm clock is if I'm traveling and I have a 6:00 a.m. flight, and I've got to get up at 4:00 in the morning. We have four young children. They're aged three, five, seven, and nine as of this recording. We just get up. We're just up.

Chris: When you've got kids, you have an alarm clock anyway, right?

Ryan: Natural alarm clock. We wake up at 7:00 in the morning, something like that. My wife and I, unlike some parents, we actually give our kids baths in the mornings. I help my wife give them baths. We make them breakfast. Sometimes I might just check email quickly or do a little something for two minutes. Ninety-nine percent of the time, it's not that. I'm there. I put my kids on the bus every day. I'm out of the house at 9:00. Then my day begins.

I usually go to a Starbucks. I go to a coffee shop. I have a little office outside of the house. I've found that over the years for me, I like to always teach my people, you have to go where you feel more productive. I feel more productive for some reason in Starbucks. I don't know why. I don't drink coffee. I don't know if it's the smell of the coffee. I don't know if it's the energy, or just having people around.

I go to Starbucks. I get there around 9:15. First thing I do, before I start sitting down to check email and do that stuff, I write my blog posts. You have to figure out what are your profit-producing activities. For me, it's blogging and creating content. I'll write my blog post, and then I send out an email to my lists and I syndicate it, put it on Facebook and things like that. That usually is from 9:00 to 10:00.

I usually have two more one-hour chunks, from 10:00 to 11:00 and from 11:00 to 12:00. I like to look at things in chunks. That's when I will work on writing sales copy, creating new products. I'm working on a new coaching program, which, Chris, we just talked before, you're going to be one of our guest faculty.

Chris: Looking forward to it as well.

Ryan: It's going to be great. Again, creating PowerPoint things, writing articles for other sites, this is all business marketing stuff that's going to generate income. I usually stop around noon. Overall, nine to noon is work, work, work. The thing is, you've got to be focused. Don't answer the phone. The only person I answer the phone for on my cell phone if they call is my wife because I'm terrified of her. Otherwise, I'm not answering the phone.

Chris: Like a real man should be, right?

Ryan: We've been together 19 years. My family is my life.

I'm not doing Skype, I'm just focusing on business. This is where I think people screw up. They'll say, well, I work from 9 to 12, but I can't get that much done. It's because you're not focused. You're trying to do a hundred things at once. Stop answering email. Stop doing all that stuff. Just work.

Literally, by noon, I'm done. I don't have to do anything. I did my blog. I did my marketing. I sent out emails to JV partners. I did all the stuff I need to do.

I was a well-known fitness guy, so I'm always experimenting with different nutrition patterns. Now I'm doing something called intermittent fasting, where I'm on a 16-8 schedule, meaning I will get all my eating done within an eight-hour window, and I won't eat for 16. If my last meal is at 7:00 at night, I'm not going to eat again until 16 hours later, so I'm not eating until 11:00. Lately, just for the past month or so, I don't have breakfast. I'll have water or unsweetened tea. I save time there. I find I actually have more energy, I'm not weighed down. Anyway, I'm getting off on a tangent.

I'll usually work while I'm having lunch, too, or just take a little break. My afternoon is everything else. It's when I have coaching calls scheduled, I'll do interviews. Right now, we're recording this at my time at 9:00 a.m. The only reason is because you are in the Philippines so it's the only time that

would have worked, and I really love what you're doing. Ninety- nine percent of the time, I will not do calls or coaching calls or interviews before 1:00. My assistant schedules everything for me. She knows don't do any interviews before 1:00, but again, this is the exception.

Chris: It's funny that even though we're from two completely different walks of life so to speak, two completely different countries, I'm exactly the same. I physically will not do any calls at all until after lunch time. I appreciate you breaking your schedule, your normal activity to have a chat with me at the morning time, your time. I know what it's like. You get into that groove and you're like, nope, I'm not going to do it. I'm not going do it. I'm not going to do it. Okay, this guy's in the Philippines. All right, I'm going to cut him a break. So thanks.

Ryan: Yeah, that's my pleasure. You're right, it definitely makes the day a little bit different. This is, I guess, how most entrepreneurs feel. They feel like they're jumping from one thing to another. By the end of the day, they're like, man, I didn't get much done. When I know that in the morning from nine until noon I'm getting all my work done, in the afternoon I can relax. That's when I do interviews and coaching calls.

I'm a movie fanatic. That's my thing. I don't watch sports. I don't do anything crazy like that. I love movies. Once a week, like a crazy person, I go to the movies by myself in the afternoon. I get a massage once a week in the afternoon. Lately, I've switched up my schedule where now I'll go to the gym at 4:00 before I go home for dinner.

Chris: Ultimately, then, your day is all your productive hours, all your work, all your creativity is taken care of basically by the time you're done physically eating lunch per se, or lunchtime. After that it's a little bit of me time, a little bit of more waiting for the kids to come back from school, that type of thing. Ultimately, you're only working four or five hours a day max?

Ryan: Yeah. Three solid hours. Then afternoon, sometimes if I'm working on sales copy, if I'm doing some extra things. Also in the afternoons, that's when I'll chunk together. I'll say, okay, here's the hour I'm going to return phone calls or here's the hour I'm going to check emails or pay bills or whatever.

I think it's important to segment your day like that. You have to have that. You have to guard your schedule. You have to be ruthless with your schedule and your calendar. This is where I think people make mistakes. I have a friend; this guy never sleeps. He works until 4:00 in the morning. What the heck are you doing? You're obviously not being productive because you shouldn't be working until 4:00 in the morning. They're like, oh, you've got to grind it out. You could just be super efficient and get stuff done.

One of my friends I work with, we'll meet at the bookstore and work together. I'll see that every minute he's looking down and checking a text and checking Skype. In one hour, he's done three minutes of work. In one hour, I wrote a video sales letter.

Chris: Right. Different horses for different courses and all that sort of stuff. At the end of the day it does come down to fundamentally regimenting yourself into a routine. I was pretty brutal with Skype. I've now stopped using Skype in the morning completely. I used to be hopping on it all the time. That was my main point. It was the fact that people would ping me on Skype and I'd feel the requirement to

get back to them immediately. Now I don't turn it on until after lunch, and everybody knows there's just no point in sending me a message between whatever it is in the morning until 1:00 in the afternoon.

I'm a little bit more like you as well. In the afternoon, I spend more time on myself and family chores. My kid's a little younger. He's still at kindergarten. I get to pick him up regularly. My wife studies yoga. I might go swimming. That sort of stuff. We're quite similar. The only difference between our schedules is the fact that I need to do a certain amount of work in the evening, probably a couple of hours every night, because a lot of my clients are on the U.S. side of the world. To be able to offer a decent service, sometimes I've got to get back to them quickly. I'd love to get out of it, but there are some benefits of living in the Philippines as well, so I don't moan too much.

Ryan: There are some times at night, like if I have to make launch of a product and I feel motivated to work, [inaudible] with my wife in bed who'll watch TV, I'll do some stuff. I'll do some writing. You know, as an entrepreneur, when you're really into this, you live it and breathe it. Sometimes it is hard to turn it off, especially when you're in the zone. There's nothing I'd rather do than when I'm in the zone, working on a new project. I mean nothing. [inaudible], too. And you're right, if it's a service business .

When I was working full-time in the hospital, I had to make sacrifices, too. I had to work during all my off time. I had to work at night. I had to work on the weekends. If that's what you really want, and you know the end goal, and you want to have more freedom, and you want to enjoy your life, then you've got to do it. If it means waking up an hour earlier rather than an hour later, you suck it up and you do it.

I'm a big proponent of personal responsibility. No one's going to give you anything, and the only one really looking out for you is you. It's up to you. You have to be able to look in the mirror and everything you have, everything you don't have, you have to be willing to say, you know what, it's my fault, and I'm going to do what it takes to make it right.

Chris: Absolutely. That's the day, that's Ryan Lee's day everybody. That's what he does. Go and do likewise, as they say.

That's a great intro. It's nice for people to be able to understand different entrepreneurs and the way that their lifestyles affect their business and vice-versa as well. Thanks for explaining that. I appreciate it.

Let's switch it up a little bit. You are probably one of just a handful of guys-people that come to mind are people like my buddy [Pat Flynn](#), for example-who are very transparent in the way that they build their businesses. You come across as somebody who's very genuine. You've got an approach that's very genuine, particularly in creating products and helping people with their businesses.

What do you think the ultimate secret is in regards to that, to your success and why you've done so well? Is it literally just being genuine and transparent? Is that enough? Or do you think there are other elements that have been injected into that?

Ryan: That's a great question. It's not the easiest question to answer because a lot of this stuff I do is almost intuitive. It's just me. It comes down to the underlying principle of me just wanting to help people. I think that's why it comes through, is because my motives are pure. Yes, I firmly believe in capitalism. Yes, I love to make money. Yes, I'd love to make millions of dollars. It's great. That's not my sole drive, my sole motivator. If it was, I don't think my message would resonate with people like it does.

Beyond the transparency, and being authentic, and just being approachable, it comes down to what's your message? What's really driving you?

I think there are a couple of schools of thought. There are some people who teach you, well, just find whatever's hot. Go do a keyword search, and whatever has the most keyword searches, build a business around that and flip it and do all that stuff. Find the URL with the most back links and .edu's. You're building it on a really shaky foundation as opposed to what I teach, and what it seems like you teach, Chris, and what guys like Pat Flynn teach, and a lot of other marketers like Chris Farrell.

It's kind of the next wave. Build the business around what you love doing and what's your real mission in life. When you build it around that, you can't lose because you're so excited to go to work. That excitement, that joy really comes through in everything you do, and everything you say, and everything you write. You just can't fake that.

With that being said, if you build it around your passion, you've got to make sure that there's some type of value to it, that people are going to value it.

Chris: Right. That's the thing right there. We can waffle on like mad about how great this, that, and the other is, but unless you're actually bringing some real substance to what you're doing, it's a different ball game. Right?

Ryan: Right. I am an optimist, but I'm also a realist. Look, what do I love to do? I would love to sit around all day and watch movies and have people pay to watch me watch movies. But, that's not going to happen. People say, well, you could do movie reviews. But then it becomes work. I don't want to make that work. I don't want to have to do movie reviews. Until I can find people to pay me a couple of grand to watch me watch a movie, that's not going to be my business. You have to be realistic.

People tend to do arguments, and they use the extreme examples. Well, what if you build a viral site and then you sell it to Google for \$50 million? Because you had 200,000 people, you give it all away for free, and then you sell it. Those examples are rare. The ones where they are this huge successes. They get 500,000 free members and they sell it for \$20 million. It can happen, but I wouldn't bet my fortune on it. I wouldn't put all my eggs in that basket.

I think that it has to be a business where, at the end of the day, there's going to be a transaction. What you're providing, people have to value it enough where they're going to literally take out their credit card and purchase it. Now, there are sponsorship models, like David Garland has a [web show](#) and he gets a couple hundred thousand a year in sponsorships. There's a way you can build a passion around that. You can say, well, I don't want to build my own product. Okay, then if you have

enough of an audience, sell programs and be an affiliate and make commissions where you don't have to fulfill it. There are other ways around it.

I've used this example before. If your market is unmotivated, homeless people who hate the Internet and will never go on the Internet, you're probably not going to build an Internet business around it. Even if you're passionate about helping them, it's just not going to work. At the end of the day, there's got to be some type of transaction involved.

Chris: I think you bring out a good point where you talk about the passion side of it as well and being able to do something that you feel passionate about, but with a transaction at the end of that. Not only do your followers and your community get something out of that passion and the content that you create, but you're also making a buck at the end of the day as well and everybody's happy, right?

Ryan: When you do it right, your subscribers and followers are not going to resent you for making money. They're not going to say, oh, look at Ryan, he's such a jerk. What they're saying is, Ryan, you've helped me so much, and I'm so happy that you're doing well. It's embracing abundance as opposed to the scarcity mentality.

I'm not going to lie. The more successful you become, there are going to be people who are going to take shots at you, and you might change some friends because they may be jealous of your success. That's okay. Just help the people who want to be helped, and surround yourself with positive people because there is going to be an audience for that.

Chris: For sure. That actually leads me into my next question perfectly as well when you bring up the word "audience." My whole deal is that business has changed so much over the last 10 years, particularly the way we do business. A lot of the people that listen to this podcast and read my blog are slightly older entrepreneurs. When I say the word "older," I'm probably going to get some horrible stink mail via Twitter or something. We're talking mid 40s, early 50s. They've already made their millions. They're already successful. But now they may be struggling a little bit when it comes to building and creating and marketing their businesses in today's economy.

One of the things I preach quite a bit is about the importance of creating good-quality content and educating and motivating and inspiring and all that stuff as well, just like you do yourself. What have you found is the best kind of content that really works in today's world? I know it's a bit of a loaded question because it changes quite a bit. Right now, what's working for you the best in regards to communicating with people, people who ultimately might end up becoming customers?

Ryan: There are a couple of messages. This message tends to be timeless, but it's even more vital now. It is the theme of saving people time, it's cutting through the clutter. It used to be, years ago as a marketer, Dan Kennedy talked about something called the "thud factor." You'd sell them a product and when they would buy it, they would open it up and it would have the thud.

It would be, like, 20 books and manuals and 50 DVDs. People don't have time for that right now. If one message resonates, it's how to save time. I think that's another reason why your stuff is doing so well, Chris, is because it saves people so much time as well. Anytime you can do a time-saving element, it's good.

The other thing that I've found is cutting through the hype and the BS, being transparent. You think you're being slick with the headlines and the manipulative copy. It's turning people off. Here's an example.

I did a coaching call with a woman recently. She had some kind of holistic health type practice. Very successful practice offline. She has a lot of clients. They love her, they refer people, and she's doing really well. She has no problem getting business in the real world. They come to her office, she does her thing with crystals, whatever the hell she does, and people love it. She says, you know, I have my website, but I have no sales. No sales, no leads, nothing. I'm trying to market and it's just not working.

I look at the site. When I'm talking to her, she is the sweetest, nicest person. You can tell she's so caring, and I really liked her. I looked at her site and it was like, How to never be sick. How to do this. How to destroy cancer. How to blah blah blah. The most aggressive headlines. If you've ever wanted to do this, then you must get this program. It's going to do this. It's going to supercharge. It was so hyped. The reason it's not working is because there's such a disconnect between you, your message, what you do, and this sales copy. It was obvious she bought some kind of \$2,000 how to write sales copy course, but it wasn't her.

I said, here's what you need to do. Take all this crap down. Have a video camera. Look straight into the camera and just introduce yourself. Hi, my name is Mary. Thanks so much for visiting this site. Here's what we do. Here's how it works. If you'd like to join us, if this resonates with you, please click the button below. Done. Right?

Chris: Right.

Ryan: Such a simpler way to sell. People don't want the hype and the crap anymore. Just be you, and connect on that level.

Circling back to your question, I think almost dispelling a lot of the myths. I'm the one with the membership site, with [FounderFly](#). Normally people would charge \$47, \$67, \$97 a month. It's \$20 a month. There's no hype. I even said up front, there's no upsell, there's no extra thing. This is it, you're getting everything. I think that resonated.

Chris: I wanted to talk about FounderFly for a minute. I'm a member. I paid for a year, right up front. I think it was \$100, am I right?

Ryan: Yeah, at that time we ran a special.

Chris: It was \$100 up front. Every product you basically ever produced is part of this thing. It's a monster of an offering. Here's the twist: There's a community aspect to the whole thing as well built in. It's not like you've just got lots of download links. People can actually converse with each other. I think that's a big difference right there.

I'm a bit of a lurker and a learner with these kinds of communities. Obviously, I'm pretty busy. I'm running several companies, and I have to be quite strict with my time. Honestly speaking, I would

rather converse with my own community than someone else's. That doesn't mean that I can't get plenty out of it. I already have. I can say that right now.

Tell us a little more about [FounderFly](#), where that concept came from, putting all those products together. Why did you actually decide to go and do that and not keep things separate? It's a huge offering of entrepreneurial brilliance all under one title, so to speak. Where did the idea come from for FounderFly?

Ryan: I created a similar offer five years ago in the fitness market. It came from-this is going to sound funny-the porn model. It's changed over the years. If you think back five, six years ago, the online porn industry was so far ahead of every other industry in terms of marketing and offers and monetization. When I looked at that I was trying to analyze, besides the obvious of why people would join, what was it about their offer that made it so irresistible? You would join the site. Let's say whatever fetish you're into. Hey, I love . . . women from London.

Chris: I was going to say be careful, now. Ha-ha!

Ryan: I'm going to keep this clean.

Chris: Women from London, they are incredibly sexy. Some of them.

Ryan: Absolutely. Let's say you're in that topic. You're like, well, I don't know if it's worth \$10 a month. As you're about to go away, they say, but wait. If you join Women from London, you're also going to get access to 30 other sites: Women from New York, Women from L.A., Big Women, Small Women, Tall Women. Whatever. All of a sudden the offer becomes irresistible. I modeled that in the marketing world, but instead of creating so many different sites that I'd have to update because with the porn world they're always updating each of these sites, I didn't want to do that.

I have this phrase that people will join for the content but they'll stay for the community. I knew there had to be a community aspect. Instead of making each one feel like an entirely different site, I made each one feel like its own product. The undertone came from that world. I looked at all the other offers and I'm just like, you know what? I have to put something out there that is just so good, it's literally a no-brainer, like how do you say no? That was it. The community and the product, updated every week with a new training video.

I also wanted to create a company that wasn't 100% reliant on my name. I had a popular membership site called the Ryan Lee Inner Circle, but what happens if I want to not do it for a month? What happens to the Ryan Lee [inaudible]?

FounderFly is a completely fictional name that I made up. It had the alliteration with the F's, FounderFly. It has something that I can build as my own brand, that I can trademark and do my own thing with. It's not 100% reliant on me. People who join know that it's my site, but if I went away and had someone else running it and updating the content, it really wouldn't change. People would still love FounderFly.

Chris: I think the community aspect, you're right there. They'll join for the product but stick around for the community. It's still early days. It's only been online for a while but I think that community will

almost fuel what will ultimately become the site, and the product, and the membership package itself. My guess is it's going to become the biggest selling factor. It's not going to be all the fantastic products and the content that's in there for people to get their hands on. It's going to end up being the community aspect. I think, anyway.

Ryan: It will be. That's going to be the reason why people are going to stick around. They're not going to want to leave because they've made relationships. They feel safe there. It's the support. I work my hardest to not only attract like-minded people and people who come from a giving place first; I do my best to repel everyone who doesn't live that way as well. I don't want those people in my world and in my life. They're just too negative.

You know, I'm not going to mention names; there are some free forums online that cater to 'Internet marketers.' People are so negative. It's just disgusting. You go in there and after 10 minutes you feel like you have to take a shower, it's so predatory. I didn't want that.

Chris: I hear you. I want to talk about something else that I know you're really passionate about. We're getting to the end of our time, but I wanted to definitely get this in. I feel like we could talk for hours here. I think I'm going to have to get you back on another call in the future. Are you going to be down with that?

Ryan: Anytime.

Chris: That's good to know. What I wanted to talk about very quickly before we wrap things up, [DotComXpo](#). It was an event that you put on just recently. This is an exact example of sometimes one of the reasons why I hate living in the Philippines. We don't have enough of these-in fact, we have no kind of events like this over here. Very few. This was big.

You got some of the biggest names in the dotcom entrepreneurial space to converge in one location. It was a sell-out. I've heard nothing but great things about it from people online. I know you've done a bucket load of events before. This was different because it was a "zero pitch" fest, which is unheard of in the Internet marketing world pretty much at live events. Let's not beat around the bush.

I used to work in the event space myself back in the U.K. I know how much work goes into putting on a live event. Would you care to share a couple of struggles and how you overcame them? A few war stories in regards to the event in general? I've heard nothing but good things about it, so it obviously worked.

Ryan: Sticking with my platform of just being real and showing you the real way to build a business without the hype, without the lies, FounderFly was step one. Step two was changing my event. My events always had good reviews. They were always profitable. Whatever speakers I had, I said, look, you can sell, but you've got to give good content.

They always did. Once in a while, someone would sneak in on stage and say, oh, yeah, absolutely, Ryan, and it would be nothing but a pitch. I'd hear from my audience.

I said I'm going to do something that's different. I'm going to take a risk. I'm going to charge a little bit more to attend which is still [inaudible] I know one person who charges \$2 000 to come and it's still

a pitchfest. I charge \$500, and I said there's zero pitching. You will not be sold from the stage at all. We're going to have a book store at the site, we'll have products for sale. If Chris Ducker's up there speaking, and he blows you away with his stuff about outsourcing and you're interested, go to the bookstore and you can invest in a program.

If not, there's no pressure either. What I found was the reviews went through the roof. It brought a whole different type of person, the sharing that was going on, not only among speakers but attendees. It's the only event that I've seen that every single speaker attended every single session. It was just amazing. You go to some of these events and everyone's in the hallway like, oh, this guy's just a pitch. I'm not going to go.

The thing I did differently as well was having break-out sessions, too. You can choose. If you want to build a membership site, go to the membership site session. If you want to learn how to get more traffic because you already have a site, go to the traffic session.

I've been doing events for over a decade. Every time, I learn more and more, and I learn to streamline it more. I'm actually launching a new program where I'm teaching other people how to do events. The reality is it really was not a lot of work. I set up the site. I contacted speakers. Within one or two days, I had all the speakers confirmed. I've done events in hotels before so I know exactly what to say, I know exactly how to negotiate. I get all my space for free because I am a master negotiator. I'm from New York and I'm Jewish, so no one can out-negotiate me.

Chris: Ha-ha! Right, okay. You had that down by the time you were, like, 12, right?

Ryan: When I was 13, I had my bar mitzvah. I could negotiate my bar mitzvah. It's just a part of me.

I get the space for free. I know exactly what to do with handouts, how to save money. The only thing that was a little bit challenging was having multiple sessions go on at one time. I told speakers you've got to stick to schedule. One of my paid staff was there, and everyone else were volunteers. The volunteers helped, and it was just incredible. It was just an incredible experience.

It is more work to put on a live event. There's more moving parts than a webinar. But the connections you make and the relationships you build with people who come and travel, there's nothing that even comes close.

Chris: Absolutely, I completely agree with you, 120 percent. I must have been to 100 conferences in my life. Anybody that knows me knows I'm a people person myself, so I love doing all that sort of stuff. I couldn't agree with you any more. We live in this increasingly online-based world where you're sharing what you're doing with each other via Facebook instead of meeting up and having a coffee together. You know what I'm saying? You're in the same town. It's crazy.

Particularly when you get that many people that are like-minded in one location for a couple of days, the events, the hangouts, the drinks in the evenings, the breakfasts, all those things combined, for \$500 it's a no-brainer as far as I'm concerned. The big question here is are you going to do it again next year?

Ryan: Yeah, that is the big question. Right before I said there's no way I'm doing it again because [inaudible]. It does take up time. Before the event, I get consumed with it because I just want to make sure it's perfect. It looks pretty good that I will do another one.

Chris: Good. That's good to know. I will do my best to attend this time. I saw people talking about it. Our mutual friend, David Risley, was updating his Facebook status. I thought I should be there. It was one of those things.

Ryan: I'll tell you why you're going to be there. I'm telling you right now, if there is another one, you're having a speaking spot.

Chris: Okay, done. Then we have to do it. We've got to get the new business crowd down there, right? If you're going to be on stage, and I'm going to be on stage, and everyone else is going to be on stage, we need to rock the party. We need to rock it out. I fully fledged, 100%, accept that invitation. I look forward to [DotComXpo](#) next year. Boom. Done.

Ryan: Great. That's going to be awesome. Love it.

Chris: All right. That's good to know. It's been great to talk. I think we could go on, literally, for hours. I think when we do actually get the opportunity to meet face to face, that's exactly what's going to happen.

I wrap up every one of my episodes when I speak with my expert guests with one particular question. I want to throw it at you. It's not a curve ball. It's straight, it's to the point. There's no right or wrong answer. We want the Ryan Lee answer. That's the most important thing.

Here it is. What's your number-one tip to doing business in today's economy?

Ryan: I'm not going to re-hash what I said before. Building it around your passion is a big one. Being honest and transparent and authentic is the big one. I'm not [inaudible] something new.

Here's another one. Be prolific. Be prolific in everything you do. Don't say I'm going to have a blog and then you update it once every two months. Don't say I'm going to do YouTube videos and do one YouTube video every six months. Be in it, and go all in. Put all your chips on the table. Don't stop. Live it and breathe it. Let people know you're there. You have to build up.

In doing business online now, it comes down to one word, it comes down to trust. If you're not there, if the only time they see you is twice a year during your big launch, and then you disappear for three months and count your money and blow it on whatever you blow it on, that's not a long-lasting business. Being there, people know I'm there. Every day, I answer all my blog posts. I'm always writing new content. I'm always available for questions.

That's why they trust me. That's why I just launched a new program that I sold for \$1,000 that didn't even have a sales letter. I had four bullet points. I didn't even say when it's starting. There was no information and I sold a lot of them. I sold a lot more [inaudible 44:10] than my competitors would do

with a three-month launch, spending \$2,000 on sales videos and all this stuff. It's because I have trust.

Be prolific. Be in front of people. Let them know you're not going anywhere. That's another one. There you go.

Chris: Love it. I love it, man. That's a great way to end.

That's what it's all about. It's about the hustle. It's about getting out there. It's about branding yourself, and building a community, and helping people. I love it, man. That's a great way to end this conversation.

I'm going to send everybody over to RyanLee.com, which is your home. They can find you over there. Your Facebook community is a great one as well. Everything else is all linked over there, right?

Ryan: You've got it. Everything is linked there. You got a little sneak peek. Depending when this goes live, the new Ryan Lee site might be up and you'll see it's going to look a little familiar to Chris Ducker.

Chris: I'm sure it will be up by the time this conversation goes live, based on our conversation, when you feel it's going to. It did look a little bit like my site, I've got to be honest. There was a little resemblance there, but they say-what was it they say? Imitation is the highest form of flattery.

Ryan: Well, I am flattering the hell out of you.

Chris: I love it, man. All right, Ryan, thanks very much for spending some time. We're definitely going to get you back again at some point in the future.

Ryan: I can't wait. You're going to be speaking live there. I will definitely be back. Chris, honestly, we didn't even scratch the surface. We didn't talk about product creations, upsells, membership, blogging. It's huge.

Chris: I know. That's what I'm saying. We should just do an entire event, just the two of us. Forget about everyone else. We'll just do it, just the two of us. That's all we need.

Ryan: One marketing program called The Ryan Lee Method, I originally said it was going to be six to eight modules, it ended up being 20 modules. With Q&A [there was 40] hours of content. I could do this forever.

Absolutely, I would love to come back. You're going to be at DotComXpo. I appreciate your having me on and being able to spread the word to your fans.

Chris: Not a problem, man. It was all our pleasure. Thanks for that invite. I absolutely accept. It's going to be a blast, I'm sure. For everyone else out there, if you want to find out a little more about Ryan, what he does, and how he does it so damn well, RyanLee.com is where you want to be. I want to thank you very much for spending some time with us today, sticking us in your ear buds whether you're walking the dog working out in the gym or just being lazy lounging back on the sofa

One way or the other, you rock for spending a bit of time with us today. Thank you very much. I'll see you very soon over at ChrisDucker.com. Until next episode, go do some hard work. You don't get anywhere by just sitting back and doing nothing.

Take care and I'll see you next time. Bye-bye.

If you want to catapult the growth of your business in today's economy, you need to join my free, seven-day [New Business Boot Camp](#) for actionable tips on blogging, online video, outsourcing, podcasting, social media, and much, much more. Just visit ChrisDucker.com for more details and instant access. I'll see you on the inside.

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