



## **SPI Podcast Session #81 – How Brigit Earns 6-Figures a year in a Niche You Wouldn't Expect**

show notes at: <http://www.smartpassiveincome.com/session81>

**Pat Flynn:** This is The Smart Passive Income Podcast with Pat Flynn Session #81.

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, his two favorite cars are an Audi R8 and a DeLorean, Pat Flynn.

**Pat Flynn:** Hey, hey, what's up? This is Pat Flynn and this is Episode 81 of The Smart Passive Income Podcast. I am super stoked that you're here and I'm really excited to bring today's episode to you because it features an interview with a woman who has a very successful online business in a niche that you probably wouldn't think would be successful online.

And we've had a few of these interviews in the past. If you recall [Episode #37](#) with Lain Ehmann, she's making six figures a year in the scrapbooking industry, the scrapbooking industry. [Episode #40](#) with Fraser Cain, he's generating over 5 million page views a month to his website which is all about space, space, when you look up at the sky at night and all that black stuff, that kind of space. I mean 5 million page views per month is awesome.

And so there are so many of these success stories out there which is why I love what I do because I can bring these success stories on to the show to help inspire you and to show you that there are so many opportunities available for you. You just got to take action, you got to be patient, and provide for your audience. And that's exactly what Brigit does on [BiddyTarot.com](#), B-I-D-D-Y T-A-R-O-T. And if you don't know what tarot is, it's like those tarot cards. You can go and get a tarot reading and somebody flips over a card for you and depending on what that card is, there are different interpretations for you and what's happening in your life.

It's almost like a fortune-telling type of thing. And she does online tarot readings and she trains other tarot readers and it's just amazing what she's been able to create here and I'm just really happy to share her story with you. And so, let's just get right into the



interview and talk about how she got started what she's doing, what product she's creating, and how she's marketing her site and all that good stuff.

So thank you for checking this out and here's the interview with Brigit from again, BidyTarot.com. Check it out.

Brigit, thank you so much for coming on the SPI Podcast. How are you doing today?

**Brigit:** I am really well. Thank you. I'm coming to you from San Sebastian in Spain and life couldn't be better.

**Pat Flynn:** Oh, that is amazing. And I'm really excited for you to share your story and have us dig deeper into how things happened because you have a website that upon first understanding what it was about, even I was like, "There's no way that you could do this well." But after reading everything you mentioned in your email to me, I just had to have you on the show because this is just so impressive.

So why don't you start by introducing sort of how you got started online and what it is exactly that you're doing with everybody?

**Brigit:** Well, I am a professional tarot reader, that's tarot cards in case you're not familiar with it. And basically, I just help people transform their lives using tarot. I run the website Bidy Tarot and on Bidy Tarot, I offer tarot readings obviously. But I get a lot around tarot card meanings. I run master classes, webinars. I offer business coaching for folks who are setting up their businesses. What else do I do? Goodness, there are so many things. I have readers reading on my site as well.

So this has really I think taken off in the last year or two but obviously, it wasn't like that at the beginning. I actually got started in 1999 which is way back.

**Pat Flynn:** Yeah, that's like ancient, right?

**Brigit:** Absolutely.

**Pat Flynn:** That's the '90s. That's weird saying that now.

**Brigit:** I know. When did the internet start? Was it like '95?



**Pat Flynn:** Yeah, it has been '90s but – so you started your tarot site in 1999 or did you start – was that something.

**Brigit:** Yeah. No, it's tarot. I was studying at uni and I thought – and studying commerce. It was getting a little bit boring, a little bit dry. So I started learning how to write HTML and at the same time I was learning about tarot cards just as a hobby or as a sideline thing and they really just came together. And I started actually using notepad like a text edit to create HTML which made my site. And back in those days, you could definitely get away with that. Could you do that now? No way!

Actually, I don't think I even used Dreamweaver until about 2005. So everything was very basic back then.

**Pat Flynn:** Right.

**Brigit:** Actually, I started a path that I reckon was quite similar to yours with [Green Exam Academy](#). And that was – I was collecting all these notes about tarot cards meanings really for my own study and then I thought, "Hey, you know what? People might actually be interested in reading these notes." So I started putting things up on my website about the tarot card meanings.

And over the years, it grew and more and more people became interested in it. And I got to the point where I thought, "Well, maybe I should put this into an ebook?" And that was in I think 2007 that I had the first ebook. And really, it was just a big – a big, messy compilation of my notes really.

And it wasn't until maybe – it was about 2009-2010 when I started picking up on your website in particular and I remember reading your [eBooks The Smart Way](#) and thinking, "Oh OK. Yup, I've got to do some rewrites and change this ebook around." And that's when I relaunched that original ebook.

**Pat Flynn:** And how has that ebook done for you?

**Brigit:** Really well. So this was my first ebook called [The Ultimate Guide to Tarot Card Meanings](#) and we've sold I think just over 1,500 copies so far and that's of the new version, so in the last two years. And since then, I've launched another ebook called [Tarot Foundations: 31 Days to Read Tarot with Confidence](#). And that has sold I think it's around 800 copies in the last 12 months or so, just under 12 months.



**Pat Flynn:** Wow! OK. So – and I know you are doing all these other stuff now, classes. I mean just for some clarification, in the beginning when you’re talking about you were doing business coaching and you have readers on your site, are you doing coaching for people who are reading tarot cards?

**Brigit:** Well, I get most of my energy and excitement when I start talking to people about their businesses. So, a lot of my coaching is with people who have either just become professional tarot readers or that sort of have been their first or second year. And I help them grow their business.

**Pat Flynn:** OK.

**Brigit:** I’ve invested ...

**Pat Flynn:** You help them grow their tarot business.

**Brigit:** Yeah, that’s right.

**Pat Flynn:** OK.

**Brigit:** Yeah.

**Pat Flynn:** That’s cool. And so, you’ve become the sort of expert simply by archiving and posting all these notes from tarot reading beforehand.

**Brigit:** Yeah, absolutely. And probably in the last few years in particular, I just did some really SEO. I think used Dan Thies, the *SEO Fast Start* book. And it was literally, just tidy up your title and popping a few keywords and that was it. No sort of fancy SEO strategies.

And within months, my site was bettering, Google ranking 1, 2, or 3 for any of the tarot cards. And that’s now what really drives the traffic to my site is people coming – they look up the tarot card, they’re doing reading and they think, “Oh goodness! What is the death card mean?” And they type that into Google and up comes Bidy Tarot. So that’s where I get a lot of the traffic from as well.

**Pat Flynn:** That’s so crazy. I mean did you ever think it would take off like this? I mean why do you think it took off like it did?



**Brigit:** Yeah, it's a really good question. Initially, this was pure hobby. It was a distraction and so forth. And I don't think it was really until about 2009 when I had my first baby that I thought, "Hey, you know what? I could actually do something with this. I could start training like a business, sort of hobby/business and experiment with a few things and starting to get more into this internet marketing aspect and see the potential of online business."

And that's when things started to take off and then I thought, "Hey, you know what?" Again, I'm getting a lot of people coming into the website and I'm starting to build a community. I can really make something of this. I can help people. I can put my thoughts and my ideas out there and make it work for everyone because the great thing is that once you start delivering value to your customers, they start delivering value to you. So that synergistic relationship.

**Pat Flynn:** Absolutely. Now going back, when you switched from sort of hobby mindset to business mindset, what were some specific things you did after you made that mindset change on your website?

**Brigit:** Yes. So the first was really to get a website redesign done. And I've actually had two of these done in the last couple of years. And that I think showed my visitors that I was serious about it and I wanted to look quite sleek. But I think the most pivotal part was last year. We're living in Spain for six months and we were with our second daughter by then.

And I thought, "Maybe I can make a real go at this and do it full-time." Because I was still working in a bank in corporate so as an HR manager, human resource manager on a part-time basis and running the business on the side but I reached a point where I thought, "This could actually work as a full business, something that can support my family."

So that was really a turning point which has now opened up all of these doors to explore different facets of my business as well.

**Pat Flynn:** That's so cool. So you took the leap from just working on this on the side to really taking it full-time. Was that your daughter I heard in the background?

**Brigit:** Yeah, it could.

**Pat Flynn:** That's awesome.



**Brigit:** I think they're just – my husband is just heading them out and taking them to the park.

**Pat Flynn:** Oh, that's cute. That's so cool. I meant that's so cool that you can make a living from doing these tarot card things. I mean I don't even know much about tarot cards. I mean one of the questions I'm sure people have in the audience right now is how real are these things? And I don't know if you want to get into the sort of what the deal is behind tarot cards and things like that but I mean do you want to explain a little bit, maybe where they came from and why people are interested in this kind of stuff?

**Brigit:** Yeah, of course. Like whenever you start talking to people perhaps that you don't know or about tarot, they think, "Oh OK, crystal balls, crushed velvet, gypsy caravans, and fortune-telling really." But there's a wonderful movement now with tarot where people are using tarot a lot more for self-development, personal transformation.

It's essentially 78 tarot cards and each have different images and then those images start to unlock different stories that might come through more of your subconscious mind. So a lot of tarot readers can use the tarot cards more as a counseling tool or a personal coaching tool as opposed to straight, "Oh OK. Hey, you're going to meet this guy. He's going to have blue eyes, dark hair. The lottery numbers you need are 49, 67."

**Pat Flynn:** I wish I knew what the lottery numbers. We just had a huge power ball. I think it was \$450 million thing and I didn't win but that's OK.

**Brigit:** Yeah.

**Pat Flynn:** But I mean that's really interesting. I think it's really cool that I mean you can use the tarot cards as a device for personal development sort of as maybe a conversation starter or something to dig deeper into the mind as opposed to like what you said, just a straight up, "Hey, this is this card. This is going to happen to you." I never actually heard that before but I think that's really interesting and I think it's really cool that you're at the forefront of this sort of movement now.

And you said you started with an ebook and that was in 2007 I think you said. What are some other things that you've included on your website to make it even more like a business?





**Brigit:** Yeah, let's see. So probably just within – it's really taken off in the last 12 months, offering the master classes, the tarot master classes which are essentially just a one hour or one and a half hour webinar. And I present a topic on tarot to help people learn how to read the cards. So that's going really well. And I can – depending on the topic, I might have around 100 people register for those live master classes and then I record it so I can keep on selling it after the actual live one.

**Pat Flynn:** I see.

**Brigit:** And so that does quite well as well. I experimented with running a 5-week online course back in February so it was a really basic tarot course and I based a lot of that material off my Tarot Foundations ebook. And the way that I worked that, I always – the thing is, I always play and I always experiment in my business so it keeps it sort of fun and a little bit different.

And in that case, what I did was I was actually developing the material as I went through the course. So rather than investing three, four months in writing up a course, I would write that material that week and deliver it the next week. And it really kept me on track and focused on what I needed to do.

**Pat Flynn:** Yeah, I really like that tip, before you move on. I know a buddy of mine – a buddy of ours over here at Smart Passive Income, Cliff Ravenscraft from Podcast Answer Man, he's doing a course called [Podcasting A to Z](#) and it's everything you need to know about podcasting. And the way he developed that course at first was sort of creating it as he went along with that first set of students. And ever since then, he's been taking more students in and using that same material, making it better each time but using it as a base and it's just taken off for him.

And he's in a mastermind group with me and I'm sure he won't mind me saying this that he is now doing less work than he did at the beginning obviously because he's done this many times but the material is already there and it's already tweaked to its optimal sort of way to provide that information to his students.

So I really, really like that sort of business model. And that way, you can sort of create the course with your students, giving them exactly what they need so that the next time you have another set of students in, that base material is there already and then you can spend more time focusing and interacting and answering questions perhaps for that next group of students.



**Brigit:** Yeah. And it worked beautifully because as I wondered in my head, “Am I giving my customers a bad deal here because I’m developing the material as I go? Is it going to be good quality enough?”

And they really enjoyed being part of that class and they knew that I was developing that material so they would help input into that material. As you just said, the students developed it with you. And it was often sort of a better price at the lower end so they weren’t really getting a bad deal. Actually, they’re having a great deal getting all these live webinars for a lower price.

But absolutely, I’m hoping to run this again a little bit later on in the year and all the material is there. Now, I just get the opportunity to go back and improve it even more and that’s an exciting proposition as opposed to having to sort of start over again.

**Pat Flynn:** Definitely, definitely. And you mentioned price point, what – going back to some of your other price. What were the prices of your ebooks, your webinars, and then this tarot course? I know everybody is interested in pricing and how you’re sort of differentiating each product from one another.

**Brigit:** Yeah. Look, I’m really experimenting with the ebook prices. So when I first launched, it was \$10 I think. And then once I relaunched my first ebook, *The Ultimate Guide to Tarot Card Meanings*, I launched it at \$19, which felt – it felt better. And then I thought, “OK, \$19 is OK but how about I just try out \$29?” And then I repositioned it a little bit. So instead of positioning it as here’s a book about tarot card meanings, because anyone can buy a book on Amazon for \$17 or less even. I wanted to try and reposition it that it wasn’t just a book and therefore, I could charge a higher price at \$29.

So about six or seven months ago, I tried out the price point of \$39 for my ebook and that started to generate around about the same amount of profit or revenue as it did for \$29 so slightly less sales but about the same amount of money. So I think that’s probably my sweet spot is that \$39 mark. I don’t think I could go much higher than that.

**Pat Flynn:** Right. And I think it’s very smart of you to experiment with that. And I think that’s a lot – something a lot of people are afraid to do. I know I did the same thing when I came out with Green Exam Academy’s – gosh, what’s the name? *The LEED AP Walkthrough* and I started it at \$19.99 and then I went up to \$29.99. I actually sold more copies at that higher price because it had higher perceived value.





Now, you said that when you made the switch sort of to position the book in a different way as more than just a book, what is that exactly mean? How did you do that?

**Brigit:** Well see, with my ultimate guide, it's over 330 pages. So your typical book will not be around 330 pages. And the way I positioned it is that you can buy loads and loads of books on tarot card meanings but this is literally your ultimate guide. You won't need to buy other books. This is the one book. So that sort of generates the value there.

And also, with my other ebook, the *Tarot Foundations* ebook, that sells at \$37. And I've positioned that more as this is a learning program as opposed to this is an ebook. So it's very much about, by the end of the 31 days, you're going to be able to read tarot with confidence and then that's the outcome that you want.

**Pat Flynn:** OK. Got it. Got it. Now, how are you delivering these ebooks? What's the software or the service that you're using?

**Brigit:** Just the usual, so via [E-junkie](#). I think I learned that one out of your ebook, Pat. Yes, so just by E-junkie at this point. So that way, I can also manage an affiliate program as well because E-junkie will manage that part.

**Pat Flynn:** Right, right. OK. So you do have affiliates actually helping you promote your books?

**Brigit:** Yeah, I do. But it hasn't taken off as much as I wanted it to, to be really honest. So oftentimes, when I've approached people in my same industry, so other people with tarot websites, there seems to be this real resistance against, "Well, I don't want to receive money for recommending your book. That doesn't sound right, does it?" So I'm like, "If you hate it then please don't promote it. But if you love it, I'd love you to get something on the side so that you can actually be rewarded for the effort that you're putting in."

But a lot of people in this industry I think are sort of operating from an older mindset which is, maybe affiliate marketing is bad or you can't receive commissions for recommending something.

**Pat Flynn:** Right, right. I think that is a very common outcome in a lot of sort of hobby type niches, sort of like yours is. Now, what do you think a person can do to help a



person who could potentially become an affiliate better understand that this is something – I always find it interesting. I mean I come from the internet marketing industry where it's kind of obvious that if a product is good and it can help your audience that you want to promote it and it would be awesome to get paid a little bit of commission on the side. But what do you think it is about that that people are so resistant to?

**Brigit:** Yeah, I just – I don't know if it's like just an overall acceptance. When I look at blogs such as yours and in that internet marketing space, we're also used to seeing affiliate link or, "Disclaimer: This includes affiliate links."

**Pat Flynn:** Right.

**Brigit:** And that's OK like we think, "Yeah, yeah, well of course, it's going to have affiliate links." But I think yeah, when you get into the tarot space, that's not – I think there's a lot of tarot readers who are tarot readers. They're not business people. So you see a lot of businesses that are really just focused around tarot as opposed to tarot and business, if it makes sense.

There is an increasing movement though I think towards some more business-savvy people coming into the tarot space. But I think until that really happens, I don't think we're going to see a lot of people using affiliate links in a sort of classy way. I have seen people using affiliate links in a really un-classy way where they're trying to promote things and it looks awkward and yeah.

**Pat Flynn:** Yeah. I mean I think the biggest lesson there is just, no matter who your audience is, there are going to be some people in your audience who could potentially sell for you and it's your job to sort of educate them and really talk to them. I mean that's what I would do and that's what I have done especially with Green Exam Academy because that's sort of in the same lines. It's not really a product that I was selling that the people who buy it would normally sell to other people.

So I had to find the people who have the same sort of exact audience. And I can envision in the tarot industry, there's not very many other people out there who are also teaching other people how to do tarot readings and things like that. So that's an initial challenge.

But the secondary challenge is just trying to help these people who aren't really business savvy to sort of understand the ins and outs of how things work. And really I



think, if you can show that there's value being spread everywhere and that they deserve something for spreading their value too that you might have a better chance of getting someone to promote for you.

And also, just showing them how easy it is to do it. I think that also holds a lot of people back is just they don't know how it works or what happens or what they need to do that's why a lot of times especially in the internet marketing industry, when you are trying to reach out to somebody and you want them to promote your product, obviously, you tell them about it and how it can help their audience. But you also just right there provide that affiliate link so that they don't have to do anything but show that link in whatever way that they feel they can share best for their audience, if that makes sense.

**Brigit:** Yeah, yeah. And yeah, I think now I'm starting to experiment a little bit more with engaging more with my affiliates. And so, I've just set up – I've got another email list in AWeber email list so that I can communicate a little bit more regularly with my affiliates. And again, like you said, really support them and make it easy for them to promote my products. So we'll see. We'll see what happens.

Sometimes I keep operating in that sort of 80-20 rule so I've thrown a lot of energy into affiliate, like getting affiliate partners and I haven't seen much progress yet. But I might try again and see what happens.

**Pat Flynn:** Sure. I mean I love how you mentioned the 80-20 rule. I think that's really important. What is the 20% for your right now that's bringing in the 80%? What's working for you best?

**Brigit:** Oh OK. So my website generates so much traffic and a lot of it is coming into the tarot card meanings. Now on those pages, I have ads to psychic webcam services and they then generate commissions from sales from those ads.

**Pat Flynn:** Interesting.

**Brigit:** Yeah, yeah.

**Pat Flynn:** So what's your traffic like really quick so we can get an idea?

**Brigit:** I'm almost at 150,000 unique per month.



**Pat Flynn:** Wow!

**Brigit:** Yeah.

**Pat Flynn:** Wow! And that's mostly for the meanings of the cards.

**Brigit:** Yeah, that's right. That's where the bulk of the traffic is coming through. And in fact, just as I was preparing for our call, I noticed that I've hit the one million unique visitors in a year mark, which just – that blows my mind.

**Pat Flynn:** Wow! Congrats.

**Brigit:** Yeah.

**Pat Flynn:** So a lot of people looking for tarot meanings I guess.

**Brigit:** Yeah, it looks that way. Yes. Yeah.

**Pat Flynn:** But I think it's really smart and this is something a lot of people can learn from. You might be in one industry in particular but the people who are coming to your site could benefit from something else outside of your industry that it's related. For example, you have your psychic readings via video webcam. You might – it makes sense that someone who isn't just in tarot cards might be interested in something like this. So that's a commission per sale you said?

**Brigit:** Yeah, yeah. So basically, I'm an affiliate partner for these psychic webcam services and we generate, I think it's set at around 50% at the moment which is I think incredibly high. And this is – the affiliate marketing that I'm promoting on my site is generating a good or 50% of my revenue at the moment.

So I'm always annoying my husband because every day I log on to my – the affiliate site for – it's called Oranum I think in the States and Spiritum. And so, I log in there. I'm like, "Oh wow! Look at what I've made for today." I don't know if you ever do this because your numbers are huge, Pat. So you must get like really excited every day as well.

**Pat Flynn:** I mean I always get excited. I mean even if I go on to AdSense and I see I made \$2 extra today than I did yesterday. It all excites me.



**Brigit:** Yeah, yeah. Actually, sorry, this is a little bit sidetracked. But I always thought, I wonder how you get this model into corporate? So how you just get your salary every month exactly what's going to go into your bank account. But what if they could change it up? Today, you're going to get \$100. OK. Tomorrow, you can get \$50. Wouldn't that make work life so much more exciting if it was sort of a little bit unknown?

**Pat Flynn:** Well, I mean some people get a base income and then could possibly get more for commissions and doing sales and things like that. But I mean there's pros and cons. I mean the nice thing is there is no limit to – I mean there's virtually no or technically no limit to how much you can earn but it does take work to make that happen. And you can potentially earn nothing except the base price if you don't have any commissions.

But anyway, going back to this affiliate stuff, I mean overall in your business or ballpark, or can you give us an idea of exactly how much you're earning from tarot and psychic affiliate stuff?

**Brigit:** Yeah, yeah. So it's currently earning very comfortably in the 6-figure mark. So when I quit my corporate job last year, I thought, "My goodness. Am I going to be able to reach the same amount?" Because I was working in financial services which is – I was already getting a 6-figure income in financial service so making this leap into my own business was really, really scary but every single month I have been able to earn more than I was getting in my corporate job and it seems that nearly every month, it's only increased. So every – like I wake up – I tell you what, I wake up every day and I feel just so blessed with abundance when it comes to my work and my business and my lifestyle as well.

**Pat Flynn:** That's so awesome. I'm so happy for you.

**Brigit:** Thank you.

**Pat Flynn:** A few things I want to touch on. One word that you mentioned probably ten times in this interview is experimentation. And I love that you say that because I think that's really important for any business owners especially one who's doing business online where it's really easy to experiment and do trial and error and see what works and see what doesn't to find that 20% that does 80% of the stuff for you and things like that. I mean it's just a testament to trying and doing different things and not only are you – you have ebooks, you have webinars, you have your tarot course and business coaching, and your affiliate marketing.



But along the same lines, along with that experimentation, you're diversifying. I'm starting to diversify with my own products too and that's obviously something that you've done really well on is experimenting with your own stuff and developing your brand, increasing your authority. And it's just so cool to see how well you're doing.

**Brigit:** Thank you. Yeah, yeah, and just to pick up on that diversification, that has been very key in my strategy for a number of different reasons. You never – with affiliate marketing, you never know it's going to be there tomorrow or not. Again, that company could go under. Your sales could drop. You just never know. So every day, I count as a blessing when I do receive money via my affiliate groups.

But I also think, this is something I really expound with my readers is if you want to be a professional tarot reader, you can't read tarot cards all day long, five days a week. You go bonkers because it takes up so much energy. So I think for those folks who want to create a longer term, sustainable business model that will get them to be able to leave their day job for example, they need to diversify their own business. So not just investing in that service piece but also investing in things like digital products, courses, whether it's advertising on the site, whatever it might be but having multiple lines of revenues, as you say, diversifying.

**Pat Flynn:** Yeah, yeah, totally. And one other thing that struck me with this interview is which is how much time it took for you to get to this point. I mean we're talking from 1999 when you first started it and it was just a hobby site to you seeing things finally starting to take off last year. I mean what kept you going? And I know a lot of people wouldn't give that much time for things to happen. I mean what was the difference for you?

**Brigit:** Well, I think the main thing is this is like a game for me. Working on my business is a game. It's fun. It's stuff that just gets me excited. Like I really struggled at the start because with my husband, I would have to say to him, "Oh Anthony, I've got to do work right now." I'd be like in my head, I'm thinking, "Work? It's not really work. It's just – I'm playing, right?" But I've got to call it work to make sure I can get some time away from the family and really hunker down.

But that is what keeps me going because I just have so much fun doing this. It doesn't feel like a chore. It doesn't feel like work. It's good fun. I think the other aspect is I've always had a very strong work ethic and when I get really absorbed into something, I





really get absorbed into it. So I can become quite obsessive in making things work and yeah, achievement-oriented.

**Pat Flynn:** Were there any struggles along the way once you decided to turn this into a business? And initially, it wasn't – maybe it wasn't going as fast as you wanted it to. I mean what were some of the things going through your head?

**Brigit:** Yeah. Look, I actually really – I don't feel like I've had that many struggles to be really honest, perhaps more from a personal perspective. So I think when you make a transition, I used to also work in management consulting, so management consulting and HR and in those spaces, it's all about being very corporate, being very professional, and managing yourself your image. For me to start talking about tarot in a corporate business meeting would be like career death, right?

**Pat Flynn:** Yeah.

**Brigit:** Some of my struggles have come from transitioning from, "OK, I'm a corporate professional. Oh no, hang on. Now, I'm a tarot professional." Do people think I'm completely flaked out? Does it look like I've just gone completely off track here because I've gone into this world of tarot?

And I'm still working on it like when people ask me, strangers ask me, "So what do you do?" And sometimes I go, "So I do live coaching online." Or if I do sort of have the guts to say, "Yeah, I'm actually – I read tarot cards and I'm teaching people online and it's amazing. Oh but by the way I used to work at corporate and I've got these degrees."

So yeah, I'm still working with managing my self-image and really feeling OK about what I'm doing. I'm getting a lot closer but I still have a little bit of work to do there.

**Pat Flynn:** I mean that's definitely a big struggle. I mean for me, I even struggle with what to say when people ask that question. "Well, what is it that you do?" And I always switch the answer it seems like depending on what situation I'm in. But I mean it's always true but sometimes it's, "I'm a blogger or I'm a podcaster or I'm a serial entrepreneur or I do online business or sometimes it's iPhone apps." I don't know. It just changes every time.

And I think this whole online business thing, it's – as much as it is us trying to create online businesses and provide value to other people, I mean it's growth within ourselves too. And I think that this is just a great example of that because it's always



going to be something that we're going to be working on and I don't think there's really an easy answer for trying to figure out exactly the path that you want to go down but it takes experimentation like you said.

**Brigit:** Yeah, yeah. And it's sort of at some level of comfort to know that what you're doing is like it's good, it's the right thing even if you can't necessarily explain that to someone else or they give you that sort of blank stare like, "Online business? What is that?"

**Pat Flynn:** Right, right.

**Brigit:** Yeah, so it's just building a better level of comfort I think around it.

**Pat Flynn:** Totally, totally. So Brigit, just to finish up and this has been an amazing and inspiring interview, and again, I think people are going to be like, "Dude, there's this woman named Brigit and she's making six figures doing tarot readings online and it's just awesome." I mean that's so cool. It really shows that sometimes the least likely niches are the ones that are going to be the most profitable.

I mean a lot of people said the same thing about my LEED Exam site. When they were – I told them what I did and they're like, "No way! That can make that much money. Or no way, you can be successful with that." Well, there are large groups of people who are into these small little niches and you just kind of have to find them and provide value to them just like you're doing to everybody in the tarot industry.

And again, that's so awesome. So Brigit, last thing, any final tips for anyone out there who is starting an online business, maybe they've been doing it for a while and aren't just – aren't seeing results like they wished they had or wished they were. What would you – what kind of advice would you offer to those people?

**Brigit:** Yeah. Look, I think the first thing for sure would just be to be authentic and to be real. And this is something I really learned from you in observing how you run Smart Passive Income is that you put your face on it, you put your whole personality into everything, and you also put yourself up I guess like flaws and all, right?

So when you're doing your podcast, you don't usually edit a great deal, which I think is fantastic because it just – it brings like the human element. And that's certainly something that I've tried to do in my own business is to bring the human element and



to say, "Well, this is me and I might not look like your average tarot reader but here I am and this has been my journey and so forth."

So my advice for people starting out or who've already started out is just be real and authentic. You don't have to put up like this corporate image and be all formal and those sorts of things. The more that you can put yourself into your business and your website, the better.

And I think the internet really supports that. We're used to working in corporate where you have to conform and be sort of the group mentality. But now, we've got this wide open space to be who we really are and people appreciate that. They appreciate that you might not know everything or you might make mistakes but they want to see it all which is wonderful.

And then the second piece and this is something that I've always used as one of my mantras is just do it. Like get on with it and do it. There's no point sitting around going, "Oh no, it's not working. Oh dear, I'm no good. It's a failure." Just get on with it. Figure out what's the next thing that you're going to experiment with. Give it a go. See how it works. If it doesn't work, try something else. If it does work, keep doing it. Quite easy.

So yeah, totally be authentic and be real and just do it.

**Pat Flynn:** Awesome. I love it, Brigit. Thank you so much. Everyone, check out Brigit's site at [BiddyTarot.com](http://BiddyTarot.com) and check her out there. Like you said, you'll see her face right there on the front page and everything she has to offer in this awesome world of tarot. I have to get a reading from you one day. I've never gotten a tarot reading.

**Brigit:** No. Actually, I was thinking I was going to do one card drawn for you actually. Have you got another 5 minutes?

**Pat Flynn:** Yeah. Are you saying like right now live on or not live but ...

**Brigit:** Yeah.

**Pat Flynn:** OK. This is – it better not be the death card. I don't know what that means though but yeah, let's do it. Let's do it. This would be fun.

**Brigit:** Awesome. Just bear with me. I'm going to grab my cards and I'll be back in like one sec.



**Pat Flynn:** OK. So those of you still on the line, I'm guessing she's going up the stairs.

**Brigit:** All right. Sorry.

**Pat:** I'm a little scared. I don't know. I've never done this before. I've never gotten my fortune read or anything like that. I did have my palm read once actually.

**Brigit:** Yeah.

**Pat Flynn:** And I had – I have really funky lines that mean a lot of things that I don't even remember. I just – I have a lot of love apparently. My love line is really big.

**Brigit:** Oh, that's nice. That's good.

**Pat Flynn:** She's shuffling. She's like, "Whatever, let's just ..."

**Brigit:** No, no. All right. So I've shuffled the cards and how about we draw one card for your business and what you can do to make it even more successful? What do you reckon?

**Pat Flynn:** This is good. This is good.

**Brigit:** All right. So I am now just fanning out the cards in front of me. This is where we need the video one, right?

**Pat Flynn:** Right. Is this how you – so when you do a tarot reading, you actually have video out? You have the video going?

**Brigit:** No. I could do but just because I've got family responsibilities and so forth, it's a lot easier for me to do email readings. So I do it in my own time, my own space. And then I'll type up that reading and send it to the client.

**Pat Flynn:** That's so crazy. And you actually are doing the cards, right? Because you could easily just – someone sends an email and you can just pull out some old response that you've had from somebody else, right?

**Brigit:** Yeah. No. People say, "Well, why don't you just set up like the auto text of how you got this card."



**Pat Flynn:** Or like a vacation reply. It's just like one card the whole time.

**Brigit:** Yeah. But that would just make for a really bad reading I think. Yeah. All right. So I'm going to draw you just one card. Just bear with me.

**Pat Flynn:** And I can tell in your voice you really enjoy this.

**Brigit:** It is a lot of fun. Yeah. All right. Cool. So what I've drawn for you is the Queen of Pentacles and she's in the reversed position. So normally, the Queen of Pentacles – oh, this represents you really well I think. So it's almost like you're being that work-at-home dad. The Queen of Pentacles kind of sort of balance between running a really successful business and managing the financial side but also, engaging with the family responsibilities. And I think you do that well because you're sort of in both spaces.

The only thing here though is that we've got the reverse position. So you may have a tendency at the moment to get that balance a little bit out of whack. So this card is simply reminding you to think about how you nurture your family but also, how you nurture your business and make sure that you're maintaining a nice balance between the two.

And in fact, on top of that is that self-care element in making sure that you're looking after yourself at the same time. I mean this is Utopia, right? Because you have to have that perfect balance between yourself, your family, and your home, all of the time but I know it's probably as well as you do. It's very difficult to get there. But ...

**Pat Flynn:** Yeah. Does that mean I'm not spending enough time with my family or I'm not spending enough time with my business or is it just means something is off?

**Brigit:** Well, it's just calling your attention to where you're putting your energy and are you giving that energy to the different parts of your life in a way that feels good to you, I suppose.

**Pat Flynn:** I love it.

**Brigit:** So that you're not over investing in business, you're not over investing in family, and well, you're not neglecting your self-care I think.



**Pat Flynn:** Yeah, this is awesome. So, anyone who wants a tarot reading head over to [BiddyTarot.com](http://BiddyTarot.com). And yeah, this is fun. Thank you very much for doing that.

**Brigit:** No worries, my pleasure.

**Pat Flynn:** All right. Take care, Brigit. Have a good one.

**Brigit:** Great. Thanks so much, Pat. I really appreciate the opportunity.

**Pat Flynn:** Thank you. Bye.

**Brigit:** Bye.

**Pat Flynn:** All right. I hope you enjoy that interview with Brigit from [BiddyTarot.com](http://BiddyTarot.com). The show notes, the resources and links as always will be located on the blog. You can head on over there, [SmartPassiveIncome.com/session81](http://SmartPassiveIncome.com/session81). That's the easy way to get there. I hope you enjoy this interview.

I mean it was really great. Lots of awesome gold nuggets in there from how she launched her ebook, how she priced it, how she pivoted in her mind from a hobby to a business and everything that went along with that, positioning the products so they're more than – they share more value, and all these kinds of things. I mean six figures from tarot reading.

And it was a nice surprise actually. We weren't planning on doing that reading. It was just something she offered there at the end. Making sure that the balance that you have between family and business and everything else in your life is always a great reminder. As entrepreneurs, I know it's really easy to get totally zoned into one of those areas of your life and forget about the other. So let that serve as a reminder for you as well as it was a reminder for me.

So anyway, thank you again so much for spending time with me and Brigit today here on the show. And I can't wait to share what I have for you in Session #82 which is another incredible success story, actually, a graduate from The Foundation. Now you might remember The Foundation from session 46 and Dane Maxwell, the most popular, the number one downloaded podcast episode we've had, over 100,000 podcast downloads so far. And oh gosh, he's got a great story. He goes step-by-step into everything that he did to create a successful software business and walked away from a high-paying corporate job just like Brigit did. I mean that seems to be a theme here.





So I look forward to that and sharing that with you. And until then keep pushing forward and I wish you all the best. Peace.

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