



Podcast Episode 178
Unedited Transcript
[Listen here](#)

“A 14-Year-Old Entrepreneur? How Andy’s Son Successfully Launched His First Business!”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. Andy how are you this fine day?

Andy Andrews: I’m doing great David, I’m doing great.

David: That’s fantastic. Well I’m really excited about our episode today and I think you know why. But on a recent podcast episode, you made brief mention of something. And since you’ve mentioned it, we’ve had tons of messages on social media, on Facebook and Twitter, we’ve had emails, we’ve had calls. You’ve had people ask you about it. And so we are going to do an entire show based on your son Austin and his business that he has started.

Andy: Yeah, we’re blowing Austin’s cover today.

David: How crazy is that though. You just briefly mentioned it and then all the questions came pouring in, what’s he doing, why is he doing it, tell us more. This is a 15-year-old with a business, that doesn’t make any sense. And so I know you’re excited to talk about it. And I want to just preface this as someone behind the scenes, that has seen a lot of this take place, Andy I know you’re proud as a dad but just bigger than that, this is a very cool story about.

Andy: Are you amazed? Because you’ve watched this happen behind the scenes too.

David: Yes, exactly. So I mean, everybody listening, I know you're going to hear a proud dad talk but there is so much value in this story. So Andy let's talk about Austin and his business. First of all, I guess tell us what is he doing and I don't know, just.

Andy: Here, let me just tell you, the name of the business is Sporty Citrus, S-P-O-R-T-Y C-I-T-R-U-S. That's the name, Sporty Citrus. And the website is sportycitrus.com.

David: sportycitrus.com

Andy: Yeah. I'll tell you right off the bat, so that you kind of have an idea, I mean, you know that we've all been kind of interested in citrus and after the hurricane, 10 or 12 years ago, when it wiped us out, it killed every tree in our yard and we started back. Austin at that point really kind of came to me and said, dad, what kind of trees are we gonna plant? And he was just a little kid then. And so I, I don't know what kind of trees should we plant. And he said, plant trees that will do something. If we're gonna plant trees, might as well plant trees that will do something. And I said, what do you mean do something? Climbing trees? He said, no, like orange trees, and grapefruit trees. And I was like, well alright. So we planted a couple and planted a couple of more. And he got so interested in them. And of course now we have 46 citrus trees in our yard, front and back, and side, and over here in pots, and on the deck in pots, everywhere.

David: And for anyone that has been following you on Facebook over the years, you've posted several pictures of some of these trees, in the past. This is, like you said, it's not anything new.

Andy: Yeah. And so, in any case, a couple of years ago, you know, I had really kind of figured something out, that I was helping some people with. And still help some people. I put parts of this in *The Noticer Returns*. Because I am still just very convinced that we have something that people can absolutely go from ground zero and make money and start their own business. I mean, I haven't really found the avenue or the television show that'll let me talk about it or whatever, but man, I really think we have something here that is just the answer for so many people. Because people talk about, well I can't get a job, I can't get a job. Hey, really, do you want a job anyway? Wouldn't you rather have your own business and make as much money as you wanna make? And be in charge of your time? And so, really, I develop the idea starting and Austin would hear me because I talk about this stuff around the house. You know, what about this, and you know, let's talk to this guy. And so I started asking people, hey, what is it that you would do, if money were no object and you didn't have to work or you know, just got up every day and do whatever you want to do, what would you do? And you know, what value does that have for other people? And I'm not saying how can you get a job doing it, I'm saying what value does it have for other people? The value. And then the third part of it, is prove it because if you can prove the value of something that you know or something that you do, something that you are, if you can prove that value to other people, you'll never be without work. You'll never be without the opportunity to help people and be paid for it and probably have to hire a lot of people because people beat down your door. And so, I really, I proved this with a bunch of different individuals. One day I'm in my office and Austin comes in and said, dad, can I talk to your for a second? I said, sure. And this was a couple of years ago David, right.

David: Right.

Andy: And he says, dad you know how, and so at this point he's 13. And so, he said, dad you know how you say that if you know something valuable or if you can prove value to other people, that you can have your own business? And I said, right. He said, well, I think I know something valuable. And I said, really? Like for other people? He said, right, for other people. And I said, well what? He said, well when I tell you, can I have my own business? And I said, you know, I'm thinking, dude you're 13. I mean, I was kind of thinking that. And I said, well sure, I'm sure you can. But let's figure out what, what do you have here. And he said, dad, you know how people want fruit trees around here, people want citrus trees around here. And you know, they'll go to Home Depot and buy a tree or go to Lowe's and buy a tree or go on the internet and buy citrus tree, and they go stick it in the ground. And it doesn't grow correctly and even if it does grow, it doesn't produce fruit. And so these people, they see ours and they say, hey, how are you doing this? How's this happening? I have a fruit tree and it doesn't do anything. And dad you know, Austin's telling me this, man he's passionate when he's telling, he said, dad, you know, I have done so much with these trees that when people ask me why their trees are this or why they're that, I usually know what the problem is before I even go to see the tree. Because you know, it could only be several things. And I've already experienced those things. I said, right. He said, and most of these people not only do they not really know what to do, they don't have the time to do it. And he said, so, what if I managed fruit trees, if I managed the citrus trees for people here in our neighborhood. And I said, hm. Like what would you do? He said, well, you know, a fruit tree is kind of like a puppy. If you live with the puppy, you don't really see it growing, but there are things you have to do every day with that puppy to make sure. And then people pop in you know, every several months and go, wow, the dog is getting huge. He said, but it's these little bitty things that you do every day. And he said, fruit trees are kind of the same way. And he said, so, most people, and it doesn't take a ton of time, it just

takes the knowledge. And most people don't know and even if they did know, they just, they're busy and they have big yards and they're just probably not going to do it. And he said, landscapers, he said, landscape people, they do a great job at what they do. But they treat citrus trees like they treat all trees. And if you do that, you're not going to have fruit. And I said, wow. You know, because now he's telling me stuff I don't even know, and so, I'm not asking any questions. And so, he said, so what do I do, how do I start a business? I said, well, I think, for this kind of business, obviously, you want to have people know and have, I guess, a business card. And you might want to a website, so that can answer a lot of questions so you don't have to answer every single question. And you know the business card can simply. So you know, just do a couple of basics like that. And here's what he does. He goes and talks to Robert, our Robert D. Smith. And he calls him uncle Bob. And so uncle Bob sends him a bunch of stuff to read. And says, just about a business, about discipline, that kind of stuff. And he says, read this and then jot down some questions and after you read it, we'll talk. And so Robert kind of gave him a few guiding things and then we connected him with website guy and with Brandon, the graphics guy. And so, and you know, I said, now, this is not unlimited budget, this is a part of your, I said, you've got some money saved so this is stuff you have to pay for. This is not, this doesn't just come out of the air, just because they work with dad. And he said, right, I understand. And so, you know, long story short here, on this part of it, you know, they worked through the website and what the pricing would be and what he offered and all like this. And they got this website up. So now he's kind of ready to go. Now he's 13 right, at this point. And I kind of think, ok, he's fixing to go, just stumble out there. Well Austin says to me, this is pretty cool, he says to me, dad, I think I want to get a couple of clients and keep it at that for you know, six or eight months or so. And I said, you know, because I'm thinking, aren't you wanting to make some money here? Because I know why he's doing it. I mean, he's doing this whole thing because at

13 he's becoming very aware that at some point he's gonna be 16. And he's very aware that I am not buying him a car.

David: And he was planning ahead, even two years ago.

Andy: Yeah. So whatever money he has when he's 16 that he wants to put on a car, it's his deal. It's up to him. And so, but he's very aware of this. And so, when he tells me, I wanna get a couple of clients and only work with them for a few months, I said, really, now why is this? He said, I figure my first couple of clients will be friend of ours. And I know a lot about citrus. I know what to do with these trees. He said, but I'm just learning about business and obviously I'm still learning about dealing with people. And he said, and so, if we have a couple of friends that are my clients, they will tell me if I screw up some way. And they'll let me know or let me know a different way or what they wish I had done. And he said, that way, I'm not full bore. He said, dad, you know how you and mom say that here in Orange Beach, when a restaurant opens up, I love that he put this together. He said, you and mom say, that in Orange Beach, when a restaurant opens up, that they make the mistake sometimes of rushing to open up. And they open up before they're really ready. And all the local people go to the restaurant and the service is horrible and the food's not good. And that's it, they never go back.

David: They miss their chance.

Andy: Yeah. And if they had just gotten everything right, you know, they would've succeeded. And I said, that's right. He said, well I want to make sure I'm not opening my restaurant too quickly. And I said, ok. So he, you know, miss. Stephanie Loper became his first client, and then Carson and Cindy Kimbrough. And so then, get this David, I thought this was very, very cool. He comes to me and like, maybe 4 months in, now, he's messing with these trees weekly, he's going

over once a week. And he says, dad, your third thing that you say is prove the value, right? I said, right. He said, I'm not sure I'm doing a good job of proving my value. And I said, what do you mean? And he said, well when I go over to Mrs. Stephanie's house, you know, she is never there. She's at their business. And so, she's never there so I go over after school and when I work on her trees, she's never there. And so, I never see her. Which means she never sees me. And he said, you know, the trees are like puppies, right. I said, right. It's little bitty things that I'm doing so that months from now we're gonna have a lot of fruit. And he said, but it occurred to me, I wonder if in her mind, she's like, wow, I paid this kid for a year contract, and I don't know if he's ever come back. And he said, of course I'm there but she doesn't see me. And he said, so here's what I'm thinking. You know how when we're in a hotel, the things that hang on the door, the do not disturb things. I said, right. He said, what if I have one of those made up and on the front of it, I can, every time I go, I can hang it on the door. And on the front of it, it says, your trees have been visited by your Sporty Citrus representative. And he said, and then on the back, turn it over, and I've got all the different things, all those different things, like 20 different things that you do during a course of the years. And you're doing five or six of them every time you go. And he said, so I can check the things that I did that day and I can sign it at the end. So she can look on a back and see, wow, this is what he did, he was here and this is what he did with my trees. And he said, and that would be a way of proving that value.

I said, that's great. So he did that. And so as time rolled on, I don't mean to make this so long David, but the couple of things were key. One is, he started thinking, ok, our neighborhood, you know, now, he's 14, and he's thinking, our neighborhood, because some people are starting to find out around here that he's doing this and so there are people in Orange Beach that say, man, could you come and do something with our trees. And Austin says, well, I don't, I can't drive. I

mean, here in our neighborhood, he bought a little, what do you call it, a trailer for his bicycle.

David: Like a flat bed kind of thing?

Andy: No, no, it's a trailer for his bicycle.

David: Oh, ok, I got you.

Andy: And he would pedal around the neighborhood and with his equipment in this little trailer. So then he says, dad, you know, if I had a little boat. Oh by the way, he didn't have a telephone, ok. Austin didn't have a telephone, and you know, 12, 13, you know, everybody else got phones when they're 10. But we said, Austin, when you need a telephone, you can get a telephone. I said, but right now, I mean, you're never anywhere by yourself, you're with adults. And so even though everybody had one, there wasn't any need for one. And so when he gets the, ok, I'm going to business, he said, dad I need a telephone. I said, yes, you're right. And so, but so, in any case, at one point he says, you know, if I got a little boat, if I just got this little boat, he said, there is almost nowhere in Orange Beach that I couldn't go. And it would expand my marketing area. And I said, ok, alright. And of course he's 14 so he went to the coast guard thing, sat there, did...

David: And he was the youngest in the class, wasn't he?

Andy: Yeah, youngest in the class. And an all day thing, and took the test, which took an hour. And got his license and so all like this. So now he expands. Then the city finds out, Tony Kennon, the mayor finds out, that Austin's doing this and he said, man, we got several orange trees in the city and they don't do anything. And what is going on? And I said well call Austin. And he called Austin and had Austin

come speak to the city council. And I'm like sitting in the back of the room, I'm kind of amazed. So Austin kind of tells the thing and...

David: How about a role reversal there, for you to be watching him on stage?

Andy: Yeah. So Austin sat there and then Austin got through and says thank you and starts to walk away. And the mayor says, wait, wait. Austin comes back to the podium you know, and they ask him a few questions. So then right in front of Austin, he says, well, I make a motion that we enter into conversation with Austin about a contract for the city. And so all of a sudden, you know, Austin comes back and says, dad, they're wanting me to do their trees. And I said, yeah, I think so. And so, then I'm gone and a couple of days later, somebody calls me and says, have you seen the paper? And I'm like, no, what about the paper? They said, Austin speaking to the city council is on the front page above the fold, color picture. You know, young teenager putting the orange into Orange Beach. And so, all of a sudden, you know, he's the youngest contractor in the history of the city of Orange Beach.

David: And bringing oranges back to Orange Beach. I mean, that's huge.

Andy: So, he expanded and he had a guy. And so we took him, we drive him to a couple of the things but now he's big thing. Now here's probably one of the most important lessons for people that are wanting to make money, that a lot of it, is a mind set. You know, Austin asked me about some people that we know, that they're very wealthy. And it's kind of an odd business that they have. And Austin says, how did they come up with that, how did they do that? And I said, Austin, I'll tell you exactly how they did that. I said, all they did was they solve somebody's problem. That's what they did. And he said, what do you mean? I said, well you know, it's a type of insurance, is what it is. And I said, these people are sitting

around, I guarantee you, a bunch of them sitting around, somebody complaining about, I can't get this insurance for this and this, I can't believe I can't find this. And you know, those brothers and that dad got together and said, hey, we can do this. So because nobody else did it, they solve that problem and made a ton of money. And I said, everywhere, everywhere you see huge value for people, and huge incomes. I said, how would you like to have a penny for every ten bandages that sell in the world? I said, well, somebody makes it, because, everybody was sitting around going, I wish I could cover this cut. And people were wrapping tape on it and people holding gauze on it. Well somebody came up with the idea, taking some tape and a piece of gauze and they have bandages. I mean, somebody, you know, people picked at their teeth with sticks for years and years until somebody whacked some string and said, look, here's how you do this. And so, you know, who ever it was who invented dental floss, I mean, it's just, all they did was solve a problem.

David: They solve the problem.

Andy: And so I said, Austin, you just need to solve problems. If you want to grow and help people and inspire people, just solve problems. So let me tell you the problem he's solving right now. This is amazing. A couple of people found out about this that are out of our area. One was a lady that is, she's a makeup artist in Dallas, Texas. And I was doing a television thing out there and she was working on me, which is a lot of work. And so we're just jabbering about it and I'm excited about this. Well next thing you know, Austin says, dad do you know so and so? And I'm like, no. Well she says she knows you. And I said, well you know Aus, I. He said, she's a makeup person from Dallas. I said, oh, ok, how do you know about her? And he said, well she sent me a message on my website. I said, really? Well I talked about it so I guess she's gone on, she's looking at your website. He said, no, she wants me to help her. I said, oh. He said, I don't know what to say. You

know, do I tell her that I, you know, I'm in Orange Beach? And I said, well, what is she want? He said, well she wants to have citrus trees. And I said, well can she? And he said, well dad, she lives in Dallas, you know, the weather there, they freeze all the time. So she's wanting to plant some citrus trees and so she can't. And I said, ok, well, just think it through. I said, you gotta answer her some way. So he comes back to me and he says, dad, he says, I want to solve her problem. I said, ok. He said, her problem is she lives in an area that's too cold. And her problem is that her person that she wants to help her, lives thousand miles away. He said, so you know, we grew trees in pots. And I said, right? He said, we still have trees in pots. I said, right. He said, you know there is a way that I prune them to keep them small. And they produce like crazy and I have to treat them differently but we have trees in pots. And I said, right. He said, dad, we had four Meyer lemon trees and those four Meyer lemon trees in pots produced 250 Meyer lemons last year. I said, ok, right. He said, dad, anybody can grow a citrus tree in a pot. They can live in Minnesota and have a citrus tree in a pot. I said, how? He said, well, you just, the pots are not so huge that you can't move them. He said, you just leave them outside all summer, in the sun, and just put them in a sunny place inside during the winter. Or if you live in a place like Dallas, all she have to do is bring it in several times a year and just slide it in a garage. And just slide it out when the freeze is over. I said, seriously? He said, that's all you have to do. He said, now, there's different things you have to do and he said, so how about if I arrange a Sporty Citrus plan for pots and I have pictures and how to do it, and what to get. And every single thing from A to Z, and I can even tell her where to get her tree, what kind of pot, how to do the pot. He said, I can give her the whole year's thing and I can put it on a document. And according to what she wants to grow, I can put in her specific kind of fruit, her climate. He said, I can make this right for her. I can make it right for anybody. And he said, and then, I'll just charge like one

price and then you get your plan and there's where to do everything, there's the pictures of it, there's how to do it.

David: That's amazing.

Andy: I said, Austin I think that'll work. So he did that, he did that with her. Then a guy found out about it in Colorado Springs and Daniel Day, got the Sporty Citrus plan for pots. And so he's growing citrus trees in Colorado Springs, with his family, this great thing with his kids. And so, I mean, it is amazing. Anyway.

David: Andy, as I'm hearing you talk about this, this is fantastic. And I think what spurn this on, you mentioned on a previous episode, whenever that was, that Austin was speaking to the local garden club.

Andy: Yeah.

David: Which is amazing. So there's this 15-year-old in Orange Beach that's talking to a group of "life timers" in gardening, and teaching them something. That's fantastic. But what do you think about the possibility of having Austin join us on a future episode to talk about this a little bit further.

Andy: Oh man, you ask him.

David: Can we get him out of school?

Andy: Listen, if you tell him you have to do it during school time, he's on it right away. But I mean, you ask him, I'm not gonna ask him.

David: I will. I think people would love it. I think he could provide an amazing perspective. And I think it's anyone that's listen to you or read your books Andy, I think he's seen the connection here. And again, we're talking about a proud dad but more importantly we're talking about someone who has observed and who has listened and has sought knowledge and is trying to help people. And Andy that's your number one goal and Austin's figuring out a way to solve people's problems. And he's being extremely creative and entrepreneurial, and aggressive about it. Especially for someone that is, I'm not gonna say young because he is much more mature than a 15, than any other 15 year old I've met.

Andy: Well he's a great guy. He got his momma's looks and so that's a good thing.

David: Praise the Lord for that.

Andy: Yeah. He didn't get his daddy's nose, which is great. And you say he's creative, and he continues on with this theme of value, value for people. Because I told him, I said, Austin, if you'll just get your mind of, what you're getting or you're trying, if you get your mind of your own business or whatever. And you get your mind on helping other people. I said, you'll have enough business. And so he keeps coming to me with these ideas about what people need to know. And this will only take a second. Let me just tell you this because I think this is very cool. But also I just pull this up. If you go to SportyCitrus.com and you know, there's all different click throughs you can do to see the different kind of trees and all like that, but there is a thing CR pricing. And on that page, there's three things. There's planting, tree care and consulting. And on consulting there's an on site consult, where he would like come to somebody's house in the Orange Beach area. But the off site consult, is the pot thing, right. And so Austin said, dad, you know what most people don't know about citrus trees? That blows people away and that people get to have, will do them in pots, just everywhere. I said, what's that? He

said, it's the greatest flowering plant you'll ever have. He said, because when they're blooming, you know how they smell. And he said, to have that indoors, or out by your back door, in the summertime, it's unbelievable. He said, most people don't know, Meyer lemons bloom three different times during the year. They put on three different crops. And I said, that's right because we have these Meyer lemons that have little bitty green lemons, medium size green lemons and then kind of ripe lemons. And he said, but here's the big thing that pot plan people need to know. And he said, you know when you have tomatoes or blackberries or something like that, and when they get ripe, you got to pick them. Because if you don't get ripe, they get riper until they start rotting. And he said, so most people believe that everything's like that. He said, but citrus is not like that. When the citrus gets ripe, he said, most people don't know this, because commercial growers pick it all at one time. He said, but when the citrus gets ripe, it just kind of stays that way. And he said, so in November, when those Meyer lemons are ripening, before Thanksgiving, he said, they will stay ripe and you can use them until March when it blooms again. And then you're kind of starting some more stuff. He said, but you have this tree right there indoors with fruit on it. And if you need a lemon to squeeze on your fish that night, you just pick one lemon. And he said, so you use that tree like you would use a refrigerator or use a supermarket. And you have that tree providing you lemons or providing you calamondins, the golden limes. And you have it all winter long. He said, because it's perfect for a pot thing because the citrus is ripe in the winter. So you have it inside. And it's a great gift, think about that. People could give this plan for Mother's Day or for a birthday present or for their kids. And I said, ok buddy, ok. He's excited.

David: That's fantastic. Ok well than I'm definitely, I'm going to ask him, I'm gonna reach out, we'll try to get him on a future episode. But that's fantastic. Well

Andy thank you for sharing. I know you're proud but I know more importantly, you just know that people are being helped and served in a creative way and it's just so fun to watch from this side. So thank you.

Andy: The bottom line is that anybody can do this. I mean, some version of this. Anybody can, your child can do this, you can do this. If a 13-year-old kid can create a valuable business, certainly the heck, so can you.

David: Absolutely. And we'd love to hear from you, tell us your stories, what are your kids ideas, what are they interested in doing. Send us your email, send us your questions for Andy on future podcast episodes, intheloop@andyandrews.com. Or call and leave a voicemail 1800 726 2639 and we'll try to get to that question on a future episode. Well Andy, we went a little bit long today but I think it was well worth it. Thank you for your time and we will talk to you next week.

Andy: Thank you buddy, sorry about the time.

* * * * *

Would you like to run something by Andy? Contact us and your question might be featured on the show!

- Phone: 1-800-726-ANDY
- Email: InTheLoop@AndyAndrews.com
- [Facebook.com/AndyAndrews](https://www.facebook.com/AndyAndrews)
- [Twitter.com/AndyAndrews](https://twitter.com/AndyAndrews)