

SPI Podcast Session #25 - Transcript

SPI 025 : More Online Business Success Stories from People Who Don't Teach People How to Make Money Online - Part 2

show notes at: <http://www.smartpassiveincome.com/session25>

Pat: Hey everybody. What up and welcome to the 25th session of the smart passive income podcast. My name is Pat Flynn and thank you for joining me today. I'm really excited because we're going to be continuing our two part podcast series which includes interviews from people who are making a living online without having to teach people how to make a living online. In other words a lot of people think that the only way to make money online is to talk about making money online. That's definitely not the case and this is why we have our two part podcast series. This is session number 25. If you haven't done so already I recommend you listen to session number 24. We had some fantastic interviews from three people who are making a living online doing some three totally different things. It just shows that if you take action and you have somewhat of a good idea you can do what you want to do and make a living online and have a flexible schedule and live the life that you want to live. Hopefully the interviews we have today will solidify that for you even more. Let's get right to it. Let's go to our first of four interviews.

Jordan Cooper

This first one is from a guy whose name you might recognize especially if you've attended blog world expo. His name is Jordan cooper. He has a blog at notaproblog.com. He's actually a stand up comedian gone online. He does talk about social media and blogging on that particular blog. However that is not how he got started and actually that's not how he makes his money online. He makes his money online from a product and website that involves a particular video game. The domain is at fm-britain-co.uk. Again I'll have links in the show notes and you'll understand exactly what this site is about in the interview. Before we get into that first I just want to welcome Jordan to the show. Jordan thank you so much for being on the smart passive income podcast and sharing your story with us today.

Jordan: No problem whatsoever. I listen to your podcast all the time, all the backlog. I'm five or six episodes behind but it's always in the car. You're one of the few online marketing podcast that I don't fall asleep listening to.

Pat: Thank you. I appreciate that and I'm happy to feature you on today because you have some great stuff going on. I mean not a pro blog has some great information. Of course that many of the audience probably knows you from already but what I didn't know is this other stuff you talked to me about which I want to talk to you today. How is it that you are primarily making a living online today?

Jordan: I do have multiple streams of income. As you teach people that multiple passive revenue streams so you have no single point of failure but most of the money that I make I would say maybe about 60% of my income comes from a video game site. Basically 99% of it is free but we make our money selling premium strategy guides for just one video game. It's not for multiple video games. It's a video game that most people have never heard of.

Pat: Try me.

Jordan: Football manager.

Pat: Nope, I've never heard of that game.

Jordan: It's the top selling pc game of all time in the United Kingdom. It sells about 1.5 million copies worldwide.

Pat: You have free content that you give people on the front end then you have, is it an eBook or access to a membership where they can get a strategy guide for football?

Jordan: It's an eBook. Basically this site never started. This was my foray into online marketing. I didn't start the site because oh this is a way to make money. I didn't even start the site. It was a site that's been up now for five and a half years. It's a very cult community. I started playing the game and then got involved with this site. I got on their forums and I produced so much content for them on the forum they started featuring my articles on their main page and then I just basically worked my way up to basically owning the site because I'm a web developer. I was helping them out to do everything there for free over the course of four years we've had nothing to sell. We were just doing it as a hobby. There was no monetization strategy or anything.

Over four years we produced over 189 articles, pillar, these are like 1500 plus word posts, 54 podcasts, three training videos and have a forum that has 12,000 members. This is before any type of monetization. When I took over the site as the primary administrator we also came out with 13 different strategy guides that were in sort of pseudo eBook type of download format and then when I looked at our stats I saw that in 2009 our eBook which was translated in 12 different languages was downloaded over 700,000 times. When I saw that there's got to be a way for us to make money doing this because I looked at the Google analytics, I looked at all that, getting 5,000 to 6,000 unique visitors a day.

It's disgusting only because we built up a brand. We didn't do it for any business reason. We're just very active on the official forums. We got involved with the beta test for the game and actually were credited inside football manager 2010 for the new tactics creator they made for the game. They based it on our strategy guides.

With all that brand equity in 2010 we launched our 14th strategy that everyone knows about that

we do every year and instead of selling it we just gave it away for free but this time as opposed to the other times we put it behind an email opt in. Ever since we put that up and it's still up. Ever since then we've gotten 160,000 people on our email list.

Pat: That's what you use to drive sales to premium stuff.

Jordan: Yes and I have it setup to go into an autoresponder series that they get more information. I don't sell them immediately. If you've already gotten our basic guide it's kind of a very hard sell because we already gave you something that is worth paying for. Over the course of about a month and a half. They get more like how to manage your defence, all these little things on how to play the game better and then eventually they'll get a little bit more of a sales pitch on well we have this. Our eBook is only \$12 if it's converted into dollars in America. We sell it in pounds but it's PayPal so you can change it to whatever currency you want.

Through that and through display ads, we have display ads but for our stuff. We don't do any adsense. We barely do affiliate. Our affiliate sales count for about 3% to 4% of our income but over the course of a year and a half since we put out premium guides we've made a little over \$50,000 off a \$12 book.

Pat: This is crazy. Football game, you're talking about soccer right?

Jordan: Right.

Pat: Because it's in the UK which is a huge thing but to have this kind of brand equity like you were talking about. The story really reminds me of my own story with greenexamacademy.com, how I just built that site with no even thought to making money from it in the beginning and it just kind of took off. I became an expert and then I decided I was kind of forced to because of the lay off to monetize it and it was so easy to do that because I had so many people just thanking me for all the great content that I already put out. It sounds exactly the same. It's like mirror to mirror.

Jordan: We had our writers, our administrative staff were older than most of the scene in that community. One of our guys is one of the moderators of the official game forums which has over 200,000 members and both of the primary strategy guide writers one has a PhD and the other is currently getting a PhD in History. That's why our writing is so superior to 19 year old kids who are writing about the game. They write good stuff it's just that we have a niche inside of a niche. A lot of people even in our community, the football manager community don't even like our site because we treat it very analytical and take it very seriously and only do one aspect of the game but for people who are tactics junkies, that's exactly the type of stuff that is up their alley. They have no problem devouring our content and then paying for a premium guide.

Pat: That is such an amazing story and there's a few other people out there who you may know. Chris Guthrie, he also got started in the video game thing which you wouldn't really think of. Video games as being a platform to launch an actual online business and you can tell how

serious you are about this and how it is a business. Do you enjoy what you do?

Jordan: Yes but it is passive income only because I mean one of the smartest things that we did was I mean we did get a lot of backlash in the hardcore community because we were pretty much the first fan site for this game to ever sell something. The game has been out for almost 20 years and it's all fan sites that have here's some article, here's some graphic, here's some things you can put in the game, here's whatever. Forums and stuff like that but what we did is that since a lot of these sites are run by as a hobby. They're run by more younger people. We basically created what Frank Kern would call a syndicate. We affiliated everyone. We made banner advertisements. I made affiliate templates. The same things that you would do for any type of online product. I pretty much sent out a mail saying hey, you could get 20%, 25% depending on the site and put up an ad for our book and you'll make money. We're giving the opportunity for the rest of the community, the other sites to make money as well. That gets our word. Even though we're bringing in 5,000 uniques a day some of these other sites are bringing in three times as much. You're getting the entire community gets...

Pat: It's all feeding back to you in the end.

Jordan: It's all funnelling back. Yes but they get to pay their hosting bill. They get to pay their forum software. They get to pay for all that stuff. By putting all that together it creates this ecosystem where people could work together more in creating good content because we do one side of the game but a lot of these other fan sites are very good at the graphics at the players list and a lot of the other stuffs. We link out to them all the time. People come to us and go hey where can I find this. I'll say go here, go there.

Pat: They're happy to repay you by putting it on a banner ad up for you tactical book. Fantastic. That stuff you see a lot in the internet marketing industry with different software products that everyone else in the internet marketing industry can do but this is a prime example of someone doing this in something way beyond that. This make money online industry and it's just super smart. I think it could applied to a lot of other industries as well not thinking of people who you'd normally think of as competitors but actually kind of teammates or people who can, you're all working together.

Jordan: The thing that always baffles me within the internet marketing space is that the concepts that people are teaching about in that space they work like clockwork as long as you're out of that space. I think people that get involved in this business blogs or online information products they stick too closely to a blueprint system instead of taking the fundamental concepts and then applying it to a wholly outside niche that you're passionate about and then seeing what works because there are a lot of things that bloggers would say that don't apply like the one biggest thing about our site is that our posts have no comments. We don't have comments enabled. People would be like how could you not have comments.

Our community, our niche community is so predicated on the forums. It's a very, very big forum

community. That demographic doesn't even understand comment systems. They'll go on the forum and say something about it. We don't need a comment system or the way that the blog is organized or newsletter. We come out with a monthly newsletter where we give out like basically a link to every other site saying here's the best content about football manager all over the place but in the internet marketing space you don't really see it. People use their lists as I have this, I have that, here's a new blog post. We don't do any of that. We intermix our own in there but these are video gamers that don't have that much money and are very averse to being sold. I really have to pour on content after content after content and even if it's not our own just so people make us the resource like oh we have their best interest in mind.

Pat: You become the hub basically. I mean it would be silly for people to not go to you for any type of information because you have it all. That's really great. We could talk forever about that and just get deeper and deeper. I know you have some other businesses going on as well, multiple income streams. What else do you have going on?

Jordan: Right now I'm doing a lot of local like offline stuff that's being led by online marketing initiatives. I think to me personally it's a goldmine. I don't think enough people are doing it.

Pat: Can you elaborate a little bit on exactly how it works?

Jordan: Being a comedian, making money as a comic unless you're very well known sucks. It really does. I mean touring and making a couple hundred bucks and paying for gas and driving everywhere, it's horrible and since I've been doing it for 15 years I'm also a very good teacher. Me and this other comic run comedy classes here in Louisville and we're also starting to produce shows as well here in Louisville. It's a physical show. We're not looking to make money off of an online based product. We're looking for people to actually physically come to out to a show or physically come out to a class or a company to sponsor a show. What we're doing we're taking these online marketing concepts and applying it to that offline business and basically using content to get the visibility out for all these other things. That's why we recently launched louisvillecomedy.com. We also have undergroundcomedyschool.com. It's a physical thing but basically using adwords, Facebook ads, even stumble upon I've been using to basically just target people within a 25 mile radius of Louisville and then drive people to take a class, to go to a show.

What we do with the classes we do the typical online marketing strategy which is here's a free eBook, here's a 26 page guide on how to break into stand up comedy because people will type in comedy classes, break into comedy, stuff like that. If they're from Louisville we have the only class so we get people on to our mailing and we also have postcards that we put up around town in the comedy clubs here.

Pat: Your adwords as far as payments and stuff must be ridiculous low because of that.

Jordan: Yes because there's rarely any that's competing against these local keywords. I mean

we're paying 12 cents, 15 cents a click. I still have to get a quality score up a little bit more but I mean we're not doing that bad but basically about half of our class, we always sell out our classes and about half of the admissions come from the postcards, come from I saw your postcard, went to your site and signed up but half of ours come through our free eBook plus autoresponder. The autoresponder gives them more information about how to break into stand up comedy which all ties into what they'll learn in the first class. They pretty much get four emails over the course of 12 days.

That kind is like oh if you read the book do you have any questions? Email us. Week one in the class we cover this and here was our experience with it but they're getting stuck in there that they actually want to read and then half of our admissions from our comedy classes which we do one every two months of 12 to 15 people. They come from our autoresponder. People that we've never met. They've never seen a postcard.

Pat: All automated.

Jordan: It's all automated. Right exactly, I don't have to do anything. It's the same with the football manager stuff. Other than the fact that the game comes out once a year in October or November. It's about a couple of week's worth of work. We have the guys that update our strategy guides like that and then I set up everything so that could be sold. Once everything has been setup and the autoresponder's setup, everything like that, the next ten months other than monitoring it, it really works on autopilot.

Pat: That's great. Are you using like ejunkie or one shop...

Jordan: Ejunkie. We use Ejunkie for the football manager site and for the comedy classes and the shows we use eventbright.

Pat: Nice. I use ejunkie too. Eventbright, that's great. This is really awesome stuff, Jordan. Going the local marketing route is also...

Jordan: Also with the local stuff there's so much to be made there because a lot of local businesses are horrible at online marketing and what I've done here is I made a partnership with the biggest local comedy club which is the Improv. If you've heard of it. They have locations all over the country and pretty much they normally have radio ads and promotions on their weeks like for Thursdays and Sunday shows because they make most of their money by selling drinks. They have no problem giving out free passes if there are seats open. On a lot of Thursdays and Sundays they have no problem letting 50 people in for free. I setup a deal with them that if you go my opt in to our mailing list is get two free tickets to the Improv which are normally \$15 tickets.

They don't do any online marketing. Like basically come to our site to get free tickets. Get on our mailing list to get free tickets. It's an offline business but you could use the same exact concepts for an information product as you would with that especially when the local businesses, really

they could be doing it themselves they just don't know how to do it.

Pat: There's a lot of opportunity out there. I actually know there are quite a few people who have actual physical stores who listen to this podcast. I mean this is great stuff for you guys and you may get a question or two with regards to that process. I'm just going to leave it there and Jordan I just want to thank you so much for all that information. Just really quick, a couple quick questions. What is the best part about doing business online like you're doing now?

Jordan: I'll always say making money doing something you love. There's nothing else. I'm sorry this interview wasn't hilarious by the way.

Pat: There was some hilarious parts. We can do another one later. I could just have you on the show. We could maybe talk about that local marketing stuff and get down and dirty on that one if you want to. What's the worst part for you?

Jordan: I don't know. The worst part may be having partners or having people that really don't understand the amount of work it takes to do all this like a lot of people just don't realize what I do. Like what do you do? The website's up, is there anything else to do? Are you kidding me?

Pat: Automation baby and lastly any quick tips for anyone out there who wants to start an online business? You've obviously done it and you've done it in a very unique but natural way. Any quick tips for anybody out there?

Jordan: My number one tip is research and read as much as you can but after you read something do it and see what works and what doesn't and then read and then do it. Read and then do. Go back and forth like I've read pat, your backlinking strategy. I think that's the best article on your site. I read it because I'm building up some link wheeling and stuff like that. I'm going to read it and I'm going to act upon it. See if it works and if it doesn't work then whatever. I may need to change anything but there are too many people that read a lot then don't do or there's a lot of people that do a lot and make tons of mistakes without ever realizing and they do it over and over again. I think the balance is read about it then do it. Don't read about anything else until you're finished doing it and then ready about something else.

Pat: Absolutely. It's really very easy to get distracted about other things that you could possibly do without even finishing what you were doing in the first place. Great session. Thank you so much for being on. Where can people go to find you and learn more about you?

Jordan: Feel free to go to notaproblog.com. I haven't it in a couple of months but it's pillarish.

Pat: It's good stuff.

Jordan: It is what it is. There's some YouTube videos. You'll at least find it funny. It's not going to be dated so just go over there and feel free to browse around the archives.

Pat: Cool. Thank you man. I really appreciate it and everybody check out Jordan cooper at notaproblog.com. Special thanks to Jordan cooper again. You can check out his football manager website at fm-britain.co.uk. Again I'll have show notes on the blog at smartpassiveincome.com/session25. You can go there right now and check out the links there.

Cara Faus

Our next interview is from a woman who has a fantastic story and this is kind of really a touching story because it deals with kind of a health issue that was going on in her life and in her family. This interview, the one that you're about to hear is a little bit different from all the other ones but it's inspiring at the same time. Without further ado please welcome Cara Faust. I have Cara from Arizona with us today and I'm just going to ask Cara like I do with the other people kind of a few questions about their business and hopefully this will inspire you if you haven't yet started your own online business or even if you have. First Cara, welcome. Thank you so much for being here.

Cara: Thank you for having me.

Pat: What is the name of your business and what is your website address?

Cara: My business is grain free meal plans and then blog is health, home and happiness. I started the blog way before I had an idea for a business.

Pat: What is your business do?

Cara: It's meal plans and daily recipes and grocery lists for people that want to follow a grain free diet which is becoming a lot more popular actually since we started it. The menu is based on the gut and psychology syndrome diet which is a diet that helps special needs people especially a lot of families with kids with autism and AD and digestive issues or even food allergies are starting this diet. It's really kind of helping all the epidemics that seem to be happening right now.

Pat: Is it something that you started because it's something that you're passionate about? Obviously is it but is it something maybe in your life experience that led you to this point?

Cara: My daughter, she's four now but when she was two we were kind of done running around with all the mainstream stuff. She has autism and the mainstream stuff didn't have answers. I just kind of put them on hold and started looking into nutrition and this diet which is really kind of extreme is what helps her the most.

Pat: Excellent, that sounds very awesome. How exactly does your business make money? You have a website, you have this blog and you have this business. Do you get traffic from Google,

how does monetization happen on your site?

Cara: There was a lot of bloggers that blogged about gaps but I was the first one with a child that had autism that was being pretty public about it so I got a lot of just referral traffic. It's a pretty small community so if you search enough gap recipes eventually you'll come across me. People can either get my recipes for free. I have plenty up on the blog or if they want to subscribe and have the meals all planned out for them in shopping lists and stuff they can subscribe. Right now it's only \$16 a month.

Pat: \$16 a month. This is a recurring payment to you. How many members would you say you have at this moment?

Cara: I have 200 right now.

Pat: That's awesome.

Cara: This started in January. I'm excited.

Pat: Wow. Congratulations. I don't even have my own membership site yet. I'm really, really excited to hear this. Obviously it's a very small niche but you don't even really need that big of an audience to support you as long as you're giving them something you need. Obviously they're willing to pay for that information.

Cara: Right.

Pat: How did you get started like from the beginning before it all happened?

Cara: We were broke then. We're doing good. We're more broke then. I had a blog and I was doing pay per post which was just like \$10 blogging about random stuff like tires or sometimes hummingbirds or Disneyland and in between each paid post you had to do a real post. I just took pictures of what I was cooking in the kitchen. We're following like whole foods diet so it was a little different than mainstream and people started following my blog which was just crazy to me that people would be interested in the random stuff I fed my family for lunch. Once I got more followers I stopped doing the more spammy paid posts and just started focusing on my blog more. Then about six months after that I started her on GAPS and it was so overwhelming to me that I was really looking for a meal plan like what I offer now. There just wasn't anything out there so I thought we stick with this and it works then I'll go ahead and try and put out a meal plan so these other families because there's so many of these families now that need help like this and they're looking for answers too and so other families can have an easier time. That's what I did.

Pat: That's awesome. I mean congratulations once again. As far as income from this business, it's enough to live off of? You don't have to share specific numbers but how is it doing for you?

Cara: I'm really happy with it. We pay all our bills. It's the only income source right now. It's me and my two kids. We're in a one bedroom apartment but I mean we pay for it including health insurance and everything.

Pat: That's excellent. I love to hear success stories like this with people doing business online especially from a life experience. I want to ask you a few more questions. What do you feel is the best part of doing business online?

Cara: I love that I can work when I want where I want. I just moved and I just got a little bit ahead on my work and we moved and now we're here. I'm working from here and it was like no blip. I put in my email I just told people I had to respond the next week but it wasn't that big of a deal. I work when my kids are in bed. I'm a full time mom during the day. I'm like out by the pool every day. It's crazy.

Pat: How old are your kids now?

Cara: They're two and four.

Pat: I find that that's the same for me too. I mean just having that freedom and also the mobility. If I needed to do something I can put the business off for a while and it'll still be running. On a flip side what do you feel is the worst part about it because I know at least for me, there's a lot of things that a lot of people who aren't doing business online don't really necessarily get to see what's going on. It's hard for me sometimes. What's the worst part about doing business online for you?

Cara: That's about it. It's just super awkward if I meet someone and they're like trying to make small talk oh what do you do? Yes, that's a little complicated.

Pat: It's really hard but I think times are changing now and more and more people like yourself are starting to do businesses online that are able to support their family. I totally understand what you're saying. Now what is the most important thing you learned while growing your successful business, something you wished you had known before you started?

Cara: I wished I had stopped worrying about people like wanting something original. Yes, my stuffs are original but yes, you can also find the same information if you go to a bunch of different websites and message boards and yahoo groups and all that stuff. If you patched together stuff, that's how I learned patching together stuff, just reading a few books and searching a lot on the internet but people are willing to pay a few dollars to save hours and hours of time. It took me a while to grasp that.

Pat: I found the exact same thing and before I let you go. We're at the 10 minute mark which is perfect. What are some one or two quick tips for those who want to start an online business like you did?

Cara: I would make an effort to listen to absolutely everyone that offers you advice no matter how bad or how good it is and try really hard to stay objective so you can take the good advice and ignore the bad without making it feel personal.

Pat: That's great advice. I mean it's hard because there's so much advice out there and it's hard to kind of grasp what is good and what is bad. I think for me it's just trying things out and seeing what works and if it doesn't try something else or seeing what the majority of people are saying and going with that. Kudos to you, congratulations. What is your website URL so people can find you?

Cara: It's healthhomeandhappy.com, healthhomehappiness.com gets there too.

Pat: Cara, thank you so much once again.

Cara: You're such an inspiration to me it was great.

Pat: Well thank you. We'll check up on you in a year and see where you're at and maybe we'll see ten or 20 times the amount of income.

Cara: Yes, that sounds great.

Pat: All right, take care.

Cara: Thanks Pat. Bye.

Pat: Thank you Cara for sharing your story. Again you can check her out at healthhomehappy.com. That's where her membership site is as well which is all about grain free meal plans and this condition called gaps. I didn't know anything about gaps. I never even heard of it before. Even during the interview you could probably tell that I kind of didn't really know exactly what she was talking about but I did a little bit of research and I just want to share with you a little bit about what's it about so that in case you know somebody who could use her help or whatever. It's always good to know these types of things.

Gaps is actually a syndrome. It's called Gut and Psychology Syndrome. That's the acronym. It's a condition which is behind many mental and physical problems such as autism, hyperactivity, attention deficit disorder, dyslexia, depression, schizophrenia, bipolar disorder, obsessive compulsive disorder, eating disorders and some other things too. Cara helps us understand how to defeat this or at least control it with the use of diet through primarily a grain free meal plan. She has those in her membership website and she has a thriving community there that asks her help and who she's helping change lives. Again Cara wonderful work. Thank you so much, very inspiring and I love to see people who are being rewarded for helping people out just like that. Thank you Cara. Again healthhomehappy.com.

Keoni

We're about halfway through our session today and I have a special guest here who's live actually with me right now. He wants to say hi. Can you say hi for the audience really quick?

Keoni: Hi.

Pat: That's my son. He's name is Keoni. He's about 20 months old. He's talking up a storm right now so I thought it would be kind of cool to have in on the show. His debut appearance on the SPI podcast. Keoni, what are you going to have for dinner tonight?

Keoni: Chicken.

Pat: And?

Keoni: Berries.

Pat: Chicken and berries everybody. Are you excited?

Keoni: Yes.

Pat: Awesome. I have to get to the rest of the interviews so do you have any final words to say to the audience.

Keoni: ...

Pat: Thank you Keoni. If you're listening to this in the future you're adorable and you're the reason why I do everything I do and hopefully in the future we can have you back in the show and you'll have actual words to say. I mean you're doing great now but once you kind of understand exactly what daddy does then maybe you'll be able to add a little bit more. Thank you so much and thank you everybody out there for listening to that really quick and for allowing me to just have him on the show. It really means a lot to me because like I said he's exactly why I do what I do.

David Risley

The next interview that we're going to be listening to is an interview with someone who you probably already know if you've been in the blogging world at all. He's name is David Risley and he's a really good friend of my. He's actually a fellow blogger who also provides some awesome information about blogging and online business. Highly, highly respected, super genuine and really is kind of a person who you can meet online. You can learn more about David and his pro

blogging career at davidrisley.com but that's not what we're going to be talking about today. Like myself and my lead exam website like Jordan cooper and his videogame site that we talked about earlier today, even like Darren Rouse and his digital photography school where he makes most of his money not a lot of people know that.

David, he also got his start online not by talking about making money online and successful blogging but with a very, very successful blog outside of that niche which we'll get into in a second. In fact anyone who tries to start from scratch and teach people how to make money online without first making money online themselves. They're in for a very, very long ride. I'm really excited to learn more about David and how he got started. So without further ado, David, welcome to the SPI podcast.

David: Thanks so much. Killer, killer intro.

Pat: Thank you. I appreciate that. I wrote it out actually. I'm reading it off but it's all true stuff. I don't really know much about your blog. I'm actually really excited myself to learn more about it. Why don't you tell the listeners out there kind of how you got started with this blog? Where did it come from and just start from the beginning.

David: I started a long time ago. I started around 1998. I've been in this for a long time.

Pat: The 90s? Wow.

David: I was still in college at the time and just kind of playing around. That was really how I got started. I was playing around. It was a hobby. I started out with a pet pictures and everything that a lot of people were doing back at the time but I quickly determined that the site needed to have some kind of a point to it otherwise nobody would pay any attention. What interested me a lot at the time was the subject of computers. I started talking about computers and then my idea went a little bit more specific and that was that I found a gap in the market at least then was that a lot of people were speaking over their heads on a lot of people who were doing stuff with computers. They didn't understand this. I started coming in there and explaining how things worked with computers and doing it in a plain English style, very similar to the way that I talked on David Risley. I was very to the point about how things work.

That kind of ended up growing. I started out...

Pat: Is that a blog at first or like on a forum or something?

David: No it was actually completely static files. I was handcoding the thing. This was before Wordpress existed. I started out on my ISPs hosting and then I ended up moving it to geocities which is no longer around anymore.

Pat: I remember that.

David: Then finally moved over to a real web host which happens to be the same company that I'm with now. I've just grown with them. Then blogging came to be a term. Like a lot people I thought it was just journals and stupid stuff like that. Then I was like this is a good platform. I actually invented my own content management system at one point for this thing and then Wordpress started becoming popular. I'm like why the hell am I going to possibly even attempt to compete with Wordpress and I just swapped the whole thing over.

Pat: That's a crazy evolution. How long from when you started talking about computers until you eventually got into blogging with Wordpress?

David: I was not on Wordpress with PCMech until probably 2008 or so. I went for quite some time without Wordpress using my own content management system. It was actually a CMS that I was looking to bring to market and I actually sold many copies of it. Then I just decided I didn't want to be a programmer anymore.

Pat: That's the blog everybody. That's PCMech.com. If anyone comes up to you and says David what do you do on pcmech.com, what do you tell them?

David: I basically show people how to do stuff with their computer and I try to do it in a plain English fashion so that they could get some use out of it.

Pat: It's all different type of technology and computer stuff not just PCs but also Mac and mobile and everything really.

David: It's mostly PCs. The site has a very strong core pc hobbyist marketplace to it. I've got one of the most popular tutorials on the internet about how to build a pc because I used to it a lot. I've done a lot of upgrading stuff. I'm troubleshooting stuff so it really has a core audience of pc stuff and then obviously being that the site is so old it has evolved. Now we do talk about a lot software stuff, cloud based stuff; the internet is now a cloud based stuff. The internet is now such a humongous part of what we do. A little bit of Mac stuff but most of my audience doesn't really use Mac.

Pat: Primarily how is this site making money? What's its monetization strategy?

David: The big thing has been advertising and then about two or three years ago I decided to put together a membership program for it. Those have been the big twos is the paying membership and then obviously banner ads.

Pat: Have you dealt at all with adsense ads on your site?

David: Yes. Most of the ads on there right now are adsense actually mainly because I'm so busy with the other segment of my business and I don't have the time to try and direct sell ads and

things like that so I'm just trying to keep it easy.

Pat: That is one of the benefits of using adsense is pretty much you just put code on your site and it automatically generates the ads for you. You don't have to do any really administrative work. It's just all automatic. That's good. What kind of number are you seeing on your site as far as traffic and then how does that traffic correlate with how much money you're making.

David: It correlates pretty strongly actually. The site historically has been seeing about a quarter of a million visitors a month. Lot a lot of people the site did get hit by the panda update a few months ago. It did cut the traffic down by probably about 30% to 35%. I haven't actually been able to work my way back out of that yet because it just happened a few months ago. Everybody is still debating what the update is looking for because we are not a content farm or any of that stuff that they said that they're trying to bring to the top but yet it still affected it.

Pat: I've been hearing that a lot. I don't really know what is going on exactly and I don't know what Google is trying to do but I've heard a lot of people with great content like you have on PCMech just get hit for whatever reason and I thought the main purpose of that was to get people who actually provide good information high up in the rankings, the people who provide good content but the system isn't perfect.

David: No, it's definitely not. that has been the traffic and then income wise like last year I was trying to look because one of the things with QuickBooks is I don't do the best job in differentiating sometimes my affiliate stuff like which site it's coming from but the ballpark for pc and Mac was in the 90 to about a 100k range last year. So far this year we're probably around 40. It's going to be a little bit down this year but it's very much because of the panda update.

Pat: But that is still a great number especially when you consider advertising, at least it was a big major chunk. Let's talk about your other income stream. You're talking about this membership site. How the heck do you create a membership site for something like this which provides news and the latest updates on technology?

David: It's difficult I've got to say. Well for one the pricing scheme that you've set up for a market like this is nowhere near what you would do with like a davidrisley.com market because of what you just said. I mean it's really hard to identify a core thing that they're all looking for that you can provide because you're in a market which is very, very saturated and it's primarily news driven. What we've done is pretty much added a value ad to what we're doing on the blog already. We've got more videos in there, more video tutorials so that they're actually structured. The build your own pc tutorials have been very public and we've got a whole video version of it inside the membership site. They've also got a direct contact form into us working questions; it comes with some additional privileges on the forums things like that.

Pat: The one question that I was going to ask you is what tips you have for anyone because a lot of people are writing about things similar to what you write about not in a pc niche per se but

more so kind of news type things and kind of reporting the latest information about things. They're always struggling as far as how to monetize a little better. The advertising route is probably the obvious route to go as far as monetization but how can they take this system they have of providing the latest news on something and turning it into a membership site which is as most of us know is one of the best ways to earn residual income. I mean a monthly recurring fee is one of the best things ever.

David: Yes. I mean with a pure news driven niche and it could be pretty difficult. I mean one of the things with PCMech is that is that it's not purely news because there is a lot of tutorial type stuff on the website. There is a how to component and that obviously interests a lot of people but there's still tons of sites out there with how to with computers. It still comes down to a differentiation thing and then balancing that with what you're going to charge people. If I tried to come in there and charge \$20 to \$30 a month for this nobody would ever pay me for it.

Pat: How much are you charging?

David: Right now, it's about \$9 a month something like that but it's actually been a long time since I actually checked. It's not nine but I need to do some testing on that. I need to see if I could go up or go down on it and see how the numbers work out but that's kind of how it works out right now. It's going to take a lot of brains for me for people to think how can I translate what I am putting on the public blog and add additional value to it. Sometimes the value is not so much in more stuff than it is removing all the distractions that are typical with a public blog and now add to that more access to you as direct 101 help and especially with the tech stuff because a lot of people have these little issues and they don't have anybody to turn to.

Pat: Yes, absolutely. I mean a lot of my own talks about similar to how you talk about text stuff they talk about social media which could very well include some how to articles and access to whoever is the owner of that site to learn more having access to videos is a great way to go about it as well. I get to hear that and I'm glad that's working out for you. A couple of things before we finish up I just went to PCMech earlier today and I noticed that you have other writers putting content on the site for you. How is that working out for you? Is that helping you? How do you manage those writers or is that just a pen name I'm seeing?

David: No, actually most of the content these days is being produced by people under me. That's one of the evolutions has taken with this site over the years is it used to be all me and then I brought on some volunteer writers and now it's pretty much all driven by people other than me.

Pat: That's great. It takes you away from it yet you're still able to reap the benefits of having that.

David: Yes. From my end of this really more of the business side of it which doesn't take up a heck of a lot of my time. You talk about passive income from PCMech. It actually is kind of passive for me now and I just manage the business side of it. Talking about how I manage

writers, it's always a work in progress. My main writer, his name is rich, he's actually an employee of mine and I hired him many years ago. I didn't hire him to be my author for this site and he kind of ended up evolving into that and it worked out fine. Some of the other ones I actually found them through Darren's problogger job boards.

Pat: I've heard good things about that.

David: I think it were to cost me like \$50 or something like that to put it out in there and I got \$50 or \$60 or more responses. It took me quite a few hours to go through them all. I ended up picking a few out of that. That's kind of how I find them except for rich, he's a natural employee. The rest of them are on a pay per post basis and it works out pretty well. I manage them via teamwork PM which is kind of a Basecamp alternative. I manage basically everybody through that including them and then in terms of scheduling it's rich. He's got a history with me so he basically just post things directly without me having to read it first. The other guys will typically queue it up and then I'm kind of the acting editor in chief so I will go on there and I will read the articles and make some corrections or whatever and then generally schedule it.

Pat: That's cool. I like that. How do you select the topics to pick or do your writers figure that out on their own?

David: I give some general guidance inside our project manager based on what I'm noticing is popular search terms I've seen people used as well being that I use adsense I start to see how certain types of campaigns seem to pay better. He used that as a guidance for some topics. For example mobile in the tech market, mobile is obviously huge iPads, iPhones and anything related to that. I will try to get these guys to talk about some mobile stuff not necessarily the iPhone in general specifically but that type of stuff. They just put it in there. Not everything that they write I will approve. Sometimes I just say I don't want to do that. We can massage it a little bit. That is kind of how it works.

Pat: That's great and I think for anyone out there who is afraid of, the thing about blogging is that blogging isn't passive, not at all. I post on to my passive income three times a week and it takes a lot of effort but it can be used as a platform to launch passive income products like you have your membership site and also there's advertising on it and once you post as post it's on the internet forever whenever people come to it whether on your blog or through a link from someone else by finding it through Google. There's always going to be more chances to find ways to give you money the more content you write but I think hiring other writers is another great way if your audience is okay with that. I don't think I could do that because I am kind of the brand behind smart passive income but depending on how you setup your brand like you did with PCMech. I think that is a great idea and it's a great way to take yourself out of it not totally you're still acting as editor in chief and being careful about what is being posted on there. I think that is a great, smart way to make something that isn't passive a little bit more passive for you.

The last couple of questions is I have asked this to most of the people here on this series is

what is one thing you wished you knew about doing business online before you got into it. Something that you think that if you knew back then it would have helped you out during your journey.

David: This one is obvious to me. It will be obvious to people who are familiar with internet marketing but it was building a list. I went for many years without having any email list on this site and that is probably the biggest thing that I would kick myself hard for. I mean now I have one but the thing is now obviously the market is a hell of a lot more saturated than it was when I started this site. If I were building a good list at the time I would have a lot larger list. That's definitely the thing. When I started davidrisley.com I had a list from day one. I just wished I had done that with PCMech.

Pat: I can't back up what you say more because I feel the exact same way. I didn't start a list on my lead exam site right away and I didn't even start a list on smart passive income right away and I'm really regretful that I didn't do that. For anyone out there who has a website who has an audience or even if you don't and you want to build a list that you can always contact and go back to for whatever reason just to stay connected or to offer products or affiliate products or give them announcements for anything that you may be doing. Start a list. I'm really glad you said that because I don't think anyone so far in this series has talked about that but I feel that is a very, very important thing to do.

David: Absolutely.

Pat: Lastly, do you have any final, general tips for people who are wanting to start a business online. What can you give them to give them the best chance of finding success?

David: One of my biggest areas of advice for people would be to stick with their passion but they need to evaluate it from a marketing perspective because some markets are just really, really difficult to try to make any money with. For example I know there's a lot of people out there who get really, they're interested in politics but that is a pretty crappy market to try to monetize because it's basically just a general list. They don't really have any interest besides politics and that doesn't translate to money.

Pat: Bumper stickers?

David: Yea, I don't know. That wouldn't make that much. You could take your passion and then just evaluate it in terms of what other people are going to be interested in that and what you can provide them that would be helpful. You just always need to evaluate it from the perspective of what can you bring to the market of value and sometimes you might need to massage your passion and not change it but massage it a little bit to make it marketable and then you've got a much better chance.

Pat: Absolutely. That a fantastic tip and also if you don't know your passion is profitable just do

searches and see what other people who are also talking about your passion are doing to monetize them. I'm not saying copy them but learn from them. Learn from their examples, use them as inspiration and see where those holes are and fill in those holes so you can become an authority in your passion as well.

David: Absolutely. There's a lot of profitable markets out there. One of the best markets I've thought to people was to go to your local bookstore, one of the ones that has a large magazine rack. If there's a magazine that covers your thing in any way, shape or form there's some profit potential there because it costs money to make those things and they wouldn't do it if they weren't profitable.

Pat: That's great advice and if you're looking to find some potential writers or people in the industry to hook up with, to build a relationship with, just look at who the staff writers are for that particular magazine and start from there. David I just want to thank you so much for coming on the SPI podcasts sharing your expensive with PCMech which I was really happy to hear about because I knew that that's where you started. I knew it was successful. I just didn't know much about it so I'm really glad to hear that. I hope everyone else can see that you're not just blogger who talks about blogging. You need to have success in other shapes and forms as well but you're also fantastic at providing blogging tips and you're well known in the industry. I can go to anybody and I say David Risley, they'll know exactly who I'm talking about. Just thank you again so much. If anyone wants to check out your pc blog that's going to pcmech.com and also David Risley's professional blogging advice and online marketing tips you could go to davidrisley.com. Again we'll have show notes in the podcast show notes on the blog. David thank you so much. Take care and have a fantastic day.

David: Thanks you too.

Pat: Big thanks to David for sharing his story with us.

Cornelius Fichtner

Last but definitely not the least I have a fantastic interview with Cornelius Fichtner. Some of you might know him if you are a part of the internet business mastery crew you will definitely know him. He's been actually a huge inspiration for me. He had his business setup, I knew all about it before I even got started online. This is great stuff right here. I'm really excited to share Cornelius and his story with you. Here we go. Today I have the pleasure of having actually a good buddy of mine Cornelius Fichtner and we actually know each other from internet business mastery. I knew him as I was getting started in online business and he already had this business of which we're going to be talking about today. I really look up to him and I still do for his business and his business model.

He's extremely successful. He's up there ranking really high in the podcast section in iTunes.

He has 189 episodes now I just see and things are going extremely well. He just picked up his business from California moved over to Switzerland for a little bit to be with his dad and he's going to be moving back and his business allows him to do that. Without further ado Cornelius welcome to the show. It's a pleasure to have you here.

Cornelius: Hello Pat. Thanks for having me.

Pat: You've been good. It looks like things are going well for you.

Cornelius: Things are going well with the exception of the weather. It's raining over here.

Pat: Is that like the Seattle of...

Cornelius: No. It's just a bad July this year.

Pat: We missed you in California. We can't wait to have you back.

Cornelius: All right.

Pat: First of all the question that I ask everybody here for these types of interviews for this segment is what's the name of your business and what is your website URL? When I told that that was the first question I was going to ask you immediately came back and said this is the most difficult of these questions to answer because it includes a big lesson for everyone. First what is the name of your business? What's the website URL and what is that big lesson?

Cornelius: The big lesson is I can't really tell you what the name of my business is and what the website URL is because I fell into this thing and I made a big mistake or I didn't think of corporate branding because I didn't see myself as a corporation when I started out. I didn't see myself as a business. I saw myself as a pot caster, as somebody who does this out of the passion of what he is doing. I never actually considered that this might turn into a business. The big mistake therefore was I started just creating separate products. I sold them on separate websites under separates names with separate URLs.

My problem now is I have a ton of websites. I have a ton of products but I really don't have a brand name. Yes, I do have a business name. The business name is called OSP International LLC but when you look on the internet you won't find this company anywhere because it's really just our legal name but if you look for my name then you will find me. The best thing to say is my company is really Cornelius Fichtner and my website is corneliusfichtner.com but that is also wrong. It's just that everybody in the industry that I work in knows me, they know my website and my products, they are not branded. That's the lessons learned.

If you're starting a business today think of a brand. Think of a brand that can be used sort of to cover the whole spectrum of products that you're going to want to sell.

Pat: That's really great advice and it's hard to think about where you're going to be but it's important to kind of set goals for yourself and understand those types of things early on. I know you from the PM podcast or the Project Management Podcast. That's the industry that you're in. What is that particular part of your business do?

Cornelius: That is how I started out. My wife gave me an iPod for my birthday. I started listening to podcast, realized hey, there is nothing around for project managers. I could do this myself and I launched the project management podcast. That is my claim to fame. I am the first podcaster in the project management space. This is a free podcast but it is the free podcast that feeds pretty much all my customers to the other products that I have. Later on I became PMP certified. PMP is a worldwide certification for project managers. You can be PMP certified in Turkey, United States, France or South Africa, it doesn't matter. It's exactly the same certification, the same test and then I realized hey, wait a minute I have just take this exam. I know how to create a podcast, how about if I create the two. That's how my first product came to be. I created a training course for project managers who want to take that exam and this is really where the bread and butter is of our company. The five main products that we sell are all focused on project managers wanting to obtain that particular certification.

Pat: Five products, that's amazing. We were just talking earlier, you said you're business has been growing and growing even more. You started out with how many VAs and how many VAs do you have right now?

Cornelius: You always start out with zero VAs. I started out with one VA doing just customer support. Today we have seven VAs that are working in our company doing all kinds of things. Still customer support is a primary function. One VA does nothing but manage the other VAs. She is the team leader. We have somebody who is more on the technical side. We have two people doing nothing but marketing and one person doing affiliate sales. By affiliate sales, we do have our own affiliate program so you can become an affiliate of us and sell our products but what she does is she signs up for other people's affiliate programs that might be in line with what project managers need. They may be project management books and she also had the idea of adding travel companies to this because the project manager sometimes travel. She signs up for other people's affiliate programs and then we market these products to our customers as complimentary products, things that we do not offer.

Pat: Yes and I do the exact same thing at greenexamacademy.com where I sell lead exam stuff that I create but also I'm an affiliate for a company that does practice exams. Now a couple quick questions about your business. First of all how are you making money from your podcast? Now you said that you primarily use the podcast as a free way to build that audience and then feed to your other products but I noticed on your site as well that you have a premium download.

Cornelius: The project management podcast was created originally with the idea it's going to be free then people started telling me hey, I want to pay you some money. This is really good what

you're doing. It's high quality. I'm learning a lot. How can I donate? I put a donate button up? That didn't work. Nobody actually donates and I kept having people telling me how can I pay you? Well there's a donate button. That didn't work out so I decided okay; we're going to have a free version and a premium version of the podcast you can listen for free. You get an episode every two weeks and if you pay me the incredibly high sum of \$5.99 every month you are going to get an episode every week. That is how I make a little bit of money with the free project management podcast. I also offer them this premium version there but it pretty much just pays for hosting and buying new recording equipment and maybe travelling to various project management symposium and doing some live recording. That's about what this pays for.

Pat: Actually this is great because I never actually understood exactly how your business works. I thought that the premium download was you kind of top product, obviously no.

Cornelius: No, the top product is the 42 hour long certification preparation course which is also sold as a podcast like yours or mine where you have new episodes coming out all the time. This podcast is complete finished and done. It's pretty much just a webinar that you are able to download via a podcasting technology into your iTunes and then watch it on your whatever player you have, iPhone, android, iPod, whatever it might be.

Pat: That is a one time payment?

Cornelius: Yes, that is a one time payment of again the incredible sum of \$99.97 and that allows you to download these 42 hours of videos.

Pat: Great. I am kind of wondering volume. I don't expect you to tell me exactly how much you make but if you can kind of give us an idea how many people are downloading your products or how many people you have listening to your premium download for the wonderful price of \$5.99 a month. Just so we can get an idea of volume here.

Cornelius: Yes, no problem. For the free project management podcast last time when I checked feedburner there were something like 14,000 listeners and for the premium I believe we have about 160, 170 people who actually choose to pay for the privilege of being allowed to listen to the podcast.

Pat: As far as your products is it you're waking up every morning and it's passive income because it's online and you have your podcast that feeds you these products. You're waking up in the morning and you're seeing sales in your inbox every day. Is that how it's working out?

Cornelius: Actually it works the other way around. The email comes in the evening. Yes, but that is exactly how it works. We have passive sales. We created these products once. They're being sold every single day and in the evening I get the email that tells me how much I am making on and usually the number is no smaller than a thousand dollars a day.

Pat: I love that. That is amazing. It's just to inspiring. What kind of systems are you using to passively give these products to your customers?

Cornelius: Because I have a podcast I have to use a system that allows individual RSS feeds. If you download a free podcast everybody uses the free feed but if you pay for the privilege then you get a URL that is targeted to your name and for you only and nobody else can download it. You probably know Paul Colligan right? Paul, a few years ago, he created the tool called premiumcast and that is how I started. We are still using premiumcast however premiumcast no longer accepts new customers because they're moving over to nanacast.com. Within the next few months we're actually supposed to switch over to that system from premiumcast. That's what we're doing. It is everything in one. Its affiliate program is quite nice. I really like that. We have tons of affiliates around the world using it and it allows me to sell all the products and all the podcasts in our product lineup.

Pat: Fantastic. I'll just have to check that out. That's nanacast. Nanacast.com. a couple of follow up questions, obviously you're doing really, really well. What is the best part about specifically doing business online like you are?

Cornelius: The best part right now is the fact that I'm in Switzerland. I was able to say to my wife my dad is getting older. Let's go visit them. Let's make sure that we see them. Her father was in Tucson mine lives in Switzerland. We picked up all our things and we drove to Tucson for three months and stayed three months there. Obviously we did not stay three months with her father. That would be a bit too much. We just rented a furnished place and now we're doing the same thing in Switzerland. We picked up everything and we flew to Switzerland and unplugged the computer in California, plugged it back down here and almost without a hitch we were able to just continue working.

Pat: That's fantastic. So mobility and that's what a lot of people say is the best part about doing business online. It's not necessarily the idea of not owning a house and just backpacking and travelling all around the world every single day but just having that option to do that if you really want to is probably the best part.

Cornelius: Frankly you have to kick yourself in the butt because I know the next question that you're going to ask yourself is what is the worst part about doing business online. The worst part is your business is on your computer so you can just pick up your computer and you can start working. You really have to kick yourself and say okay I have to stop now. I have to go do something else. I have to let the business be and I have to go do something. Be mobile like you said. Go somewhere else, go on a vacation, go on a staycation somewhere and take a mini retirement as it was called in the four hour work week.

Pat: Exactly. How do you find is the best way you kind of separate work and personal stuff.

Cornelius: I haven't figured it out.

Pat: I struggled with this too and I talked about it a lot on the blog. What's worked for me is actually having that separate office with a door I can close at a specific time of the day and then when I want to go on the computer again I use a separate laptop out of the office. That has helped me and I know a lot of people struggle with this because you're right that is the hardest thing is stopping yourself from working because you can always do more. You can always go into your computer and do a little bit more work but especially with a family that is not really fair.

Cornelius: I would say having a separate office with a separate door would be fantastic unfortunately we don't have that in our house our office is kind of also very close to the entrance and you kind of walk through the office into our house. It's almost impossible to do that to really close it off and be away from work. Frankly, I haven't found a way to really clearly separate business and personal life especially now because mobile phones are so powerful now. Wherever I am with my mobile phone I can do oh I would say 60% to 70% of my business on my mobile phone.

Pat: It's crazy. Now when did you start your businesses and your podcast?

Cornelius: The free podcast started in 2005 and about one and a half years later the 45 hour exam preparation podcast was added to that so 2006, 2007 something like that. The company itself when we really started building the business the limited liability company was founded in early 2008.

Pat: You've been doing this for about six years. You've obviously learned a ton but what would you say is maybe one or two the most important things that you've learned while growing your successful business, something that you wished you had known before you actually went into this. I know we talked about the name and corporate branding already. Is there anything else?

Cornelius: Starting out with VAs very early on is something that I would definitely do different and I would ring a help on much, much sooner and also I would try to not do a lot that I do. It's looks like constantly I'm coming up with new ideas and new ways to improve the business, to grow the business and I think while that is a good thing for an entrepreneur, it's also a bad thing for an entrepreneur because it just keeps you busy all the time. You're never turned off. You never stop working. There is always something else that you can do in your business so having a clear division there between personal life and business as we have just talked a moment ago. That would be the one thing that I really like to do differently if I could do this again.

Pat: A question just came into my head and it's something that I dealt with with my lead exam stuff and I did not create a course or a kind of membership site for example for the lead exam because once I take that test they're done and over with and they probably don't need that information anymore. How are you keeping your customers involved after they pass that exam?

Cornelius: That was a big problem in the beginning because I was thinking yes, they're one time

customers. They buy the course and any of my other four products, they take the exam and well I never see them again. Luckily this exam is not for life so once you have the certification you have to have continuing education. You must earn what is known as professional development units and one way of earning this professional development units is by taking seminars and going to school. We are now an accredited training company with the project management institute which means we can offer these PDUs to our customers and of course we now have an ongoing, that's the fourth podcast that I have. We haven't talked about all of them. In that podcast that is one that delivers a one hour webinar to you every month giving you one of those PDUs that you have to earn.

Pat: Very cool. That is super smart. Any one of two quick steps for anyone out there who wants to start an online business or who is already starting an online business and just wants to take it to the next level?

Cornelius: Hold on to it. It's an incredible amount of work. You just have to be aware of that. If you don't do it right from the very beginning, if you don't structure it right, if you don't think it through then unfortunately what is going to happen is you're going to just work too much. My recommendation is do it differently than I did it, be smarter about this than I am and try to find ways of alternating things more and taking yourself and your personal name out of the business. If you are able to really have an organization, a company then pretty much anyone can answer customer questions or can work on certain tasks but if like me you have a company that is built around you as a brand then you have the problem then well you are the brand.

Pat: I am the brand of smart passive income right now and I am definitely feeling that pressure to answer most of those questions that I get. Great tips, thank you Cornelius. That was a fantastic interview, super inspiring. If people want to learn more about you where would they go?

Cornelius: Like I said, the best place to go is going to my blog corneliusfichtner.com.

Pat: All right and I'll have a link on my show notes for that. Again, Cornelius thank you so much. It's a pleasure to have you on the show especially with our history together in internet business mastery. It's so fantastic to see you grow even further. I look up to you like I said in the beginning and to see you grow even further is just very, very inspiring so thank you.

Cornelius: Thanks for having me pat.

Pat: All right we'll talk soon.

Wow and that is why I saved that interview for last because it's chock full of information and Cornelius has a fantastic voice to listen to. That's why he's doing what he's doing on the podcast. He just has that voice and what he has to say is all valuable information. I mean especially that last part about branding and when I talked about myself as the brand of SPI. I understand that. I'm conscious about that and I'm okay with that and I'm okay with that but when

you're starting out it's definitely smart to understand what you're doing if you don't want to be totally invested in your business in the end or if you want to possibly walk away from it then putting yourself as the brand may not be the right decision. It's up to you but now you're kind of seeing both sides of the coin and you kind of hopefully have an understanding of what direction to go in if you're just starting out.

I just want to thank all the guest not even just from this particular podcast session and the last one too in session 24. Together that is seven, amazing, fantastic, inspirational online success stories from people who are doing it in niches outside of the make money online niche plus we have a special guest appearance from my son which is awesome and I promise I'll have him later on in some future episodes and until then, until we meet again in session 26. I just want to thank you so much for your support. I know this is a particularly long episode but a lot of you loved the success stories from session 24 so I wanted to include one extra one for you today.

I don't have anything else to say except thank you. I appreciate all the feedback and reviews in iTunes. We're almost up to 200 reviews now and I just love you guys. Thank you for all the support. Take care. The show notes are going to be available at smartpassiveincome.com/session25 and keep crushing it, keep killing it and keep inspiring each other and I'll try to do the same. Take care and have fun.

END OF TRANSCRIPT