



**SPI Podcast Session #48 –
How a Part-Time Blogger Landed His Dream Job
An Interview with Leslie Samuel**

show notes at: <http://www.smartpassiveincome.com/session48>

This is the Smart Passive Income podcast with Pat Flynn, session #48.

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 broke his arm trying to impress a girl: Pat Flynn!

Pat: Uh, yeah, let's not talk about that. But if you want the full story, just ask and I'll tell you.

So what's up? This is Pat Flynn and welcome to the 48th session of the Smart Passive Income podcast. We're closing in! We're closing in on the big 5-0. You know, that golden podcast. And you know we have something special lined up for that one.

Actually, before we get started I have a really quick announcement, and I'm going to make this announcement twice--one here in the beginning of the show and then once again at the end.

The 8th annual Podcast Awards are now accepting nominees, you know, nominations, and I'd be extremely, extremely grateful if you took just one minute of your time, went over to SmartPassiveIncome.com/podcastawards and cast your nomination for the Smart Passive Income podcast for two categories: #1, the Best Business Podcast, and #2, People's Choice. You can only nominate a show once with the exception of the People's Choice category, so that's two categories.

Again, Business and People's Choice ONLY, only if you feel that there's value in this show, only if you enjoy it and you want to do something small for me in return. You don't have to! I'm not forcing you to, but I would really, really, REALLY appreciate it.

I was nominated last year and unfortunately I did not win in the business category, so I'm back again this year, need your help, and if you just want to give back even just a little bit--smartpassiveincome.com/podcastawards, just one minute of your time. I'd appreciate it so much.



Even if you're listening to this in the future, you can go to smartpassiveincome.com/podcastawards and see if I won or not. I'll have a little video for there just to say thanks. Again, thank you all, even if you don't vote! Just...you're listening to this, and for that, thank you.

So, on today's show we have a special guest who, you'll hear, has a very interesting story. Especially about how he got started blogging. He's a blogger and he has multiple blogs and multiple success stories to share because of his experience with blogging and building a community, which is what we all know blogging is great for.

What's cool is that he actually started with building a blog, was very successful, and what a lot of people do, just like I did, I created another blog about how I did that. So he actually created a blog to help people with blogging, which, a lot of people do.

Like I said, I do it, and a lot of people do it, but a lot of people don't succeed with it, because they're just rehashing the same information, and it's very tough to kind of jump ahead in that particular niche--how to blog, or how to make money online.

But this person took it a step further and he created another blog on top of that blog in a space that's totally unrelated to anything "make money online" or blogging or entrepreneurship. It's crazy! And so many wonderful things have happened to his life because of that blog. And what happened? That blog proved his worth on his "how to blog" blog. It's just awesome, the work that this guy has done.

And so I'm very happy to have him on the show today. You might know this person already, and you might recognize his voice--he has a very distinctive voice. So we have Leslie Samuel on the podcast today with us. Leslie, dude, it's always a pleasure to talk to you, buddy. How's it going today?

Leslie: It's going very well, man, how you doing?

Pat: I am doing excellent. It was funny because I was actually featured on your podcast not too long ago and I was talking about how I had yet to have a baby and now...as everyone knows, she came, and she's healthy and great, and now on the flip side, you and your wife are pregnant with your first child, is that right?

Leslie: Oh yeah! We are--so, dude, I am so excited. I was going to say "you can't imagine" but...you can imagine! Haha!



Pat: I can imagine, twice.

Leslie: Exactly. We're very excited. We're scheduled to be delivering on November 25. We'll see how that goes.

Pat: Yeah, man. Well, best of luck, congratulations to you and your wife. I mean it's just--being a dad is such an awesome thing. I know you're going to enjoy it and I know you're going to be an awesome father! So, just, I wanted to get that out first. So congratulations!

Leslie: Thank you very much. And congrats to you on your newborn! That's just awesome.

Pat: Thanks man. So, you know, Leslie and I have known each other for a while online, and in 2011--actually this was at the Financial Bloggers Conference in Chicago--Cliff Ravenscraft from gspn.tv and [Podcast Answerman](#), he and I set up a little meet up at a pizza place, and we just asked people on Facebook who knew us to come by if they wanted to, and Leslie came by.

And it was SO great to meet him in person and I'll tell you, you know, he's just as nice in person as he is online. And from there, we ended up going to...uh, gosh, I don't even remember the name of the restaurant, but it's like an adult arcade, which--what was the name of that place?

Leslie: I don't remember the name! I just know we had fun.

Pat: Yeah. It was like a Dave & Buster's or something. It has like arcade games and ticket games and adult beverages. It was so much fun, and Leslie and I got to hang out and get to know each other REALLY well.

I actually first heard about Leslie, though, from Yaro Starak's blog--[Entrepreneurs-Journey.com](#), in a podcast interview in early 2009. That was incredibly inspiring. I mean, Leslie, you were talking about in that interview how you made about \$30,000 in 2008 blogging part time because you were a teacher. And you're still a teacher, is that right?

Leslie: I am a teacher, I'm a different type of a teacher now, but...



Pat: Yeah, we'll get into that, because that's a really incredible story as well. There's so many stories with you! But the fact that you had made \$30,000 doing blogging part time, while you still had a 9 to 5 job--or teacher is probably more than 9 to 5.

I think that's an important thing to emphasize, because so many of my readers and so many of my listeners I know have a full time job and are looking for more time or had to break away from the 9 to 5 but don't want to do it cold without having something going on already. So we'll definitely get into that.

But I want to ask you, you know, how did you get started? Before you started blogging, what were you doing, and then why did you start to blog?

Leslie: Okay. So back in...I can tell you the exact day, January 18, 2008 was my first day that I made any kind of money online. It was actually the first day I started looking into--I don't even know how I got onto the website, but I was just browsing around on the internet and I saw something that was called freebie trading. It sounded interesting, you know you hear about these websites out there that claim you can get a free iPod and a free TV if you complete some offers and refer some friends.

Well, I found out about a system where they had forums where people would go on there and they would pay you to complete offers. And when I saw that I thought to myself *Huh, this is interesting. You know, it's not asking for a lot of money, I'm going to check it out and see how it goes.*" So I just kind of did my research and then I jumped in, and on the first day I made \$70.

And there's something that happened on that day in my mind where it was "wait a minute, you can actually REALLY make money online?!" and do it over and over!

I started studying and seeing how the system worked, and I basically used these freebie websites where there are a number of the freebie websites that actually will pay you per referral, so instead of giving you an iPod when you refer 5 or 10 people or something of that sort, you would get \$40 when you refer one person. And the way it worked on the forums would be, you would get someone to complete an offer on a forum, and you would split that money with them.

So it was an interesting type of a system where we kind of found a workaround and started exchanging referrals and those types of things. Perfectly legal, but it was just an interesting twist on the situation, so I did that for a while, and I started making money with that. I started making decent money with it for doing it part-time while still having a full-time job.



Pat: Well, hold on. I've never heard of this freebie trade—like. I mean I've heard of it through your podcasts--through the interview, of course, but I don't get how it works, exactly. So how are people on the other end making money off of this? You know, the people who are providing these freebie offers, who are giving you money for referring people?

Leslie: Great question! Before I answer that question, let me give a disclaimer--this is not something that I recommend for anyone to get into today, because the money just isn't there the way it was before.

Pat: Okay. so you're not doing this anymore.

Leslie: No, I'm not doing it anymore, and you know, a few people still find me from freebie trading information that I have on my blog and so on and I tell them "You know, it was a great system, but advertisers aren't spending as much money in it as they used to in the past."

But it's basically based on an affiliate marketing system. When you sign up for these websites, these websites are asking as affiliates for other companies promoting services and so on. So, for example, you might complete a hosting offer. Well, when you complete a hosting offer, the website--the freebie website is getting paid by the hosting company maybe \$100. And of that \$100, they would pay you \$40, and then you know you get that \$40, and what I would do is I would split that \$40 with the person that completed the offer for me.

So you sign up for the freebie website, you complete an offer, and then you get others to complete offers and for every offer or set of offers that they complete, you get a certain amount...the website is making money on the other end because they're getting paid as an affiliate. And that's pretty much the way it works.

Now, how it works out well for them is that a lot of people will start it, complete a few offers, but not complete the required amount of offers, so they were able to calculate how many people were going to complete versus how many people were not going to complete, and based on that they can make payouts that are realistic and still make some money. Does that make sense?

Pat: Yeah, it does. I mean, we probably shouldn't even be talking this much about it because I want to get into the blogging stuff since you said that this freebie stuff isn't



working anymore. And that's how I knew you in the beginning. You were the freebie guy, right? You had a website--

Leslie: That is correct!

Pat: thefreebieguy.net, and that was--was that your first blog?

Leslie: That was my first blog. And I got into that because, you know, with the freebie websites that was going around the forums and--it was the type of situation where you had to constantly work. If you weren't working, you weren't making any money.

And I wanted to kind of make it a little more passive, so I thought "if I set up"--I found out about blogging and from what I learned, it seemed like if I set up a blog where people would come to me as opposed to me going to them, and I had systems in place to train the people and give them the information that THEY needed, they would be much easier for me to make money without always having to be there and doing something.

Pat: Okay, so how did you actually start getting traffic to the site? Because you know, when you start a blog, nobody knows about it.

Leslie: Yeah. Basically, what I did...you know, I said before I was doing it on a forum, and I had--I was becoming well established in the forum. People knew me around the forum. So I would go into forums and I would comment, I would help people, I would answer questions, I would give suggestions. I was overall just being helpful.

So when I started my blog, all I had to do was say in the forums "Hey, I have my new blog, and it has this information on there, go ahead and check it out!" Or, for example, I did an interview with the owner of the forum, and I'd post in the forum and said "Hey, I just did an interview with the owner, go and check it out!" and from one day to the next, really, I had a decent following because of what I had been doing already in the forums.

Pat: Right. So you're using the forums for a launching pad for your blog, and you were already doing the work that somebody would do when they start a blog cold on the forums, as far as building an audience and becoming known.

Leslie: Exactly.

Pat: That sounds very similar to actually what happened to me and my Green Exam



Academy site. I started to become well known in the forums, too, when my site started to take off. I found a forum where people were talking about my site and I got on there and started to become even more of an expert and becoming more accessible to people, and whenever I came out with a new tip or something, or a new chart, that would help people, it became popular really fast.

And I think a lot of people don't appreciate the power of forums and that's--it's an already established community, and you can more easily kind of differentiate yourself in a particular niche in a forum much easier than if you started the blog cold.

So I think, if you're having issues trying to find traffic to your website, you might want to look at some forums, because a lot of people don't even think about that as a potential traffic source, or place to build an audience that can then help your blog take off.

Leslie: You know, you've got to think about this. People that go on forums are people that are really into a topic. They get excited about it--I mean, enough to go on a forum and discuss whatever that topic is. So that's a REALLY good place to get people that are passionate about a topic to be exposed to your brand, to your blog, to what you're doing online. Of course, you have to make sure to do it within the guidelines of the forum, but there's a lot of potential there, definitely.

Pat: Yeah, totally. And you can't go into a new forum--like, if you have a blog already and you're looking for more traffic, I think the forum is a great way to get more traffic and more exposure for your blog, but you can't just go in there and say "Hey guys, check out my blog" or pretend that you know everything, because you're the new guy in school!

You need to kind of meet people at first and get them to know who you are and just give something to people first because you can ask for anything back. And so, you know, you just kind of have to be careful and think about what it's like from the community's point of view, and this new guy coming in. What would help them? What would make them eventually want to go over to your site?

Leslie: Exactly.

Pat: Okay. So you had this freebie thing. When did that end?

Leslie: That...you know, it kind of transitioned between 2009 and 2010, because what



actually happened was, I was doing well on the forum, I started doing well with my blog, and then eventually I bought a forum.

There was a smaller forum that had about 10,000 members and it was dealing with freebie trading and the owner wanted to get rid of it, and I thought to myself "Hey, this would be a great thing to add on to what I'm doing!" So I bought the forum at a really good price, and I built the forum--me and my partner, my partner and I built the forum and we did a whole bunch of stuff to build the forum up, I think within a few months it was up to 40,000 members.

Pat: Wow!

Leslie: So, you know, that in and of itself was a very interesting experience.

Pat: That probably helped...so you still had your freebie blog at that time.

Leslie: I did.

Pat: So that probably helped a lot of traffic come over.

Leslie: Exactly, exactly. That's exactly what happened, because one of the things that I did was I made a lot of training videos. And in the training videos in the forum, I thought to myself *that's a good way to set this forum apart from the others*. So I made training videos and at the end of the videos I'd say "come back to my blog, at thefreebieguy.net!" and that would drive traffic to the blog.

So it was kind of a reciprocal thing. People would go to my blog to the forum, from the forum to the blog, and...it was great! Well, to a certain extent it was great.

Pat: That's cool. Now, okay, so you had this forum. Can you give us a rough idea of how much a forum of 10,000 people would cost?

Leslie: At the time, I think I paid something like...\$1800? I think that was the number. Yeah, I think...

Pat: [inaudible]

Leslie: It was a good price. The guy just really needed some money to pay some bills, and he didn't care about the forum anymore, so he just wanted to get rid of it.



Pat: Haha. I know you have a ton of other blogs and stuff going on. What happened after the freebie stuff, your forum and your blog, started to die down? Where did you go next?

Leslie: Okay, so, after the freebie stuff...you know, I just wasn't passionate about freebies trading. You know, honestly, I'm not even very passionate about making money. I am passionate about helping other people and helping people and be able to influence people in a positive way. Be able to get your message out there. I'm very interested in helping people do that.

And I started to notice that "You know, this freebie stuff, you know, it's cool to get a free iPod and a free TV and some money here and there" but that's not what I was passionate about.

And I started falling in love with the concept of blogging, and I wanted to basically teach people how to do what I did with my blog and how to get your stuff out there, and how to build a blog and turn it into an online business, supplement your income so that you don't have to worry as much about bills and those types of things. That's helping people! So I started to evolve from the Freebie Guy to what was Learning With Leslie. Because I thought there was much more than this freebie stuff.

I started my podcast, I started writing about blogging, I started helping people start blogs, and those types of things. Based on what I had learned and what I was doing to build my Freebie Guy blog and to build, now, the Learning With Leslie blog.

Pat: So your Freebie Guy blog...how successful was that?

Leslie: Uh, well, it was successful enough that I didn't have to go out there to...go into forums to get people to come to my blog. I was getting decent traffic. In the first year I made about \$31,000. The second year I don't remember off the top of my head how much I made, but it was somewhere between \$20,000-30,000. And that's just based on traffic that's coming to my blog, based on some of the affiliate promotions and so on that I was doing. So it was doing relatively well.

Pat: Okay. So, the fact that you had this blog and you were reaching a lot of people and teaching a lot of people about freebie trading and hooking up with people that way, you felt that that was special, and you wanted to kind of share with other people how to create their own communities.

Leslie: Exactly.



Pat: Okay, that's great! And blogging is absolutely a wonderful way to create communities, as we all know.

Now, I know that you are a biology teacher.

Leslie: Yes I am.

Pat: And that's another one of your passions, is biology. And I remember...I don't even remember when, but I remember clicking on a link on Yaro's site and it took me to this video that you created about biology.

Leslie: Uh-huh. Okay, this is what happened. When I was in school, I did a bachelor's degree in biology, and then I did a masters degree in neurobiology. I just got fascinated by the brain and how it works and the nervous system, and I just...I guess I'm just a nerd! And I just fell in love with the topic. I wanted to go on and do my PHD, and then become a university professor.

When I was doing my masters, I had the great opportunity of being sent to Germany to do research. And I went to Germany and I was going research in neurobiology, but I was doing research on crickets! And I would stay in a lab for MANY, many hours in the day, sometimes up to 16 hours in a day just dissecting crickets, doing recordings from neurons...it drove me CRAZY!

Pat: When was this? Sorry, what year was this?

Leslie: This was in 2003 and 2004.

Pat: Okay, so way back.

Leslie: 2003...No, 2004 and 2005.

Pat: Okay. So you're sick of crickets.

Leslie: I am SICK of crickets. All I want to do is teach! I was sick of research! All I want to do is teach! And I know that if I want to be a university professor, I'm going to have to do a PHD, and if I'm going to do a PHD, I'm going to have to do MUCH more research than I did when I was in Germany in a lab with CRICKETS. And that did not sound appealing to me.



So, I gave up on that. And I said "you know what? I'm just going to teach at the high school level." And I started teaching at a high school level, and I was having fun for a little while, but I just felt the urge to teach the more advanced things that I would be teaching at the university level.

And I thought to myself-- *Wait a minute! I have a blog...* Well, I had a blog where I was teaching people about freebie trading, and then I had a blog that I was teaching people about how to blog. And I was building a community, people were coming and checking out what I had to say. Why in the world don't I start a blog about biology, teaching exactly what I wanted to teach? So that's exactly what I did.

And actually, you were part of inspiring me to do that, because I saw what you were doing with your Green Exam Academy blog, and I thought to myself *Wait a minute!* I remember listening to the interview that Yaro did with you...

Pat: Yaro again, yep.

Leslie: And I thought to myself--you know, that was around the time that I was thinking *You know, I'm teaching, but this is not what I want to be doing.* And I saw what you were doing, and I thought to myself *Wait a minute! Why don't I just teach what I want to teach online?*

And that's exactly what I did. I started putting biology videos online, putting them on my blog, and then it took off from there. I used the exact principles that I had learned about blogging and about building a community online to blog about something that I'm REALLY passionate about. No PHD, but no research! No crickets! And I'm all good! So I was just having a blast putting up videos, adding content and just building that blog.

Pat: How did that blog do? Or how is that blog doing?

Leslie: Oh man, that blog is doing very well. I mean, I started that one in January of last year, so January of 2011. And you know, on YouTube I have over 1.9 million views, going up to 2 million, over 11,000 subscribers, and...you know, the traffic is doing well, I get anywhere between, depending on if school is in or if school is out, up to 34, 35,000 unique visitors a month. You know, it's going well.

But, you know, here's the thing. It's getting views and all those types of things is great, but what's even better, the amount of emails--I've probably gotten, since I started that



blog, 2,000 messages from people all over the world telling me what the site is doing for them, and how it's helping them and how they did terribly in school, and then they found my videos and now everything makes sense! I mean, it's overwhelming, the type of emails that I've been getting.

For me, it's extremely successful. Not just because a lot of people check it out, not just because it's making money on the side, but because it's helping people. And that really gets me excited.

Pat: Yeah. That's awesome. And that's what you said at the beginning is why you got into blogging, is to help people. So first you started helping people along with yourself with the Freebie Guy stuff, then you got into your How to Blog site, helping people start blogs, and then you got into this biology stuff. The whole time, you're helping people. That's great! That's amazing.

Leslie: It's awesome. You know what, I have an email here--I want to read part of it for you.

Pat: Sure.

Leslie: Because this really solidifies why I do what I do. Okay, so I'm going to leave the name out, but it says "I can't begin to tell you how much your work means to me and my family. I've just taken my first teaching job after years in the healthcare industry and was thrown into a high school that has no textbooks, given one day's orientation, and well over 100 students who had been falling behind the state required standards because they've been waiting for new teachers. Without your lectures and free materials, I never would've been able to survive the first week.

It's a critical job for my family, as well. We're down to the most bare food, and I couldn't afford to fail. God bless you for making this available. I will certainly remember your donations link as soon as I can. You've kept me, my children, and an impoverished inner city school afloat. No better life's work than that, I'd imagine."

Pat: Wow.

Leslie: And to get an email like that, letting you know what it's doing for people--that is what keeps me going! You know, I get tired sometimes of doing it. I have a fulltime job. I'm building [Become A Blogger](#), I'm building my interactive biology website, and sometimes you get tired and you say "You know what, maybe I should stop doing what



I'm doing."

But then you get emails like this and you HAVE to keep going! It just gets me SO excited.

Pat: That's--I love that email, Leslie! That's great.

Leslie: It's awesome.

Pat: So...this biology website, what's the URL?

Leslie: It is interactive-biology.com.

Pat: interactive-biology.com.

So I know with Green Exam Academy and my LEED exam stuff, I was one of the only people who was talking about that stuff at the time. Such a selective niche--a niche within a niche, actually, in the architecture industry. I guess I could say, compared to biology, relatively easy to become known in the field.

How in the heck do you take something so general like biology, where you're competing with probably hundreds of thousands of other sites that teach biology, and books that students have with their exact curriculum, how do you get your biology site, with something so general, really, to stand out and become known and see almost 2 million views and get 30, 40,000 visitors a month. How does that happen?

Leslie: Two things. You get very specific. When I started, it wasn't just biology in general. I focused on--first, I dealt with the nervous system, and I dealt with the physiology of the nervous system. That's number one.

But number two, I try to do it different than everyone else that I had seen out there. Yes, there were a TON of biology blogs, a TON of biology websites. But I noticed that none of them had really short, simple videos with someone just kind of drawing on a screen or talking about a concept, but just doing it one simple concept at a time.

Because I know--when you hear "neuroscience," or "neurobiology," you think to yourself *Oh man, that's some complicated stuff!* But if you can take that, and you can take one piece of it and make it SO simple that even, you know, an elementary school student can watch it and understand exactly what you're saying, that is different than what anyone else that I had seen was doing. So that's exactly what I did.



I made really short videos, 3-5--well, in the beginning I had a guideline of 5-10 minutes, and then I brought that down even less to 3-5 minutes on average. Really short, really simple, one concept, teach that one concept, and that's IT. And that was very effective. And it was different than what anyone else was doing. So I think that-- by doing it that way, I was able to set myself apart, and when people saw it they thought to themselves "Okay, that is different. This is helping me. I want more of this."

Pat: Right. And so, was most of your traffic coming from YouTube, you think?

Leslie: Most--no, I know most of my traffic is still coming from YouTube. A lot of it, also, is coming from SEO because I have my assistant go through and transcribe every video and format it and link between posts and make sure everything is done well, so that I'm getting the best benefit for every piece of content that I'm putting out there, and that helps a lot, so right now, actually, Google is my #1 referral. And then after that, it would be YouTube.

Pat: Nice. What's your most popular video?

Leslie: My most popular video is [How Blood Flows Through the Heart](#).

Pat: How Blood Flows Through the Heart. Okay, I'll have to check that out. And then, how many people--well, is that the same as your top keyword for Google, too, or is that something different?

Leslie: Well, my top keyword is Interactive Biology, because that's the name of the site.

Pat: That's your brand. It's a good sign when your brand is your top keyword.

Leslie: Exactly! And I also have a lot of traffic coming from all types of combination of keyword phrases that have to do with the heart. So definitely that is a big part of my traffic, also.

Pat: Right. That's awesome! Now, you said you were making money from this site. How are you making money from this site?

Leslie: I'm making money in two ways. #1, I'm using AdSense. And #2, I created a



study guide that I'm selling from the website. So those are the two ways that I'm monetizing it right now.

I actually just started with another way of monetizing it where there's a company that I work with that lists tutors on my website, and any time you contact one of--you make an initial contact with one of the tutors, I get a small commission. So those are the three main ways.

The third one is something new that I'm testing out right now.

Pat: Well, that's cool. Now, is that specific for biology, or is that in all fields?

Leslie: It...[inaudible]...all fields, but they can customize it to your site. So if you go on my site, you'll see tutors specifically for biology.

Pat: Cool. Are you allowed to share that resource with people?

Leslie: Yes, it's called Wyzant.com and I think they're the largest provider of tutors online or something of that sort. They have 50-something-thousand tutors across the US. I'm testing it out right now, I think I get like \$7 every time someone sends that first initial email to a prospective tutor. We'll see how that goes. I'm going to test that out and see. It's a new deal that I just came up with.

Pat: That's cool. I like that. W-Y-Z-A-N-T.com? Wyzant. That's such a weird name!

Leslie: It is!

Pat: It sounds familiar to...on my security guard training site I have a job where people who are looking for jobs can connect with employers in the security guard industry, and that's run through indeed.com, which is one of the largest job sites. And I get about...I don't know, a quarter every time someone connects with an employer, so \$7! That's great. Every time you connect someone with a tutor.

Leslie: Yeah, that's what I thought. So I said "Hey, I might as well try it out and see how it goes."

Pat: Awesome. So I love that example of the biology site.

Now, I know that something amazing just recently happened as a result of your website



to you and reaching one of your goals. Can you explain kind of what happened?

Leslie: Ah man, yes. It's exciting stuff because, as I said I wanted to be a university professor, but that research stuff, the crickets, just drives me crazy! But, one day I got a...whatchamacallit, a letter in the mail. I get so few letters that...everything's online. Anyhow! I got a letter in the mail saying that the school that I went to, they're looking for a university professor in the doctor of physical therapy program that will be teaching the foundation sciences like anatomy and neuroscience and pathophysiology, and I thought to myself "Man, that sounds interesting!"

And, you know, actually, let me take it back a little bit. Because in April of last year, my dad was sent to the country of Colombia--he's in St. Martin right now, that's where I'm from and that's where he lives. He was sent to Colombia and he was diagnosed with an illness that he had to get emergency treatment, and I left everything and I went down there to be with my family and so on. And while I was down there...you know, it's interesting how things happen. While I was down there, the main thing I was doing was helping him out with physical therapy.

And while in that situation, I had a number of discussions with my mom and my aunt and my sister and they kept telling me "Man, you should get into physical therapy! You'd be a good physical therapist!"

And I kept telling them "You know, I thought about physical therapy, but I want to teach! I know that's where I'm supposed to be. That's what I'm passionate about. I love to share information with each other."

And that was an ongoing discussion for the month that we were down there in Colombia. When I came back, there was a letter in the mail from the physical therapy department saying they're looking for candidates, and they just sent it to anyone that graduated with any degree that was remotely related to it. And I thought to myself "Man, something interesting is going on."

So, I decided to send in my application. I called one of my professors--one of my former professors, and I said "You know, I'm thinking about applying for this job. Do you mind going in there and talking to the chair of the department?"

He went in there, he spoke to the chair of the department, and he could tell that the guy wasn't impressed. So he called me and he said "You know what, I think you should come down here and just meet with him and show him what you're doing."



I go down to meet with this guy, you know, this is pre-interview...they weren't even going to call me for an interview, honestly, because I don't have a PHD. They have 30 applicants--doctors and physical therapists and all that kind of stuff, and they saw my stuff and they were like "Who is this guy?"

I went down and I met with him and went into his office and he was like "Okay, so...what's up? How can I help you?"

And I told him "I know you guys are looking for people with PHDs and so on, but I just want to show you what I'm working on."

He had this demeanor, he wasn't very interested in what I had to say, but I took him to my Interactive Biology blog and he started looking at it and I was browsing around and showing him "Hey, here's some of the videos that I'm making, teaching some of the content that I would be teaching if I were to be hired by you guys."

He started looking and you could see his demeanor change! He started getting into the website and getting excited about what I was doing! At the end of the discussion he said "You know what, you were not even going to be considered, but now I'm going to make sure that you're at least considered."

Make a long story short, went into the interview, showed them what I was doing, I was supposed to teach some lessons and all that kind of stuff, they didn't even have me do that! The next day, he called me and said "You know what, it was a unanimous decision, everybody wants you to take this position, and if you're interested in it, we'll give it to you."

I was SO excited! Because this is my dream job, teaching at a university, and I didn't have to do the cricket thing! Actually, now they're going to pay for me to go and do a PHD, which I don't mind as much, but at least right now I get to teach the things that I'm passionate about and it is a direct result of what I was doing online.

You know, a lot of people think...they say "You know, I want to have this type of job," and they apply for jobs and the biggest thing you hear is "You don't have the experience." And a lot of people kind of give up and say "You know what, I don't have the experience."

I say, "You know what, with the tools that we have today, go out there and MAKE that



experience!" You don't need anyone to give you that experience anymore. You can go out there, you can demonstrate your expertise, and even if you're not an expert, you can demonstrate the process that you're going through to become an expert, and in the process you ARE becoming an expert, and that is the experience. That is great experience, because you get to do it on your own terms, and you get to be able to create that experience.

So, you know, it's exciting stuff.

Pat: That is SO awesome! GOSH. There's so many awesome things that happen when you just put yourself out there, you know? I mean, I have many examples...you know, I got hired by Hollywood to do [something] movies. That happened as a result of my podcast. I recently was featured on Forbes and on Fox News because of what I've been doing on my blog, and it's just so...gosh, people, you just got to put yourself out there and create something awesome, and wonderful things are going to happen, like they just did with Leslie. So Leslie, congratulations! Have you started teaching as a professor yet?

Leslie: Oh yeah, I started last...well, I started officially teaching last school year, but the first semester I was co-teaching with the other teacher that was there and then I started last semester. But now I'm just full-in teaching classes.

You know, some of the classes that I'm teaching, I've never even TAKEN. [laugh] But, you know, I'm passionate about it, and I'm going out and I'm doing the studying that I need to do so I can be able to teach these guys.

And not only that, now I'm using what I'm doing with my classes to build my blog even more! So it's a win-win type of situation. I think it comes back to something that I hear you say all the time--be everywhere. That is such a significant concept that people underestimate. The tools that we have, you CAN be everywhere today! It's easy to do that.

And I'm doing that for my little office here in my apartment and I'm reaching people that are ALL over the world. Over 170 different countries. People that want to learn. And by being in different places, being on Facebook, being on YouTube, being on my blog and being on Twitter and all these types of things, I'm able to impact lives. I'm able to make my experience. And I'm able to open up all of these different types of opportunities.



I mean, it's just awesome, man. I get so excited about it, and you know, my friends call me...some of my friends call me "the blogger" because I keep talking about this type of stuff, because...I think there's so much power in blogging, in being out there and putting yourself out there and delivering value to people that need it.

Pat: Yeah, man. That's such an awesome, amazing story. What I love is that you had a blog at first, then you started talking about blogging, which is what a lot of people do. A lot of people even don't have a blog before they start talking about how to blog with a blog, which is interesting. But then from there you created another site outside of the blogging niche and proved what you're teaching on your other site, which I think is great.

But one thing I want to talk about, that I mentioned in the beginning, is you do this part time. You're a professor now, which is awesome. How are you balancing working as a professor and blogging at the same time?

Leslie: Oh, that is the famous question! The one that I get asked all of the time. You know, you've got to **be very clear about what your priorities are**. For me, my priorities are my family, #1--well, actually **#1, my relationship with God**. That's a big thing for me.

My family, what I do at my job, and what I do online. So, right then and there, there are a whole bunch of things that can be excluded. I can't spend as much time watching TV and figuring out who's the next American Idol. I don't have the time to do that.

So once I know what my priorities are, I can eliminate a lot of other stuff. That saves a lot of time, #1.

#2: I try to batch process what I do. When I was building my biology site, I was working. I was teaching at a boarding school--a private, Christian boarding school, and if you know anything about boarding school, that's not a 40 hour per week type of a thing. That's a round the clock type of a situation. We lived on the campus, all right? I didn't have much time.

So what I did, all of my videos of the week, I made on Sunday. Whatever I made on Sunday, that's it. I don't have time to do anything else, because once my week starts, things go crazy. So I post those throughout the week based on the work that I did on Sunday. So that was batch processing.



#3: The next thing I do is I outsource. Right now I have two awesome assistants, and they do so much for me and they help me to be able to do much more than I could ever do. So when I make a video and I upload it to YouTube, that's it. I have an assistant that takes care of transcribing it, posting it to the blog, linking within different articles and different videos and so on, dealing with all those types of things. Answering my general email and those types of things, because I don't have the time to do that.

Now I have someone that deals with all of the tech stuff, so that's stuff that I don't have to do. So it's all about deciding what you need to do and eliminating what no one needs to do, and then outsourcing what someone needs to do, but it's not you. And that's really the system that I try to use. I'm very particular with my outsourcing process. I'm very detailed with it. I have outlines as to how to do the different things that need to be done. I make sure that they're extremely clear on what needs to be done. And it's evolved over time, but it has allowed me to accomplish so much more.

Pat: Yeah, I think that's a great plan for anyone out there who has a job, or who has other obligations, which I know a lot of us do, but we still want to build our business. So those three things again are one, understand your priorities, which means getting rid of American Idol and some other things, which is unfortunate because--well, I don't watch American Idol, but I do watch a lot of ugly TV. I just can't help it. But I've cut down. I've cut down a lot. Which is what you need to do. What's that one episode going to do for the rest of your life, you know?

Number two, batch process your work, which I think is an extremely valuable tip. I do that with my emails. I'll answer emails in batches of one and a half to two hours at a time, and I can get rid of a ton of emails, as opposed to, you know, just answering emails every time they come in, and then you know, you have that transition period between when you're working versus when you're writing emails and it takes time and it just adds up, so. Definitely batch processing.

And then number 3, outsourcing, which is something that I in the beginning did NOT feel comfortable doing. I did not feel comfortable handing over any sort of control to anybody. Especially someone overseas for relatively lower price. But, I've learned--I now have, also, like you have two VAs now who are just doing so much for me, you know, a lot of the stuff that I would never do, or just don't want to do, or don't know how to do. So I'm definitely improving how much work I'm getting done, which has become very useful now that I have two kids.

So, you might have another assistant on board when you have your third--er, a third



assistant on board when you have your child, heh.

Leslie: Exactly.

Pat: So that's great. What are some of the biggest challenges you think people face or that you face when trying to build a blog while working a separate job?

Leslie: You know, one of the biggest challenges that I face personally, and this actually caused me to give up on blogging and everything that I was doing at one point, when I was running the forum and running my blog and all that kind of stuff--I was not a well-balanced person. I was either at work, or I was at work. So, I had to work for my job, and at home, working on my online business.

Now, I told you what my priorities were. I said #1, God, #2, my family. Those two, which I said were my priorities, were not happening. And my relationship with my wife was being impacted by that, significantly!

And I was just tired all the time, and stressed out, and at a certain point I said "You know what? Forget this! I am done!" At that point, I didn't do any outsourcing, I just worked. So finding that balance, and knowing how to balance your time between work, life, personal, family, social and all those type of things, that was--[audio cuts out].

Pat: Hey, Leslie, you there?

Leslie: Can you hear me?

Pat: Yeah. I lost you after you started talking about social.

Leslie: Yeah, sorry. I pulled out a cable by mistake. [laughter]

Pat: We're going to keep that in there, by the way.

Leslie: It's all good, it's all good. So I was saying, I was neglecting the things that were really important. When I decided "You know what? I'm going to get back into this" I knew, I made a decision that I would do it differently. I would get some help, I would spend time with my family, because that's important, and I would prioritize a little better, and let what I do actually reflect what I know my priorities are. So that was a huge challenge for me.



Another challenge is just, you know, finding the time to keep up with everything. And you know, it's something that I keep modifying and I learn different ways of dealing with time management and so on, and it's a work in progress, it's always evolving.

And then, also, learning how to outsource the right way, that was a challenge, because in the beginning I would outsource a project and I would get back something and I'm like "What in the world was THAT? Where did that come from?" So just learning how to do it the right way was also a challenge, but you develop systems and you get the hang of things, and things start to go more efficiently.

Pat: We've talked about Yaro Starak quite a bit here. A lot of people know he was an inspiration to me when I first started, and I know that you took part in one of his courses, right?

Leslie: Correct.

Pat: [The Blog Mastermind](#).

Leslie: I took part in Blog Mastermind, and then became a blogger.

Pat: Right. I remember Become A Blogger, I've heard a lot of great things about it. And now...I see that your face, you're the face of Become A Blogger.

Leslie: That is correct!

Pat: How did that happen?

Leslie: It was interesting because I went through his course, the first course--but a lot of people go through courses and then they go through another course and then they go through another course, and they never do anything.

But what I did, I went through the course and every week when I got a lesson, I made sure to take action on it. And I take action on it and I'd come back and I'd report to them. I had that accountability. And I would share openly what I was doing and what the results were.

And when I'd had some success and was making a certain amount of money, I went back and I said "Hey, this is what's going on, I'm excited, I'm enjoying this stuff," so obviously you're going to start to stand out in...I'm going to start to stand out in his mind as somebody that's taking action.



Eventually, I had started doing my own little course that I had that was called a 7-Day Boot Camp where it taught people to set up a blog in 7 days, and how to build a business out of it, and I did that for free. And you know, it went very well.

Now, [Gideon](#) and Yaro saw what I was doing and you know, they had Become A Blogger, it had been out of date for a while, and they closed it down and they weren't doing anything with it. They wanted to revive it, and they saw what I was doing, and they said "You know what? He would be a good person to work with to take it over and to kind of build it from, you know, update the videos and to continue to work on it and continue to build it."

And they approached me and they said "Hey, would you be interested in taking over Become A Blogger?" And when they--[laugh]--when they asked me, I questioned--I was like, "Are you KIDDING me? Would I be interested in doing--I would LOVE to do that!"

And then one thing led to the next. Eventually I started recording the videos and putting together the systems and the program and all that kind of stuff and now I'm fully managing Become A Blogger.

And, you know, it's an awesome experience because--you know, before, I was sharing my story and helping people to do similar things, and what this allowed me to do was to help many more people, because of course they have their audiences and a significant amount of exposure. So, you know, to be able to help a hundred people--AWESOME. No, you know, to be able to help one person? Is awesome. To be able to help ten? Even better! To be able to help THOUSANDS? Oh, man, it just puts me on cloud 9.

Pat: That's an awesome opportunity. I mean, I think that they--I mean, I know that they selected the right person. I couldn't think of anyone else, because I know you've gone through all of Yaro's courses, you were someone who took action and saw results, so of course, if Become A Blogger, which was Yaro and Gideon's course was kind of falling away, I mean, no better person than you to bring it back.

I did not take that course, I took a different course when I first started, and I think that was actually pretty significant for getting me to where I am today. To have a sort of, kind of community, a set of videos and specific instructions of what to do. I went through [Internet Business Mastery](#) with Jay and Jeremy, which was great. I always recommend to people, when you first start out, you can get a lot of that information for



free, really, if you look up through Google or whatever, but it's so much easier when it's all laid out there for you.

And I have not taken your course, I'm just going to be honest and upfront, but I've heard great success stories come out of the course just like your success story out of Blog Mastermind. So I know your videos, I know the quality of what you have, I know if people go to your biology site, they'll see exactly how much time and effort you spend on each video, and I know that you're here to help and you're not just some guy who's just trying to make money. And of course, there's a lot of free stuff you can get on Become A Blogger as well, but there is, of course, the premium membership.

I know that we'd discuss beforehand you were kind enough to offer a sort of discount to anyone listening to this podcast who wanted to take a look at [Become a Blogger](#), and if it was something that interesting to them to get it, some sort of a discount. So, what is that discount? First of all, thank you, and what is that discount, and how do they get it?

Leslie: Oh, no problem. If you use the coupon SPI for Smart Passive Income, you will get 20% off of the cost of the course. And you know, something that I was going to say right before that, and this isn't specific to Become A Blogger or any specific course, but I have a full time job. When I started, I had a full time job. And if I had to take the time to go through all the blogs and learn everything that I needed to know, I would not be doing what I'm doing today. Having that guidance is great. I know that Internet Business Mastery, they do a great job with that. I started listening to their podcast, and I love what they're doing.

You know, there are a number of people out there that have really good courses, and especially if you're someone that doesn't have the time...I know that there's some people out there that don't have the money to do it, and for you, you might have to invest more time. But to get that guidance, it's been invaluable to me.

So, if anyone is interested in going to Become A Blogger, of course you can check out the free stuff, there's a LOT of free stuff, everything you need to set up a blog is there for free, and I have my podcast and I teach...I try not to hold anything back. It's not as if I'm saying "You know what, I only want the premium members that know how to build a successful blog."

No, I want to help people, because I believe--and this is my slogan that I go with--changing the world one blog at a time. I believe the more good people, not just people,



the more GOOD people we have out there that are blogging in ways that can help people, the better we can make this world. And that's kind of what my passion is.

As you've probably seen from all the stuff that I've been talking about in this interview, I just believe that a blog is an excellent platform to help...to exchange ideas, to share concepts, to help people, and I think more people need to be doing it. More GOOD people need to be doing it.

Pat: Yeah, I agree too. And obviously, expanding outside of the blog and doing YouTube videos like you are, and podcasts. I mean, you have an excellent [podcast](#) on Become A Blogger as well. Thank you for having me on a couple of weeks ago. I'll link to that in the show notes.

You know, just to finish up. The number one--I know you're all about blogging, so what's the number one blogging tip that you have for people to leave them with today?

Leslie: The #1 blogging tip is...be YOU. When it comes to standing out from the crowd, one of the things I like to tell people is, you need to infuse your personality in there, because there's no other YOU in the world. So people want to know how to be unique? You can be unique by just being yourself and letting people see who you are, and you can do that by sharing stories and just sharing your enthusiasm for the topic. Just putting you all up in that content, so that people get something special when they come to your blog.

Pat: Love that. Thank you, you're obviously living that, so perfect tip. Thanks Leslie, take care!

All right, I hope you enjoyed that interview with Leslie Samuel from lots of places, [interactive-biology.com](#), I recommend you check out that site, it's really well put together, check out the videos. You can actually get sucked into a lot of videos and learn a lot of things, which is great and speaks highly about the kinds of videos he's creating and the quality of them.

And you can also find Leslie at [becomeablogger.com](#), and just a reminder the show notes are available as always at [smartpassiveincome.com/session48](#) if you want to get the notes and links there.



And just a little clarification on that discount code that Leslie gave for 20% off the premium course at becomeablogger.com, the discount code is SPI--I'm actually not an affiliate for that course, and it's not because I don't believe that the course is great, I'm sure it is, the quality of stuff that Leslie puts out on his other sites are fantastic, so I'm sure it's great in there, too, and Become A Blogger actually originates from Yaro Starack and Gideon Shalwick who I look up to very much, so I'm sure that course is great.

I just have a philosophy on the Smart Passive Income blog where I cannot--I don't feel comfortable earning a commission on products that I haven't used myself.

I want to be an extremely amazing resource for things that I promote, and I don't know this course that well enough, because I haven't gone through it. But, if you have questions about it you can definitely go through Leslie, you can talk to him at becomeablogger.com and get a sneak preview of what the courses are like at becomeablogger.com, but I just have that very strict philosophy, and I'm going to stick to it and this is one moment where you would still get that discount with the coupon code SPI and I wouldn't be getting commission and that's okay.

Don't let me not getting commission not let you go and check it out if that's something you're interested in, if Leslie's message jives with you, by all means, go ahead. It's up to you.

Now, if you do want to help me out, one reminder just like I mentioned in the beginning, you go to smartpassiveincome.com/podcastawards, if you're listening to this in early October, you can cast a nomination for me in the Business and/or People's Choice category. If you're listening to this later, you might be able to vote if I have been--if I've received enough nominations, or if you're in the very far future, you can actually see if I've won or not. I'll have a redirect to a page that explains what happened.

So thank you so much! I really appreciate all of the support. That'll only take a minute. smartpassiveincome.com/podcastawards, and just--even if you don't go there, just thank you, thank you for listening, taking the time out of your day, it's almost an hour here, hopefully you had a nice jog or a nice drive or you're at the gym and you're crushing it.

Wherever you're listening to this, thank you. I owe you one, and would love to know what you think. Again, show notes--smartpassiveincome.com/session48. Leave a comment, want to know what you think, and that's it. Just keep killing it out there. I love you guys!



See you in the next episode, session 49, where I'm actually bringing in a guest who has implemented a lot of the strategies that I have implemented on a niche site and is doing REALLY well. I can't wait to share this success story with you and just show you that ANY niche--you can kill it in. So I look forward to seeing you there. Thank you, take care. I'll see you in the next episode.

show notes at: <http://www.smartpassiveincome.com/session48>