



SPI Podcast Session #072 – Niche Down and Dominate How Andrea Olson is Changing the Lives of Parents

Show Notes: <http://smartpassiveincome.com/session72>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #72.

Intro: 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, whose nickname in college was Flat Pen, Pat Flynn!

Pat Flynn: Hey, hey, what's up everyone? This is Pat Flynn and welcome to the Smart Passive Income podcast session #72. First of all, I just want to say thank you because you're awesome. And secondly, I am just so excited about today's guest. She is amazing. Her business is in one of the most competitive and popular markets out there but she is able to serve this market so well by really carving her way into a very particular space within this market and she has found a very unique way to enter this market. And I think you're going to find that her and her story are very interesting, very educational, and very, very inspirational too.

But before we get to the interview, I want to take a moment just to tell you, just please stick around until the end of this episode. I have a special announcement about something that I have been working on for a very, very long time. I want to take a moment here at the end to just talk about it really quick.

And of course, I don't want to take away from our guest who is the most important part of the show right now. I'm really happy to welcome Andrea Olson to the show to talk about how she has made an impact in the parenting niche. Now, she has not a mom blogger. She is again, doing some really, really interesting stuff to serve parents and really change their lives in a very unique way. So let's welcome Andrea Olson to the SPI podcast.

Andrea, what's up? How are you today?

Andrea Olson: I'm great. How are you?

Pat Flynn: I'm doing excellent. Thank you so much for coming on the show. For everyone out there who doesn't know who you are and what you do, why don't you tell us what is it that you do and how did you get there?



Andrea Olson: Well, I teach parents, new parents of babies who are between 0 and 18 months how to potty their babies. In other words, avoid potty training and avoid poop diapers and avoid all the fun stuff to do with our usual way of doing things. And with something called Elimination Communication, and everyone on our site called GoDiaperFree.com that teaches people how to do this if they're not interested in doing full-time diapering.

Pat Flynn: Zero to 18 months.

Andrea Olson: Yes.

Pat Flynn: Like you can "potty train" an infant.

Andrea Olson: Yes. They are actually born communicating very loudly but they don't want to go to the bathroom on you in their pants in this tight diaper, on their bed. And usually, we can't figure it out until we figure out, is he hungry, is he cold, is he – oh, his diaper is wet. Well, back up a few minutes and he was actually just trying to tell you, "Get this thing off of me."

And so, it's based on that. It's a little bit more complex than that but the gist of it is that cultures around the world don't use diapers and this is the reason they don't have to or they don't have them. But babies are also much smarter than we think they are.

Pat Flynn: Yeah. Well yeah, I mean that I know for sure. And it's just amazing sort of the implications behind something like this. I mean not only are you helping parents, I know that diapers are a huge issue. I have a 9-month-old and she is still in diapers of course. And so, I'm very interested in this. But I'm also interested in what this can do for – you say other countries don't use diapers. I mean imagine if everybody got into this, how much this would help the environment or just all that stuff.

Andrea Olson: Yeah. It goes really far and there are a lot of different reasons parents do it. But one of the biggest ones for people is the landfill every year in the United States, I think there is 27 billion diapers landfilled and they're full of you know what and then they never have biodegraded yet. So the last 50 years, none of them have ever biodegraded. So it's not that they're largest landfill stream, waste stream but there are also lots of other reasons that parents do it. It's a really cool practice.

Pat Flynn: So how did you get into this? How did you discover this and why did you create a business out of it?

Andrea Olson: Well, years and years ago, I heard about somebody who wasn't using diapers and was pottying their baby. And I thought, "Oh my God! That's so weird." But I live in California so I was like, "I'm going to do that when I have a baby." And when I was pregnant, I started to do some research and when I had my son, I caught his first



number two in the potty sort of by accident and I was hooked because I never been into changing diapers.

So I had to start from reading a book. It was really complicated and really hard to understand like reading text especially any woman who listens to your show who has ever given birth, you're very foggy right after and you're very overwhelmed.

So then a couple of months later, I was in mommy yoga and everybody is asking me, "Why do you keep leaving the room?" And I said, "Oh, I'm pottying my baby." And they said, "Well, how do you do that? I want to do that." And so, I was going to make a pamphlet just like a 5-pager. And I'm an over achiever so it turned into almost 200-page book and all these other things that I made to make it a visual multimedia learning experience because that's what I would have liked to have had.

Pat Flynn: That's great. I mean I find that's very common about how some people start their businesses is they sort of are sharing something that other people are interested in about what they do and sort of how they live their life. And so, they create a resource to help not only their friends but little do they know they're helping – they could possibly help the entire world.

And so, how is business going right now? What it's like right now?

Andrea Olson: Business is going great. I just held my first international awareness week around it because people think – it was in New York Times and all over the place. I was actually on the Huffington Post. I couldn't believe it.

Pat Flynn: Wow! Congrats.

Andrea Olson: Thank you. They didn't even interview me. They just mentioned me. People around the world don't really know. They think that you're just pottying your baby in the street in between cars. So it has a really – everybody is like, "Oh my God! That's disgusting." So part of what I'm doing right now is increasing awareness and that's actually driving more people who are in that like 5, 10% of parents who actually want to try this. I'm trying to make it a little more accessible.

Business is going really well. My first full year of selling my book was last year and I don't know if you want me to share how much I sold last year.

Pat Flynn: Sure. I mean we're all about transparency here so the more you could share, the better.

Andrea Olson: A little over \$45,000.

Pat Flynn: Wow!



Andrea Olson: And this is – I’ve got over 2,000 readers internationally so it’s not a huge amount of people but I sell it as a package so it’s between \$30 and \$40 a pop. And that was just my first full year. My conversion rate was about – between two and a half to three and a half percent, which I’ve heard is really good.

And mostly though, I’m just – I’m getting the people who are kind of interested to very interested. So, a lot of my clientele is warm. And it just keeps growing. Word of mouth, parenting community is very much, “Oh my God! I tried this. You have to try it.” And Facebook, Pinterest, all that has been really helpful.

Pat Flynn: Wow! This is great. OK. So the book that you were selling for 30 to 40 bucks, that’s the multimedia sort of 200-page pamphlet you created.

Andrea Olson: Yes. And I just was advised – one of the people I consult with is Naomi at IttyBiz and she advised me to take everything out of the lower priced and package everything with the higher priced version. So I have the book only now and then the book package that has everything, an audio book, a private video library, a forum where I answer questions once a week and a library of downloads. So it’s all supplemental information for people. So they pay \$7 more and they get all of that.

I hardly have anybody buying the lower priced one now. So now, I’m actually making more per sale. So this year should be better than last year.

Pat Flynn: Yeah. I mean that’s a great piece of advice. I mean just sort of taking that little piece out, your book, and selling the book only at a specific price, that sort of sets the sort of base price. And then they can see how much more they can get for only \$7. I mean people would be crazy not to get that.

Andrea Olson: They would be. And then I offer an upgrade later on, a couple of days or weeks later. I have my virtual assistant in the Philippines and she writes people and says, “Hey, do you want to upgrade? I noticed you got the book only.” Because there are a small handful of people who do get the cheaper one and then they have to pay a little extra to get it. So I finally – it’s taking me literally two years to get my pricing right. I started out way lower like you did with your LEED exam. And then ended up at a spot where people see it as really valuable and it’s like less than a month’s worth of diapers. So if you put it in context, it’s actually a pretty good deal.

Pat Flynn: Yeah. I mean that’s another great tip and I’m glad you mentioned that. And the way that you are presenting it is reflective of the industry that you’re in. How many diapers can you save and how much money can you save on spending diapers on just spending something like this, which could potentially save you a lot more down the road.

A lot of people in internet marketing compare for like monthly membership type things. They say, “Oh, for a cup of coffee a day, you can do this.” And that’s really smart. But I



think you're taking it a step further and applying it directly to what it is that you're talking about. So that's really cool.

What were some of the big challenges you had when you started out? So you had this pamphlet. You created it for like your friends and they enjoyed it. What were sort of your first moves to put it online and what did you find most challenging?

Andrea Olson: Well, the most challenging was being a first-time mom of a 5-month-old. I started writing my book when he was 5 months old. Finding the time, I actually had to make myself spend three hours a day of minimum writing and outlining. I actually used your eBook, *eBooks the Smart Way*, as an example ...

Pat Flynn: Awesome.

Andrea Olson: ... as a template, yeah. Because I knew we had different markets and I knew you always say just to use whatever of yours we want. So I did. And that helped me a little bit because it gave me something to put it all in. But in the beginning, so time was a big deal. I was breastfeeding so from 5 to 12 months old, I wrote my book for seven months. And my son would be brought in to me every hour or two during the writing process. So it's very, very challenging.

I think that what helped – I never actually put out the pamphlet so I started collecting names and I put up a website with just the newsletter collection form to start to get people who are interested to come. But the biggest thing that I did while I was writing is I started to help people on private LISTSERVs Yahoo groups were the very big a couple of years ago. Now, Facebook has taken over. But I just started giving free advice and putting a link to my website below everything I posted. So I started to get to know my community a little bit better and started giving free help.

Pat Flynn: Yeah. I mean that's fantastic. That's a big model that I take is just giving away as much as you can, and people are going to be interested in what you have to say and they're going to want to learn more. And I think you're very smart of capturing those emails right away.

Now, I want to go back to time really quick because that's a big thing for everyone. I know a lot of people struggle with trying to find time to do stuff. And you had a 5-month-old and you are writing a book, dedicating three hours a day which I mean I feel like I need that much time in order to make any headway in my book writing process as well.

I mean how did you keep going? I mean a lot of people would just said, "Oh, I'm going to wait until my kid is older to do this." I mean what motivated you and what actually got you through your book?



Andrea Olson: Well, my son's father and my partner at the time had quit his job so I didn't have a choice. I feel like if I didn't write this and start to create some kind of income for our family, we weren't going to have any. So there was a lot of real, real pressure. We luckily had a friend's place we could stay at for free for six months too. So that was my – having a deadline is so important but that was a very real deadline.

Pat Flynn: Yeah.

Andrea Olson: And also, I already read *The 4-Hour Workweek* and I had already begun listening to your podcast. I think January 2011 you're on like #10. So I listened from the beginning and just started to get ideas about what's the best way to do this. I did a lot of planning for my website ahead of time and for my marketing plan ahead of time. When I was stumped on the writing process, I would just draw on my mirror closet with a dry erase marker and just draw stuff out and did a lot of mind mapping.

But I used *The 4-Hour Workweek* to really stay focused and to get – honestly, emails was my biggest thing. All these things would distract me but the biggest thing was emails. And so, I would really discipline myself and I had to do it for my family. So I didn't have a choice. Had I had another job instead of a kid, it probably would be the same thing. I mean I saw it as having two full-time jobs all the time.

Pat Flynn: Yeah, for sure, for sure. Now, when it comes to marketing your site, you said that at first, you were going to these different groups and you were sharing information for free and you were getting people to come back. Has that been the only way that you've been sort of driving traffic back to your site or is there anything else?

Andrea Olson: Well, I did a lot of – I actually figured out and this is a good thing for everybody who has a niche site to do if you're actually a subject matter expert and that's the angle you're going at, find out which organization or organizations is the authority in the field? There is one called DiaperFreeBaby.org in my field and I got them to endorse my book. So I had them read drafts of it, gave me feedback. They certified me as a mentor in their program. So I really positioned myself as an expert.

And marketing wise, they put me on the home page of their site and they rank #1 in Google for the terms I go for.

Pat Flynn: Nice.

Andrea Olson: That was really important for marketing. It's just again, word of mouth. Parenting field is kind of hard to enter it. It's really – you have to have trust, built-in trust. So I went for that angle. I did a lot of homegrown networking, finding out who is in related fields and I signed them up as affiliates for my book. And then I also referred people to them. I found clothing companies that serve my niche so we would – I found a lot of people to team up with, kind of like what you do.



And I also – well, Facebook and Twitter and Pinterest and all of that, I’ve just been using those to try to be part of the community. But honestly, that’s a challenge for me because I got stuck in it. It’s very time-consuming.

So what I did early on is I hired a VA like I mentioned and this was when I didn’t really have enough money to have a VA yet, a virtual assistant. But I did it anyway because I knew if she could do the customer service stuff, I could focus on marketing. And I started to expand out to commenting on blogs. So she finds me blog posts to comment on. She finds me forum posts to comment on. I usually audio record an answer, upload it to Evernote. She has it. She transcribes my little messages. And so I’m able to be more in places because I have my VA.

Pat Flynn: Oh, that’s fantastic. OK. So find these blog posts, she finds them to potentially comment on. And then you actually look at them and leave a comment. But you don’t write it in. You just quickly say it in your Evernote and then she like takes that, transcribes it, and posts it for you.

Andrea Olson: Exactly. And I actually use QuickTime Player has a recording, a very simple recording thing. I can drag and drop it on my Mac right into Evernote underneath each link that she puts. She does like five a week of each. And she only picks the ones that are – I mean we go through it and we revise it all the time. So she finds out where is my niche already, the new parents, the pregnant people, where are they hanging out, and what’s the easiest way – where can we get a signature line and a forum post that we’re allowed to put our link and our signature line or get a business account for them or which blogs they do follow, all that stuff.

So we did a lot of – and we’re constantly tweaking it. I’m trying to find – I actually have done a few giveaways on very popular parenting sites because I’ve been an active commenter on their site. And this is something you recommend to do. I did it. And people want to help you.

Pat Flynn: Yeah, definitely. I mean I remember – there was a guy named Onie who commented on my blog quite a bit back in the day and just – I got to know him through the comments that he left. And they were really high end comments on almost every single post. And I would almost expect him to comment and I welcomed it because they were really good comments. And so, what that did was when he actually came to me to write a guest post, I was – I already knew who he was. We sort of have this relationship already, again, just through the blog comments, and I let him guest post on the site which I don’t normally do.

So I think that’s a really strong – I love the way that you are utilizing your time even more by having your VA sort of just doing the actual commenting but using your words based off of sort of a voice recording. I think that’s really smart. I mean you just think about how useful those links can potentially be and how more so those relationships that you create through those blog comments can potentially be. I mean that’s just



really smart. And you're targeting more as a result of doing that and the way that you're doing it. So that's really cool. I don't know where you learned that from. That definitely wasn't from me.

Andrea Olson: It was on something that a guy named Pete Williams had for some free webinar. I try not to do too much training and not get sucked in to how to internet market. But he had a really good tip somewhere on one of his sites and that's where I stole it from him.

But I do have to say also, YouTube has been a really big driver of traffic as well. I put out a couple of how-to videos that were better than any of the other ones out there and I put my link in it like you do on yours as well, and people come there and they're even more qualified. So I'm trying to get not just traffic but really qualified traffic. So the blog commenting, the forum commenting, the YouTube channel, all of my affiliates, all of the networking that I've done, and just really starting from a grassroots place but I also had a plan.

And I think that – I try to just – I try to do things that make cash so that I can keep going as a first priority and really watch my time. So if I get those things done then I can go out there and sort of spread the word more. So I do sales, I market to my newsletter list, it's invaluable. I do things sort of – I'm developing formulas for things because after you do it for so long, you start to understand what works and what doesn't and as long as I just don't screw around and waste my time which I can't because I have kids, it seems to be that I'm learning. And I'm learning my way in my unique niche.

So it's really important to not just copy everybody else for me. I sort of take the lead from people like you and then modify it to work for who I'm working with.

Pat Flynn: Yeah.

Andrea Olson: And how I work. So it's working.

Pat Flynn: I mean that's the same approach I took. I saw who are doing things successfully when I first started and I sort of took their lead but put my own spin on it. So, that's really, really awesome. I mean you are everywhere. And everywhere you need to be. You're on YouTube and that makes total sense for your particular niche. You are on these sorts of bigger brand sites who are ranking on #1 which you may be not – you wouldn't be able to do on your own.

So instead of putting your own site there, why don't you put yourself on those sites? I mean I think that's genius. Not every niche is going to allow you to do that of course but that might be a good opportunity for some people out there who have niche sites to sort of get to #1. It's just not your site but it's someone else's site who is linking to you. And I think that's really cool.



You said that in regards to that, you teamed up with a lot of these bigger companies, how did you get in contact with them? Was it through email or did you call them or meet them in person at conferences like how did that work?

Andrea Olson: Well, I actually emailed – they’re not huge companies. They’re really ma and pa, everything is work at home moms, W-A-H-M. It’s the acronym. Everybody on the first page of Google for my site besides Wikipedia which actually I got on it anyway by contributing to Wikipedia, to the articles so my link is there anyway.

My goal was to get a link from all the people on the first couple of pages of Google for my search term. So what I would do – well actually, I had my VA look through their sites, see if there’s a contact form, see if there’s anything they need, any gaps in information, maybe they need an article written or something like that.

But most of the time, we just emailed them and she gathered the email addresses for me and the best way to contact and what their names are and a little bit of information of what I might need to know and then I reach out to them and said, “Hey, I’m trying to do the same thing you’re trying to do. I’m trying to extend the reach of EC, everybody benefits from that. So I have this new book, would you like a free copy? Would you like to review it? Would you mind linking to me as a resource for your readers?”

And I got a lot of testimonials this way. I got a lot of good reviews. And then I got lots of valuable links which is the most important thing. The people on the first page are linking to me so it helped rankings for sure.

Pat Flynn: Yeah, that’s fantastic. Now, when it comes to your specific audience, how important is the relationship you have with them for your business?

Andrea Olson: It’s essential. It’s – I mean I have a private forum that I post on once a week and I answer people’s questions. The reason I did this is so I didn’t have to do email support at all. Everything I’ve ever answered is on this forum. But people also, they – my reputation extends through all of them, to all of the other people. So in my niche, it’s the most important thing, is how people are treated.

Pat Flynn: Yeah. I mean I think that that’s very common for a lot of niches out there. And so, if you’re potentially thinking about getting into parenting niche, which I know is very popular sort of expansive niche where anybody can sort of choose any sort of segment of that, I think it’s like you said, really important to just understand that if you’re going to be talking about stuff related to parents or kids or parenthood and things like that, you need that relationship. I mean people aren’t just going to read anybody and they’re not going to buy from anybody.



So it's just hard to come at this without taking the approach of knowing that you're going to have to do what you can to actually build a real relationship with the people in your audience. And that it just sounds like because of that, you have your sort of true thousand fans who would be upset if you weren't there anymore. I mean that's kind of how you want to approach it. You want to build a resource where you can – if you weren't there anymore, people would be upset.

Andrea Olson: Yeah. And I think with the EC niche specifically, the one that I serve is so – if you give – OK, for instance, there's only four other books written on the topic. If you were to just take information from those books and then make a niche site out of that, you would royally fail because all of that is already outdated. Like everything that I'm doing is so cutting edge with my forum. I'm learning from them every day, and publishing new stuff all the time.

If you enter and screw up a bunch of kids, you're out of there. I mean you're going to be booted first thing and you're going to get this horrible reputation. It's really important to know what you're talking about but also, to be actively researching because parenting is a dynamic field. And all the little niches in it are very – they move. It's like a moving target. So if you're not authentically genuine and this isn't your original idea, you're probably not going to be as successful as if you really have a passion for something and knowledge about it.

Pat Flynn: Right. And that's something you obviously had when you first started.

Andrea Olson: Yeah.

Pat Flynn: What would – what advice would you give to someone who is thinking about getting into any niche really and they don't necessarily feel like they're that much of an expert. Maybe they found it through keyword research or maybe it's something that they're interested in but there are other people out there doing it much better than them. What would you say to them? Should they even attempt to do it or should they find something else?

Andrea Olson: They should. They should definitely try it. I think if I could do it with a 5-month-old, anybody listening can do it no matter what their situation is. It just depends on where do you interested in and what do you already have some experience in?

And then what I did with my book first, I didn't know everything and I didn't have personal experience except for my own baby. I wrote it like that. I said that right in the beginning of the book and on my sales page, "I'm not an expert at this but I have gathered all the best information from everywhere and from all the LISTSERVs and everything, what's working right now. And this is the best that's out there yet."



So I made the best resource without having to be an expert yet. And then over the couple of years of helping people personally, I started to be able to develop my own ideas about it and what things to recommend against and for so I became the expert. I think if anybody who is listening is interested and can gather information and present it well, and then is interested in continuing to learn about it and improving their products, then they can be just one step ahead of their audience and really be beneficial to others.

Pat Flynn: Awesome. That's a fantastic advice. Now, there is something that I've been thinking about after we've been talking for a little bit is as a parent myself, when we first talked over email about what you do, I was like, "Really? Like this can happen?" Like what you teach people. I just almost sort of didn't believe it. And I'm sure a lot of other parents out there and people who are in your target audience might feel the same way. How do you and what do you do to almost convince people that this is real and that also they can do it too?

Andrea Olson: That's a really good question. I actually had to be on the radio – I got invited to be on the radio show. I was nervous and one of them was at six in the morning and I'm pregnant with my second kid so I'm not a morning person right now. I had to prepare for a 3-minute spot and explaining – I had to convince the host in three minutes about EC. And what I don't do is – and if anybody who has an odd niche is I don't focus on what's weird about it or how everybody might think it's weird because that's a given.

But what I do is just say, "Let's put this into context. Over half the world's children are potty trained by one year old. In the United States, it's three years. There is a different way to do this. If you're interested, no matter what lifestyle you have, you can go to my website and check it out and learn and then if you want to try it, I've got the best resources there is on trying it. And then after you try it, you'll probably love it." It's not for everybody but that's sort of – the naysayers, I don't care if they come and go to my site. They actually don't really come to my site. The people who really want to learn about it and try it out, do.

So I am not in the business of converting people. I'm in the business of, "Hey, this other option exists and if you hate changing diapers, zero to three years plus, I have a resource." Either mine or my friends like what they saw on my site now. And it's really cool because it just sort of leaves it open like I look at the problem. People hate changing diapers. They hate it. I mean I don't know anybody who loves it. If they say they do, they're lying. Maybe it's because it's convenient but you really don't like it if you're paying attention.

And then I just act – I started to reorient to that. I don't need to tell you that this is the best thing in the world. You just gauge how much you like changing diapers. And if you don't like it very much, then you might want to look into this. And then I say, "Go to GoDiaperFree.com and you can learn." And it's like – I grew up in Texas. It was very



Bible-built, lots of evangelists. I can't be an evangelist in my field. It turns people off. So ...

Pat Flynn: Wow!

Andrea Olson: That's what I say.

Pat Flynn: I never – that right there is fantastic advice. I mean everything you said from not trying to convince people but just making comparisons of stuff that they may already be doing and asking them, "Hey, well, if you're interested or if this something you want to try," not, "You should do this or you are bad for doing diapers." This is just, "Hey, this is the other option. It's not for everybody."

And I love how you said that because a problem that too many people try to do with their websites is they try to convince everybody. And it's not trying – that's not really should – that's not what it should be about. It should be helping the people who are just in tune with everything you have to say or excited about it or want to at least give it a shot. Not trying to convince everybody in seeing your world. That's just fantastic. And I love how you were sort of almost forced to figure that out because you had a 3-minute spot on a radio show.

Andrea Olson: I did. And in fact, it's going to be part of my first podcast. I'm launching a podcast within the next few weeks. I've got the first five of them ready.

Pat Flynn: Awesome.

Andrea Olson: Yeah. And I followed your stuff. Again, I mean I'm not here to just toot your horn but ...

Pat Flynn: Yeah, that's why I have you on just to – no.

Andrea Olson: Pat's awesome. Well, you are.

Pat Flynn: Thank you.

Andrea Olson: You make it very easy. If you want to know the information, it's the same thing I just described. But I learned how to do the podcast through your video series and my first one, I'm putting in that 3-minute spot because it's really – it's the thing that gets people, "OK, do I really want to listen to this podcast or not?"

And really, when I bring in the rest of the world and I just ask a couple of questions that get people thinking and then they're like, "Wait a second. Oh yeah, this isn't how life has always been for hundreds of thousands of years." So it's like using these benign statistics can really help and probably a lot of niches just to put it in perspective. It's



like – it's this roundabout way because you don't want to force people that people would not stick around.

Pat Flynn: Yeah. No, that's fantastic. I feel like a good challenge for all the listeners out there right now is just sort of figure out, well, what is your 3-minute spot sound like? Like imagine you're called on the radio to talk about whatever it is your website is about, what does that 3-minute sound like? And it's got to be really good stuff and exactly – if you can hone in on that, that will sort of drive every other message that you say on your website or any sort of marketing material that you might have in the future from ads to just in-person conversations.

Andrea Olson: Yeah. And it can change over time and it should. It can just get better and better and better.

Pat Flynn: I love that. I love that. Now, finishing up here Andrea, just thank you so much for your time, this is very inspirational. I love hearing stuff like this. What are maybe one or two other pieces of advice you have for people out there who are just starting out and they're struggling and they might not have enough time or they might not feel like they have enough time or they might feel like they're just not being heard very much. What would you say to them?

Andrea Olson: Boy, that's a tough one. I've been there. Just keep trying to create the best thing that you can in the ways that you're best. So I like to draw things on giant pieces of paper. And when I get to a sticking point, I just go to that. Go to whatever gets your juices flowing and keep going back there and then eventually something will come forth that would be like, "OK, this is what I need to focus on."

But what I would say is just schedule time either every day or every week that is your time to work on this particular project. And if you don't have any small doable to-do lists, steps, very specific steps that you can follow yet, then just brainstorm, mind map, be creative, make – just sketch things out and really just stay with it in whatever way it comes out and eventually, you will start seeing the steps and then write them down and make them doable and just start whittling away.

And I think the most important point of that whole thing is making that time, carving away that time, get somebody to watch your kids if you have them, turn off the internet, the email, the cell phone, everything. Get an actual pencil and a piece of paper and devote that time to your project. Let it be whatever it is but don't ever stop meeting with yourself on it. Just keep going and eventually, something will come out of it and it won't look like anybody else's. It will be awesome.

Pat Flynn: Yeah, that's fantastic. Andrea, thank you so much for your time and inspiration. And I know I speak for everyone else listening, we wish you all the best. And you're making – you're doing incredible already and I can just only imagine things getting much better from this point forward.



Just to remind people once again, where can they find your business and where can they sort of get in contact with you if they wanted to?

Andrea Olson: You can find me at GoDiaperFree.com. I'm also at AndreaOlson.com, O-L-S-O-N. And that shows my overall projects and everything else I might be up to if you want to sort of stalk me and find out. But GoDiaperFree.com, I'm at Andrea@GoDiaperFree.com. I'm happy to answer any questions based on my experience. I'm happy to help people. I just want everybody to be successful in what they love.

Pat Flynn: Awesome. You are awesome. Thank you, Andrea so much and we'll talk again soon.

Andrea Olson: Thanks, Pat.

Pat Flynn: All right. Thanks.

All right. I hope you enjoyed that interview with Andrea Olson from GoDiaperFree.com. Definitely a really unique niche to get into of course, and I think she's doing such amazing work, really connecting with parents, and really changing their lives which is really what we should all be trying to do with our target audience. And she is definitely solving a particular pain that the parenting niche has. So well done, Andrea. I mean just congratulations. Thank you so much for coming on and sharing. Again, you could find her at GoDiaperFree.com.

Now, before I get into that special announcement that I talked about at the beginning of the episode, I just wanted to bring on a voicemail that we missed a voicemail in the last episode because the episode went so long. But I want to bring one back. And so, I'm going to answer a question really quick.

This week's question is from Jay Hillar and you'll actually hear that. He has a little bit in common with me, which is pretty interesting. He is asking about interviews and how to conduct interviews and that sound good. So let's get to Jay's question.

Jay Hillar: Hi, Pat. My name is Jay Hillar. I have been following you for some time. Great job with your podcast and your website. I've got a little bit in common with you. I studied architecture at the University of Arizona in Tucson and I was also laid off, a position not from architecture a couple of years ago. So I'm into the personal development field. I have a website called ConfidenceMindset.com. I'm into developing a strong mindset and developing confidence in people, mainly our youth.

I'm interested in doing interviews. And my question for you is what do you find works best in producing interviews? The equipment, is it a phone call, the recording devices, that kind of thing? The quality is great on your interviews with people in your podcast.



So if you could give us some tips on what you use and what works for you that would be great. And I will continue to follow. Thanks so much. Great hearing from you. Great job on your podcast and I look forward to more.

Hope you and your family have an awesome day. I'll check back with you later. Bye for now.

Pat Flynn: Hey, thanks so much for the question Jay. And I think it's just really important to talk to everyone really quick about the importance and how awesome it is to do interviews. Not only is it a great way to just get additional content for your site and your brand, content that you wouldn't normally be able to do yourself but it's a great way to connect with other people too. I've really become friends with a lot of people that I've interviewed as well.

And for everybody out there, I would encourage you to do more interviews. And of course, when you think about it, you're not actually creating content. But you do have to ask the right questions.

Now Jay, when it comes to the actual equipment that I use, the interviews that I conduct here on the Smart Passive Income blog are typically done over Skype. So we're using Skype to communicate. I have Skype. And the person that I'm interviewing typically will have Skype, and that helps with the audio quality quite a bit. And in order to record that, I use a tool called Call Recorder for Mac. If you're on a PC, there's one I believe that is called Pamela for Skype. But I'll put the links on the show notes, so you can go to SmartPassiveIncome.com/session72 and see links to all these things and all the other links mentioned on the show.

But if you're not using Skype – well, first of all, if you're using Skype, it's very common that the other person may not have Skype. So what I do is actually call that person on Skype so that I can make sure that at least during the interview, I sound good because that will help and go a long way.

People who are listening to interviews sort of understand that a lot of times, the person on the other end isn't going to have the best quality. So at least if you have good quality, you're using your good mic, you're on your computer and you're on Skype, that will work. And if the other person sounds like they're on a phone, well, that's OK because it's an interview and it's going back and forth.

So you can still record using Call Recorder for Mac or that other tool. If you dial in, you can actually dial like a landline or cell phone number from your Skype which is what I do when the other person is not using Skype.

Now, if I'm doing an interview in-person, there are some really cool digital recorders that you can use, some high end audio recorders, digital audio recorders. I know my



buddy, Cliff Ravenscraft, recommends one called the Roland R-05 digital audio recorder. If you go to PodcastAnswerMan.com/R05, you'll see how he uses that.

I use one called the Zoom H4n. And it's another digital audio recorder. And what's nice about that is it records really, really great audio. You can use it just like a mic and sort of point it at the person's – to other person's voice when they're speaking going back and forth between you and the other person. Or, you can actually input external microphones, lapel mics or handheld mics into those different audio recorders that I just mentioned and the audio quality will be great as well. And then you just save it into a little flash disc there which you pop into those audio recorders and you pop it into your computer and it's an MP3 file and it sounds awesome or a .Wav or however you have it in the settings.

So, those are the tools that I use or would recommend using. Yes, a great question. I think it's very useful for everybody. So thank you, Jay. I appreciate it.

And for everybody else out there, again, if you have a question for me, a voicemail question, you can actually go to SpeakPipe.com/PatFlynn and leave me your voicemail there. I'm going to be doing this after every episode of course mostly. And I'm also going to be doing episodes that are completely dedicated to answering your questions via voicemail or the questions that come in by voicemail. It's going to be really cool. I think potentially, the next episode will be that but we'll see.

And lastly like I mentioned at the beginning of the show, I have that really special announcement and that announcement is the following. I'm really happy to talk about my first product for SmartPassiveIncome.com. I know a lot of people for a few years now have been just asking me like, "Pat, when is your first product coming out? When are you finally going to come out with something?"

And I didn't want to force one out there just because I could and just because I knew it would sell. I didn't want to do that to my audience. I didn't want to take advantage of them just because I knew I could earn money because that trust is worth so much more to me. The thing is, I have always had this idea for a product in the back of my mind and after talking about it with a few members of my mastermind groups, they were like, "Pat, if you don't do this, you're doing your audience a disfavor." And that really changed my focus and drove me to really actually do this.

Now, you know there are a lot of courses out there that talk about how to start a business and how to start a blog already, and many of them are fantastic. I mean I've recommended them to my audience before because I've gone through them myself and I trust the owners and I'm not afraid to put my name next to them.

But when I was actually thinking about the true pains and struggles of people starting blogs, stuff that I went through, stuff that I know, people in my audience are going through, I discovered that starting isn't the issue. It's actually keeping a blog alive and



thriving and growing. So that's why I started to spend time a few months ago to really put this course together. And I'm calling it Breakthrough Blogging.

And I call it that because of the way it's structured. It's video lessons that tackle all the different kinds of barriers that all bloggers and business owners will come across and must breakthrough during their journey in order to make any progress at all from mental barriers like how to deal with being overwhelmed and how to keep going when the results aren't just there yet to time and productivity barriers like how to get more time when you don't seem like to have any and how to stay focused on one thing at a time.

Then there are of course, technological barriers that we all face and barriers that other people put on us that try to stop us from moving forward, knowledge barriers, what you know versus what you don't, growth barriers like when you're not getting much traffic or email subscribers, just everything that bloggers will face during the journey because I've gone through them too and luckily, I've kept going. But I know a lot of people stop and it's unfortunate because it's often right before something awesome happens. It seems like just everything in the world is working against us to succeed. And Breakthrough Blogging is trying to help you breakthrough that stigma.

Now, the launch of Breakthrough Blogging will actually be Monday, July 1st, and it will be a part of the next 3-day Only 72 Sale, that's a company. That's why it's called Only 72, it's three days. So 72 hours. So what that means is starting July 1st, Breakthrough Blogging will actually be one of the several, actually five or six different courses and products you can get in this next Only 72 bundle which is actually built around the theme of be everywhere. What Only 72 does because it handpicks products and course from experts and bundles them together for a really discounted price.

And I chose to include Breakthrough Blogging in the sale because I wanted those who picked it up to get some incredible value for the purchase. So not only my course but a lot of other expert courses as well but also because I'm actually a partner at Only 72. I don't know if you knew that. But I partnered with my buddy, Adam Baker and Rick Mulready to create something awesome here. And Only 72 has been around for a while so this is the first time I've been a part of this sale and I really wanted to change things up and make things awesome.

Now, to check out the next sale, you can go to BreakthroughBlogging.net. So go to BreakthroughBlogging.net. That will redirect you to the sale. And the best part of Breakthrough Blogging is that it's something that's going to be forever growing. There are a certain number of videos in there now but I'm going to add more like a lot more. I'm setting up a studio where I'm going to be shooting videos like crazy and I'm just going to be answering people's questions and talking about your struggles. You're going to be influencing where this particular course goes and it's going to be forever growing and it's just going to be a great community of people so you know you're not alone in this. We're all going to help you during the journey.



So yeah, check out the trailer video at BreakthroughBlogging.net. I'm actually in it. Again, BreakthroughBlogging.net redirects you to the Only 72 Sale currently and you'll see that trailer there. I'm in it. A lot of you know I went up to Portland for like a day. Like I went up, flew up, came back down the same day. That's what it was for, to shoot that trailer. And yeah, I'm really proud of this. So, sign up to the email list there to get notified with the sales coming Monday. Again, BreakthroughBlogging.net.

What happens is after 72 hours, the sale will be over. Enrollment into Breakthrough Blogging will be closed. If you're at all interested, make sure you sign up to get the discounted price now along with the other products in the bundle because those of you who are in will be grandfathered in when it reopens later this year, and that would not include those other products. And if you're grandfathered in, you would not have to worry about what the payment structure will be like, which I don't even know yet. So yeah, if you're listening to this in the future, you can still go to BreakthroughBlogging.net and that will redirect you to wherever you need to go.

So guys, thank you so much for letting me talk about this with you. I'm really proud of it. Some of you might be surprised because I don't – generally, you don't hear me pitch anything. But the thing is, and this is something I've learned from watching other people who have had an impact on my life, this is where people seem to miss a step sometimes. You don't want to be pitching all the time. You don't want to be pitching everything under the sun. But when you know you have something that will help people, you better make sure you tell people about it.

And so, for those of you out there, I know you have stuff. Maybe you don't have a product yet but I know there's one in you. And when you make it happen, you got to really make sure you tell people about it. And there are of course, good ways to tell people about it and not so good ways. And hopefully, based on my experience in this industry in the past, I've shared it with you in a good way.

Now, you can get the show notes again at SmartPassiveIncome.com/session72 and ask any questions about that and definitely make sure to give Andrea a big shout out because she has just provided so much great information. Yeah, just thank you. And it's kind of cool that this is session #72 and Breakthrough Blogging is going to be a part of the Only 72 Sale. Kind of crazy, right?

Anyway, thank you so much for listening. I appreciate you so much. Gosh, I just wish you all the best. Thank you.

Outro: Thanks for listening to the Smart Passive Income Podcast at www.SmartPassiveIncome.com.

