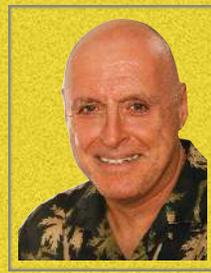


# THE EXTRA POINT

BY JERRY ROBERTS



## # 121 Overnight Success the Long Way

Would you like to be a YouTube millionaire? Come on, make a video and get bajillions of views, and then have YouTube start mailing you big checks. Yeah, that's the life. I'm Jerry Roberts and while there's no doubt that viral videos and loads of Internet cash is enticing, maybe there's a better way that we need to teach the generation that's coming up. Let's chew that over a bit, today, on The Extra Point.

Many of us have seen the stories of kids who made a video, watched it get shared all across the Web, and "go viral," getting millions of views. Not just that, but they also get tons of people subscribing to their YouTube channel, breathlessly awaiting the next production. They have sponsors line up and give them money for mentions on the videos, their bank account fattens, and life is good.

It's not just YouTube. There are a lot of other options, online and offline, that make our youth hunger for making it big — right now.

"Oh yeah, school's important but if my grades aren't great, it's no problem. I'm going to be on YouTube. Or I'll have my own restaurant. Or I'm going to build a big business."

I was talking about this with one such hopeful, and asked about their plan. "Plan?" he said. There was no plan. Just do it. Oh, okay.

Look, most successful YouTubers, as well as anyone else who makes money online, have a solid plan and follow it. And it takes time.

People who end up big in business usually start out small, at the bottom, doing jobs that aren't glamorous, but necessary. They learn. They grow.

It's tempting to try to start big, to try to become an overnight success. However, that thinking brings risk and we can lose precious time,

sometimes years, When you think that your moment to hit it big is just around the corner, it's easy to lose sight of the calendar.

We're encouraged when we hear a story about someone else's so-called "overnight success," but it's usually not overnight. It usually takes years, sometimes decades to make it. In the 15 years I was the publisher of Directions magazine I interviewed close to 150 people for the main cover feature. Most had come from modest backgrounds and some were just plain poor. That was okay, because the years of struggle had toughened them. The lessons of life and business had helped them to roll with the punches, and helped them get through tough times that competitors couldn't survive.

Trying to become an overnight success may increase the chances of long-term failure. If it took 10 or 20 years to get there, would that really be so bad?

If you're a parent, grandparent, or other relative to one who wants instant success and wealth, start introducing him/her to successful people you know, and let them learn the stories of those who started small and grew their career into something substantial. It may be one of the greatest gifts you'll give them.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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