

7-MINUTE

SCALING  **SECRETS**

EPISODE 27

**HOW TO GET INTERVIEWS WITH HEAVY HITTERS LIKE
GARY VEE, GRANT CARDONE**



ALVIN POH
SUPERSCALING.COM



GUEST SPEAKER
RAYSON CHOO
The Celebrity Whisperer
Host at the Raygacy Show

Alvin Poh 0:00

Hey everyone, welcome to another exciting episode of 7-Minute Scaling Secrets, where we interview entrepreneurs and learn a secret on how they scaled up their businesses. Today, we have a special guest, Rayson Choo, who runs The Raygacy Show, a show for millennial entrepreneurs, where he picks the brains of great entrepreneurs to find out how they manage to get to their success. Rayson, welcome to the show and tell us a little bit more about what you do.

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Rayson Choo 0:57

Hey man, thanks a lot. It's really my honor and pleasure to be here on your podcast as well. And what I do is.. many people dubbed me as "The Celebrity Whisperer" so what I do is I pick the brains of the best entrepreneurs around the world. People like Gary Vee, Grant Cardone and etcetera and get them to share their secrets on their success, on their failures and how they actually made it to where they are today. And it's all through this podcast like what you mentioned earlier, The Raygacy Show.

Alvin Poh 1:29

So this podcast is amazing because you mentioned it and I want to make sure that you know people don't miss that. The show actually has really big name hitters, right? Big hitters like Gary Vee, Grant Cardone, Steve Sims, Ray Higdon. You know, big names like that. How do you manage to actually have them come on the show? What was your process like? Because it's not every day that people can just walk up to these people and you know, get them for an appearance?

Rayson Choo 2:06

Yeah definitely. I mean, like, in order to get that you need to be credible in what you do, in your craft, and etc, right? So for me, what I did was, I was being really consistent in my Facebook lives because my podcast was actually based on Facebook lives first, before it went on to audio platforms like Spotify and iTunes. So what happened was one day, one of this guy called Nicholas Gerard, who is like, he's a big follower of Gary Vee and also at the same time, he is part of this group called Vayner Nation Squad. So this is the squad where you know, all the Gary Vee followers will be a part of, and somehow rather, he noticed my podcast. And he's pretty close to Gary in a sense, and his team whenever he is in Singapore.

So he actually got me this opportunity of a lifetime. And this is to actually meet Gary in person in his hotel lobby, at during his time when he was here at, if I'm not mistaken, was 2018. So that was my second time meeting him. So he just nice was here for a conference, a gig, speaking gig like Success Resources, kind of National Achievers Congress. So somehow rather, Nicholas

is not part of NAC, not part of Success Resources, but he has been following my podcast. So he told me, Hey, Rayson, I have something for you. I really love what you've been doing. I've been watching you and I have an opportunity for you to actually meet Gary. And he told me this date and time and I was like, hey, that's the same date and time where I'm going for the Success Resources event. And that was before he goes up on the stage. So before that, he was actually meeting a lot of people, a lot of influencers and business owners who have business meetups. So I was part of one of the groups and I was like, you know, going there. And on that day, when I was there with them, I just took that leap of faith and always wanting to ask him this question, but I didn't dare to and that was to offer him an opportunity to be on my podcast, offer myself to him for an interview so that people like, you know, my followers will get to watch him live speaking with me.

So when I asked him that question, he actually said yes to it. And I was like, yes. And at first, the lady who was in charge of his event for that day, was telling me that hey, I'm going to give you like 20 minutes or 30 minutes of his time to.. for an interview, but somehow rather one of the influencers took up quite a lot of his time. So we were cut short to that five minutes from there. But still, it was a valuable experience for me because I not just got to mingle with him and D.Rock but also at the same time, I'm gonna interview him. And also we, you know, walk with him from his hotel lobby to Suntec City, like as if we were his security guard, because he was with security guard officers and D.Rock as well, we were both, all of us were walking towards there.

And yeah, it was really a great time. And that was like the pivoting point for me. Because after I got Gary Vee, people start to inquire about how they can get their clients onto my podcast. And that's where I received many emails from the, I would say, those PR companies from U.S. which I didn't expect and I didn't know how they actually got my email contact, but somehow rather, I receive emails from them. And that's where I got some of the more prolific guests for example, like, just now you mentioned Steve Sims, or some other big names that actually came on, like Paul Getter, for example. So all these people, they had their PR companies who emailed me, but some of them DM me on Facebook as well, private messaged me.

Alvin Poh 6:30

Wow. That's awesome.

Rayson Choo 6:31

So it's very crazy. It's awesome.

Alvin Poh 6:34

And all this happened from the.. just a five minute podcast with Gary Vee?

Rayson Choo 6:41

Yes, correct.

Alvin Poh 6:42

This is something that's just happening in the hotel lobby, you're walking with him, and you're recording at the same time?

Rayson Choo 6:48

No, we were sitting down and we were recording. Post-interview, we were walking together, and we were chatting a bit. And somehow rather I got my friends who were interested to be, you know, with Gary. So somehow rather, they stalked me, in a sense, from the events and then they went there, and they pretended, hey, Rayson, how come you're here? And then after that, you know, I told them, hey, since you are here, why not you be my camera crew for that day and a lot of them are, like, just filming for me. And one of them was filming the live video for me. So it was very cool kind of experience I would say, it's definitely something that I really enjoyed myself during that period of time.

Alvin Poh 7:35

That's awesome. So you took the five minutes, you made it into a podcast, a video, and you started like including that into your Raygacy Show. You just exploded from there. Was that how you got Grant Cardone also?

Rayson Choo 7:52

Oh Grant was different. Grant was actually I LinkedIn messaged him. And to my surprise, he said, yes after my first message to him, asking him to be on my podcast. And then after that, what happens was that he didn't reply to my messages at all. What happened was he literally did a video of him doing this saying that, hey, everyone, I'm going to Singapore, Malaysia, Dubai, Australia and whatever country that he is going to be speaking with Success Resources. And then after that, he said that if you want to interview me, you can send that interview request to this email address. And at first, it was very hard to actually understand what that name he was actually saying to us, because it was like, his slang, in a sense his slang was quite, I would say, quite hard to decipher.

Alvin Poh 8:57

Oh, his accent was pretty strong, I guess.

Rayson Choo 8:59

Yeah, his accent was pretty strong. So at that point of time, even when I turned on the translation or the I would say transcription. It didn't really turn out as what I wanted. So I just made a guess. And then just tried my luck, and then just email to that email address that I thought it is supposed to be. And luckily, it was the right person. And then after that, she replied, and she said that, hey, we are going to be at Marina Bay Sands, you can actually come over to meet her, meet me in person. And that's where I got to meet her. And then after that, she brought me and my friends because my friends was also really interested in meeting Grant Cardone, and then they became my camera crew as well. So we went to his suite, and then we met the Cardones, Sabrina, Elena. And we even met, like, his partners, business partners like Jarrod Glandt, and even his camera guy, Johnny, the camera guy we managed to, I would say,

had a great time with him. And that interview wasn't just five minutes, it was actually 40 plus minutes. And after that, we managed to chat with him. And we were actually enjoying the whole conversation and Grant after the whole interview, he was saying, woah, this is great. He enjoyed the whole thing. This is fun. And then I was like, wow.

Alvin Poh 10:37

And then after that, I guess your show explode.. exploded again.

Rayson Choo 10:41

Yeah, in a sense, because people were thinking like, Hey, did I pay Success Resources to actually get all these people because they are all keynote speakers for Success Resources. And, disclaimer, I did not pay anyone for anything. I even though I paid for that. I would say that ticket to go and listen to the event. But it wasn't because of that. Yeah. And people we're intrigued like how on earth like, I managed to get them before they even on the stage because I met Grant like, two, three days before the event started.

Alvin Poh 11:19

Solid, solid, solid exclusive. And I love the fact that, you know, you just hustled and made your way, made it possible to have these interviews with these big name people. So there's all the great stuff that people see. But I'm sure there are moments of like, you know, moments where things don't go as planned or, you know, things don't go as well. Can you tell us about one of those moments and you know how you overcame that?

Rayson Choo 11:50

Okay, so basically, like, for example, the one that I can think of, is when I, we.. I actually plan it out with Robert Kiyosaki. So we are supposed to go live like on that day itself, but somehow rather, he changed his mind and say that, hey, you need to actually pay me \$8,000 for an interview, and then we're going to break it into.. or I would say we can actually do eight videos together. But you're going to pay me \$8,000 USD, and then we're gonna go live. And I was like, hey, this wasn't what I.. what we actually talked about, and I already mentioned to you that Gary Vee didn't pay me and Grant Cardone. No, I mean, I didn't pay Gary Vee. I didn't pay Grant Cardone, to.. for an interview like this. So why should I pay you, right? I was like telling him, no, I'm not gonna do eight videos with you, I can break down our content into eight videos if you want. And I can ask my video editor to edit for you. But we're not going do \$8,000 in whatsoever. And then after that, he asked me to actually invest in cryptocurrency with him. And I was like no, I do not want to because it was then risky, even though back then it didn't crash as much as now.

So I was thinking, I'm not to reciphers, in that part of thing. So I wouldn't want to actually do that. So in the end, we didn't do our interview, but we still continue our friendship on and off he will message me, hi warrior, how are you and all this other stuff? So he will do this and he will say all this funny stuff. And somehow rather when I experienced some setback in 2020 which I believe you will have known as well back then. I was down and out because of my relationship issues back then. And he was the one who even though he didn't come on board my podcast but we still kept in touch and he's still message me and you know, he shared his words of wisdom

about love and relationship with me and helped me tight through that really difficult period of my time. So yeah, it's really interesting, I would say even though it's not really as what I wanted it to be when it comes to that podcast episode, but still, it was something that I felt that it.. it's something meaningful I will say even though it didn't turn out well as I wanted it.

Alvin Poh 14:28

So do you guys chat on like WhatsApp or?

Rayson Choo 14:32

Oh, we chat on Line.

Alvin Poh 14:35

On Line?

Rayson Choo 14:36

Yeah, we chat on Line, surprisingly.

Alvin Poh 14:38

Wow, the Line app, right?

Rayson Choo 14:41

Yeah, the Line app. So we did video call before so that's how I determine that is the real guy and not.. I'm pretty sure last time there is no no app that can actually you know, change the face of the person at the point of time. These days, there's a lot of AI but back then don't have, so yeah.

Alvin Poh 15:02

Fantastic, it's kind of cool to have Robert Kiyosaki as a Line buddy.

Rayson Choo 15:09

Oh, yeah. Even to today, I would say last few months back, we still have some conversation going on and off. So yeah, it's something maybe we might get him onto the podcast soon. I'm not sure about that. But now I'm pretty packed with a lot of 10X Stage Agency speakers. So we'll see how it goes.

Alvin Poh 15:31

Nice, now the tables have turned, he has to pay you. Alright, we are coming to the end of the episode, I just want to hear your advice to other entrepreneurs. I'm sure you went through quite the journey to be where you are today. What advice would you give other entrepreneurs to be successful?

Rayson Choo 15:51

Well, I always say this in all of my interviews with other podcasters. So this is the thing that I want you guys to know. And that is you only have one life to live as you. You can't live as Alvin, you can't live as Rayson, but you're going to live as you. So you're going to double up on your

strengths and try not to, you know, dwell on to your weaknesses and your mistakes. Work on what you can do, and what you can improve and keep going on with consistency and persistency, you're able to actually reach your goals no matter what. And don't forget to actually find the right networks. Because the right networks can generate you the network that you want, as long as you actually do something about it, and not just listen to the advice and keep it to yourself and say, Oh, I learned everything, but you learn it, you got to apply them. Because if you don't apply them, you will not reach that epitome of success that you always wanted to be.

Alvin Poh 16:55

I love that. You're like the epitome of that. You started from nothing, grew to show to where it is today. And it's through that process of hustle, determination, resilience. I think it's something that a lot of entrepreneurs need in order to have their business succeed as well. Thanks so much, Rayson. Please tell us how can the audience, anyone that's interested, reach out to you and maybe listen to The Raygacy Show as well.

Rayson Choo 17:22

All right, sure. You guys can actually go to Spotify or even iTunes and go and key in The Raygacy Show. So Raygacy is spelled as r-a-y-g-a-c-y. And you can actually go and listen to all this amazing speakers and even Alvin is part of it as well. And you can listen to his solid advice from there. And you can also find me on raygacy in Instagram. So r-a-y-g-a-c-y. So we're going to post out a lot of mini videos, clips on it as well. So you guys can stay tuned because my video editor and I working so hard to actually get all this content being pumped out onto my social media.

Alvin Poh 18:10

Awesome. I'll have that linked in the show notes down below as well. Hey, everyone, it was a great episode again. Love the time with Raygacy. And I hope you guys like this episode. If you have takeaways please drop them in the comments down below. Don't forget to like, comment and share as well as subscribe to the 7-Minute Scaling Secrets podcast. Thanks so much for your time, and I'll see you guys again real soon.