



## **SPI Podcast Session #52 - How Jazz Musician Steve Nixon Started an Online Business - Success Story Interview**

show notes at: <http://www.smartpassiveincome.com/session52>

This is the Smart Passive Income Podcast, with Pat Flynn, session number 52!

**Announcer:** Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, who sports a personalized backpack at conferences: Pat Flynn!

**Pat:** Hey, what's up? This is Pat Flynn and welcome to session #52 of the Smart Passive Income Podcast. Thank you for joining me today. It is mid-December here in 2012, which means a number of things have just happened or are on the horizon.

First, I just turned 30 years old, which is CRAZY. I mean I know I'm still relatively young, but 30 just sounds so much older than 29. It's just a year, but it sounds so much older. At least, it does to me. Thank you all for your wonderful birthday wishes on Facebook, Twitter, emails; thank you so much, I really appreciate it.

Secondly, mid-December means that [New Media Expo](#) is coming up very soon. I'll be attending this year once again like I have in the most recent past, and if you're going to be there too--this year it is in Vegas at the Rio hotel in early January--if you're going to be there, please come up to me and just say hi.

I'll be wearing a red and white backpack, it says "Hello, my name is Pat" on it. If you see it, just tap me on the shoulder. I would love to meet you and say hi. You know, I'm just a regular dude. There is no need to be frightened, and I promise I will brush my teeth. It should be fun! I have a presentation to give; I'm up for a couple of podcast awards--and I have you to thank for that, by the way. And...yeah. We'll see what happens!

And finally, mid-December means that the New Year is just around the corner for all of us. You know, a new year, a new set of goals for many of you, and a new set of achievements are going to happen. Seriously! It's time to unlock the next stage of your life. I'm speaking in gamer terms here, but you know, unlock those achievements! 2013 is the year to do it, and to help you along, and to inspire you, I have a great show for you today with a great guest that I'm sure you're going to love.



His name is Steve Nixon and he's a jazz musician and teacher, who's going to talk about what he's doing online to make money, how it all started; we'll go through the launch of one of his products and all that good stuff.

So let's just get right to it! Steve, how's it going, my man?

**Steve:** Pat, it's going great. How you doing?

**Pat:** I'm doing really good, thank you. And again, thank you for coming on the show today and sharing the website that you have going on. Actually, I want to ask you, you know, just share with everybody, what's your website and how did you start?

**Steve:** I am the proud owner of [freejazzlessons.com](http://freejazzlessons.com), and how I started was--well, I'm a fulltime professional musician and I've been touring and performing and teaching music for YEARS, and at the same time I've always sort of been an Internet geek and loved the power of connecting with people through the Internet and I have several good friends who are in the Internet marketing space, so it just sort of made sense for me to put some of my teaching and my lessons online.

**Pat:** Okay, so freejazzlessons.com. Is there any specific reason why you chose that specific domain? Because I know a lot of my audience is like "Oh well, freejazzlessons.com, everyone's going to come to the site expecting stuff for free." What was the decision behind the choice of the domain name?

**Steve:** Well, it was a couple of things. First of all, 98--that's not an exact number, but the way vast majority of my content is FREE. I do have an instructional DVD, a couple of them that I sell on the site, but most of it's free information just for people all over the world to learn more about music. It's sort of my way of giving back to people.

It's really been an exciting experience, though. It seems like the more free stuff I give, the more people are interested in buying a DVD from you, which has really been an amazing experience, you know.

**Pat:** Right, right. We'll talk about that DVD, when it came out and all that stuff, but let's start from the beginning. You created freejazzlessons.com, you just--how do you start posting content? Obviously you knew about jazz and you had lessons in your head to put on there. Did you start writing articles; did you create videos, what were the first steps for you?



**Steve:** That's a great question. Here's what happened--approximately around May of 2011, I was on a gig in Vegas and a friend of mine who I mentioned earlier who's an Internet marketer, you know, he's like "Oh you know, you should post a couple of lessons online, it'd really be good for getting the word out about what you do." And I was like "Okay, yeah" so I got motivated, kind of, and I did one lesson, and then I got busy with gigs and teaching and life. And so...I worked really hard on that lesson, but I just left it alone.

**Pat:** Was that on--

**Steve:** Put it up on YouTube...

**Pat:** Okay, so it was a YouTube video.

**Steve:** Exactly. Put it up on YouTube and didn't really touch it for about two or three months. I went back and looked and I was like "Huh! This thing's got like 500 views and I've got 17 subscribers to the channel. That's weird, okay."

So I was like "Ah, let me do a few more." And I did more, and then all of the sudden I started to get some traffic to the site, and more and more people started subscribing, and I was like "Wow! Actually, really, people are interested in this." I sort of thought like, you know, like a lot of people--you know, when you first start posting stuff, "Is anybody really going to be listening? Is there a point of doing this?"

There's--one of my favorite lines from a Beatles song, from Eleanor Rigby, is "Father McKenzie writing a sermon that nobody will hear." You know? So, that's always been a fear of mine, that I was going to be putting all the stuff out there and nobody would really give a darn.

But it worked, you know? I kept on posting more stuff and then I'd get emails from people and the traffic went up. It was amazing.

**Pat:** Yeah. I think that's a fear a lot of people have when they're posting content, especially right at the beginning. So the traffic came from YouTube, primarily, I'm guessing. So you had your site first, you started freejazzlessons.com and then started posting videos on YouTube that linked back to your website. Is that correct?



**Steve:** Exactly, exactly. And I didn't--I knew about SEO to some degree from my personal website, but I didn't really understand it to the level that I do now. So I'd post two sentences and then this video, and of course, there are definitely better strategies than just posting two sentences, so. You know. But still, I did get some traffic even from those two sentences, but nowadays what I do, I do like hundreds and hundreds of words per article, and really go in depth in the stuff, which Google likes and also the people who come to the site also like, as well.

**Pat:** Right. So it was pretty much all natural traffic. You didn't pay for traffic, you didn't put your stuff out there on other forums or other music sites. It was purely--it was pretty much YouTube, right?

**Steve:** Pretty much, yeah. I post on a forum, I answer questions--well, I don't do it as much as I used to just because of the busyness of Free Jazz Lessons at this point, but I was on [pianoworld.com](http://pianoworld.com) and I used to just answer questions for people and then they'd come and check out the site. But I'd been doing that for years, even before I had Free Jazz Lessons.

**Pat:** Yeah. That sounds similar to my experience with the LEED exam, actually. I was getting pretty popular on a related forum and getting people to my site that way. And again, just doing the same thing as you, just posting stuff that I knew and just sharing as much as I could with the world, holding nothing back. And like you, the more I gave away after I started to build that community, the more it started to come back to me.

Now, let's talk about your videos specifically. Because obviously the videos that you're posting--they're working. So, how did you structure your videos, the content inside your videos, and how are you...you know, because I'm assuming you're not the only person in the world to create jazz lessons on YouTube, like, what do you feel makes your videos stand out from everybody else's?

**Steve:** You know, that's a great question. I've gotten a lot better at doing them over the course of a period of time. I mean, you know, being able to--I sort of think the video thing almost, especially the introductions where I have my face on the camera, it's almost like public speaking in a certain way.

I've gotten new cameras, I really work on the angles, I make sure that what I'm doing looks good, I'll do several takes if need be. At this point almost everything is first take, but I feel like my videos are a little tighter, production-wise, than maybe some of the other ones out there. Considering that I don't have a huge budget for video production.



So, I think there's a lot of generic stuff out there, and it's probably really good lessons, but it's sort of like everybody's teaching sort of the same stuff, and I've tried to just put my unique spin on the content that I'm putting out there.

**Pat:** What is your unique spin?

**Steve:** Well, one of the nice things in terms of sort of what I've been able to do is I'm a performer AND a teacher, and I'm very blessed that I've had the opportunity to really make--I love teaching, and it's something that I'll always do, even if I win the Powerball, which probably won't happen because I don't play the lottery.

But you know, even when I was playing full time I still taught. You know, I used to teach out of hotel rooms on Skype and stuff like that. So, yeah, I do a lot of playing, like real in-depth playing in my lessons, and I think that separates me from some of the other people out there that I'm...I can talk about, "Hey, here's this, here's this lick" or whatever and then I can demonstrate it on, I would hope, on a pretty high level.

**Pat:** So you have this love for not only performing but for teaching and performing at the same time. I think that's great.

Let's talk about your cameras really quick. When you first started out, what camera were you using and then what are you using right now?

**Steve:** I was using Flip Ultra HD.

**Pat:** Okay, so Flip cam, yeah.

**Steve:** Exactly. And it was about a year ago that I upgraded to a Sony cam.

**Pat:** Okay. Is that still Flip cam? Or is it like an actual camcorder?

**Steve:** No, no, it's an actual camcorder. And...I don't know if you want to cut this, I don't actually know the model number. I can go look it up...

**Pat:** Oh, it's all right. No, it's cool. We can put it in the show notes or something, you can tell me afterwards.



But what I want to do is--a lot of people said the same things about my videos. Some of my first videos are TERRIBLE. I mean, they have good information I think, but I just--I can't look at them anymore because the quality was terrible. I would love to show kind of a before and after. What was your first video, or one of your first videos, and then maybe pick one of your favorite latest videos so we can kind of compare.

**Steve:** Okay, good, good, all right. The first video, like the first few videos I did--I did an introduction video, and I was like super tight and rigid. I shot at night. I didn't have lighting. It was all kinds of rookie mistakes and stuff like that. And I was sort of like, I felt like I needed to...almost like a, part of being professional, ironically, is showing a lot of your personality and being yourself.

I thought I needed to iron some of that out on video, which is weird because when I'm on stage, I NEVER think that way. I'm always thinking "I need to be myself" but the second you put that camera in front of me, I got confused apparently.

**Pat:** That happens, yeah.

**Steve:** Yeah, yeah, yeah. So the first few videos were, content-wise they were good but I was sort of dry in terms of my introduction, and like I said the lighting wasn't particularly great.

The latest videos that I think are pretty cool are...I have a jazz improvising over a particular type of jazz chord called the Major 7th chord. That one I felt was pretty good. And I'm shooting more in the daylight now, and I'm trying to get my angling right.

Because one of the challenges that you have when shooting a piano is that you have to make sure that the Piano is lined up 100% perfectly with the shot, and you don't want it to be done on a slight angle because it just sort of ruins the professionalism of the shot.

I think--actually, one of my most popular videos ever, like piano's halfway crooked in my introduction shot. But the teaching is pretty good on it. But that was early on in the game, so....

**Pat:** Yeah, I'm actually looking at your YouTube channel right now, and I'm going from oldest to newest, and I see your old videos have the piano at kind of an angle and then all of the sudden at 11 months ago you switched to just flat.



**Steve:** Right, exactly!

**Pat:** And you start to introduce your face. I see your face in some of the later videos, which is pretty cool. And then I see a few interviews...and these videos, even your latest ones have over 1,000 views, and I see you have 1500 subscribers, a quarter million views--this is great! And all because you just started posting stuff trying to help people out.

**Steve:** Exactly, exactly.

**Pat:** I love what you said about, you know, part of being professional is showing your personality. I think a lot of people forget that. And I think that's not just with video, too. It's with your blog posts, your podcasts, wherever. If you want to be professional, and if you REALLY want people to kind of connect with YOU and your brand, whatever you're teaching, you definitely have to show a little bit of your personality. Because it's people's personalities that we actually connect to. It's not necessarily the content that they provide, but who's behind that.

**Steve:** Exactly! Exactly, I couldn't agree with you more. And that's, I think when I first found you--I mean, there's a lot of people who were maybe writing--nowhere near as good as you, Pat, but there were a lot of people in the same space as you, and then the first thing I saw was a picture of you with your son. "Wait a second, this isn't the normal, like, passive income type writer. This guy's got something different going on!" So you're a perfect example of that as well.

**Pat:** Well, thank you. I appreciate that. I mean, it's funny because a lot of people comment on that specific picture. They mention that "one of the first things I realized was that you have a picture up there with your son, and I don't see that anywhere."

And it's funny because that's just--I didn't purposefully put that on there to be like "Hey, it's going to make me different from everybody else!" but I think it ended up happening that way because people are, especially in the space that I'm in, Internet marketing, blogging, entrepreneurship, it's--they hide behind a lot of the stuff.

**Steve:** I know, I know, I know.

**Pat:** Let's talk about your product. What is your product, exactly?



**Steve:** What I did is, I took the jazz improvisation styles of nine great jazz piano masters, and I taught a course, I put together a [course](#) of, essentially, how they're improvising. A study in their improvisation techniques and their chords.

**Pat:** That sounds pretty hardcore right there.

**Steve:** [laughs] It was a lot of fun putting together! I learned a lot by doing it, and these are just some of my favorite players. And of course, you know, I'm not the only one who loves these players, there's a lot of other people out there as well who really enjoy them.

**Pat:** So it's an improv style course, and this is a DVD they can get? Or a downloadable?

**Steve:** Exactly. It's both, it's both. It's offered in 3 different options. I have a streaming option, and then I have a physical copy option and then I have the streaming, plus the DVD, like a back-up DVD, and people get free shipping from it as well.

**Pat:** Right, okay, gotcha. Now, did you plan on creating this product when you first started your site?

**Steve:** Absolutely not, my friend. Absolutely not! I had a blues piano instructional DVD that I had done before. That was decently successful, but I really didn't know anything about Internet marketing at that point. You know, I was like "All right, well, you know, that's cool, I guess people aren't particularly super-interested in buying products, like improvisational products or piano products online. So I'll just put some stuff out there and, you know, maybe some people would see it and it would get me a little exposure." But I kept on getting emails from people asking me "Hey, do you have any lessons I can buy from you?"

**Pat:** that's awesome.

**Steve:** Yeah! And so, I just kept getting more and more emails and people being like "You know, I bought your blues DVD, but I'm hoping--do you have any lessons on Oscar Peterson that I can purchase? Or Bill Evans?" And I said "You know, I don't, I'm sorry." But after the tenth email of me getting this and then people commenting on it, I said "You know what, I've got to put this together."

**Pat:** Awesome. And how far along was your site at that point? How many months or years had your site been up when you were like "Okay, I've got to make this product"?



**Steve:** I started working on it about seven or eight months into the site. And then I waited...I mean, I just released it October. So I waited a long time, I really worked hard in putting the product together, not only from the teaching standpoint, the technology and the production, but also just from the technology back. You know, making sure that I could deliver this properly.

**Pat:** Right. Tell me about that really quick. How did you figure all of that out?

**Steve:** Oh, man! Well, I think this post should be sponsored by Dunkin Donuts or Starbucks. Many, many late nights and coffee. Just trying to figure out how to put streaming video together. I looked at some options that were thousands and thousands of dollars and obviously I didn't have the budget or the resources for that. So I ended up doing...I ended up using [DigitalAccessPass](#) as my background.

**Pat:** I've heard of that.

**Steve:** And that's been really nice. That's been really nice. I use Vimeo and there's a lot of special--for [Vimeo Plus](#), there's a lot of special features you can use to help with protecting your content and things like that.

**Pat:** Okay. Yeah, I've actually heard of that before. People posting content on YouTube for exposure and all of the free stuff, and kind of, when they get into the membership site of some sort where they deliver video content they upgrade, I guess you can say, into [Vimeo Plus](#) because you can protect that content and keep it there just for your members.

I don't know if there's a way to do that with YouTube. I know there's a way to share unlisted posts, but if anyone grabs that link, for example, then anyone can watch that video.

I believe I remember Glen Allsopp from ViperChill, he has a bunch of videos on Vimeo that are password protected.

**Steve:** Exactly, exactly.

**Pat:** And that's what you do. You have...



**Steve:** Exactly. You can protect it, there's all kinds of different ways of protecting it or, you know, you have to make sure that you only have a link, and it's--you know, that you can only embed it on certain sites...it's pretty slick. It's kind of neat how they do that stuff.

**Pat:** Awesome! Okay, so you create this product. Tell us how you promoted it on your site or how you launched it and what maybe your first sale was like, or how soon that came.

**Steve:** Okay, cool. This is kind of a fun story. I've done like zero advertisement for it, it's all been through the email list and then some mentions on YouTube, and then--I do have a Facebook Page that I use but I'm sort of, I have a love/hate relationship with Facebook.

**Pat:** Me, too.

**Steve:** Yeah. I think probably everybody listening can feel that way. I mean, as a musician I was an early adopter on MySpace and I saw the problems that exist with having all of your audience on one social network that's controlled by someone else.

**Pat:** Right, right.

**Steve:** So I really worked hard in terms of communicating with my audience through the email list, because it's the most direct way for me to engage with people on a personal and high level, and I'm in control of it. Or at least, to what I think I'm in control of. So, I just sent--I did some pre-launch material where I mentioned it through the email and I gave away, of course, free content, because I'm already giving away free content as it is anyways.

**Pat:** So those were videos? The free stuff?

**Steve:** Videos, and also...yeah, pretty much just videos and lessons, but one of the other things is I notate all of my lessons as well. I make sure that there's like, because there's--people learn in all kinds of different ways. Some people like to read stuff. Some people want to look at just notation and print that out. So I try to take a multi-media approach to all of my content.

So yeah, I just did some pre-launch emails, and then I told people when I was going to be launching, when the site was going to be up, and I had some, like, the week before



launch was, like, one of the most stressful weeks of my life. All kinds of stuff went wrong. The site got hacked. It was...

**Pat:** Oh, man. Murphy's Law definitely came in.

**Steve:** Oh yeah, yeah. And the funny thing is, I don't regret actually setting a hard launch date, because I think maybe I still would've been trying to release this product to this day if I hadn't set that hard launch date. It was only hacked for a very brief period of the time. I'm really on top of the back end of the site and I could immediately see something was wrong, so...

**Pat:** That's crazy. That's just...sucks.

**Steve:** Right after it happened I just crawled back into bed for like ten minutes. I was like "All right, maybe I'm not cut out for this Internet stuff."

**Pat:** Like fetal position. Oh, gosh.

**Steve:** Pretty much. It was bad, it was bad. But I licked my wounds and got back out of bed a few minutes later. Ha ha ha!

So...yeah. Then I launched and it was kind of weird. I think I launched at like 9 or 10am Eastern Time on, I think it was either October 8th or October 17th, I can't remember. And for whatever reason, something went wrong at home, and I got distracted and I wasn't able to be at my email to see what was going on, and I had to head out and I came back 45 minutes after the launch, and honestly Pat, I did not...I thought maybe I would sell like 50 or 60 copies.

I really just didn't know. I had--looking back, there were so many signals from data and user interaction and the amount of visitors to the site and email list that--it was going to be more successful than that. I just didn't know. And I had sold 60 copies in 45 minutes.

**Pat:** Oh! That is awesome!

**Steve:** It was surreal, Pat.

**Pat:** That is so cool.



**Steve:** I mean, I kept on checking my PayPal, kind of like, "Is this really happening?" I was pinching myself. It was crazy, so.

**Pat:** That's awesome. It's so weird that--I felt the exact same way. I went through the exact same emotions as you. I launched it and then I was just like--I'm not really expecting much. For me I was like, I would be happy with one sale, just to know that one person got it.

And then that first day I had a dozen, and then more came in, and it was just...you did a lot better in the actual launch process with prelaunch material and stuff. I didn't do that on Green Exam Academy. I didn't even know what prelaunch meant. So this is good for people to hear this and see that that works. So that's really cool.

You have, you know, all your channels. Your YouTube, your website. And I think it was the email list really that drove home the sales that quickly. Would you say that's right?

**Steve:** Yeah. I would say that's a fair statement.

**Pat:** How many people on your list, if you don't mind me asking?

**Steve:** Right now I have about 2500 people on the list. But, you know, that number keeps getting bigger every month from an exponential standpoint. And also, I think a lot of people, you know, because I've got the subscribers on YouTube and stuff like that, I think a lot of people are interacting with me on YouTube as well. But that's a little bit harder to quantify in terms of, like--an email open rate I can look, and be like "Cool, 40% of people opened this email."

**Pat:** 40%. Is that normal for you?

**Steve:** No, actually, it's a little higher.

**Pat:** That's great. That means you have good engagement and people actually want your emails. I think industry standard is like 20? Even less than that, 15%?

**Steve:** Yeah, see that's sort of the thing. I'm giving almost...I don't know. I know I've seen formulas of, you know, some of these Internet marketing guys are like "Okay, send them free content and then drop the boom on people. Try to make a sale." And I'm like 39 to 1, or something like that. Maybe I could shift it more, but it's not...you



know, I think if I would've shifted more I wouldn't have people buying as many DVDs when I launched.

**Pat:** Right, exactly. You're building a relationship with them through your email.

**Steve:** Exactly, exactly. My philosophy on all this is it's really about user interaction. I know this sounds very bizarre, but--I'm really--I understand how business works. I've been doing music full time for over a decade now. You really have to know business in order to do music full time for that long.

But at the same time, I actually don't think like, dollars, when I'm creating content. I think about making interaction with my users better, and then that just leads to money. But I'm not even worried about that. It's just sort of...I know that if I make my user's experience better--for example, I just paid somebody to speed up the site.

That's going to make user interaction better for everybody else. I know that will probably make me more money in the long run, but I don't care. It's just going to be--it's about making the experience better for my users.

**Pat:** Yeah, that's--I couldn't have said that any better. That's exactly what all of this should be about, in every sort of point of interaction you have with your audience, it should just be awesome, and they're going to want to pay you back.

**Steve:** Exactly, exactly. I think I've got--I've got some emails being like, "I'm a beginner but I like what you do and I'm a fan of your red hair" or whatever. They bought the--they've only been playing piano for like 15 minutes but they bought the product anyway which is really awesome. If any of my listeners are listening, thank you so much for the support so far.

**Pat:** This is a great inspirational story! I just want to finish off asking you one or two tips--one or two additional--I mean, you've gave some great tips already. But one or two additional tips for someone who hasn't even started yet, or who has just started and has not really seen results. Based on your experience, what would you tell someone like that?

**Steve:** Okay, wow. That's a great question. All right, this is sort of the thing that I would suggest people do, is I would suggest that they find something that's sort of unique to them. Their own unique spin on things. And just start trying to create within



the context of that concept. So, for me, I'm a pretty good player, I've got--I can teach. I'm an Internet geek--

**Pat:** And you've got red hair.

**Steve:** I got red hair! And I like posting videos. And so, that sort of intersection of all those allowed me to find a space that I felt that I could contribute at a higher level than maybe some of the other stuff out there, or at least to a level that I feel comfortable. How about that?

**Pat:** That's a great tip. We've talked about that on the blog plenty of times. There's different ways to describe it. I think it was [Lain Ehmman](#) who came on in an interview--I forget what podcast interview it was, but she talked about a quote that she heard from Jack Born, which was to use your unfair advantage in any way you can.

**Steve:** Right, exactly. Exactly.

**Pat:** Her unfair advantage was that she was in the scrapbooking industry. So she knew all of the important people in the scrapbooking industry and got all of those people connected and did a webinar summit type thing for scrapbooking, and now she's making six figures off of scrapbooking.

**Steve:** Exactly. In terms of other tips, I would also recommend that people just--a lot of people are always making excuses. I see this all the time from the private lessons I've taught over the years. They find reasons of why they can't do fill in the blank. You've just kind of got to shut off that voice. You know, just start posting. You don't have to have all the answers right from the get-go. Just start putting some content out there. Get some data, get some feedback from people, and just start projecting from there.

I'll give you a perfect example. I personally love interviews. I love, you know, I'm a fan of your podcast, and from a musician standpoint, I've always loved it when someone's got an interview with Carlos Santana or Pat Metheny's drummer, for example. Or, you know, fill in the blank. Any really big name, and I've always loved that stuff.

I've done some of those over the years on my site, but--and I thought, I was like "Oh, people are going to love this because I love this!" but the weird thing is now that I've started putting this stuff out there and I've got data, I've realized that even though I love it, my audience doesn't love it as much as I do. So, by putting stuff out there, I



was able to look at data and be like "Hey, you know what, people aren't as interested in this type of content."

**Pat:** Ahh, yeah.

**Steve:** But, you really just don't know until you start putting stuff out there and just sort of looking at--what do people like? And to quote, once again, my favorite Eleanor Rigby line, you know. It's not about just putting stuff out there that no one's going to listen to. It's really about having an audience and engaging with people.

**Pat:** Yeah. Perfect. That's such a great way to put it. All of us who put content online, we really have NO idea what's going to work and what doesn't until we start putting some out there. If you just say to yourself "Well, I don't know if this is going to work or not" well, yeah, you're right. Put it out there and see if it works and then go from there.

Steve, thank you so much for being on the show. This is going to inspire a lot of people. I think it's a great story and I wish you all the best of luck with your site, your current products and future products that you may have. If people want to look you up and see your red hair, where would they want to go?

**Steve:** Haha, well my baby at this point is [www.freejazzlessons.com](http://www.freejazzlessons.com). That's sort of what I'm putting most of my time and energy into at this point. I've also got a personal website, and it's [SteveNixonMusic.net](http://SteveNixonMusic.net). So I can be reached through either channel and I would love to hear from any of your community members at any point who are interested in music or just about online business or even just want a new friend!

**Pat:** Awesome, dude. Hey, man, congrats on all the success, I wish you even more and we'll talk again soon!

**Steve:** Thanks Pat, and I'd like to thank you for taking the time to interview me, and I'd also like to give a shout to the SPI community as well. Thanks, guys!

**Pat:** Awesome, dude. Thanks.

**Steve:** Thanks, Pat.

**Pat:** All right, I hope you enjoyed that interview with Steve Nixon from [freejazzlessons.com](http://freejazzlessons.com). I'll have links to everything in the show notes. Of course you can



find that as always at [SmartPassiveIncome.com/session52](http://SmartPassiveIncome.com/session52). Wonderful success story, one outside of the make money online niche, which I love.

There are so many success stories out there just like that. If you are one of them, or you know one of them, shoot me an email. Just head on over to [smartpassiveincome.com](http://smartpassiveincome.com), find the contact forum, and let me know. I get a ton of requests to be on the show and share stories, but I'm always looking for more and I'd love to have you on and inspire even more people and show the world that you don't have to make money online only by teaching other people how to make money online, or to blog.

There's so many wonderful success stories. Scrapbooking, Lain Ehmann who was on the show a number of episodes back. I mean, everything--there's just so many possibilities out there.

All right, thanks again for all of your support, and in case you missed it, the Smart Passive Income Podcast was featured in the [New York Times](#) at the end of November, so I'll have a link to that article in the show notes as well so you can check that out. It was a very nice piece, I'm very, very thankful for the opportunity, and seriously, it's just a dream come true, all because I put myself out there and shared what I learned, just like Steve did.

Here's to a wonderful end of the year for you and your family and everybody that you know. If I don't speak to you or you don't hear from me again until 2013, have a wonderful holiday season, have a very happy New Year, and let's do some amazing things in 2013. Talk to you then, bye.

**Announcer:** Thanks for listening to the Smart Passive Income Podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com)!