

THE EXTRA POINT

BY JERRY ROBERTS



1204 Everyone is All Atwitter About Elon Musk – Part 2

When we last left Elon Musk, he had sent an email around to Twitter workers, requesting they decide in 24 hours whether or not they wanted to stay on the payroll. Predictably, this caused the Internet to lose its mind. I'm Jerry Roberts, and today we look into our crystal ball to see where Musk may be taking Twitter. Is there a method to the madness? That's coming next, on The Extra Point.

If you missed the first part of this look at Elon Musk and Twitter, and what we can learn from how he's handling the takeover situation, you can find it at guamtraining.com, transcript #1203.

Okay, let's recap. Musk got rid of the Twitter leadership and board of directors. He then brought in tech and business experts to examine the state of the company, and to draft a plan.

He cut payroll, ended some perks the employees had been getting, and made moves to reduce the daily \$4 million loss.

Musk then gave the remaining employees 24 hours to decide if they wanted to be with Twitter 2.0, longer hours and higher intensity.

I'll list some thoughts and I'm going to number them to keep track. There are some business lessons and some psychology involved, and I believe it's important to understand it.

1. Musk now owns a big voice in the world. His personal brand will only get bigger, and that is very good for business.
2. Jeff Bezos, his rival mega-billionaire, owns the Washington Post. Twitter's reach is much greater than the newspaper. Advantage: Musk. Lots of things are done for ego reasons.
3. Advertisers that have pulled off of Twitter will return. Brands go where the customers are.
4. He can add shopping live chat, conferencing,

and a bunch of other capabilities now seen on other social platforms. That will draw in hundreds of millions more users.

5. Twitter will successfully take on YouTube, and invite video content creators to set up channels. Facebook tried and failed to do this. A lot of content will move over to Twitter, with viewers and advertisers following.

6. Multiple monthly recurring subscription options will come to Twitter. It's already started. Not just the blue check for \$7.99 a month, but various products and tiers with different price points. You'll still be able to use it for free, but if you want more features, you'll pay.

When you add all this up, I can't see how Elon Musk will not turn Twitter into one of the most profitable companies in the world.

7. I was watching a report on this a couple of days ago, and it went back to when Musk co-founded PayPal almost 25 years ago. What I'm going to offer now might be the real reason he's being attacked from all sides, and how nasty it has become.

Prior to 1999, Musk owned an online bank called x.com. Merging with a competitor, he formed PayPal, the company we know and use to make purchases, and send money to friends and family.

He had big plans for PayPal, but was forced out over a technical agreement before he was able to achieve them. He left with \$180 million, which he used to fund his Tesla and Space-X ventures.

Musk reportedly bought the x.com domain back from PayPal five years ago. When he finalized the Twitter purchase, he said the company would launch a service named "X", projecting 104 million users by 2028.

(Con't.)

Musk's original dream was to create a financial network that would operate outside of the reach of government and the Federal Reserve. Is "X" an effort to launch that.

If true, Musk would be forcing his way into the biggest game going — the global banking system — challenging the absolute most powerful people on the planet. Only time will tell, but I don't think we'll have to wait too long to figure it out.

All of these things won't happen overnight. Some may take years, and some of it may never happen. This depends on how quickly he can refine his team, and this may be the biggest business lesson of all. It takes time to get YOUR team in place, the people who believe in your vision 100%. Many people may come and go before that happens.

If you ever buy a company, this is probably how it will go for you. The big wins will come when your real team is on board.

If you want to keep a copy of this so you can laugh at me if none of it comes true, download transcript #1204 at guamtraining.com.

Have a blessed Thanksgiving.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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