

HOW WRITING A BOOK CAN HELP YOUR MEMBERSHIP

with
Chris Ducker



Mike Morrison:

Well hello there, welcome to episode 137 of The Membership Guys podcast. I'm your host Mike Morrison and I am so grateful that you've chosen to spend part of your day with me. I truly appreciate each and every one of you for listening. If this is your first time joining me for the podcast be sure to hit that subscribe button in iTunes, Stitcher, Spotify, wherever it is you're listening to the show from. Hit subscribe to make sure you don't miss a single episode.

Today's show is a very special one. We are joined by a three-time guest, a returning visitor to the show. The one and only Mr. Chris Ducker. This is the third time that Chris has been on the show and that's something we have a little bit of a joke about and a chat about at the beginning of our conversation, but the great thing is that if you listen to the interviews with Chris, almost in order, you get this evolving case study of what's actually happening with his Youpreneur membership in relation to things like his live events and now his brand new book that he's come on the show to have a little talk about. Rather than this just being a bit of a fluff piece about how great the book is, which well honestly it is, I actually took the opportunity to dive a little bit more into what this new book is going to do for Chris as a membership site owner, and how the membership has played a role in writing the book and vice-versa.

There's lots of really useful stuff to glean from this and Chris gets real up and real transparent about how things currently stand with the Youpreneur membership and the whole Youpreneur ecosystem. I know you're going to get a huge amount of value from this, so let's jump right in to my conversation with Chris Ducker.

I'm joined today by my fellow Englishman, founder of the Youpreneur.com membership community, and author of the brand spanking new book *Rise of the Youpreneur*. Chris Ducker how the devil are you?

- Chris Ducker: I'm good, I'm rising up Mike and you've been rising up for many, many a month as well. No, I'm feeling good man, it's good to be back on the show. What is this? Number three I think.
- Mike Morrison: It is, number three. You know you may actually have been on the show more times than Callie has now.
- Chris Ducker: This is wrong in so many different ways.
- Mike Morrison: I don't even dare to check whether that's right. I think you're at least tied for appearances. It's got to be right. She comes on once a year for the anniversary show. I still remind people that she's the one who actually does all this work, and I think we've done one live Q&A recording as well, so I think you are now tied with Callie. She's got her own podcast now, she's off doing her thing, living it up as a superstar podcaster. I'm the lesser show now, so it doesn't really matter. I have to say that to placate her so you know.
- Chris Ducker: Of course you did, you're a smart man.
- Mike Morrison: The last time we saw each other was at Youpreneur Summit in London just a few months ago, which was just an absolutely awesome event. Even though you had speakers like Pat Flynn, John Lee Dumas, John Jantsch, of course yours truly, I've got to say probably the highlight or certainly something a lot of people were talking about was that little surprise you had for everyone at the end of day one. Where each and every single person in that room, hundreds, and hundreds, and hundreds of entrepreneurs, they got their hands on an advanced copy of your new book, Rise of the Youpreneur.
- Thankfully I've had a good couple of months to read and to reread the book, but now it's available for everyone right? Now it's not just that select group of people, it's available on Amazon, everywhere books are sold.
- Chris Ducker: Yes.
- Mike Morrison: First off congrats, it is a cracking book, that's not just me blowing smoke up you. It's a definite must read.
- Chris Ducker: Thank you very much.
- Mike Morrison: Yes, actually you know what, let's just throw out any questions, let's just have a love in, let's just be me just telling over and over how great it is. It is genuinely, I think it's something that will, I'm positive, become a must read for anyone doing any form of online business. When I finished it the first time around I thought even though you've been on a couple times, I've just got to get you back on the show because I want to ask you about where this all sits and how everything comes together between your book and your membership. Before we kind of dive into that stuff, for anyone who wasn't fortunate enough to get their hands

on a copy at Youpreneur Summit, can you let our listeners know just a little bit about what Rise of the Youpreneur is all about?

Chris Ducker:

Sure, so I mean let's handle the big kind of 800 pound silverback gorilla in the room and answer the question what is a youpreneur? A youpreneur is somebody that is building a business based around them, their personality, their experience, what they stand for, what they want to be known for, and the people that they want to serve and sell to, that is a youpreneur. Mike, you are a youpreneur. In fact I would go on record to argue quite heavily about the fact that almost every membership community on the planet in regards to that mentor or kind of guru type membership is a youpreneur without a shadow of a doubt. It's perfect for people like small business owners, entrepreneurs, coaches, consultants, speakers, authors, content creators, the whole kit and caboodle, anybody really focusing around them, their experience, and what they're doing.

That's what a youpreneur is. The book is ultimately the manual on how to build that youpreneurial business model. It's broken off into three completely different sections. The first one is building, then there's marketing, and then there's monetizing. Obviously if you've already built up an aligned platform already and you've got a little bit of a following already hell, skip the first 75 pages. Time is our most valuable commodity, go straight on to learning how to spread your reach and start monetizing, you know what I mean? Some of the early feedback that I got from the book, or rather from people who we gave the book to at the event, were saying to me that they kind of feel like this is the Bible of personal brand business. When you start hearing words like that I mean you're obviously very proud of it. I'm very, very happy with this.

I'll go out on the limb here, I'll go on record to say that I think this might be my last kind of business manual type of book. I'm not saying last book, I'm not saying last business book, but this is the second how to guide that I've written, obviously the first one being Virtual Freedom, and as you know, as somebody who's not only obviously been a great inspiration to me in regards to the membership side of the Youpreneur brand, but also someone who's become a good friend over the last couple of years, this is my next 10, 15 years, I'm not messing around with this. This is, for me, I believe this is actually, when everything is said and done and I look back and I'm sitting in the house twiddling my thumbs all day once I retire, I think this will ultimately end up being "my life's work", and so there's a lot more that we've got planned and I believe the book is going to sit very, very comfortably in the middle of the entire ecosystem that we're building out.

Mike Morrison:

Yes, and it's very much when you're talking about the Youpreneur and we, on past shows, spoke a little bit about where that brand and where that term came from. Essentially it's you. I suppose the first youpreneur to rise was you, it's about building that business where you are the central attraction to it.

Chris Ducker:

Yes, or you're at least centre to the business. You are front and centre to it. The perfect example actually is one of my businesses, which is Virtual Staff Finder. When we launched that business I already had a personal brand as a VA/outsourcing expert, so what we did is we built that business based around me and my personal brand and my influence within that industry. Now you fast forward a few years later and I'm hardly involved with the business, my face and name is not on the website anymore, and it kind of just runs on its own because it's its own brand now, it doesn't need me to be out there talking about it and pushing it all the time.

With something like a personal brand business model where you are ultimately selling in some way, shape, or form your experience and your personality, for me that's future proofing your business right there, regardless of changes or referendums or presidents or anything else out there. The fact is that if you are dead centre to your business and you control what happens within it and around it, then you ultimately future proof yourself and that's a very exciting prospect.

Mike Morrison:

Yes for sure, and as you mentioned before, that is for the majority of our audience, that is what they're doing with their memberships. There's obviously all sorts of different types of membership models, but predominantly, at least within our audience, those memberships are based around someone who is the go to person, they are the expert, they are as you say that kind of central point to their business. I think not only I would say is a very relevant book to the audience, but it's also quite interesting, hopefully for our listeners, otherwise this is going to suck as an episode, but it's only quite interesting looking at it from the perspective of the fact that you are yourself a membership site owner. It's kind of like we have with Member Site Academy, the stuff that you learn from the product itself in the way that look at Rise of the Youpreneur and the stuff that it teaches and talks through in the case studies and stuff, you can learn from that, but also you can look at that broader picture of Chris Ducker membership site owner and how that book actually ties in to your whole ecosystem.

You mentioned Virtual Freedom, which was a best seller. I'm sure Rise of the Youpreneur, if it's not already by the time this episode goes out, it'll be undoubtedly a best seller too. Unlike Virtual Freedom though, this book does tie directly into your membership Youpreneur.com. What does Rise of the Youpreneur mean for your ecosystem where your membership, your conference, your public speaking career, masterminding all of that sort of stuff because this is all now kind of really expanding and solidifying around this Youpreneur brand, what does the book do to that picture for you?

Chris Ducker:

It's the front door for me in terms of a much, much, much broader audience. I want to make something very clear as well, the first instance of youpreneur was the membership. Everything else has happened with this brand has come about because of that initial business model of the membership. To give you a bit of a timeline here and it might be interesting for some of your listeners to

understand how this has grown over the time since we've launched. We launched September 2015, we did an event in May 2016, which was about 50 or 60 people in London, little mastermind event.

Mike Morrison: I was there.

Chris Ducker: You were indeed, 90 odd percent of the people that were there were Youpreneur members, the other 10% that weren't were by the time the event was over and done with. We were obviously growing the membership by putting on the live little mastermind. If it's also out of that event and you were there, you will remember me asking the question very clearly. If I put on a big event in London would you come along to it? At some point in the future would I do it? Everybody basically said, "Yes, we would come." I validated the idea of doing a big conference based off of a small mastermind group, which was based off of the membership.

Now we fast forward and I can see the sales coming in for the conference, and I can see everything that's going on inside of the membership, and the wins that people are experiencing, and I'm having conversations, and I'm talking, and I'm making notes, and I'm looking at our own roadmap, which was inspired by your roadmap as well. I'm looking at what's working and what's not there, we're always fine tuning it and tweaking it obviously based on our internal content and all that kind of stuff.

Before I know what's happening oh my good God, I've got a book, this is a book. A book is about to be written I had no idea it was going to happen. I realistically started writing that book in January 2017 and we had it done and dusted in terms of the manuscript around end of July, we edited in August, and then we went to full blown kind of design mode going into September, just two months before the live event, the conference, the summit was supposed to take place. Then I turn around and I say to myself, "Wouldn't it be cool to get everybody at this event a copy of the book? Just gift it to them, just give them it." We worked our asses off to make it happen. I didn't know, it was literally two days or something before the event that I knew the book was going to be there. It was really, really down to the wire.

What better time to give out a copy of your book then when you've got an audience that are your tribe and are at a live event just soaking this content up to begin with. It just worked out very, very well but I wanted to point out that everything came from the membership. The membership is still as integral of a part of the entire ecosystem as it ever has been and probably ever will be quite frankly. The book now becomes the front door, like I said.

Mike Morrison: I love that because obviously capitalising and leveraging the fact that through the membership you've got that core group of Youpreneur fans who, through the membership, have built that stronger connection with you, they've become attached to that Youpreneur brand, and then ramping that up through the live events, and then really smashing it home through the summit and through the

book. That kind of staged evolution, do you think you would have been able to do that if maybe the timing was the other way around? You see people where they'll want to write their magnum opus and then spin off stuff from that, then they'll do an event, then they'll take the recordings from the event, and they'll create a info product like membership. Do you think it would have worked, either worked just in terms of theoretically, or do you think you would have wanted to stick with it, would you want to do it that way?

Chris Ducker:

Yes, no it's a great question. I think ultimately would it have been doable? Yes obviously because plenty of people have done it, but that being said I'm almost 100% sure that if I hadn't have had the membership in place for a good gosh 18 months or so I think before I started writing the book or there abouts, I don't think the book would have been as strong as it is quite frankly. Because of everything that we had picked up and kind of tested and validated over that time we knew, I know, I look at this book and let me pick up a copy hold on. We are at, including the little index of terms, we didn't do a full index, just a couple of pages of main terms, we're at 268 pages. Now I'm 100% sure that those 268 pages are the absolute best, at this moment in time, the absolute best 268 pages I could have put into a book of this nature at this time.

Now we might expand on it, we might update it at some point in the future, that's the joys of independently or self-publishing we can do that. Certainly no plans at the moment, but I truly believe man the book would not have been as good as it is if we'd have done it first. I think it would have been a whole different kind of vibe to the book. Not to mention the fact that there's a whole bunch of case studies in the book to prove that this is a business model that works and can make money from the Youpreneur community, from the membership. It just goes to show you.

Mike Morrison:

Yes, and without doubt some of those case studies and stories that have been spun out of your community, not just from Youpreneur members, but also there's other influences and relationships you've built up even if it's just in examples and stuff like that. How big of help has it been, like how much of a game changer comparing, thinking back to the process that you went through with Virtual Freedom, in what ways did your book writing process change by having that community to tap in?

Chris Ducker:

I mean honestly other than giving me all the inspiration I really needed to write the book and get the ultimate content clean in my head before I actually sort of sat down and started putting the chapter ideas together and everything, probably not much if I'm to be very honest with you. That being said though, obviously certainly helped me get to the point where I knew what my book was going to look like a lot quicker than what I did with Virtual Freedom where you've got 10 years experience in an industry with Virtual Freedom and I was like, "Well, I'm just going to talk about everything I know. Let's write a book with 200,000 pages, it's kind of mad." It took us a lot longer with Virtual Freedom to kind of get down to the real nuts and bolts of the book and what it was going to end up looking like.

With this it was a lot easier, a lot faster quite frankly. A lot shorter space of time to kind of figure out exactly what the content, what the chapter breakdown was going to be, what we were going to cover, what we were not going to because the community fundamentally dictated what the book ... Actually let me say this. The membership dictated what the book must have been like for it to work and that's the thing, that's the big thing. In terms of the writing process, as you've asked, a lot more different because with Virtual Freedom I literally typed out every single word of that book on my keyboard. I promised myself after I almost killed myself writing that first book, that I was never going to write a book like that ever again.

With Rise of the Youpreneur, the reason why we were able to knock it out in a matter of four, five months is because I worked with an editor who interviewed me for 12 hours and just got every single little story, and every tidbit, and every bit of ad-libbing, and every kind of Duckerism as he started calling them out of me. We transcribed all those calls and then we started to work on them together, to rework them into kind of like a book format sort of thing. That cut the writing process down by probably 50% just having that head start. I mean it wasn't cheap, I worked with somebody who knew what they were doing, but definitely it enabled us to not only get the book out to market quicker, but it enabled us to get the book out and at the summit, which I think was really key for the launch of the book. Now we've got all this great video footage.

I just literally today, and obviously we're recording this in a little bit of advance of when this will go live, but I just literally today got the first draught of the book trailer back from my editor and I'm not going to kind of spoil it or anything because I bloody love it, but towards the ends of it you get to see some of this footage of the surprise book signing that we did at the event and it's great. It was worth writing the book and putting the event on just to get that 15 seconds of b-roll for this book trailer, you know what I mean?

Mike Morrison:

I mean that reaction, honestly I think that was possibly the biggest reaction when you actually said and everyone in the room gets this copy of the book early for free. That was a bigger reaction than I think any of the speakers may have got, and you had heavy weight, heavy weight. In my case not just on literally, but you were heavy weight speakers up there and that reaction man, there was a lot of buzz from that moment, carrying through to the signing and the social gathering that kind of spun off from that. It's good that you managed to turn that out. I remember speaking to you before the event and kind of saying, "So am I going to get a copy of your book, an advanced copy?" You said, "Dude I don't know." "No, no can I have a copy?" "I literally don't know, we don't know if they're going to be able to print them in time."

Chris Ducker:

It was right down to the wire and I'll tell you what, there was actually a printing error on those books. I guess this makes them very, very collectable, very limited edition books.

Mike Morrison:

Mine's going on eBay now, now I know that.

Chris Ducker: Good luck with that. If you look very, very closely at the spine of the book, right at the bottom of the spine it is missing our imprint. Me and Mike are on camera right now so I'm going to hold up the book and show him the little imprint logo at the bottom of the spine of the book. That is actually missing on the hard cover edition that was printed. We couldn't quite figure out why the imprint logo didn't print because it was on the artwork. There you go, a little bit of tidbit. I think that's literally the first time I've mentioned that. I think it's literally the first time I've mentioned it. A collectable edition there.

Mike Morrison: I don't think it's a big enough mistake for it to fetch anything on eBay to be honest, so maybe I'll tear this thing down.

Chris Ducker: Again I'm on video hold them up, you see what I mean?

Mike Morrison: Yes.

Chris Ducker: Anyway, for you guys listening in sorry about that.

Mike Morrison: It's all right, I misspelt my own name on the very first draught copy of my book back in 2012. It didn't go out in public really though so that's all right.

Chris Ducker: Good, good, good.

Mike Morrison: Let's see we mentioned kind of tapping into your member base to get the stories, testimonials, some great case studies inside the book. Did you have any kind of challenges with that? Because sometimes it can be a little easier said than done to actually get people motivated to take the time to write this stuff. Quite often if you ask, I'm going to be doing this thing if you can contribute people will be like, "Yes, yes, yes definitely without question you can count on me." When it actually comes to it and I certainly know from experience it can be a bit like pushing water up a hill. How was that for you? How did you motivate those guys?

Chris Ducker: It was actually harder for me to come up with a short list of people that I wanted to include in the book rather than collecting the feedback, the bits and pieces that they needed to fill out. I did make it very, very clear in the email correspondence with people that if they didn't get it back to me by a certain date that they were going to lose their spot in the book. I wasn't going to remind them, I wasn't going to chase them up, this is the date. If you want to be included go ahead and make sure you get it back to me in good time. If you don't you'll lose your space in the book and I'll go with somebody else. I'm very happy to say that every single person that I invited to be featured in the book showed up, and every single person sent it through within good time.

Maybe I lucked out a little bit but we'll never know, you know what I mean, that's the mystery of book writing. For sure though it was really hard though man. It was tough for me to whittle that down to that list because I had to

include some influencer types in there to sort of show the bigger picture of what's possible, and obviously I can't write a book of 100,000 words, well unless you're Tim Ferriss maybe you can get away with selling a brick. I was quite conscious of that, so it was hard for me to actually whittle it down to the six or seven people that ended up coming directly from the community. I know for a fact, and understand this at this point, except for what we sold over the last 48 hours since the book has gone live, the only copies of the book that have been out in the world were that almost 400 copies that we gave out in London in November. I know for a fact that there are people that were featured in the book that have gotten business out of the fact that they were in the book.

People who were actually at the summit are now doing business with each other as a direct result so that's pretty cool.

Mike Morrison: That is very cool. You do realise now though you're going to be inundated if you do decide to write another book because people are like, "I want a piece of that action."

Chris Ducker: Some of that right.

Mike Morrison: Yes, it's always tricky though I kind of feel. Obviously if you're trying to pick people to feature in something like a book, which is obviously different from just trying to get people to give you testimonials and stuff, this is something where they're going to get a bit of exposure and a bit of rope essentially from the fact that they've been picked. When you're doing that, when you're choosing people again like Youpreneur Summit, the Youpreneur member spotlight sessions where you pull up some of the Youpreneur members with great stories to tell, great success to share and stuff like that. On top of that I know you pick out some Youpreneur members to have workshops and stuff done inside the membership. Do you get any sort of kickback from that or is there ever an issue with people kind of feeling like they've been overlooked or maybe taken offence to the fact well hold on, this person we're in the same industry and they're being picked to be spotlighted here and what about me? Do you worry about that at all? Do you have a way of dealing with that?

Chris Ducker: No, I don't really worry about it all that much if I'm to be really honest. I'm quite vocal with my shall we say selection process and what goes through. If you work your ass off and take tonnes of action and get great results I'm going to highlight you, it's that simple. If you don't then I won't, it's that simple. We look at Ramona Rice who won the first ever, she was the first ever recipient of the Youpreneur of the Year award, which I really actually really wanted to do that at the end of 2016 as kind of a big announcement for the community, but one of my staff members turned around and said to me, "Boss you got to hold it off for the conference."

Then you just do it at the conference every year. I'm glad she did because it was an incredibly proud moment for me personally to hand that trophy or that little award that we had for Ramona over to her. As she got quite emotional because

of her story and what she's gone through, and I think it was a great way for people in attendance that weren't members of the membership to actually see just how important the members are to me as the founder. It did great for our membership drive during and after the event is when I think all in I think we added an extra 85 or so people join within a week of the event taking place, which is great.

Mike Morrison:

I think that kind of really underpins what we said before about the order in which you've kind of built out this ecosystem. Because without that you don't have those moments. It's just like any other conference. The fact that you have that community, you have those people you can bring up on the stage, which of course for someone in the audience quite often you go to these big conferences and you feel so far away from the people that you see up on stage. Actually being able to see people and hear their stories and maybe you've never heard of them before but they're doing great things and they're still in their journey, like that you don't get a lot of events.

Same as within books, you read books by experts and gurus and all of that, and quite often the stories they're telling it's their similarly levelled friends, or again you don't have that connection. Whereas actually if you're reading about people essentially they're just like you, maybe they're a year further on in their story or what have you, you wouldn't get that without having that membership community first to then being able to tap into and create those kind of moments and those little connections and stuff there.

Chris Ducker:

Yes, and I mean this is all part of the bigger Youpreneur ecosystem master plan. We've still got more to add to it all. There's certainly plans for some digital courses, there's certainly plans obviously for other smaller live events to kind of feed the fire when people need it through the year, not keep them waiting for an entire 12 months. There's one particular part of the ecosystem that I'm keeping very much private and under my belt. I don't mind telling you off line, but for you guys tuning in, you guys tuning in sorry it's a secret. That particular one is something ... That realistically is probably two, three years away. It just goes to show you what's possible from starting out as just a little membership community and how we've built it up. I'm very, very, very proud of what we've achieved in such a short space of time and hell, we're just getting started Mike, we're just getting going.

Mike Morrison:

Love it, and I think as well what people really need to be able to take away from that is the fact that this whole thing, this online business thing, whether it is a membership, whether it's courses you're selling, whether you're just trying to figure out how to move from doing coaching to doing something online, it's an evolution. You mentioned earlier that the book kind of just formed itself on the back of what was going on in the membership. That wasn't a thing that you had to have in place alongside your membership and alongside plans for your event from day one. These things grow and evolve over time. I think sometimes people put so much pressure on themselves to have that fully completed big picture right from the get go, when actually you can't do it. It's a long game.

Chris Ducker:

You got to play the long game. You have to play the long game. I use that term all the time because if you're not planning two, three years ahead ... I'll tell you something right now, one of your competitors is. You're going to get left behind. I'm a big believer of the long game approach to business, particularly in sales and marketing. I'm blessed to come from a very kind of old school sales background, and the whole kind of always be closing and all that kind of stuff. That was my initial foray into the sales world, but it served me very, very well and it hasn't hurt me at all.

I can tell you something right now, all of the businesses I've started and grown and still to this day own and operate ... See this is the thing as well. Youpreneur is what I work on every single day, whereas my other businesses, which collectively make me a multi seven figure annual revenue, I hardly spend any time at all in any way, shape, or form. I could remove them tomorrow, it wouldn't effect my work flow in any way whatsoever, and quite frankly because now the Youpreneur brand is really growing in the way I need it to grow in, in all the different facets, I wouldn't really miss the money all that much because I know I'm only a couple years away from doing the same sort of cash with just one business model compared to just two or three combined.

The big realisation for me Mike is that I have realised that every business I've ever grown or been involved with in the past, people did business with me a long time before they ever did business with the companies. That's personal branding on steroids right there. Once you make that realisation the sky's the limit literally. Because once you're in that mindset of saying, "No matter what happens in the future, no matter what varying interests I might have or different industries I might pass, my core customers will come with me because of me, because I'm their favourite whatever." That's huge, that's Popeye spinach stuff we're talking about. That's a superpower.

Mike Morrison:

Love that, I'm going to have Popeye the sailor man stuck in my head now for the next 24 hours also.

Mike Morrison:

We kind of joked that this is your third time around here on the podcast, but those three episodes, I was thinking about this before we hit record, actually they make for a pretty killer case study. Because when we first spoke on the show it was almost two years ago to the day. I checked because our first episode was 24th of Feb., 2016, this is going out 21st of Feb., 2018, so almost two years ago. Back on our first episode, and we'll link to these in the show notes, we were talking about what you would do with Youpreneur, I think the membership would be open for four or five months and we were talking about how you were planning on making Youpreneur a global brand, and obviously how are the membership site owners could do the same thing. That was just a few months after membership opened, and then our second interview back in June you were gearing up for the first conference so we're talking about where that fit into everything and how that evolved from the membership, and then here we are talking about another key piece of the Youpreneur puzzle.

It's a fascinating little case study, but my question is what are we talking about next time? What's the next thing on the horizon for the Youpreneur part?

Chris Ducker: Yes, I mean we'll see.

Mike Morrison: Is that the thing that's under the hat?

Chris Ducker: Well I'd like to think that I wouldn't have to wait two, three years to be back on the show Mike, but I think that-

Mike Morrison: Well it depends, it depends on what people think of your performance this time. Got to keep the public happy.

Chris Ducker: Look, the one thing I love about the online business game is it changes very, very quickly. You never really know what's around the corner at the end of the day. I don't mind going on the record and saying that I've never really truly been happy with the level of the number of members, active members. I mean we've had probably close to 1,200 people probably join and we're at sort of around about 40% of that number now give or take. I'm very authentic, I'm very transparent in the way that I talk about my businesses. The only thing I don't talk about is money. I never give dollar or pound amount.

Mike Morrison: Nobody likes people who talk about money really.

Chris Ducker: Not really no, they want to beat them up. A lot of the time anyway. I've never really truly felt super satisfied with active member numbers, but I do believe that now that we've got the big flagship event happening every year and now that we have the book and the reach of a book, if you plan it strategy wise, if you market it properly, and you don't give up a month after you launch it, and you've got a good solid machine behind it, a book can build a business. I've seen it over, and over, and over again. I think a year from now when I come back on the show again.

Mike Morrison: I love that you're booking yourself on the show.

Chris Ducker: Planting the seed, just planting the seed. The one thing I would like to talk about is how the event and how the book, and obviously the funnel behind the book because there's secret little URL's in there and giveaways and all that kind of stuff in the book, how those things have helped us ultimately bolster and grow the membership as a core part of the business. Because it has to grow, it's the one thing, if you think about it it's the one thing that truly is super scalable. Whereas yes, I can continue to grow the live event a little bit, but eventually it'll hit critical mass and I'll be happy with it. Who knows what that number is going to be, but eventually we'll hit it.

Online courses we'll sell a certain amount but it's like anything else, when you sell a course you sell the course, it's done, it's a one-time gig. We need that

predictable recurring income that every growing business needs. I'd like to think that that's what we'll be talking about next time is how all these little bits and pieces inside of the ecosystem have fundamentally helped to really spare the growth of the very thing that started everything off in the first place.

- Mike Morrison: Love that, love that, absolutely looking forward to getting you back on the show in the future to catch up on everything that's going on and how that's all come together. In the meantime I'd absolutely recommend everyone listening check out *Rise of the Youpreneur*, it truly is a terrific read, that's not just me blowing smoke up your ass. It really is vital reading for anyone building the sort of personal brand or authority based business that most of us, as membership site owners, are building. As membership owners you'll also appreciate it from that other perspective too in terms of how it ties into the *Youpreneur* membership. Get yourself onto Amazon, get yourself to RiseoftheYoupreneur.com. Grab your copy, and when you do be sure to Tweet @chrisducker and @membershipguys to let him know that we sent you. I don't get any money for it, but the more Tweets that he gets the stronger my argument is when it comes to settling bar tabs and stuff like that. How many of my book have you helped sell? Next round is on you, right?
- Chris Ducker: Yes, oh yes I love it. I will say just real quick, obviously I know this is going out what did you say Feb. 21?
- Mike Morrison: It'll be 21st of Feb., so the book has just come out on Feb. 20th I believe.
- Chris Ducker: 20 exactly, so this is good timing then. Right the way through to and including March 6th, if you go to RiseoftheYoupreneur.com you'll see there's a couple of little packages that we put together if you buy even just one book you'll get some bonuses. If you buy a few books and then maybe give them out to your mates or your mastermind group or even your members even, I mean the members would love this as a gift. If you go ahead and do that we've got up to \$700 worth of bonuses available and they're up for grabs. All you got to do is just fire off your receipt to us and the email address is on that website, RiseoftheYoupreneur.com. Those packages, those bonuses will go from March 7 onward, so you want to buy them before that date to get all those freebies. Everybody loves a freebie Mike.
- Mike Morrison: Yes, I mean I'm from Newcastle. If it's not free-
- Chris Ducker: You bloody love a freebie.
- Mike Morrison: Yes absolutely head on over RiseoftheYoupreneur.com, get yourself a copy of this, let Chris know we sent you, and we'll have all these links in the show notes. TheMembershipGuys.com/137, get yourself over there, get all the links, grab a copy of the book, you won't regret it. Chris, as always it's been an absolute pleasure having you on the show, good luck with the book.

Chris Ducker: Thank you my man. You're an inspiration. You know you played a big part in all of this and I want to thank you very, very much for it.

Mike Morrison: Thanks again to Chris for taking the time to come on the show. I know he's had a hectic schedule as he does the rounds promoting Rise of the Youpreneur, and Rise of the Youpreneur is available for purchase now. It is brand spanking new at the time that this episode goes out, so head on over to RiseoftheYoupreneur.com to find out how to buy. If you're listening to this episode before March 6, 2018, then don't be tempted into buying your copy straight away on Amazon. Get yourself to RiseoftheYoupreneur.com because Chris has put together some little bonus goodies for anybody who buys one or more copies of the book before March 6th, 2018. He's been very smart about this in that if you decide you want to buy a whole bunch of copies, maybe you want to give some copies to some of your members, run contests, and all that sort of stuff then there's all sorts of incentives and all sorts of bonuses that you're going to get for book purchases too. Head over to RiseoftheYoupreneur.com.

That's it for me for this episode. Thanks again to Chris for coming on the show. Thanks to you for spending part of your day with me and with Chris. Hopefully you found it useful, and I'll be back again next week with another instalment of the Membership Guys podcast.



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