



SPI 253

How to Build Relationships with Influencers with Selena Soo

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Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number 253. Let's talk.

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'd have a uni-brow if it wasn't for his pair of tweezers, Pat Flynn.

Pat: What's up, everybody? Thank you so much for joining me today. This is session 253 of the Smart Passive Income Podcast. I'm really excited about today's guest, somebody who I've gotten to know very well recently. She's amazing, one of the smartest people I've got to know this past year. But before we get to that, I have to tell you about this thing that's in my hands right now. I'm holding it, and it's gorgeous. It's called The Mastery Journal from John Lee Dumas. You may have heard of his Freedom Journal, which was an amazingly successful Kickstarter campaign. Well, he's running his Kickstarter campaign for the next journal, the next step, which is going to help you master productivity and focus in the next 100 days. You can check it out at themasteryjournal.com/pat. I'll talk more about that in a little bit.

For now, let's talk about Selena Soo. You may have heard this name before. She's become well known in the online business and entrepreneurship space. She's a coach of coaches. She helps coach people in the seven figure range. She's with us on the show today to talk about not just the importance of building relationships, and finding influencers, and connecting with those people. I think we all know that that is important and that can absolutely help us grow and expand our business, but more into the how do we do that. You may have heard people say, "Oh. Well, just go out, reach out to them, start that relationship, provide value to them." How do you do that? We dive deep into what those answers are.

During the second half of the show we actually do something fun where I come at her with a particular angle, sharing a hypothetical product that I'm going to come out with, and she shares how she would actually get that thing noticed, and out there, and into the

hands of those prospects and customers. That's going to be a lot of fun. Without further ado, here is Selena Soo, that's S-O-O, from selenasoo.com. Here we go.

What's up, everybody? I'm so happy to welcome Selena Soo here on the SPI Podcast today. Selena, thank you so much for joining us.

Selena: Thank you for having me, Pat.

Pat: You know, I know a lot of people are looking forward to this. We are in a Facebook group together, and a big shout out to all the other group members there. I think you all know who you are. I told them we were doing this together, and everybody was so excited for it. I can't wait, because you guys, Selena has some amazing business knowledge to share. She's a publicity strategist for experts, and authors, and coaches. She has a ton of experience. Selena, when somebody asks you, "What do you do?" what is it you tell them exactly?

Selena: Sure. Yeah. I tell them that I'm a business and publicity strategist for experts, authors, and coaches, and basically I help them get known, get more clients, and ultimately help them reach millions of people.

Pat: I think this is something I think everybody who's listening wants more of. In terms of where to start, there's a billion and one ways to get more traffic and get more exposure. To you, what is the most important way one can begin to grow their business and get exposure out there?

Selena: Sure. I think that number one thing really comes down to developing relationships. I can share a bit about my personal story, and I can share more about what my clients and students have done.

Pat: Please.

Selena: Yeah. When I first started out obviously I did not know anyone, but for years I had been admiring people like Marie Forleo, Danielle LaPorte, and Ramit Sethi from afar. When I was in my mid-20s I

had a quarter life crisis. I wasn't really happy. I was going to these women's life coaching circles and looking to learn from all these different experts. I just really felt like it was people like them that were truly changing the world, you know, people who were helping people think differently about their purpose, their careers, starting a business, how to have better relationships and health. I was always just really drawn to those personalities.

For me, when I meet someone who's amazing I want to tell everybody about it. I kind of became this unofficial publicist. Over time I actually had a chance to meet many of the people that I admired. I live in New York City, and this is a pretty crazy story, but one day I was walking home from a summer internship. I was in grad school at the time. I saw Ramit Sethi on the street. I went up and introduced myself to him. He was kind of shocked, because he wasn't expecting it. I was like walking home and he was right outside his apartment just letting his parents in the car. I don't really look like the typical IWT reader. You know, I'm female. That's probably one of the main things.

I just knew so much about his book and his courses, and we had so much to talk about. Then I started going to these meetups that he invited me to. I met Derek Halpern there, and through Ramit and other people I got connected to Marie Forleo. There's lots of different stories around different relationships that I built prior to starting my business, but a lot of it really just came down to me being willing to approach the people that I admire, find ways to add value to them, and then when I did launch my business on day one my website had testimonials from Marie Forleo and from Danielle LaPorte, and I had Ramit Sethi telling people about my work and magazine editors endorsing my work.

I think there's a couple of things there. One is what I talked about, you know, just being someone who's a giver and adding value to people. People will naturally want to help you. When I asked people like Marie if they would be willing to offer a testimonial for my website she was actually so happy that I had asked her, because she wanted to give back, so that's one thing. Then the second thing

is not waiting for things to happen. Don't wait for opportunities, but actually create opportunities. I remember people saying to me, "Wow. That's amazing that you got a testimonial from Marie. I can't believe it." Some of these people were in her high end 20 to 30 thousand dollar mastermind, and they probably could have asked her for one too, but they just didn't think to ask.

The way that I built relationships with all these people is I proactively identified ways to give back and added value. When you create all this good will and you showcase I guess your expertise by helping people, then you develop a reputation. For me, that's definitely been the biggest thing in getting visibility.

Pat:

I love that. One of the most popular blog posts on SPI is about relationship building and that as a way to actually get more exposure. It's popular for a reason, because this stuff actually works. I would agree with you. I don't want to say lowest hanging fruit, because it does take a lot of work. It's not just you can say to yourself, "Oh. I'm going build relationships," and then it all of a sudden happens. There's some work involved obviously, and we'll talk about that in just a minute, but in terms of to get the most bang for you buck, and it's also fun to just get to meet new people and get vibes from others and help grow your company and businesses together. I wouldn't be where I'm at today if it wasn't for the people that I've been willing to meet and who have met with me, and we've talked and built relationships over time.

You've mentioned a few things there. The first part is you said you have to be willing to approach people. I think that goes along with you need to want it, and you need to go and get it. I think a lot of people know that, that they have to go and build these relationships, but when it actually comes time to doing that the fear starts to come in, you know, that resistance, "Who am I to go up to so-and-so? They're just going to think I'm a grunt. I have nothing of value to add." How do you respond to somebody who says, "Selena, I'm too afraid to go up to somebody"?

Selena:

Right. I mean, I absolutely get where people are coming from. I

myself am actually a really big introvert, and I do get so excited about the people that I admire that I can understand the nerves, but I think there's a couple of things to keep in mind. One of my favorite sayings, and it's a mindset thing, but the moment you put someone on a pedestal is the moment they start looking down on you. It's not to say that we can't appreciate and admire people, but if we're approaching someone and in our head we've got this internal dialogue like, "Who am I to talk to them? I'm nothing. I've accomplished nothing in my career. I'm just a beginner. What can I have to offer? They're just a much bigger deal. I don't want to bother them," we're bringing that kind of negative energy and unbalanced dynamic into the relationship.

The thing is we're all equal as people, and I know for me and many others we love talking to people who appreciate our work. It's something that is so enjoyable to do. In fact, when I'm at an event and someone comes up to me and will say, "I got so excited to come to this event when I saw that you were a speaker," or, "I'm on your newsletter list. I love that recent emails that you shared about X, Y, Z," all of a sudden they're the most interesting person in the room to me. The truth is that we care about people who care about us. Part of it is understanding that the people that we admire do want to hear from us, but we have to just approach them and show them that we appreciate them. Those are just some of the first steps, but I think that when you've got that mindset it really helps.

Then another thing is I also tell myself, "What is the worst that can happen?" I mean, there have been situations where I've been in the room with very influential people. I know that if I don't say hi now, I might never see them again, so let me just go up to them, and just say hi, and talk to them for a minute or two. Yeah. Really, what's the worst that could happen?

Pat:

Totally. I'm an introvert, just like you, and some people might be surprised by that, but when I go to an event and I see somebody that I really want to speak to I start to get clammy hands, and I start to freak myself out. One thing I've taught myself over time is not only to ask myself, "What's the worst that can happen?" because

when you truly think about that answer it's not always as bad as you think. Maybe they just say no or they don't have time right now and that's it.

The other thing that I share with myself and that I love to share with all of you, and I think I've shared this before, is this thing called the three second rule, which is you don't give yourself more than three seconds to psych yourself out. If you see somebody and you want to meet them, you don't give yourself less than three seconds to go up and talk to them. Now, if they're across the room, you don't want to sprint to get in there in three seconds. You would probably freak them out. Just don't give yourself more than three seconds to question yourself. You just go and do it.

It's funny, because I remember when I was first starting out and I was so intimidated by all these amazing entrepreneurs, like you were. I put myself in those situations, and then I started talking to these people, and they were all super friendly and cool. They were just like me. You know, we, like you said, put them on a pedestal, and we think they're rock stars, and they are, but they're also human beings just like us too.

Selena: Absolutely.

Pat: From there you had mentioned being willing to to approach people, getting over that fear, three second rule, what's the worst that can happen, all that stuff. Now, when you start to build these relationships you had mentioned the importance of adding value, and I think you said that four or five times. I think that begs the follow up question, which is how do we do that? I think that is a phrase that a lot of people say and I think we all know now, but how do you, Selena, add value? How did you do that when you met Marie and Ramit? I think a lot of people would love to know the secrets to that.

Selena: Sure. The first thing I'll say is when I think of someone who's influential I think of them as a train. A busy person is like a train. They're on a track, and they're headed to a particular destination.

The train may stop for a couple of moments to open up its doors and let people on, but then it's going to its intended destination. With every person that you're trying to connect with we're all busy and we can only really oftentimes develop deep relationships with people that can help us get to our destination some way or another. I guess it's kind of it's become very natural to me. It's very clear to me how I can help people the most.

The thing is that most of have the same goals. We might think like, "Oh. I'm not a mind reader. How can I know what Ramit Sethi wants, or Marie Forleo wants, or Pat Flynn wants?" But we all want the same things. Some of the things people want are they want to get more publicity and create buzz around their business. They want people to be talking about their business. People want to get one-on-one clients or fill up their group programs. Certain people want to get book deals, or when they've got their book deal they want everyone to know about their book. The list goes on and on, but there are certain things that are pretty common, especially if you're looking to approach a particular type of entrepreneur.

I always keep that in mind. For me it's really fun to help people and especially in a big way, because I think to stand out we can't do what everyone else is doing. Otherwise, you'll become forgettable. I think about a time when Ramit sent me an email while I was in business school. He was redesigning his website and he was like, "I've got these two different home pages. Was wondering if you would have a minute to take look and let me know what you think. If you're too busy, no worries." I remember being in actually my entrepreneurship class and I was so excited. I was like, "Ramit Sethi wants my advice."

I left the classroom, and I went to the library. I gathered this focus group of students at NYU, and we were going over the pages that he had sent and coming up with feedback on the messaging, and the copy, and the positioning, and everything. I wrote to him later that night, and I sent him pages of really detailed, super in depth feedback after talking to over a dozen people. He was blown away. He forwarded it to his team. Even though Ramit has never been an

official client of mine, I've helped him in a number of different ways, and so he's able to get a sense of the quality of the work, how seriously I take these things, how much I really want to help people. That's why he's able to recommend me.

These are the kinds of things I do all the time. Another thing that I did recently, which you know about, because you were part of it, is Marie Forleo got an award from a nonprofit called She's the First. I just thought it would be so nice to get a full page ad in the event program to congratulate Marie for the contributions she's made to our industry and how she's really someone who is impacting millions and changing how people are doing business. I reached out to some close friends of hers and people that she admires to see if they wanted to be a part of the ad. I also emailed my whole email list to give them a chance to participate. We put together this really beautiful ad for her, and she was so surprised and so moved by it.

Pat: Oh. Yay.

Selena: Yeah. Those things are so fun. Thank you, Pat, for wanting to be a part of that.

Pat: Yeah. Absolutely. One thing you did for me is was you knew or you heard through the grapevine somehow that I was traveling to New York for something, and you reached out to me, and we were able to set up a dinner that you had put together with a number of other amazing entrepreneurs, some that I knew, some that I didn't know. It was just a fantastic thing that I'm always going to remember and is probably part of the reason why you're here on the show right now, because I wanted to give back to you for what you did. This stuff does absolutely work. I'm curious. What are some things that one shouldn't do when it comes to reaching out to their influencers and people they want to connect with?

Selena: Yeah. I think one of the biggest mistakes is that people don't put themselves in the other person's shoes. That's kind of like a running theme. Within that there's mistakes people make. Even

going back to the example of you being in town, like I saw in your newsletter that you mentioned, “I’m going to be in town to speak at a conference, and I might have time to meet up with some readers.” I just thought, “That’s great. It’s so exciting that you are in town and that you do want to meet up with people, but it would probably be harder for you to meet up with people one-on-one. What if I created a party with tons of people that you would want to connect with, including your existing friends?” I kind of put myself in your shoes versus being like, “Hey, Pat. Meet with me.” Personally, I prefer to make it an opportunity that is a massive win-win. Yeah.

A couple of things. When people are reaching out to influencers they admire they’ve been following them for awhile. They have so much to say. They kind of feel like this is their one shot. It’s not uncommon for people to send very long emails, emails that maybe are 13 paragraphs long, that have got multiple questions and ideas in them. I remember one time I was sending an email to my list, and I don’t know if I was asking for a response, but a lot of people did respond. One person sent me an email that was super long like that. I was in the middle of a launch, and I had a couple hundred of people who wrote to me.

I really do try my best, even at this stage, to write back to every single person personally. It’s really coming from me. Every email’s different, but I was not obvious able to match the 13 paragraph email. My email was quite short. The person wrote back and was really angry at me. She was like, “Clearly you didn’t even read my email.” I just kind of explained, “I did read your email. I appreciate it, but ...” I had to explain that. I think that a lot of people in their communications are writing things that are way too long, or sometimes they’re emailing people and they’re super vague.

I’ve had situations where someone would write to like we’re best friends. I’m like, “Wait a minute.” I type in their name and I see that they’ve sent me several emails, but their emails were one word things like, “Great webinar,” or, “Love it.” It’s so nice to hear that, but at the same time they’re not making themselves remembered by us, so that’s another key thing to really keep in mind.

Pat: Another thing that I feel like is a big mistake is that you give off this feeling that you're only building the relationship to get something back in return. This is a hard thing to balance, because I think a lot of influencers know that people are going to approach them because they want something else back in return. How do you advise people to build these relationships knowing that hopefully one day something will come back in return, but you don't give off that feeling and you actually do in an honestly and authentic, genuine way actually help people and provide value?

Selena: Yeah. Absolutely. I like what you said about hopefully one day, because that's really the way that we should be thinking about things. It's like, yes, when we're connecting with people that we admire we're connecting with them because there are these natural synergies. There's potential collaboration opportunities or ways to support each other. At the same time, these people are being asked to do things all the time. You don't want to be that person who is just asking, asking, asking. You want to be the person that is giving and valuable person that actually they would want to be able to help you.

I think it's really important to consider the kind of request you're asking for. If you're asking someone for a testimonial, put yourself in their shoes. Does it make sense for them to give you a testimonial? I'm sure everyone would like a testimonial from someone super famous, but if they don't know you that well, they've just had a couple of interactions or you just happen to be a student, it's going to be hard for them to endorse your work, because then theoretically every single student in their program could ask for a testimonial. If you're someone who has been a service provider, or a coach to them, or you've helped them with a significant project, that may be appropriate. You have to first think about, "Is it even appropriate for me to ask for this particular thing at this time?"

Another thing that is really key is just the language you use, because I think the number one thing that all of us care about is that we don't want burn the relationship by making the other person feel uncomfortable. To make the other person feel more comfortable

you want to come off as that you're not overly attached to the outcome, which you shouldn't be. Maybe it's something like, "Hey. I just wanted to run the idea by you," and then kind of run the idea and see if they're interested or not versus, "Can you do this?" Or, "What do you think about this?" I find that even those small tweaks make a really big difference.

Pat: I like that. That's great advice. Let's shift gears here. I'd love to present a few scenarios to you and have you respond with how I might be able to, I being sort of the hypothetical situation, might be able to get the best publicity, because that's sort of your specialty is how to get more publicity. We talked about the importance of relationships. I think no matter what you're doing you should try and build relationships over time. I think depending on what your goals are you're going to have different ways and methods to get even more publicity. Let's say scenario number one, and this is more of a selfish ask, because I am coming out with another book in the near future, but I also know people in my audience, most of them are writing books, or have written books, or have a book in them. I'm writing a book. How do I get the most publicity to get the most readers for my book?

Selena: Sure. When people are looking for book PR there's a couple of things I think about. When you're selling a book, and usually a book's about \$20, that is something that would be interesting to a mass audience. There's a lot of people I find that are selling high end programs, like a \$5,000 or a \$10,000 program and they're thinking that being in a magazine or on TV would move the needle. You know, it's a great credibility market, but those are not your ideal buyers. People in magazines are looking to buy \$20 books and things like that. If you're looking to write a book, then I do think mainstream media's important and can really help you with a big book advance. It also gets your audience really excited like, "Oh my gosh. Pat was featured in Entrepreneur Magazine, and Forbes, and so forth." Those are the things I would think about for books.

Then the other thing I would think about is of course, you know, where are your ideal clients hanging out? I seriously think that

podcasts are one of the best forms of publicity, because people who listen to podcasts, they're serious. They're not just skimming through a magazine casually at the Dentist's office. They are choosing to invest 30 minutes or an hour of their time to really improving themselves and really learning new ideas. If your book is on a business topic or self help topic, then podcast listeners are going to love it.

Also, the cool thing about podcasts is these are not media companies with lots of very strict rules. With certain media companies, like magazines, you can be too promotional. Otherwise, it's like you should be buying an advertisement, whereas podcasters are really open oftentimes to finding ways to support these entrepreneurs on their show, and give shout outs to their books, send people to opt in pages to get more information. Podcasts do drive a lot of sales, so those are the things that I would think about in your situation.

Pat: Very nice. Podcasting, getting on other people's shows, obviously the relationships that you built will help for that. In terms of let's say I wanted to get in magazines and mainstream media, what's a tip of two you have for me to be able to talk about my book on TV or in a magazine?

Selena: Yeah. Sure. One thing that I recommend people do is sign up for a newsletters service called HARO, which stands for Help a Reporter Out. Every day you'll get emails based on stories that reporters are currently working on, and they're looking for experts and sources. If you can insert yourself, again, into this influencer's goal, that's one way to get into a story. Then of course sometimes you're going to want to have a story just about your book, and so in that case you would pitch someone directly. Again, if you've spent time before your book launch to build some relationships, that can really help. Maybe you've been featured in a particular outlet before and now you're coming back and you're saying, "Hey. I've got an update. I've got this book coming out." That can really help.

Other times we don't have the relationship, and that's okay. I find

that it can be helpful to go through these magazine's media kits, and they're online. They're online, because advertisers want to see what's the theme of each issue, and how can we plug ourselves in? You can just literally type in the words let's say, "Entrepreneur Magazine media kit." That will come up. Sometimes they ask for your name and email, which is fine. They're not going to contact you. It's just to collect advertiser information. You'll see what their themes are for every single issue.

I remember looking at Oprah Magazine and there was one issue that was on technology and money. I remember thinking, "Oh. That's perfect. Ramit Sethi has an app called Negotiate It." Then I pitched at that point. It was received, because it was timely and it showed that I was paying attention. It tied back into something. You might want to take a look at the media kits, and then also think about does your book tie into something timely that is happening in the world right now or something that is seasonal? If you've got a relationship book, a great time to launch that would be Valentine's Day, because that's already the existing conversation that you can plug yourself into. Or if it's entrepreneurship, there are months like entrepreneurship month or a certain kind of entrepreneurship day. Yeah. Thinking of ways to tie it into the existing media conversation.

Pat: Yeah. You have to realize that these journalists and people in TV and magazines, they need content, because their stuff has to come out. If you can get in front of them and show them that you're the thing that should be featured, then absolutely. When I started thinking about it that way it really opened up my eyes for all the opportunities that are actually out there. It becomes this more you're living in an abundant world where there are all these opportunities. That's great. We took care of the book route. Let's say for example now, scenario number two, that I am creating an online course and I would love to get as many students in there as possible for my upcoming launch.

Selena: Yeah. Great. Well, I think if someone has an online course, their ideal targets are students who take other online courses. You want to think about how can you be a star student in programs that

you're already involved in. Right? That's something that is very powerful. Even though maybe there are not millions of people in an online course, there may be a couple hundred or a couple thousand that are super targeted. I know that for every course creator, even if they've been successful in the thing they're teaching, they need to show it's not just me. There are other people too. They are literally searching for students to publicize, and promote, and to say, "oh. Look at my successful student that went from A to Z and got this kind of result."

If you're a successful student, sometimes your teachers, they might promote you in Facebook ads. They may highlight you in the groups you're in. They may send newsletters about you. You may be incorporated into launches. Of course their launch might not tie in with when you're launching something, but that's just something to really keep in mind. Again, these people who are teachers and mentors, they're people. They've got audiences, and they've got lips. They might even be willing to promote it and become an affiliate. I would say that's something really to consider. Also, they may have podcasts or guest post opportunities, so really focus on where the students are hanging out, which is around other course creators.

Again, I think that podcasts are really good, because investing in a course is a big decision. Courses are at different price points. For me, most of my courses are actually at a \$3,000 price point, so that's above the industry average. It's a big deal for people. I don't expect to just send out a link and say, "Buy the course." Maybe if it was something else that was like \$5, it's like a no-brainer thing, but this is something that really people have to consider. For me, I love doing podcast interviews. I don't have my own podcast, but I go on other people's podcasts, and I use that as content for my audience.

Also, when you're selling courses, it's not just like the cart is open. The selling really needs to begin and the relationship needs to begin the moment that people join your email list, because that's when they're most excited about you. What I do with my nurture sequence is I put my best pieces of media and publicity in my

nurture sequence, so that I know that everybody gets it. If I did an interview that I know really moved people, and helped people, and really showcased my expertise, I'll make sure that's in the nurture sequence so that right away they're like, "Oh, wow. This sounds amazing. I want to learn from this particular person." Leveraging key guest post pieces and podcasts, putting that in nurture sequences. You can also put that in a pre-launch sequence, because when you're about to launch something you should be more active and engaged with your audience, and they should be hearing more about you, thinking about you.

Then for me, when the cart was about to close for one of my programs I said, "I know it's a big decision to join the program, and I want you to make the most informed one. For some of you you're just learning about me for the first time." People said, "I was going to join your list a couple weeks before the launch begins." I would say, "Here are two of my best podcast interviews for you to get to know me better, where I talk about the particular topic that we're covering in the course."

With webinars obviously not everybody on the list is going to attend your webinar. A lot of people sign up and they don't show up, or maybe they try and listen to the recording and don't get around to it. I love webinars, and a lot of my sales come from that, but I'm not capturing my whole audience. When I share a podcast interviews and powerful guest posts that share content that is going to really help them and impress them, but also where they're like, "Oh. It's not just Selena who's saying she's the best. It's Andrew Warner, who's interviewing her and saying, 'Hey. This is someone you need to pay attention to.'" It's business insider. It's John Lee Dumas.

That's really important, and I think one thing I want to add to this is right now a lot of people are focused on Facebook ads. I think that Facebook ads are great and that people should consider putting some time and attention towards them, but at the same time it's different for you to kind of blast out to the world, "I'm the best. Opt in for my gift." It's different when you've got these third party endorsements from podcast hosts and big media brands that have spent decades building prestige and credibility and you incorporate

that into your launches.

Pat: Yeah. I love that. I think it was Mark Zuckerberg actually, obviously founder of Facebook, who said, “There’s no better recommendation than one that comes from a trusted friend or one that comes from a friend.” If you can find the friends that would then endorse you, it’s going to mean much more, and it’s going to be almost like free marketing, if you will, instead of having to pay for ads that may or may not convert. I know ads are sexy and they’re fun, because you can get to a point where you’re trading quarters for dollars, and dollars for five dollars, and things like that, but I think you’re right. Getting into the webinars and the other people’s podcasts is great.

I think the strategy you mentioned where for people who don’t buy off of your webinar and people who maybe don’t even attend your webinar, because life gets in the way, sending them to a podcast is great, because you’re giving them still the ability to build that relationship with you, even when they’re not there watching live, but they’re listening to you and your voice. They’re getting to know you, and like you said, they’re getting this third party endorsement about you. That might help that person who’s on the fence actually end up buying, which is great.

Selena: The other thing I’ll add is that doing a podcast interview is a lot easier, from a time and effort perspective, than creating a three part video series that you want to perfectly script, and you’re bringing in a videographer, and choreographing the whole thing. It’s just showing up and talking. The thing with podcast interviews that are so great is it’s like people are listening into a conversation. It’s real. They can really connect with someone. Video series, they definitely have their place, but it’s a different feeling. Sometimes these more casual conversations can be more effective.

The last thing I’ll say about the publicity piece or one of the last things is that people are more likely to share on Facebook, “Wow. My mentor, my friend is in Business Insider. Oh my gosh. This person landing an interview on Smart Passive Income. Check it out.” They’re more likely to do that than be like, “Hey. Check out this person’s opt in page,” or, “Hey. Show up for their webinar.” It’s

a really great way. It's like you're getting publicity just by being featured, but is this something that people in your audience will be excited to promote, and there are certain ways that you can encourage them to promote it as well, through your newsletter and there's all sorts of things, but you can really leverage that publicity, so it's reaching so many more people.

Pat: I love that. I love that. Sweet. Let's move on to one more scenario, if I may. That is let's say I am an expert in something, and I want to share that expertise, not with a group, a large group in the course, kind of creating the online course and not being always accessible. I want to be very accessible, but I also want to charge a lot of money for it, as one should if you're charging for accessibility. This is more like high end coaching. I'm now looking for not the person to spend a couple hundred dollars or even a thousands dollars for a membership site or a course, but I want somebody to spend thousands of dollars to work with me, to have me hold them accountable, to walk them through the steps of something. How do I find those people?

Selena: Yeah. Absolutely. Let's say you have a \$5,000 coaching package. One thing that I like to do is have people email their email list, if they them. If they don't, I have another option for them, but to ask them, who are your favorite experts that you follow in this particular area? Then you could also ask what are your favorite blogs and podcasts in this particular area? Then you can also survey and get more information about the person who is submitting it. Then you can see all my audience is listening to this particular podcast, they're all reading this blog, or they all admire this particular person. Let me see where that expert is being featured. That leaves a lot of clues.

The other thing is if you don't have an email list, you can post it on Facebook or you can post in inside Facebook groups, but you also want to get that input from the right people, because if you're an entrepreneur who is selling online courses let's say on webinars, you don't need to know that your friend from high school loves reading People Magazine. It might be like for my entrepreneur friends or for my online course creators out there and then posing

that questions. Rather than kind of scratching your head and figuring out where should I be seen, just ask your ideal people where they're already spending their time.

Pat: Yeah. I like that. Again, for everybody listening, we're not talking about how to sell more of your course or your coaching. It's obvious that if you have a list, you start with your list, or if you have existing customers in your digital course, that you can go back to your customers and ask them to potentially spend more money with you to get even more access to you and higher level coaching. I think that that's obvious. What we're talking about here is getting new people to realize that we have these things to offer. I think that's really smart. Speaking to your people and asking, "Where else do you go for information?" And being able to align your audience with their audience, right?

Selena: Right. The other thing I would add to that when you're looking for high end clients is the busier and the more advanced in business that person may be, the less time they have. Someone is less likely to listen to a one hour podcast interview versus skimming through a guest post. If you're in Ink and you're talking about your top tips in productivity, more people are likely to click that and spend a couple of minutes reading it versus listening to the whole podcast interview. I think it's good to have different types of media, because everyone has different preferences, but if you were to do a guest post, you could also share the full guest post or a portion of it in your newsletter.

What I really like about guest posts is that you really have an opportunity to share you're thought leadership ideas. You really have control over what you say, whereas with other forms of media, let's say TV, you're on TV for a couple of minutes. You might not be able to control what they decide the segment is going to be out. Yeah. I do find that for high end clients it's really good to have some guest posts in key places. I've had people say things like, "When I read your article in Fast Company ...," and the reason why they read it is because I shared it with my newsletter list. Otherwise, they wouldn't have read it. You know? Make sure to put it in front

of people. They're like, "I read this thing in Fast Company. I read this thing on Business Insider. It was a sign to me that I was meant to work with you." People in your audience get really excited when they see that you are being recognized as this expert. It really does make a very big difference.

Pat: Yeah. I think with the high end clients, that's a big commitment to spend that much money with you. If somebody finds you for the first time, likely they're not going to come at you and say, "Oh. I read that one article. Bam. Here's all this money." It's going to take some time. I think you had mentioned that you had had a conversation with people first. I also know a lot of people who have gathered a lot of high end clients through means like Snapchat, where they're having one-on-one conversations with people who initially found them somewhere, who followed them on Snapchat, or Instagram, or wherever.

Then they started chatting with each other through DMs, and you as the influencers learning more about this person, understanding more, showing that you are accessible, showing that you care, even providing a few tips here and there to a point where then they see that you have this higher end thing to offer they're going to feel like, "Yeah. I already got a small taste of what it was like already. Heck yeah, I'm going to spend that money, and I trust this person already." Those DMs and those messages between you and the potential client are really, really important.

Selena: Yeah. That is really huge. Another thing I'll add with high end clients is they tend to hire based on referral. They don't want to Google or even ask a million people. Sometimes they will just ask a friends of theirs that's really connected, "Hey. Who should I hire to design my website?" Even if they do post it on Facebook, if a certain person's name keeps coming up again and again, that's going to mean a lot to them. Part of it is also just making it known that you're an expert in a particular area. For some people and actually for many of us, there's a lot that we know about. If we're an online business owner, as we grow our business we know about team. We know about webinars. We know about publicity. We know about podcasts. We know about 17 different topics. It's hard to be known for 17 different

things. It's hard to be the go-to person.

For me, I want to be known as the person that helps people get more publicity and ultimately impact millions and the person who helps others develop these high level, influential relationships that opens up doors to the opportunities of a lifetime. For me it's all about brand building, and visibility, and those high level connections. I mean, there's a lot that I could talk about team. There's a ton that I could discuss around business model. I'm very thoughtful and strategic about how I go about my business, and I've had the chance to work with so many seven figure entrepreneurs on their business, so I see what's happening. There's a lot I can share, but that's not the thing that I choose to be known for. It's on purpose.

Pat: Yeah. You're kind of putting your stake in the ground and saying, "Hey. This is what I'm going to be the expert in, even though I could be the expert in all these other things. Nobody will hire me for something and spend a lot of money with me unless I were to actually say, 'Hey. This is who I am and what I can offer.'"

Selena: Right. Exactly.

Pat: Yeah. I love it. Selena, we've been talking for about 40 minutes now. I know your time is precious. I want to close up by asking you just one more question for everybody else out there listening, who sees all this amazing success that you've had and you've helped other people have, who are kind of in the trenches right now. They're struggling. They're seeing small bits of success here and there, but it's not quite moving at the pace that they want to. How would you help those people? Who would you coach those people out of that trench, into more rapid success, and exposure for their brand, and more clients?

Selena: There's a couple of things. I think the first thing is that if we want our businesses to up level, we have to invest in ourselves. Very early on I invested in a high end coach. I joined a mastermind program. That was really a game changer for me, because that provided me with a network. It also provided me with the information I needed. I had a lot of information gaps in the beginning. I think it's a really smart

idea to invest in online programs that have community, because as you're growing your business there are so many questions that come up every single day. When you've got that community you can get feedback in the moment from different people in the community, and also if the coach does Q&A calls or if there's a coach that you've hired one-on-one, then you can get feedback from them too.

Another thing that I think is really important is strategy. I think that a lot of people struggle in their business because they simply don't have the right strategy. Strategy includes a lot of things. It includes the offerings that you have. It includes how often you plan to launch them, what you want to be known for. Sometimes when we have the wrong offerings, or we decide to take a certain path, or we're doing 17 things at once, like we're not going to be successful. Sometimes it's actually less doing and taking more time to intentionally decide, "Okay. These are the few things I'm going to focus on, and say yes to, and go all in. Along the way I'm going to get support from the communities I'm a part of and my mentors, and colleagues, and friends."

I know that for me I've grown my business very intentionally. I like to share that there's a lot of things I don't do, and I like to share that, because I don't want people to think that there is one particular formula for success. My website right now, I haven't updated it really since the day I started the business. I did one kind of update with the landing page, and then they can scroll down and see the rest of the website, but the content is from four or five years ago. It's not even fully up to date. I mean, it could be a million times better, but I don't spend my time there. You know, I'm not on Instagram. I don't do Pinterest. I've never done a free challenge. I've never done a Facebook Live. I'm not writing a book.

A lot of people say, "You've got to do this. You must do this." It's not true. I think there's many paths to success. It's kind of like there's many ways to go to Chinatown. You could take the bus. You could take a helicopter. You could grab a ride with a friend. You could take the subway. Everyone's going to have their different path. I think it's really important to get clear on what are your natural strengths, and

also what are your preferences, and what feels good to you, and focus on that.

For me, I like writing newsletters to my list. I like doing podcast interviews and sharing that. That's the way that I choose to connect and engage with my audience. There's lots of amazing things that are great for many people. They're just not my preferred method of getting the word out about my work. I hope that people feel relieved hearing that, that you don't have to do what everyone else is doing. I've been able to grow a seven figure business by doing less. Yeah. That would be my top tip is really the strategy pieces.

Pat: Yeah. Thank you so much, Selena. I feel like we could talk for hours and hours, but maybe we'll have to just invite you back on the show later on. Until then, where can people go? You actually have a couple gifts actually, you had mentioned earlier, to share with people. What are those things exactly?

Selena: Yeah. Sure. At the beginning of the podcast we were talking about things like going to events and connecting with people in person, so I created this guide called The Ultimate Guide to Meeting People at Events. You can get that at selenasoo.com/eventguide. There is over 24 tips. It's a really valuable guide. A lot of people have printed the guide and brought it to conferences with them or used that as their conference prep, so it's something that I encourage you to check out.

Then I also have another guide. You can get that at selenasoo.com/spi, and it's about how I went from zero to 157K in my first year as a coach. I think that it's really important to see what other people have done, because you don't have to reinvent the wheel. Success leaves clues. I really break down what I did in year one. Very early on I actually launched a mastermind. When I first launched as a year long program it was \$2,400. I had referral partners literally send mastermind clients to me, and these people would enroll in my programs. I had how I developed these referral partner relationships, the exact script that I gave them or the email to forward along to prospects. I share a lot of detail also about my price points, how my program offerings change and how I price

them. It's a very in depth 31 page report. If people want to check that out, they can go to selenasoo.com/spi.

Pat: Awesome. Thank you, Selena. We appreciate you, and all the best of luck, and congrats on all the amazing success.

Selena: Thanks, Pat.

Pat: All right. I hope you enjoyed that interview with Selena Soo. She mentioned a couple links there at the end, some giveaways, so selenasoo.com/eventguide and also selenasoo.com/spi for how she was able to grow her business so massively fast in a short period of time. Obviously all the links that were mentioned in this episode can be found at the show notes, which are available at smartpassiveincome.com/session253. Those links include links to John Lee Dumas's brand new product, which is live on Kickstarter right now. You can check it out at themasteryjournal.com/pat.

What's cool about this is just imagine how it would feel to end every day feeling proud of the progress you've made and everything that's you've accomplished. Imagine how it would feel to have a plan in place for how you're going to get one step closer to accomplishing the goals and the projects that you've set for yourself this year. No more struggling with distractions. I have this book in hand myself and I've gone through it. I love the strategies that he's using to help people with their productivity and focus.

I highly recommend you check it out. He also incorporates the Pomodoro Technique and Parkinson's law to help you get more done than you ever thought possible. This is definitely a book for those who really want to succeed. Again, one more time, check it out at the themasteryjournal.com/pat. He's got a number of different packages you can get involved with there, and every time he reaches a funding goal he's writing a check on behalf of The Mastery Journal to Pencils of Promise, so how could I not support this? This is amazing, themasteryjournal.com/pat.

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check out 99designs.com, which is cool, because you can put up your description of what you're looking for, and different designers from around the world will compete for your favorite design. You get to pick your favorite one and walk home with it, which is really cool. What's even more awesome is it's very economical and the turnaround time is extremely short. Within seven days you can have that design you can use for your next logos, or eBook cover, or webpage, or landing page, or t-shirt, or whatever it is you need designed. Go ahead and go to 99designs.com/spi, and you'll actually get \$99 put towards your next design project there. Again, that's 99designs.com/spi.

Thank you so much. I appreciate you, and I look forward to next week's episode where we actually don't have any guests on the show. It's just going to be you and me talking about something that I've been working on for quite a long time and sharing the lessons I've learned along the way. It's going to be very revealing, and I look forward to sharing those tidbits with you then. Until then, keep rocking. I appreciate you guys. See you on the next show. Bye.

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