



# **SPI 226**

## **Defeating the “Curse of Knowledge” and How Jason Brown Built His Successful Online Business**

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Pat: This is the Smart Passive Income podcast with Pat Flynn, session number 226. Let's make it happen.

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. He sings kid songs on the ukulele to his children - Pat Flynn.

Pat: What's up everybody, Pat Flynn here, thank you so much for joining me today. Super stoked because we're going to be sharing another success story from somebody who had listened to SPI, took action, and found success. This is Jason Brown from [thebrownreport.com](http://thebrownreport.com). Specifically we're going to talk a lot about how he's been able to, what I like to call defeat the curse of knowledge.

The curse of knowledge is this thing I learned about when I read Chip and Dan Heath's book *Made To Stick*, I highly recommend that book, and in this book they talk about this concept that is when you learn something, or you know something, it's very difficult and almost impossible sometimes to know what it's like to not know that thing. This is a big struggle for those of us online who are teaching, who have courses, who are building a following, because if we're teaching and we don't understand what it's like on the other end, as somebody who does not know that thing that we're teaching, well oftentimes we can speak in an overwhelming manner. We can speak in terms that don't make sense. We can just make people feel bad sometimes, and we don't want to do that.

Jason's been doing an amazing job, taken what he's learned here on SPI but really being able to penetrate a niche that has been very saturated over the years, and when he reveals what that is, you'll see what I'm talking about. He's been able to come in and be that voice for the beginners out there, and I think a lot of us can benefit from a lot of what Mr. Brown has to say here.

[Thebrownreport.com](http://Thebrownreport.com) is his website, now before we get to the interview, I just want to thank today's sponsor, which is [99designs.com](http://99designs.com). [99designs.com](http://99designs.com) is where you can go to get some graphic

design done for you and your business. I recently ran a contest actually not too long ago where I had them take an old blog post of mine, and repurpose it into an infographic. Infographics are a great way to gain additional exposure online, and I found the process extremely easy, and I was given about 10-12 different complete infographics to choose from. That's the cool thing about 99 Designs. You put what you're looking for on there, and several designers from around the world are going to compete for your favorite design.

I actually asked people on Twitter which one they liked best. I picked my top three, and they told me which one was best, so that's how I was able to select the one that was going to be most useful. They were all great, and I love 99designs.com for those of us who are just starting out. I feel like if you can't yet afford that one designer who's going to be on your team for good, 99 Designs is a very economical way to get those designs done that you need quite quickly. Seven day turnaround, if you don't like the designs that come in, you can get your money back, and it's just very very streamlined, I love it. Check it out, [99designs.com/SPI](http://99designs.com/SPI), that'll give you \$99 toward your next design project. Again that's 99designs.com/SPI.

All right, thanks so much, and let's get to today's interview with Jason Brown again from [thebrownreport.com](http://thebrownreport.com), here we go.

Jason, what's up? Welcome to the show, thank you so much for being here.

Jason: Hey, glad to be here, Pat, really.

Pat: Jason, tell me about, what is it that you do? If somebody were to ask you on the street, "Hey Jason, what do you do for a living?" What would you say.

Jason: I run a stock market education website, or company. We teach people how to trade online. Take their own money and get started investing in the market.

Pat: Have you always been sort of a stock trader, and into that kind of world?

Jason: Yeah, so in about 2002, 2003 I was three and a half, four years into my college degree here at Wayne State here in Detroit, Michigan. I was going for engineering, and I was working at Sprint PCS part time. I was just trying to figure out how to make \$50 so I didn't have to work on the weekend. Numbers just made sense to me, I made \$8 an hour, \$64 a shift, when you take taxes out that's about \$50. I was like, "Man, if I could a way to make \$50, then I don't have to work Saturdays anymore." At that time, Sprint stock was like \$5, and I had \$500. I had bought like 100 shares, and I was like, if it just moves 50 cents, I could make \$50. Just to fast forward, I ended up making the \$50, and I ended up turning, bought a \$10,000 student loan into a six figure trading account. I was 22 years old, no college degree, and just had made more money than anybody in my family at that point, and I knew I had found my niche, my calling.

I made a lot of money, lost a lot of money, and fast forward, as I got back into trading after losing money and making it back, I was part of someone else's membership website. I was paying a monthly subscription, and I thought, "I wonder what people would pay me to be able to learn about my trades." I started blogging about my trades, because I was making money, and people started making money off my trades. I was like, "Well, how come I don't have a membership site?" That's what led me into the whole search of online marketing, and how to create a membership site. Really, led me to finding you and a lot of your tutorials about Wordpress and Blue Host, and all those things.

Pat: When did you make the shift into the online world? What year was that?

Jason: It was about three years ago.

Pat: Okay, so about 2013 kind of? At that point, you had said that you were doing stock market stuff, and obviously it's very volatile. What made you feel like this was going to be a success for you? I think a lot of people have gone into the stock market, and I feel like for

some it's a gamble. What makes yours different than a gamble?

Jason: That's a great question, and I know most people do feel like it's gambling, it's gambling, right. The best way I can explain it, I like to use this example, Pat. If you watch TV, or if you've ever been in the hospital and you see someone hooked up to one of those monitors. Let me ask you, if that line's blinking up and down, if it goes flat, what happens to the person?

Pat: Well, they're dead.

Jason: They're dead, right? Then if it comes back and it's beating and it's blinking high, then that's good news, right? That means they're doing okay. The way I like to explain it is, the stock market gives off signals that shows when a stock or the market is flat lining, when a stock is about to die so to speak, or sell off, or fall. Then it also gives off signals when the stock's heart is beating good and positive and doing great. Those signals can actually be read on a stock chart, and that's what makes it not gambling. It now turns into pattern recognition, and more probability and statistics. I always say, you didn't have to go to nursing school or become a doctor, you knew it right off the bat if that line flat lined, that the person was dead, and if it's beating, if it's blinking up and down, then they're doing good. Same thing with the stock market. You don't have to be super smart or go to school for it. If you learn how to read the pattern, then you can learn how to find the money.

Pat: Right, and you know I'm involved in the stock market a little bit. We're not here to talk about stocks, or convince anybody that they should, we're here to talk about how you built your business. I want to go back to when you started to blog about what you were doing. I know there's a lot of people out there who talk about stock market, trying to game the system, or learn about these heart beats like you were talking about. How were you able to stand out when you first got in this space? How were you able to actually get noticed when you first started out?

Jason: When I first looked at the industry, what I found was a lot of people

were trying to be smart about it, or really explain it in a way that made them look smart, and it really ended up making people confusing. I just said, how come people don't just explain it in layman terms, just tell you black and white what this means, and what it means for you. I've been able to stand out just by keeping it simple, and explaining it how I needed to hear it when I first started learning about it. When you put that out online, I get a lot of people that say wow, this was the first time that I heard it that it actually made sense to me. I've listened to X amount of other people. Keeping it really simple, and explaining it in layman terms is really what makes me stand out online.

Pat: I like that, that's something I feel is my superpower as well, taking these really complicated things, breaking them down, making them easy for people to understand. Do you feel like that's something that can be learned, or is that something that you're sort of born with? The ability to teach somebody something in a way that they're more easily to respond to?

Jason: I think it's something that can be learned if you don't get too full of yourself. If you don't assume people know what you're talking about, assume they know certain definitions, you don't talk your own industry jargon. Act like you're talking to your child, or a kid. You would break it down to the most simplistic terms, so that to me lets me know that it is a learned behavior, you don't necessarily have to be born with it. It's just a matter of recognizing your audience, and not assuming that they know everything, or that they know the jargon that you're talking.

Pat: Right, right, and we call that the curse of knowledge. When you know something, it's actually really hard to know what it's like to not know it anymore, which is why it's a challenge to teach people stuff. Especially the online space. Trying to always put yourself in the shoes of your audience is a really important thing to do, this is talked about in Chip and Dan Heath's book called Made To Stick, this curse of knowledge. I feel, and it seems like you do too Jason, we have this superpower of just deflecting that curse of knowledge and really being able to teach our audience stuff at a very simplistic level.

I know, from my own experience, when I've been able to do this, some other people in the online marketing space have told me that I either a) am dumbing things down, or b) just am not very smart because of the way I teach it. Have you gotten any of that from people in the same space, who, like you said earlier, were talking like they were the smartest guys, or maybe doing all these really complicated things. Maybe they are smart, I'm sure they are, but do they look at you, and are like "This guy doesn't even belong here."

Jason:

You know, I don't know. I really don't get a lot of feedback from other traders. We don't, I guess we don't really critique or watch each other's stuff that much. I think the big picture is, are people learning? Are the comments on your videos, the emails you're getting, are they saying that they're very helpful? Oh my god, until I met you, I didn't think I could do this, that type of stuff. When you're getting, and I'm sure you get those type of emails, I was one of those people emailing you, go back through some of your emails, right. When you get those type of emails, it doesn't matter what the other "experts" say, you're satisfying a need and a niche that needs it to be simplified. I just love breaking it down.

In fact, if I could share just a quick story, I had a membership site before, and I never got it over \$500 a month. When people would cancel, we would email them, and when I say we, me, myself, I was the assistant, I was everything, but I talk in third person. I would email them and say, "Why'd you cancel?" People would say, this is too advanced, it's kind of over my head. In fact, I was like, "Well, I don't want to teach the basic stuff, I'm an options trader, I'm here for the advanced people." Then after the last person cancelled one day, and it went from \$500 to 0, I was like, I'm going to give these people what they want. I'm going to create the most basic course, and I'm going to give it to them. That's what changed my life.

What I thought was simple, and "Oh everybody knows how to open a trading account online," that's one of my top videos. I found once I got out of my own way, put the ego aside, then worry about what I wanted to teach or what everybody else was teaching, but what people really needed. No matter how sophisticated or simple it was,

that was the best for me, and that's when people started to find me organically. I was doing the simple videos that no one else was doing.

Pat: Okay, you said videos is one way that people are finding you. Is Youtube your primary channel for exposure right now? What else do you have?

Jason: Youtube is my number one traffic generator, and Facebook would be my number two.

Pat: Facebook in terms of do you have a Facebook page, or are you paying for advertising? How is that working?

Jason: Facebook ads. I have a Facebook page, but a lot of Facebook ads I run.

Pat: Take us through the process. If I'm on Facebook, and I see your ad, what does that ad say, where do I go after I click? Walk me through that funnel.

Jason: Sure. Maybe you find me on Youtube, maybe you find me through organic search. If you obviously come to the page, we're going to be able to serve you some ads, say hey, you might want to check out this video, you might want to check out this webinar. Then just straight made up to Facebook, meaning you didn't find me anywhere else, I'm running Facebook video ads just sharing with people that come register for webinars, spend about 45 minutes with me. I'm going to take a complicated subject and make it simple. It's me in the video, they register for the webinar, and I just serve up great, free content on the webinar. There's no holding back. Then at the end, I let them know, if you want to learn more, here's the course and here's what you get.

Pat: Have you, or are you doing those Facebook ads yourself, or do you have somebody helping you on that?

Jason: I'm actually doing them myself.



- Pat: What was it like when you first started? I know that it can get very overwhelming. There's a lot of options that the Facebook power editor, and all these other ad tools. There's so many options. How do you even get started with something like that?
- Jason: The power editor was initially was like a nightmare, it was really tough to use. Facebook has come a long way to where it's really simple. You just upload the video, you put your text, your comments, almost like a blog post, a shortened blog post. Then the targeting is so laser focused, you've got so many ways you can go, I just kind of map out who would be my ideal audience, who's looking for similar content online, or following similar people, or just looking for the key word stock market, or something like that. Then I just target people. I did take a couple of online courses in it, but for the most part once you get in there, and you kind of understand the power editor, which as many software upgrades they've done, it's really simple to use now.
- Pat: In the video that you serve in the advertisement, what are you saying in that? Are you talking, I mean obviously you're saying come join me on the webinar, but is there anything educational in there, too?
- Jason: No, pretty much what I just said. It's just me saying "Hey, it's a new year, and it's time to learn about the stock market and what it could do for you and your family. I know it seems like a confusing subject, but it's how I was able to create some wealth, and how Warren Buffett and others created wealth. If you think it's confusing, come spend 30-45 minutes with me, I promise it's going to be worth your time. I'm going to share how to get started in the stock market, the secrets of how to grow a small bank account with not a lot of money." I tell them the four things I'm going to teach them, and I say hey, I promise it's going to be worth your time and afterwards, come back and let me know what you like best about the webinar, click the link in the description, and I'll see you on the other side. It's really that straightforward.
- Pat: There's a link in there, and that takes me to a landing page I

assume?

Jason: You got it, webinar registration page.

Pat: What are you using to serve up that landing page?

Jason: OptimizePress.

Pat: Okay, OptimizePress, great. There's a lot of other options obviously for that. Then there are, so the webinar software, what are you using for webinars?

Jason: I found GoToWebinar to be the best. I tried a lot of the other ones, and tried to save some money on different webinar softwares, but I really found GoToWebinar to be the best for my live webinars. Then for my evergreen webinars, EverWebinar.

Pat: EverWebinar. Tell us what you mean by evergreen webinars and how are you using them?

Jason: Right, great question, because we might be talking over some people's head right now.

Pat: Yeah, I want to make sure to get everybody caught up.

Jason: Great question. I was doing, I still do live webinars, which is when I use GoToWebinar, which is really me live, real time, doing the webinar.

Pat: How often do you do those? I'm sorry.

Jason: How long do I do those?

Pat: How often do you do the live ones?

Jason: Now I do them, I do a lot of webinars, every week for my members. As far as for promoting a product, I only do it when a new product is coming it.

- Pat: Gotcha, okay.
- Jason: When I have a new course coming out. Currently, everything is running on evergreen, which means it's a webinar that's timeless, it's dateless, the information just stays relevant. Whenever they register from the Facebook ad, and come watch the webinar, it's always relevant. There's no dates or times, anything like that mentioned in it, and the information never gets old. They register for that webinar, and it's a system that auto plays the webinar, allows them to leave comments in there. The comments will come straight to myself or my assistant, and then we can reply right from our cell phone, or write from email, just in case they had any questions.
- Pat: Gotcha, so if I see an ad of yours on Facebook for example, and I register for the webinar. That would initially an evergreen webinar, right, because you've already recorded that, that's the one that I would be served, right?
- Jason: Correct.
- Pat: How much longer after I register will I see that? Are there any emails that go out, that sort of say, hey your webinar is coming up in three days, or do I get access to it immediately?
- Jason: It depends on what time you pick. We run them three times a day, usually I believe it's ten o'clock, one o'clock and seven o'clock or eight o'clock.
- Pat: So when I register I can pick a time that works for me?
- Jason: You got it, so you can pick a time that works for you. We recently just enabled Just in Time webinars, and I've found we get the highest opt-in and attendance rate for the just in time, which means the webinar starts in about 15 minutes from the time you click on and check what times you start.
- Pat: That's going to be a different time for everybody after they subscribe, right? It's still timed afterwards, right?

- Jason: You got it.
- Pat: Wow, very interesting. That's a tool, what was that tool to be able to serve those in that way?
- Jason: EverWebinar is what I use for that one.
- Pat: How do you spell that?
- Jason: EverWebinar.
- Pat: EverWebinar, okay cool, I'll have to check that out. I know there's a lot of other evergreen webinar softwares out there. It seems to be the thing that a lot of people are using to automate the process now. A lot of people used to do these live promotional videos that then sell the membership site every week, sometimes multiple times a day, and it would just burn them out, because it's just a lot of work to do these things. If you do a webinar and it's great, you might as well use it over and over again.
- Jason: Yeah, and then when you really think about it, if you're doing a webinar on a certain product, it's not like you're changing what you're saying every night or three times a day, so it just makes sense that you put it on autopilot. You're not really cheating the audience or anything. I never try to make it seem like it's live. I would say the same thing, when I was doing them live, I would say the same thing night after night, three times a day, anyway. It just made sense. How do you serve the audience to where they can register for the time that's best for them, and they still get the same message that you were going to deliver live, anyway.
- Pat: Got it, okay perfect. I'm watching your webinar, you're delivering high value content. How do you know what to say? Is it just your kind of most popular, basic stuff? You said earlier that you're kind of giving it all away, right?
- Jason: Right, kind of giving it all. There's always another level to go deep. I learned this from you. That is, give away some of your best stuff

for free, because when people hear it, and they realize, if this is what they're getting for free, then the paid stuff must be that much next level. The free stuff is great, it's good, but then the paid stuff is, we take them 2-3 levels deeper, really get granular, really get very detailed. The webinar, once you opt into my email list, and different things like that over time, I usually ask them a question like "What's your biggest frustration with the market?" One of my email autoresponders say, what's the one or two things that if I could help you with the stock market, help you understand it better, take your trade to the next level, what would those one or two things be?

Over time, everyone just replies and you kind of get this bucket of things that it's the top two or three stumbling blocks for people. I just built the webinar around it, saying, much like you, some people think it's gambling. So you'll get that back, "I heard it's gambling, but that's where wealth is created, so it can't be gambling for everybody." It's like okay, how do I debunk the myth of gambling. Most people will write back and say, "I heard I think I need a lot of money," so I'm like, not true. I built the webinar around how do you get started, how do you open an account, do you really need a lot of money? Do you have to be smart? I just take all those answers, and let me create a webinar that debunks the myths, shares with them how it really works, and then give them an option to learn more and get deeper with me.

Pat: Love it, I love that. You're debunking, you're pretty much saying what they're already thinking, and giving them the right answer. It's not anything they have to worry about anymore, I love that. You're not guessing, it's exactly what you should be doing, because it's coming directly from the mouths of your potential customers, which is fantastic.

Jason: Absolutely.

Pat: I'm watching it, it's a great value, it's all the questions that I had in my head that you're answering already for me. I'm like, loving you right now. That's how you start to build this relationship with people rather quickly. You start to answer the questions that are already in

their head. I'm into you and what you're teaching, tell me about your pitch. How do you pitch your membership site from the webinar?

Jason: From the webinar, first is the course, so I don't actually pitch the membership site. You actually have to apply to be a part of the membership community, because I want to make sure we have the right people in there.

Pat: Okay, so you have multiple offerings, and this webinar is for the course.

Jason: Yes, one of my courses, which is the beginner course, which I call foundations. I go through the whole webinar, debunk the top four myths, how to get started, what we just talked about. Then I showed them what I just talked about with the heartbeat, I show them examples of real stock charts. It's not like, well, buy the course and I'll show you how it really works. I show them a real stock chart, and I go through how to read it. Then, when I get to the end, I show here's what we're going to go through deeper in the course if you're interested. Then here's the bonuses, and one of the bonuses is also you get to be part of our private Facebook group where you get to network with other traders, because that's one of the myths, or one of the things that people emailed back, "I want to get started but my mother thinks I'm crazy, my brother thinks it doesn't work, my wife, people at work say I'm crazy." I'm like, well here's a community where you can be part of other crazy people that it is working for, and you want to come to us and get your questions answered.

Some people join just for the Facebook group, some people obviously join for the information and the Facebook group. That's my call of action, my call of action is if you've been looking around the web and you haven't found what you're looking for, and you like how I explain it, why would you go anywhere else? This is the course for you. If you liked how I explained it in the last 45 minutes, it's not going to get any worse in the course, it's going to get better. I literally say that in the webinar, I tell them that my price point compared to the competition. I did the research, my price point is really reasonable. It's \$97 and I hear all the time, you could charge

more, you could raise your price, but it defeats my purpose. My purpose is to get the information out there into the hands of the masses, and one of the things that stops the masses from getting this information, is everybody wants to put a \$3,000 \$4,000 price tag on it.

I say that on the webinar, it's \$97, if you can't put \$97 to invest and learn in this industry, you're not going to be successful anyway. Another thing I think that separates me or that I say on the webinar is, I offer a money back guarantee. It was 60 days, we reduced it down to 30 days, it may go down to 14, but right now, at least at the time of this recording, I give a 30 day money back guarantee. I feel so confident in what I'm teaching that you will be a better or different person as far as understanding the stock market when we're done, that I can give you a 30 day money back guarantee because I want to show you that this isn't just about getting your \$97, I want people who really want to learn this, and I feel that confident about what I'm teaching and how I'm teaching it.

Pat: Nice. Can you give any insight into how well the course is doing for us?

Jason: Yeah, so we're selling about 200-250 courses a month, and that's been going for about, gosh. It's been running for about a good eight months we've been doing that. I'm putting up some pretty decent numbers.

Pat: Those are really good numbers Jason, congratulations, that's awesome. Did you think that it could ever ... From what you explained, obviously I don't want to say it's easy, because it does require a lot of work obviously. Hopefully, I feel like you've done a good job, and like you said, it's one of your superpowers, of breaking things down really easily for people. I think a lot of people are going to listen to this and be like, "Wow, that's actually not as hard as I maybe thought it was going to be," and here you are doing extremely well.

Looking back at when you first started, what were your feelings when you were first starting getting into this, into the ads and the

webinars. Were you always confident in how you were selling? I know that's a big part of it. Did you kind of worry about the webinars, or selling and you know, based on your background, this isn't really something you necessarily went to school for, but here you are selling a course on it. Speak on that if you can.

Jason: Yeah, I felt like I picked up a whole second skill because I built my whole website by myself. I remember when I first got started, I was like, well how do I build a membership website? I started just Youtube and Googling around, that's how I came across one of your Wordpress and Bluehost tutorials, and I was like okay, who is this guy? That's how I actually first learned about you. I watched all the free stuff I could possibly watch. I know you got some Blue Host affiliate love off of me, because I signed up through your affiliate link. I signed up with the whole Bluehost thing, and created a Wordpress site. Then I was like, how do I make it a membership site? I started asking people, I'd pay, I'd be willing to pay, and nobody knew how to create a membership site. Everybody's like, I can build you a website, but nobody knew how to do a membership. Like if they pay, they get access. If they don't pay, it kicks them out. Nobody knew how to do it, so I just went to the web and figured it out myself.

I bought Wishlist Member, I bought Digital Access Pass, I bought them both, and I was like whichever one don't work the best, I'm returning the other one.

Pat: Which one are you using?

Jason: I'm using Wishlist Member to this day. Then I did that, and then I was like, but now my website looks ugly. How do I get these sweet squeeze pages and all this stuff? I went back, I'm Googling, like what does Pat use, what do people use? I bought some plug in to create pages, and it was a horrible plug in. Then I came across Optimize Press, so I bought Optimize Press. I just kept leveling up, and then that's when I had the \$500 thing that it was like \$39.99 a month, I never made more than \$500. After everybody had canceled, I hit kind of my dark point, and I was like "Man, this



stuff doesn't work." That's when I heard your podcast episode with coach, ex-coach Shane and Jocelyn Sams. I was like, "Man that guy is like me." I had just shut my site down, I was depressed, I'm like, my last few members cancelled and I just refunded the last two because I was just sick of it.

I heard his episode about how he created his course and was selling his coaching course, and I was like, that's it! My beginners course that everybody kept asking for. I just went back to the drawing board, I drew up the whole course, recorded it. What I did was, I posted a mock version on Udemy and I had like over 500 people enroll. It was like a horrible course, poor audio, everything, and people were leaving comments like "I can't believe this is a course, I can't believe, this is horrible." I didn't get discouraged. I was like, well that's not the real course, I just wanted to see if people were actually interested in it. After I saw 500 enroll, I'm like, boom. Now it's time to create the real thing. I had that excitement after listening to the Shane and Jocelyn Sams episode, so that's when I created the real thing. Bought a Yeti mic, I was like the audio got to be clean, recording, everything.

That's when I put my all into it, once I knew that from the testimonial, that a) it could work for someone just like me, then b) having the proof that 500 enrolled in it, they just didn't like the quality of it. If I could fix the quality issue, I had something on my hands there. That's when Pat I just kept getting better and better. I upgraded from the Yeti mic to the Heil PR-40 now, and all better, and just kept getting better. Before GoTo Webinar I was using Meeting Burner, or some knockoff webinar software, so I started with what I could afford at the time, and as I kept making money, I kept upgrading the tools, upgrading the software, upgrading the webinar software, upgrading the websites.

I started off with Youtube spending like \$5 or something like that to promote videos, and it just kept growing. I was like, "Wow, I'm getting a little traction," I moved it up to \$10, \$20, \$30. Now I'm at a point I spent about \$7,000 with Youtube every month, we spend a couple thousand with Facebook. We spend \$10,000 on ads every

month, but it's driving about, I'm bringing in 38, 25, 38, it fluctuates, thousand dollars every month gross. I started with what I had, and I just kept leveling up, and that's really, how I got to this point. It all overwhelmed me at some point, but I just kept scratching away at the tools, scratching away at the free stuff, the cheap stuff. When I made a little money, I would just keep upgrading.

Pat: Nice man. I love it, I love it. Going back to that Shane and Jocelyn episode, that was episode 122 for everybody out there listening, that's actually a fan favorite. Then Udemy, you used Udemy to validate your idea, which I think is great, and it's really great that paid attention to why people were complaining. It wasn't because of the content, it was because of the quality. You did exactly what you needed to do, and I feel like that's something that you continued to do, and have done ever since. You're always listening to your audience, reacting, and giving them eventually what they want.

Jason: Absolutely, the same people who bought foundations, which is my beginner course, they started saying "Do you teach options?" That's when I was like, okay, it's time to write the options course. Then I wrote the options course, which is 197, and then I just applied all the stuff I learned to marketing the options course. Then people started saying, "Do you have any coaching available?" So it's funny, then I relaunch my group coaching, which we have about 85 members in that, and that's \$99 a month recurring, and once I relaunched that, it's just every time paying attention to my customers and what they want. It's funny that I look back, I started the group coaching first with no course, and I charged \$39.99 and I never made more than \$500 a month. Fast forward it, after building the beginners course, taking them through options, and now I'm giving them what they need with coaching, it's funny. Now we're at about 95 people in there, and it's \$99 a month, so it's like a 200% price increase, and it's what the people need now. I took them through the progression just by listening to my customers and giving them what they want when they needed it.

Pat: That's awesome, that's awesome. Jason, you had mentioned that you actually spend more money on Youtube for ads than you do on

Facebook, which is something that a lot of people don't normally do, because we often hear that Facebook is the place to be, but obviously Youtube's been working out for you. How are you spending money on Youtube? Meaning, what does that mean, what does that look like? Are you spending ads so that little videos pop up before a video that somebody wants to play plays, or how does that all work?

Jason:

Great question. For me, you have to also understand what type of people you're going after. My people, not just my people, but anybody that's typing in how-to, you want to be a player in the space on Youtube, excuse me. I'm breaking number one or two for how-to get started in the stock market, or beginner stock market course, or how to trade for beginners. Any of that combination, I'm ranking for, but if I'm not ranking for it, I also pay to come up in Youtube search for it. I don't necessarily, the video doesn't necessarily play, but the ad will show, and if you click it, you obviously have to be interested in how to get started as a beginner.

I'm so confident in the free stuff I give away as a beginner, when you click it, it's really a mini version of my webinar. It's like you're actually watching the webinar on Youtube, so in the event that you didn't come to me through Facebook or come to my website and register, you're kind of watching the same webinar on Youtube and getting the same call to action at the end. Then we're selling a ton of courses that way.

Pat:

Yeah man, that's great, thank you for that insight. It seems like you're killing it on Youtube. I'm here on one of your videos that you posted last year, I looked up how to trade for beginners, and you were like the second one that popped up. A comment from a week ago, you may not have even seen this yet, but it says "This was the most helpful video tutorial I've watched thus far, I actually learned something. A lot of beginner videos are confusing, some people talk too fast, don't explain what they're doing well enough. I like that you talk slowly enough in simple, relatable terms." It's exactly everything that you mentioned, and you know that that's what you're good at, so you continue to do that. Almost a thousand

thumbs up on this video, over 100,000 views, and man this Youtube thing for you is great.

It looks like you know exactly what you're doing here. You have other videos here it looks like, nearly half a million views, or sometimes even more. Congrats on that man, it seems like your videos are a hit, and I'm going to make sure that we link to your Youtube channel, so that people can see how they're done, and how people are responding to them, because I think that's going to be really important. If somebody were wanting to get started with ads on Youtube, maybe they have a Youtube channel, it's done very well, but they just don't even know what options they have for Youtube, how much would you recommend they get started with? How do you even go about doing ads on Youtube?

Jason: You know, so Youtube unlike Facebook, I'm going to tell you right now, it is not ... The platform itself is not as user friendly.

Pat: Isn't it through Google AdWords?

Jason: Yes, so you actually have to set up a Google AdWords account, and then you have to link your Youtube account, and then you can. Then inside of that, it's like three levels deep. Do you want to do an in-stream, do you want to do a side post, where the ad pops up on the side. You kind of have to go a couple levels deep, but I will say this. Number one, you need to create a Google AdWords account, and link your Youtube account. Number two, set a budget. \$10 a day, something like that. Youtube has so many viewers that it's going to burn through your money quickly, so you don't want to come in with \$100, \$200 a day if you don't really, you don't know if your targeting is right. You can spare \$10 a day. Hopefully you can, if you can't, go down to \$5 a day.

What's nice about Youtube is, there's so many users on Youtube, that the cost per view and cost per click is so low. I'm paying about, somewhere about five cents to twelve cents per click, but if they're clicking it, it's someone that's interested, because they were searching for what I teach. That \$10 or that \$5 will take you very

far. You can't get caught up in the whole, how do I measure the ROI immediately? They don't just click and then go buy your product. They click, they subscribe to my channel, they see what other videos I have. Then they come to the website, jump on the email list, then they get hit with the email that says "Hey, what can I help you with? Can I help you be," and that's when it's like, "Hey, I saw your Youtube video man, so helpful, can this really work for me?" Or "What do you think about this?" Then we start that conversation. Then, they end up becoming a customer. If you jump on Youtube and you think, I'm just going to put a couple hundred bucks on this, and all these people are going to buy, it's more of a funnel and nurturing system than it is instant gratification.

Pat: Yeah, how do you organize your funnels? That would be the last question here, because this is such great information, I think it's going to get a lot of people's heads spinning on what is really possible out there. How do you keep track of all those funnels? I think this is one of the biggest struggles that online entrepreneurs have, because there's so many places where you could get new traffic. How are you able to organize all this in your head?

Jason: I don't in my head.

Pat: Maybe taking it out of your head is the best option then I guess.

Jason: Right, you got to have your analytics set up. I have Google analytics set up everywhere throughout my site, whether they're coming from Facebook, whether they're coming from Youtube, I'm able to check those analytics and find out where they come from. When you opt in to my email list, it usually says somewhere, tell us how you found us, so that way I can measure, is this coming from Youtube, is it coming from Facebook? Sometimes it's coming from Twitter or LinkedIn, but my two biggest traffic is Youtube and Facebook. Also, when you purchase a course, on the back end it also makes you tell us, where did you hear about us from as well, so I'm actually having them type in where they heard about us from. Whether they're opting in to the email list, or whether they are coming to register, purchasing a course. Then I'm also checking those analytics to see

who drove the most traffic.

Then what I also like to do, I like to set up dual pages. If you click to come purchase the course through Youtube, it's the same page, but it's a different URL. If you click to come purchase through Facebook, it's the same page, different URL. It allows me to see, did they purchase coming through Facebook, did they purchase coming Youtube.

Pat: That's smart.

Jason: That's kind of the big picture of how I track it. Obviously you can see I'm tracking subscribes. I'm over a million views, I'm looking at comments, different things like that as well.

Pat: How did you learn to do all this?

Jason: Pat, really, when I say self taught man, I spent so many hours on Youtube, on your page. The reason I have a podcast is because of your tutorial, how to do it with Libsyn and all that stuff. I literally just, I didn't have, even though I was an investor, right, I was investing to quit my job and do stuff like that. It wasn't to buy big cars or stuff like that, it was to get my time back. When I say that, I say that to say I didn't have a lot of money to just go out and pay people to develop my website, pay people to do all this. I had to put in sweat equity, so I went and I learned all this stuff myself. Obviously I bought a couple courses along the way, a couple hundred dollar courses here and there, but most of it was pretty much self taught.

The beauty in that is, I've been thinking about like, I can teach people how to build a multi six figure business from home with all the information I have about systems, about webinars, about ads now. That's a whole another business in the future that I can scale. It's paying dividends in knowledge that I learned it myself, instead of just short cutting and outsourcing it, and even if I do outsource it now, which I'm not at the moment, I know what to look for and who to look for. I run into so many people who say, "I can handle your social media," and I can be like, "Well tell me, what are you thinking?"

What are you doing?” I know more than they do, so I’m like, no, you can’t handle my social media. I’m okay. It’s really helped me become more knowledgeable about the industry, and a smarter ... If I’m going to hire somebody, I’m smarter about who I would hire now, because I know so much about the industry of marketing now, online marketing.

Pat: Jason, man, thank you so much for your knowledge, your inspiration, and just your humbleness. This is really cool. Everybody check out Jason, where at?

Jason: They can check me out at the [brownreport.com](http://brownreport.com), that’s my main website, and also on Facebook, [thebrownreport.com](http://thebrownreport.com) as well.

Pat: Thanks man, thank you so much, we appreciate you, and best of luck with everything.

Jason: Pat, I appreciate you man, thanks for having me.

Pat: Thank you.

All right, I hope you enjoyed that interview with Jason from [thebrownreport.com](http://thebrownreport.com). You can check him out there. You can also check out the show notes and all the links mentioned at [smartpassiveincome.com/session226](http://smartpassiveincome.com/session226). Jason, I know you’re listening to this, probably a little bit trippy, hearing your own voice on the show, because I know you’ve heard the show before, but that’s awesome, I love that. I hope that’s a goal for everybody. I know people who have explicitly told me, straight up, “Pat, my goal is to be a success story on your show.” I love that. There’s always a spot for you guys here, and obviously, I only do these shows once a week, but I pay attention to the action that you take and I want to share those successes. That I feel is super inspirational.

I love interviewing the A listers, right. The Tim Ferrises, and the Gary Vaynerchuks and the Lewis Howses of the world, and Amy Porterfield, and all those kinds of people. They’re amazing, they provide incredible amounts of value, but I feel there’s a ton of

value in sharing the success stories from listeners just like you too. Please, keep me in the loop with your progress. I'm always here to share success stories, and I've gotten thousands of emails from people, so it's going to be a little bit competitive, but I'm here to share those amazing success stories. When you do email me with your success story, talk yourself up, talk yourself up, that's all I'm going to say.

Thank you so much, I appreciate you. I also appreciate today's sponsor, which is insightly.com. Insightly is a customer relationship management, or CRM application, used by companies to help them run their business better. If you're not familiar, CRM helps you keep on top of all the things you need to run your business. Like your tasks, your meetings, your contacts, your leads, your sales, prospects, and key information about your customers, your partners, and if you have suppliers, them too. Insightly's mobile app gives you access to all those things, all that information about your customers, your prospects, when you're on the go, which is awesome. Insightly is also integrated with popular applications like Box, Dropbox, Evernote, Google Apps, Office 365, Quickbooks, Zero Accounting and plenty more. Ignite your business with Insightly. You can sign up for a 14 day free trial today at [www.insightly.com](http://www.insightly.com), that's [www.insightly.com](http://www.insightly.com).

Thank you so much, I appreciate you, I look forward to seeing you over at the blog for comments, or questions and look forward to hearing your success stories too. Thank you so much, I appreciate you, and I look forward to sharing next week's episode, which is going to be a completely unique episode, something I've never done before, and it's going to be really cool. It was a lot of fun to put together, and hopefully you'll love it, so come by next week and let me know what you think. Thank you so much, I appreciate you, take care. Bye.

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



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