



Podcast Episode 182
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“How Austin Andrews Started a Business Out of His Passion”

David Loy: Hi and welcome to *In the Loop* with Andy Andrews, I’m your host David Loy. I’m sitting here once again with Andy, but Andy we have a very special guest with us today.

Andy Andrews: A very special guest.

David: Would you like to make the introduction? Or can I make the introduction?

Andy: You make the introduction.

David: I would love to make the introduction.

Andy: You make the introduction, I’m excited about this.

David: I look at you every time that we do this podcast but I’m thrilled to be looking across the table at a much younger, much better looking version of you. Your oldest son, Austin Andrews joins us today. Austin, how are you today?

Austin Andrews: I’m good, how are you?

David: I am fantastic. Thank you for joining us.

Austin: Thank you for having me. I’m happy to be here.

David: Fantastic. Well Andy, Austin is here, well first of all, you guys are in town, we've talked about this, when you're in town, we love sitting across the table from each other and doing these podcast. But Austin is joining us because several weeks ago, you mentioned Austin's business, SportyCitrus.com. And the response that we received from that episode has been truly unbelievable.

Andy: Off the chart.

David: Amazing. And we even kicked around the idea at the end of that episode of having Austin on, to learn more about his business, to hear the story. And I'm just excited that we're finally getting the chance to do that.

Andy: Welcome Austin, we're glad you're here.

Austin: Thank you.

David: Ok, well, let me get this started. I want to ask, Andy you talked about Sporty Citrus.com on a previous episode, but Austin's here so let's just get the story from the beginning.

Andy: Yeah, yeah.

David: Austin, I want to hear your version of how did this idea come to your brain, how did you decide to start this business, and what is Sporty Citrus?

Austin: Well Sporty Citrus began when I was really little. Because we live on the beach so we had a hurricane blow away our house, and all our trees. And so, as we were starting to make our yard a yard again, we decided to plant trees that gave us something back. So we planted a couple of citrus trees. And I just really

started liking them and as I get older, I was able to do more stuff and eventually, I got to where I knew what needed to be done. So I started taken care of some ours and I eventually decided to turn my hobby into a business.

David: That's fantastic. So this is something that you actually have enjoyed for a very long time.

Austin: Oh yes sir.

David: I mean, without starting a business, without the idea of helping others, you just, on your free time, love working with citrus trees, is that right?

Austin: Yes sir.

Andy: We started planting these trees, we don't live, our town is on the beach, we don't live on the beach. And so we have like a real yard, but when we started planting those citrus trees, we planted a couple of more, and couple of more, Austin would be this little kid and he would come, you know, other kids would wanna, I don't know, play chase or something, Austin would say, dad come with me and let's do a citrus inspection, this afternoon. And I'm like, what? And Austin and I, we'd go around the yard and he would count the little oranges? I mean, do you remember that?

Austin: Yes sir.

David: And I wanna say, anyone that's followed you Andy, that's followed you on Facebook or Twitter for the last several years, I mean, this is a regular thing for you to post pictures of the citrus trees and everything that you guys have going on at your house. And that is a product of all the stuff that Austin has done.

Andy: Right. I mean, I'm just blown away because he had a client this year, you know, Austin, Mr. Integrity, I'm like with him, I'm like, hey, can I pick one of those? Dad, those are not our trees. But Austin, come on, let me pick, you're taking care of them, let me just pick one. Dad, that's not. Finally I talked him into, it was the city's trees, and I talked him, I said, Austin, you got to get just one of these to take a picture. So he picked, was that a navel orange?

Austin: Yes.

Andy: A navel orange, and we weighted, and a navel orange weight one pound four ounces.

David: Oh my goodness.

Austin: Yes, it was pretty darn big.

Andy: So I'm confessing right here, to the city of Orange Beach, yes, I stole one of your oranges.

David: Well I was gonna say, who's the adult in this relationship?

Andy: Well that tends to be the case a lot.

David: Ok, so you're passionate about it, you do it at home first and you start getting the idea that you can help other people with this, so then tell me about, where the name come from? What prompted you to choose Sporty Citrus?

Austin: Well, I mean, we tossed around quite a few names before we came up with that. And Sporty just kind of sticks to me or something.

David: Right. And you grow up playing sports and you're a big football fan. And actually I love looking at the website because all of the graphics that have been created for SportyCitrus.com, bring the fruit to life. I mean, it's a fun site to look at.

Andy: And that was his idea. He said, I want to have them doing something, little characters. So when Austin got together with Brandon and came up with those little retro ideas of them...

Austin: Little oranges, grapefruits, playing tennis, and surfing, and fishing and stuff.

Andy: Right, just so cool.

David: Yes, that's fantastic. Well ok, let's go a little bit further into this, so you start the business and what was your idea of how you would help other people. And for me, let me just tell you, I have no clue about citrus trees, I have no clue about planting or doing anything along those lines, so what was your idea for helping someone who doesn't know what they're doing when they're interested in planting something?

Austin: Well originally the plan was to help the people in my neighborhood. Because we would see several trees around there that just weren't doing what they were supposed to. And as I got emails occasionally from people who find the website and stuff.

Andy: Now tell David what you mean by they weren't doing what they were supposed to.

Austin: Well, they weren't producing fruit, the tree didn't look like a tree.

Andy: It wouldn't grow...

Austin: Yeah, it wouldn't grow. And...

David: Well let me, another uninformed question, you guys live in Orange Beach?

Austin: Right.

David: Is that because there are supposed to be oranges there? Is there, why is it called Orange Beach?

Austin: Well originally, there were a ton of oranges there and that's why, but they kind of dissipated a little bit. In the older neighborhoods in Orange Beach, you can find these really big trees and they're still producing a ton of oranges.

David: Wow, but you saw in the neighborhood a ton of trees that weren't producing like they were supposed to? So that was kind of an inspiration?

Austin: Yes sir.

David: Ok, and then you thought that you can help people.

Andy: Well these people would drive by our house and they had trees that weren't growing and they didn't have the fruit on them, and they drive by our house and they would see, I mean, like a Christmas tree, these orange and grapefruit, colored balls, hanging on these things. There was, I mean, one year, that we had Meyer lemon trees in pots, they're in pots, right. And four Meyer

lemons in pots produced over 250 Meyer lemons. And these are big, beautiful lemons.

Austin: We had a ton of them.

David: That's crazy. I remember we posted several pictures of that and you even sent a few cases or whatever it was up here.

Andy: See, he knew what it was because these people would say, what is going on? And Austin came to me and he said, dad, you know, there's only three or four things that it could be. And I kind of know what they are before these people even, before I even go look at their tree.

Austin: Because most of the time, it's just a few things that it can be. I mean, it's rare that it's something else.

Andy: Tell David the difference in, because I thought it was curious when you talked to the city council at Orange Beach, that was great. Because it was like, you know, we're in Orange Beach and we would like to have some orange trees. And so one of the city council people asked Austin, you know, we have landscapers, we have the city landscaper crew, what's the difference in you and landscaper?

Austin: Well a landscaper, they see something wrong with the tree and they'll treat everything basically the same. And there's nothing wrong with that, it'll make a great tree but it won't produce fruit like in there, because there's special treatment that you got to give a citrus tree unlike, you know, just another shade trees or yard trees and stuff like that.

David: So there's a big difference between making a tree looking good and making a tree produce fruit.

Austin: Yes sir.

David: Ok, well that's pretty big tip for itself. Especially when you're looking to get a yield out of it. Ok Austin, let me ask you a personal question, there's not many, you started this business when you were 13, is that right? You're 15 now, but you started this a couple of years ago.

Austin: Yes sir.

David: I don't know many 13 year olds that have started their own business. What made you want to start a business in the first place? Are you a money saver, were you looking to save up a bunch of money, or you're just wanting to find a new activity to do, what made you want to do a business?

Austin: Well I am a saver, I do like doing that. But I am going to need a car eventually so that's where the...

Andy: Isn't your daddy going to buy you one?

Austin: Daddy will not buy me one. And so I had to figure out a way, and so I just started saving. But it wasn't saving like really fast or anything so I figured I need to do something to start making, saving money.

David: That's unbelievable to me. I mean, that's just, there's a lot of foresight and planning in what he just said. And Andy I know you talk a lot about people that, that come to you all the time and say, they wanna start their own business,

they don't know how, they want extra income or they have a passion and they don't know how to pursue or whatever. And it happens to be your son but aside from that, this is a perfect example of someone who is found a passion, pursue the passion and then turn that into a revenue stream.

Andy: Right. I think Austin really started getting the idea that he could do something when I was writing *The Noticer Returns*. You know, Polly and I would talk about that and he would hear us discuss. Because in that book, Jones is dealing with some people who they, they're having a hard time finding jobs and he says, you don't have to find a job, start your own business out of a passion, that you know something that's valuable. And I think the first thing that Austin said to me one day, he said, you know how you and mom were talking about people becoming valuable or knowing something's valuable and start a business, he said, I think I know something that would be valuable to other people.

David: Wow, so there's something there. Your saying there wasn't all about the money, he was looking to bring value to other people.

Andy: Right. Because, you know, there was so many people he was already helping, because people would ask. And he was able to tell them. And you know, what he does, is like a lot of things, it's the knowledge and the information that is so valuable. There's that old story about the guy who, the machine quit working in the factory and it shut the whole factory down. So they found this one guy and this one guy came in and everybody standing around and he looked at the machine and he pulled out a screwdriver and he turned this screw a quarter turn and he said, alright, crank it up. And it worked. And so the owner of the factory said, wow, that's amazing, how much we owe you? And the guy said, 20 000 dollars. And he said, what? And he said, yeah, 20 000 dollars. And so, he said, for turning a screw you're charging me 20 000 dollars? And the guy said, well. And

he said, I want that in writing. He said, you present a bill to me. So the guy presented a bill and it said, turning the screw, five dollars. Knowing which screw to turn, 19 995 dollars. And so, you know, it's a lifetime, really a short life time obviously, but it is that interest and Austin's ability to know, really how to treat that tree differently. And people are getting just a thrill and I'm, Polly and I are just having a great time watching Austin do this with people. Because I don't mean to make too much to this but there is something amazing about our family having a tree that does something. And especially like, he has come up with this idea, because of the pot thing, you know, because it expanded out of the neighborhood obviously. And so people were finding out about it in Dallas, in Colorado, in Minnesota. And at first it's like, oh my gosh, you just can't have fruit trees I guess. And then Austin said, dad, we grew them in pots and there's no reason, there's no reason that people, you can't grown them in pots. And man, he has proven it.

And so for a family with kids or a mom, to be able to have a small, because it teaches you how to keep it small. And to have a small pot, a tree, there at your house, then in the wintertime, in South Dakota, people come to your house and there you are with lemon blooms. And a Meyer lemon tree, how many times a year does that bloom?

Austin: If you don't do much to them, it'll bloom once. But if you fertilize them, you can get two or three blooms out of it.

Andy: And so he'll have on these Meyer lemon trees, he'll have three crops growing at one time. There will be the ripe lemons, that get ripe right around, like Thanksgiving.

Austin: Thanksgiving, beginning in December.

Andy: Yeah, and then there will be the smaller ones that are like month or so behind. And then there's tiny ones that are two or three months behind.

Austin: You can just eat them throughout the winter.

Andy: Yes, and tell David, because I think this is one of the most, the coolest things that I learned about citrus. Because I grew up like everybody else watching, they have the citrus orchards that we would see if we went to Disneyworld, you know. And of course when they pick citrus there, they pick it all. You know, it's ready, pick it all, send it to the factory, which is kind of like the way we grew up with gardens. When the corn is ripe and the tomatoes are ripe, you pick them because if you leave them on the vine, they're just going to rot. So tell that, because that's such a curious distinction and so need for somebody, you know, in South Dakota, who would have a pot.

Austin: Right. Most citrus, it'll, unlike berry or apple or something like that, which will eventually rot on the tree, citrus will like stay good for three or four months on a tree. And you can just pick it as you need it.

David: I had no idea.

Austin: Because people think, all this is ripe I got to pick it. And then they have a bowl of twenty and they don't know what to do with them, and they'll be rotting in the bowl. But they'll stay good on the tree so you can pick them as you need them.

David: That's another example of the expertise, the insight that nobody else has, especially people that are not as into this, somebody like me, that's mind blowing

to me. I've got another question for you. You're 15, you're in school, what grade you're in?

Austin: 9th.

David: 9th grade. How do you have time to run a business, how do you, where do you fit this in, into your schedule? I assume you're pretty much in school all day, every day, during the week?

Austin: Yes sir.

David: So where do you fit this in?

Austin: Pretty much in the afternoons. That's the most part when I do it. I do a lot on the weekends too, to prepare for what I'm doing that week. I'll plan ahead to know in the afternoons.

David: And this is by choice? I mean, you're not, you don't feel, I know your dad is sitting right here but you don't feel pressured into doing it?

Andy: It's by choice because mom and dad won't buy him a car.

David: But you've got, I remember when I was 15, I had a couple of friends with part time jobs, but that was either out of necessity or their parents are forcing them to. But those that work, you're giving up hanging up with friends or doing whatever, but you've made that choice to pursue this. Was that a tough decision?

Austin: Um, partly but not so much really. I mean, I know what I'm going after and so kind of leaning on that.

David: You've got your eyes further out in the future and you know what you want to achieve.

Austin: Yes sir.

Andy: I want to throw something in here, this is just kind of interesting, that, about the car thing. And this, because this was interesting to me, because he had the option, there was a point that Austin had the option to make this whole thing easier. The very first conference that I did with Dave Ramsey and Rachel Cruze, I listened to Rachel talk about, that's Dave and Sharon's daughter, and so I listened to Rachel talk about, you know, how Dave and Sharon raised her and her sister and brother. And one of the things that she talked about is, that mom and dad said, that they would match funds. And so when we were 16, whatever we had saved, you know, if we save, whatever we saved, they would match that same amount and that's what we could use for a car.

And so I got to think, I went home and I told Polly, I said, gosh, this is what Dave and Sharon were doing and what do you think? So I mentioned to Austin, we were driving somewhere one day and I said, hey Aus, you know, with Mr. Dave last week, I heard his daughter Rachel talk about matching funds and that's, whatever she had saved at 16, that he would give that amount to her. And Austin said, dad, now, you and mom aren't going to do that are you? And I said, well, I, why do you? And he said, dad, now, you are not gonna do that are you? I said, do you not want us to do that? He said, no sir, because then I can't say I did it. I was like, wow. And so, even though he may end up with less of a car or whatever vehicle, I'm certainly. Because you know David, I said a bunch of times, Polly and I, we're not trying to raise great kids, we're trying to raise kids who become great adults. And so, you know, when you're an adult, there's nobody to match funds with you.

I mean, nothing wrong with what Dave and Sharon did, you certainly can't argue with their results, but for us, at this time, and I'm just very proud of Aus.

David: That's amazing, proud father moment right there. That's very cool of you Austin, great planning on your part. We're almost out of time today so Austin can I ask would you be willing to stick around and maybe record one more episode for us? Is that ok?

Austin: Yes sir.

David: Fantastic.

Andy: I know

David: I wanna mention before we go, sportycitrus.com obviously, is a place to learn more about this. But there's a special deal going on, which we've announced before, we put it in the email but tell us about the deal that's going on between now and May 31st?

Austin: Right now, before May 31st, we have this thing called The Pot Plan, which is a personalized document that is easy to understand that will allow you to grow citrus in pots where ever you are. And it's half of until May 31st.

David: That's fantastic. So that's like, what you're talking about Andy, somebody in South Dakota, somebody where I'm from, in Dallas, somebody in Colorado, can use this knowledge that Austin has, into a great pdf.

Andy: Yes, I mean, literally. And I've seen him the past couple of weeks, and I say, what are you doing? Well I'm working on this plan for miss so and so. And so all you got to do is put, I guess In the Loop in the subject line, is that right?

Austin: Yes, that's right.

Andy: And it's austin@sportycitrus.com.

Austin: Yes, let me know where you live and what kind of trees you want.

Andy: And for \$24.5, what a great Mother's Day present.

David: Oh absolutely.

Andy: A great project for the whole family.

David: Or graduation present. I mean, there's a lot of kids about to go to college and I mean, how great would it be to have your own citrus tree in college, I don't know.

Andy: I know one thing I'd like to talk about on our next episode, since you're gonna stay around. I wanna found out how can I be fired, I need to get, you know, I work with him sometimes and he doesn't pay me and I can't get him to fire me.

David: Ok, then that's our topic. Andy you work with Austin, ok.

Andy: I do sometimes.

David: I've got to get more details on this. Austin thanks for taking the time to join us.

Austin: Thank you.

Andy: There's a very good reason why I do it.

David: Ok, we're excited to hear that. We'll hear that on our next week's episode. Alright thanks for listening to *In the Loop*. Make sure you share this with your friends. If you've got any questions that you want us to address, make sure you send those to intheloop@andyandrews.com. And if this episode is meaningful to you, make sure you're sharing this with your friends. If you've got kids or friends that have kids that are looking to find their way or considering starting a business, this might be a great episode for them to listen to. So share this with your friends and join us next week, as we learn a little bit more, apparently about Andy's side career.

Andy: Yeah, it is. I'm having a good time. But there's a very good reason and Austin is a good boss.

David: Alright, well Andy, Austin, thanks for joining us. We'll talk to you again soon.

Austin: Thank you.

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

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