



## **SPI Podcast Session #101 - A Look into the Business of One Smart Passive Income Student**

show notes at: <http://www.smartpassiveincome.com/session101>

**Pat Flynn:** This is The Smart Passive Income Podcast with Pat Flynn Session #101. Let's make some magic happen.

**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, the one with a funny American accent, Pat Flynn!

**Pat Flynn:** Hey, hey, what's up everybody! This is Pat Flynn. Welcome to session 101 of the Smart Passive Income Podcast. I am so happy you're here. We're diving straight into the next 100 episodes of the podcast and I appreciate your support so much. And I got a great episode for you today because not only are we bringing a featured guest on but this featured guest is actually – I can call him a student of mine. This is somebody I've been working with for the last six months.

Kind of background behind this is when I started Niche Site Duel 2.0, this is the second round of me building a website from scratch publicly on SmartPassiveIncome.com. I did it successfully the first time around. This was back in 2010 in the security guard training niche. And that site at SecurityGuardTrainingHQ.com has been up for a few years now and it is consistently earning between \$1,500 and \$3,000 a month mostly passively. I just spend a couple of hours a month maintaining that site. But that was done in 2010 and the website creation and business development process has changed since then. And mostly, Google has changed since then. It seems like they're changing every month.

So a lot of people were asking "Well, how would you go about doing the same experiment today?" And that's where Niche Site Duel 2.0 came from and you can get information about all the posts I have written about that process for the site that I'm building now which is serving the food truck business owner and the future food truck business owner. You can check all that information out at [NicheSiteDuel.com](http://NicheSiteDuel.com). So check that out.

But one thing I wanted to do the second time around when all that started, I wanted to get a group of four to six people together and work with them to help them build up



their brands, build up their businesses or website to traffic and it's not like I'm doing it for them. I wanted to bring these students on so I could guide them, so I could show them and be there as a resource so they can do it themselves, which is the whole point of Niche Duel. I show how I do, I talk about the ups and downs, the wins and losses, the mistakes and the failures, and the good things that I did so that other people can emulate and try those things out for themselves too. And so, that's what we're doing in the sort of Niche Site Duel Mastermind Group.

And there is one student in particular that I wanted to highlight and bring on the show today and this is a person named Ken Kelly. And what's cool about him – I mean there are so many cool things about him but he's an incredible action-taker. He is already seeing success and revenue from the site that he has created, and he is a magician, which is so cool. I've always been infatuated with the idea of magic.

And for those of you who are at New Media Expo this past January at my presentation or maybe you heard about it, I included magic in that presentation. And guess who was my coach? Ken Kelly. Ken had heard through my talking about this upcoming presentation in the group, we meet on average once a month, sometimes more, sometimes less but they had heard that I was doing this presentation and I had sort of joked that I wanted to include something interesting or surprising at the end to just sort of make it memorable. I always try to do something different and push the envelope in my presentations.

And Ken had suggested or just sort of randomly said, "Hey, why don't you do magic?" And I was like, "That would be cool but what would I do?" And then he actually chatted with me for longer after that meeting was over on Skype and gave me some great ideas on how I could incorporate magic into the message that I wanted to share in this presentation. And then I was like, "Yeah, let's do it." And Ken was like, "Yeah, let's make this a regular meeting. I'll teach you these tricks and I'll show you and I'll help you with your stage presence and all that stuff."

And for those of you who were there at New Media Expo, I mean you saw it. You saw the outcome of Ken teaching me and he did that because I was teaching him with this website stuff and building up his niche site. And so, I'm so pleased to have him on here today and that's sort of the background behind how all this got started. He is a magician.

His niche site is in the magic industry but it has done so much for him not just monetarily. It's only starting to make money but it has done so much more for him as



far as opportunity and a lot of other things as well. So you're going to hear his whole story. Ken provides a lot of great information and really detailed strategic tips and things like that, things that he had done that had worked for him that could also work for you too.

So let's just dive right in. Sorry, I'm just so excited to have Ken on. He's such an awesome guy. Obviously, a great accent you'll hear. He's over in the UK. And yeah, I'm going to stop talking so we can get right into this interview. So here's an interview with Ken Kelly. He's going to share his exact URL and the sort of niche within the magic niche that he is targeting. So here you go. Enjoy.

Ken Kelly, what is up? Thank you so much for coming on the Smart Passive Income Podcast. How are you?

**Ken Kelly:** I am so, so good. I'm so happy to be here. I really am.

**Pat Flynn:** Well, it's about time you're on the show because you're doing a lot of amazing things. And of course, you and I have talked quite often over the last several months. You are in sort of a mastermind group with myself and a few others who are also doing the Niche Site Duel. And beyond that, and I want everybody to know this that my recent presentation at New Media Expo in January, included some magic in the presentation.

And a lot of people were like, "Did you know magic before this? Where did you learn this? Did you just watch YouTube videos and figured out?" No! I hired – I didn't hire a coach but I had a coach, and Ken was my coach. He offered to sort of teach me a few tricks that would be relevant to the content that I was sharing in that presentation and he did such an amazing job as a teacher and I just got so excited. And then I did the presentation. I did the magic. People loved it.

And so Ken, I just want to thank you here on the show publicly for all the help you've given me and I want to give that part of the presentation – credit it to you because you've actually inspired that whole ending which has become a very memorable part of the presentation, something people are still talking about and I'm still sort of high about getting to do that in front of everybody. I never would have thought I would have done magic. So thank you for that.

**Ken Kelly:** Thank you very much, Pat, for those very kind words and I just love magic. I eat, sleep, and breaths it. It's really cool to know that it's contagious and that you



caught a little bit of that bug and you took it into your presentation and that was received positively. And hey, magic at the end of the day, it brings the kid out in our hearts. It brings that wonderment out.

And if you are able to share that with your audience and it does, it makes a memorable impact because magic is not something we see every day. It's that kind of thing that hits our brain and changes the way we think. It questions all that we know because it just doesn't fit in there. And yeah, it makes people sit up and take notice I guess. But I'm just so glad you got something out of that.

**Pat Flynn:** And I had to tell you a quick story. One of the people that I picked out of the crowd to do a magic trick on, he actually did magic for a long part of his life. And he came to me after the show and he was talking about how he used to do magic and just kind of lost interest. And then I got an email from him a couple of weeks later just saying that this presentation re-sparked his interest in magic and now he's doing it again and he's learning more tricks and he's just gotten even more excited.

So that's again, because of you. So it has just kind of paying it forward and touching lives and of course, he's going to do magic and help other people and entertain others. It's just so cool how this works.

**Ken Kelly:** Just hearing you shared that with me, Pat, it just makes my heart smile. It really does. Part of the passion that I have for magic is to carry that torch forward and to share it with other people and to share that magic, yes, it is about secrets and it's about guarding those secrets but not from people you genuinely want to learn magic and get out and perform it. And if you re-spark and rekindle that in somebody else, how wonderful that is.

**Pat Flynn:** That's awesome. Yeah. Now, I went to Disneyland with my family the other day and there's a magic store in Disneyland and I was sitting there for like a half hour watching this guy do all these magic tricks and I was like, "I want to buy every single trick here because this is awesome." But I didn't. But I just let the magic sort of just mesmerize me and I was just so happy to be there.

But anyway, a lot of people had been asking, "Well Pat, when is this full version of your new Media Expo presentation coming out? We've seen the highlight reel." And if you go to [SmartPassiveIncome.com/Highlight](https://SmartPassiveIncome.com/Highlight), that will take you to the highlight reel. I was actually asked to potentially do this presentation again like it was that good. People were talking about it and I got asked to do this presentation again. And I feel like for



this conference that I might do this for, it would only be right if I didn't share the full length video until after that conference. So I apologize for this. You are waiting. You're going to have to wait a little bit longer but I want the full effect for those who will be there live when I present this again before I share it. So I hope you guys all understand that. I mean does that make sense, Ken?

**Ken Kelly:** It definitely makes sense. You want to be keeping that element of surprise and I guess you will be sharing it when the time comes, right? And it gives us a little something to look forward to.

**Pat Flynn:** Yeah, absolutely. So let's get into your story, Ken. You have an amazing history in sort of where life has taken you know and what you're doing now. And of course, I want to get into the things you're doing now and the things that are successful for you. But where did you start? What were you doing before, all the stuff that you're doing online now?

**Ken Kelly:** Wow! It has been quite a road if I'm honest with you. And I guess my road started when I was very young. I was six years old, I got a magic set. It was bought to me by my father and I just – as an only child, I found that I got something out of this. It got me kind of attention from other people. I guess I was like a skinny child when I was growing up.

And we immigrated to South Africa from the United Kingdom when I was six years old. So my family wasn't around me. And because of the work my father did, he moved around a lot. So by the time I went into high school, I've been in six different schools. That's a lot of going into the class for the first time and meeting everyone and then kind of making some friends and being whipped away to another school.

So I guess I was quite awkward in making friends. It became difficult for me. But when I found magic and I started showing that to people, something lit up in me, something that to this day really, really feels special. And it was a way of giving something to other people and wherever you go, with magic tricks in your pocket, you have friends. So I choose to do it as a career.

I guess against the advice of my parents, when I was saying I want to be a full-time magician, they were saying fine when I was a young boy but when I started getting to last years of high school, they were saying, "Hey Ken, you're seriously going to be thinking about a career with some future in it." But it was really what I wanted to do. And I left school and I tried going and working in a store and getting into retail and it





didn't work out for me. I hated every minute of it. And going to the store that I was working in, I was doing a management training course there. I would walk past buskers in the street every day, Pat, and I would look at them and I'd envy these guys that got to travel around and just perform and entertain people for a living.

So one day, I picked up a laptop of courage, walked into my manager, I had my uniform on a hanger, I handed him the uniform and I said, "Hey, I'm off to the street." And I went and stood on the street and it was the first money that I made from doing magic. It wasn't easy. And I guess by doing that, I could see why my parents were saying, "Get yourself a proper job or a proper career," because it is a hard taskmaster. But from there, I came back to South Africa. I won the Junior Championships of Magic. My passion was that strong. I went on and won the Senior Championships of Magic.

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

**Ken Kelly:** I was very fortunate to represent South Africa at FISM, which is kind of Olympics of magic, I guess you could call it, very apt to the moment, we got the Winter Olympics going on. And we represented South Africa. Then when I came back, lots of publicity and I managed to get myself a television show which ran for some years entertaining children with magic and kind of doing some script writing. And from there, it just branched off and grew and grew and grew and it is being the greatest career ever.

There has been low times, there had been difficult times but overall, it has just been absolutely amazing. I'm taking it online. It's just the next in that I guess.

**Pat Flynn:** So you were performing magic for groups of people and just going around where you were being hired, you were on television, and you were just performing. So you had to be there in order to earn an income.

**Ken Kelly:** Exactly. But the downside of that business model is I am the product. So I can only be in one place at one time. I can only do one 9:00 o'clock show on a Saturday evening for a wedding. I can't be in two places. So it was quite limiting. But I guess the fees charged are OK. I mean they make up for that but it's still quite a limiting business model.

**Pat Flynn:** Right. And when was your first sort of encounter with the possibility of going online and what was sort of going through your head when you saw that you could potentially do magic online? And did you think it was something that was possible



or you wanted to stay away from it at first or what were your thoughts about taking what you are doing sort of performing and then somehow bringing it all online?

**Ken Kelly:** It was a slow and gradual process and it started with a frustration. I left South Africa to come back to the United Kingdom where I had a family tragedy. We lost our son. It was a really, really sad time. Everything we built around us just kind of didn't mean anything anymore for myself, my wife, and my daughter, Kristen. And we looked around and thought what next now? What next? Life was at all-time low. I had been born in the UK as I've said so I had the passport and maybe in a way, I was running away but we decided to come to the UK and have a fresh start, new scenery, new people around us maybe to kind of spur something new and deaden the pain slightly.

I left a really good career as a magician in South Africa where I was known in the market. I had a good name. I was known by all the agents. The phone didn't stop ringing. And I brought my act to the UK and I was now in a country where nobody knew me. And my years on television made absolutely no difference to anybody. So I did what any good entertainer would do and I contacted all the booking agents. I contacted the booking agents and out of 40 booking agents which I contacted and hand wrote letters to, I had one reply.

**Pat Flynn:** Wow!

**Ken Kelly:** I was absolutely devastated. I didn't know what I was going to do. I've had limited amount of funds that we brought over. I had come first. My family was still in South Africa. And my job was to kind of get us a base, find us a home, and bring my family over. And I ended up walking the streets of the town, the hometown that I now live in, Warrington day after day wearing a suit going from store to store to store knocking on stores saying, "Hey look, I'll do anything. I'll sweep your floor, I'll pack your shelves," because I just couldn't get any work as a magician. The one reply that I've got from the agencies pretty much said, "Yeah. OK. We'll pop you on our books."

So when I phoned the others to see why I wasn't getting a response they were saying, "Well, we have entertainers that we work with for so many years that do a great job. Why do we need another magician? We got one." So that was the situation I was in. So I kind of went knocking on the doors and I eventually picked up some work and again, soul destroying. I felt like I've been sent to prison, Pat, because all that freedom of the entertainer was ripped away from me and I thought, "How can I get back into this?"



And I went on the internet and I went on to the Google search engine and started having a look around and I saw that people had websites and that people weren't really advertising in Yellow Pages anymore to get gigs. It was kind of reaching out electronically and online. So I set about learning how to build a website and I did it step-by-step using YouTube videos and just scrounging around the internet getting anything I could and I put together a really simple website and started getting some work trickling in.

And it took a couple of years. It took a couple of years to get the knowledge and the know-how and my marketing got better and better and better. I listen to people like yourself, Pat, and just took on the really good information that is out there and grew the business to a point where I was able to leave the chains. I was able to break the chains of the day-to-day job that I was not enjoying and go full time back into the magic.

So I guess that was the first steps into online. All of the business was generated online and it was about getting the right kind of traffic to the site and then converting that traffic. And I learned so much about it and I still am. I tweak my site all the time and I measure the conversions and I measure what happens on that and I now have more work than I can possibly handle. I'm very grateful for that.

But listening to yourself, Pat, and looking around, I saw that that having to be there and deliver the magic in one place at one time, I saw the limitations of that and a whole new world was opened on this online marketing where you can have products, where you can engage with people all over the world and you communicate with multiple people at the same time. And this really kind of ticked the box for me and it was something I really wanted.

So I started exploring how I could get magic and kind of spread that out and get something to share with the world as opposed to share with the audience that was in front of me. And it was step-by-step looking at how that may happen and then Niche Site Duel 2 came up. And I guess that for me was a catalyst.

**Pat Flynn:** Yeah, Niche Site Duel 2.0. We'll talk about that in a second. But let's go back to this first website you created, this first one that you did online. This was a website that you said you were getting traffic for and converting that traffic into what? Was this for live performances still?





**Ken Kelly:** What it is, when you're looking as an entertainer, so first of all, the traffic that I need to target with a website is very, very local traffic. I purposely target traffic within the 25-mile radius of my home. We worked in miles here. I don't know what it is in the States. It's miles here.

**Pat Flynn:** Miles.

**Ken Kelly:** A 25-mile radius, which is not a huge area. But I need local traffic because I'm 200 miles from London. So if I can get an inquiry in London, that's a long way to go which make me price-prohibitive because I've got to charge travel, I can only do the one gig on that day so I would pretty much going to double or triple my fees. So it's about concentrated traffic. So that was interesting because a lot of the information out there is how to target mass traffic. And the more traffic you can get to your site the better. Well for me, it's not the case. The more qualified traffic I can get to my site, the better. So it's about local business, it's about local companies that I can feed work through, it's about local search engine optimization and all I'm looking for is for them to fill out my inquiry form.

All over my site, there are calls-to-action to, "Hey, get a quote. Hey, check if your date is still available. Check what kind of packages we can offer for you." And all those calls-to-action lead through to a form. That form is linked to [AWeber](#). And when they fill out that form, it gives me all of their information that I need to give them a quote. But it also puts them on my autoresponder which starts sending them out information that is really relevant to them at this time. I'm speaking now specifically about my children's entertainment business because the market is absolutely huge. It's massive.

So if somebody is looking for a party for their 5-year-old son who's about to have his party, they may see my site, they'll fill in the form to inquire, and then the next day they will get some really cool party tips. It's timed, yes. The day after that, they will get a party checklist. And I found that that has just skyrockets my conversions as opposed to just sending a quote out. Yeah, I send out a quote but they also get some really useful information. And again that, to be honest with you Pat, I picked it up from you. Give good quality content that is relevant to the audience and they will come back to you.

Only yesterday I had autoresponder number five, which is day five because the party is usually pretty close to when they look to book it so we send out the information pretty quickly, a client saying, "You guys have just been so helpful. I want to place my business with you because you understand what we're doing. We're putting a party



together and you've been so helpful in the information you've given us. Everyone else just sent us a quote." So that kind of helps us stand out and we get the form in, send out our quote, and we have a conversion rate from there as well.

**Pat Flynn:** That's huge. So you're converting more people after you give the quote. It's down the line when they're getting this content from you.

**Ken Kelly:** Definitely. And then the autoresponder kicks in around 300 and odd days after they made their initial inquiry saying, "Hey, you contacted us last year for a 5<sup>th</sup> birthday party. You got a party coming up. How can we help you this year?"

**Pat Flynn:** That is so sweet. That is really cool. And for everybody listening, I want you to understand this. Even though there are parts of your business where somebody has to be there where maybe it's you providing a service, there are still ways to use what is available to automate it. And obviously, Ken has done a great job of doing that, not only getting traffic to his site. And I want to ask a question about the tools you are using as far as targeting your target audience.

But once they get to a site they fill in an inquiry, I mean he's having AWeber and the autoresponder do the marketing for him. And I'm sure you've tested the copy in each of those emails and you've got it down to almost the science as far as exactly how many days they should be and when they should get what message. I mean that's awesome. That's so cool, Ken.

So I think that's a lesson for everybody. It doesn't matter if you have an information business or you're still providing a service. There are ways to automate parts of your business and you should absolutely be doing that so you can do more of what you need to be doing so you can perform more, so you can provide more value to your customers that you can only do it yourself while other parts of your business are working for you.

So as far as the local SEO and targeting, are you using like Google AdWords? Are you using Facebook? How are you getting this target market to come to your site?

**Ken Kelly:** We do have a Facebook page, which is great. And we post interesting information from all the parties we go to, so if there's an interesting cake, we'll pop that on there. And that gives us a bit of traffic. Local Google AdWords, absolutely first class, cannot fault it. Again, it's about knowing your audience. It's about tweaking your copy as you said there. I'm pretty obsessive-compulsive I guess is the word with my copy. I change it all the time and I'll change a word here and a headline there just to see what



kind of difference it makes. And really, I think of it like the evolution of man and of course, woman. You've got your evolution – we've got to be politically correct.

Your evolution as you're going through evolution is built in such a way that it split tests us. It gives us little changes as we go along. And that that doesn't work, dies. That that does work just becomes super, super successful. And I'm a great believer in just change it and try it. Change it and try it. Change it and try it. And years and years later now, I'm still tweaking my copy all the time because it's never going to be perfect and the audience will teach me what they want to see.

So Google AdWords is about 50% of my business and the other 50% is organic search but it's organic search, understanding the areas that I want to work in, targeting those areas with the keywords. So if I'm looking at the children's entertainer, it might children's entertainer in Knutsford. And those areas are very – it's like I guess ninja-laser targeted marketing because I only pick the areas that we want to work in. And the product that we offer will only appeal to people within a certain income bracket. If you're struggling to get by and pay your bills, it's unlikely that you're going to have \$300, \$400 to have a children's entertainer come to a party. So it's about targeting the right audience as well.

If you get booked for a wrong audience, somebody who's really struggling to afford this, all the guests at that party which I can potentially market to are the wrong audience as well. If I get the right audience, everybody at that party is the right audience as well. So it is my business to not just get business but to get good business. So part of our strategy is to say no occasionally as well because for me to give my best and to perform my best, I need to be working for my target market.

So it's targeted down to areas that are maybe a little more affluent. There's overflow on that as well, loads of work from word of mouth because I get to stand in front of 35 children with their moms and sometimes the dads are there as well and I get to do my magic show and I get to entertain the children and they get to laugh and they get to just enjoy it and there's no better marketing than that. Maybe that's offline marketing but it still drags them through to the website. I give out a coloring picture to the kids at the end. It's got the web address on and that brings them in as well.

**Pat Flynn:** Oh sweet. I was going to say, "Is there anything you do to sort of make your people understand who you are when the party is over?" So that's cool. That's really cool. I think we could even end the show right there and that will be a ton of



value for people. We could. But obviously, we mentioned Niche Site Duel 2.0. And so, let's pick up where we left off from there.

I had mentioned a while back, almost a year back now that I was going to start another Niche Site Duel. I had done Niche Site Duel 1.0 from 2010 where I created SecurityGuardTrainingHQ.com. That did really well. It got to number one in Google's continually. Even today, it's still making between \$1,000 and \$3,000 a month. But times have changed since then. And Google has changed a lot, many times. And so, a lot of people were like, "Pat, you got to do another Niche Site Duel. Let's put it to the test and see what works and see what doesn't again." And I'm like, "OK. Let's do it."

So then I thought it would be a good idea to not only have to do this on my own but to have other people in my audience come and join me. And of course, that's what Niche Site Duel is about and we all kind of as a community do this together and learn from each other. And you can go to NicheSiteDuel.com to join sort of a forum there where a lot of people are doing this too. But I thought it would be even cooler to get maybe five to six people, individuals to come in that we can meet on a regular schedule, we could help each other out and hold each other accountable and keep each other focused.

And so, I had this whole application process and I had no idea what kind of response I was going to get as far as the interest in this. And I had to read over, actually I can't remember but it was over a thousand I think applications and I had people fill in five to eight different questions I think. I can't remember. But it was so long. I had spent a whole week, four, five hours a day reading the applications because I wanted to be fair to everyone. And I ended up picking five or six people or six people and Ken, you were one of those people because of just the answers that you shared and I could tell the passion that you had for the topic that you wanted to do. And also, I could tell you did your research on it.

And so, you joined the group. I mean what were you expecting and what were your thoughts when you got selected into the sort of mastermind group I guess you could say for Niche Site Duel 2.0?

**Ken Kelly:** When I applied, when I sat down and wrote what I wrote through to you that you read during your selection process, I remember as I was reading that I was thinking, "This is potentially one of those game-changers." There are certain things that I've done within my life that have been game-changers that have changed the direction that I've gone in. And I saw this as one of those and I thought, "You got to try this." And I sent it in. When I heard, I was just over the moon. I just knew something really



special was going to come from this because I bring my passion. I bring my drive. I bring consistency and focus which are my main tools that I have in my toolbox that I've learned through the years.

With consistency, with focus, you can accomplish anything you really set your heart to. But it is hard work. I think sometimes there is a misconception that the online marketing world is a glamorous world which shines new lights and it's really easy to do. But at the end of the day, it's about hard work. It's about putting in the hours. And it's about that focus and that consistency.

But I knew I had that to bring so I was really excited because I know you hold so many context. I know you hold so much information that you've kind of soaked up during your journey and you share that within our mastermind group and soaking that up and putting that into action has been amazing. It has shaken my world in more ways than just the Niche Site Duel 2.0 that I have up. It has ramifications just beyond my wildest dreams is what I can say.

**Pat Flynn:** Ken, now my heart is smiling. This is awesome. So let's talk about what happened. You joined in. Tell everybody what your niche was – is.

**Ken Kelly:** It stems back to when I was a kid. I remember this is before the days of the internet. If you can imagine there were such days, I was maybe a boy of 10 and 11 and I really wanted to learn magic. The only place I could get any information was from books I got from my library. It was so limiting. I savored those books. It was like eating really expensive chocolates. I would savor them and just read a page a day so that I wouldn't work through it so quickly because I knew that the books would run out, no internet, and I struggled to learn. I found it frustrating. When I went and bought magic sets, they were just full of plastic rubbish to be honest with you. It wasn't proper magic. It wasn't what I was looking for.

So I wanted to build a site that would help me when I was 10. It was a site that would show me how to learn magic. But differentiate from the kind of YouTube videos that all they do is show a magic trick and then expose it because that for me does not feel ethical. I wanted to build a site that show the magic trick and then actually took you through step-by-step, showing you how that is done but taught you the important factors behind that, the ethics behind that, and how to perform it because at the end of the day, a magician is an actor playing the part of a magician and your performance will be successful based on how you perform it not from the magic or the trick that you do





as is evidenced by the presentation you did, Pat. You got great reactions from that because of your performance, not because of the magic trick.

So the site was about sharing that information, really good quality information for young people from maybe the age of six up to – well, we have to be honest with you now, lots of grown-ups. Let's say I'm 45 and I get lots from this site as well. But the magic on there is really, really super cool. So that was the niche that I was looking at. But when I did the research, I found that the search to magic tricks for kids was huge.

And when I had a look at what the competition was and what was being served for those keywords, it was a load of really AdSense heavy spammy sites with the bare minimum that they would have to get through to get their site ranked which made my heart sink and sad because that is not servicing that audience and I wanted to service that audience. So that was the idea, those are the keywords.

**Pat Flynn:** So I saw that in your application. I was like, "That's cool. I can connect with that because when I was a kid I wanted to do magic too." So then we started discussing this. We got into a nice little Google Hangout and we started talking about sort of our first steps. And do you remember what some of the first steps I had for you after sort of that initial conversation? This was before that site was launched. You just had the idea that you wanted to serve this niche. Do you remember some of the first steps that you took from that point forward?

**Ken Kelly:** I do. The thing that was so valuable for me and again, another game-changer and not something I would have thought of myself was the 200 outreach list contacting 200 websites that would complement that that I was about to launch, 200 Facebook pages that would complement magic tricks for kids and writing them an email saying, "Hey, this is what we're doing," and seeing if there was that kind of some synergy there.

And when you shared the 200 outreach concept, I was a little skeptical to be honest thinking, "Well, who is really going to be interested in this? You're going to be bothering busy people." And I know my inbox is absolutely full of people wanting stuff from me on a daily basis.

But I put together a little bit of copy and did the research and sent it out. I found doing the research really, really valuable because I started to see other places where children and parents were engaging. Now, the kind of sites that I was targeting and this came again from the mastermind group and from sharing it with yourself and the other



members of that is that I should be targeting a parent and child type sites, craft sites, art sites, what you can do with your children type sites because that's where you got parents and children together because one of the I guess weaknesses that I saw with this niche is that I need to get to the parents to be able to get the kids in because children may not have their own account, they may not have their own YouTube accounts. It was about targeting the parents to get that through to the kids.

And researching those, I found so many and so many interesting sites there, sent it out, and had an amazing response from that. People were really open to it. They were many that they didn't respond but lots that did.

**Pat Flynn:** Right. I mean I did the same thing for FoodTrucker.com. And for those of you listening, if you go back to SPI podcast session 67, [SmartPassiveIncome.com/session67](https://SmartPassiveIncome.com/session67), that's the interview with Neil Patel who is where I got this idea for this outreach program for. You go out and find 200 related websites that you could potentially work with or who could potentially link to your site or who could potentially sort of you can collaborate with overtime, 200 Twitter accounts, 200 Facebook pages, and you create the spreadsheet.

And I found that myself when I did this research and a lot of the other people in the group said this too that it's just so eye-opening to see who else is out there that it just kind of expands your just initial thinking into something much bigger and also shows you what's missing out there. You're able to see, "OK, what could I provide that all these other people are not?" And that's something that was big for me.

But going back to Neil Patel, I mean that was huge, an eye-opening for me too but then how did – what did you say to people? So OK, people are listening to this interview right now, OK, you make this list so then what do you do with this list? You just send the random email and say, "Hey, I'm thinking of creating this website?" Or how did you leverage that list that you created?

**Ken Kelly:** Well firstly, it's about speaking to them and being interested in what they have and being genuinely interested in what they have their site. So I took the time to look around their site so that I could speak about their site and what I liked about their site. And I guess that's a great way to start anything because I'm speaking about them and their site and they're obviously very passionate about that. I then mentioned that I was launching MagicTricksforKids.org. And that I would really value their help.



And I guess when I was a young boy I read a book called [\*How To Win Friends and Influence People\*](#) by Dale Carnegie. It's a phenomenal book and I highly recommend that everyone should read it.

**Pat Flynn:** Absolutely.

**Ken Kelly:** It's just got some wisdom in it. And in that book, one of the things it says is if you want someone to kind of like you, ask them to do you a favor. It sounds kind of counterintuitive. How can people like you? Because what it does is it kind of says, "You have done this. You got all this. I'm about to start this. I wonder, would you be able to help me? Could you please help me?" And I asked. I directly said, "You've done this. You've forgotten the stuff I've still got to learn. I would so much value if you would give a little bit of your time if you can to help me out here." And they were so giving with that and it's just interesting in looking back on it now. I got over 35 blog opportunities from the 200 list. That's a good closing ratio for 200 emails sent out.

**Pat Flynn:** Huge.

**Ken Kelly:** That's 35 hits. That's not the negotiations. That's the actual closes on that. So that proved to be pretty successful. I kept the sales copy really short. So I speak about them. I outlined what I was doing and then really asked them if they would be able to help me. And those blog post opportunities I got over and above people who said, "Look, I haven't got the time now but I'll send you a tweet out or I'll pop you in my Facebook page." So it was really good.

And the interesting thing is, I'm still in contact with so many of them. And when I look at my links into my site, hundreds and hundreds and hundreds have links into my site from mom and kid blogs and parents and child blogs so it really works. It is the most valuable thing I've done in building this site without a doubt.

**Pat Flynn:** That's really cool. So you built this site. Did you do a prelaunch process? Like you sort of had a coming soon page and you started building a list? Is that how you sort of launched the website part of this?

**Ken Kelly:** I most certainly did. And I used fantastic tool called LeadPages. It allows you to put up a coming soon page which I think, you go along to a site that is half built and their site just under construction, I don't feel valued when I see a site like that. If I go to a site and it says under construction, I leave.



**Pat Flynn:** Yeah.

**Ken Kelly:** That's it. Goodbye. Thank you. I go to a site and it says, "Hey, we got some really exciting coming. Giving your name and email address, you're getting on my VIP list, I'm going to tell you when it's launching and not only that, I'm going to give you something now." So I gave three tricks away, three of my favorite tricks that I use in my professional work to those who shared their email address and their name and that was really successful.

I was able to measure that as well. LeadPages is a great, great tool. I was able to measure that and I had a base so that the day that I went live, we went live with five magic tricks. I was able to say, "Hey guys, we're open. Come on in. Come and have a look around. Welcome. You guys are the first." So that was really, really very useful again. And that again came from the mastermind group and yourself putting in and of course the feedback from the others as well.

**Pat Flynn:** How many people did you have on the list on day one?

**Ken Kelly:** I think it was around about 200 that I had on day one.

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

**Ken Kelly:** Yeah.

**Pat Flynn:** I mean typically when people start blogs, they are writing for nobody. Even for the first month or two, you don't have 200 people coming to your site yet. And a lot of times, you're writing your absolute best content because you're the most excited at that point. But it's such a drainer when you see that you're getting five hits a day. And that's probably because you told your mom about the site or your friends and family or maybe it's counting your own visits to the site. But I love – I mean the same thing for Good Trucker, on day one, we had a great list of people who just came to the site. Immediately, I had an audience.

The tricky thing with the Food Truck site is if I have my target audience, food truck owners share on their Twitter accounts or Facebook pages, they're not sharing to my target audience. That's the sort of big challenge that I have. So I'm still trying to explore and test things and figure that out as far as how to best leverage my relationship that I have with my target audience even though the easiest thing to do is share something. I think that's why also magic is really cool because magic is



something that you see something instantly and it's just amazing. You want to share it and you want to be the person that shares it with somebody else and shows it.

So there are a lot of viral opportunities here. So that's really cool that you have an audience on day one of your launch and I think that's really awesome. What are you feeling right now has become the most successful part of your website? I mean how is your website doing by the way?

**Ken Kelly:** It's doing absolutely outstanding, beyond my wildest dreams. We hit page one of Google back in January and the stats just skyrocketed and I've just now hit page two of Google but it's a really high-ranking word on the 6<sup>th</sup> of February and again, the stats have absolutely skyrocketed. So it's doing really well, just going slightly back, just small step back to having an audience when you start. For me, it was really helpful because I was creating content for someone. I had accountability. I have an audience out there. So I wasn't going, "Well, it's going out there into a big black hole." I knew there were people out there depending on that information.

When I look at the stats and I look at the people who come to the site, it's all very good. And I can share it with you because I've got the exact stats here.

**Pat Flynn:** Please, yeah.

**Ken Kelly:** In the last 30 days, 6,540 visits, of that, 17,428 page views. I'm getting a lot of views. So they're coming to the site and they're staying for quite a while.

**Pat Flynn:** That's three page views per, yeah.

**Ken Kelly:** Yeah. And my average visit is 4 minutes, 23 seconds which is fantastic for my site. When I look my children's entertainment site, they're there for a very short period of time. They jump in, they get what they want, and they leave. But the magic site, people are there, they're looking around, they're spending some time there, they're engaging with the content, which I'm very grateful for.

But the big payoff for me is not the traffic, it's not all those stats, that's all great and it's a great way to measure but I get emails. I get emails from dads saying, "Hey, here are some pictures of my boy doing magic at the school concert." I got a kid, Jake Ace is his stage name, he was just dying ...

**Pat Flynn:** Jake Ace, that's so cool.





**Ken Kelly:** It's just a classic. And Jake is me when I was ten. There he is. I found him. And Jake, from this site has now – it has just taken his magic to the next level. He has gone and joined this local magic club. He's now working in a magic shop over weekends. And we have a magician in the UK called Paul Daniels, very famous and he did years of television work, and he met Paul Daniels two weeks ago, "Hey, I'm on the MagicTricksforKids.org."

I've got a page up for him and that's something we're looking at doing now is building pages for the people that kind of engaged and maybe letting them write blog articles every now and again of how they're finding it, so almost from the actual people who are engaging, from the people that are finding it useful.

**Pat Flynn:** That is wonderful. Just sort of like how you're on my show now and sharing how I've been useful for you. It's just like that. I think it would be awesome if you had pictures, even videos of Jake Ace ...

**Ken Kelly:** He was on there.

**Pat Flynn:** Oh, he is.

**Ken Kelly:** Now, he's on there. He's got a page. I put his page up. He's on there. He's got a little video of the trick that he learned on our sites and he's performing it there.

**Pat Flynn:** Oh, that's so cool. I mean yeah, absolutely. That is – I mean I got a little teary-eyed when you started saying that because I mean I get emails about similar – in similar fashion and that's why I do what I do. And I feel like I want me of that. I want more handwritten letters when I go to the Post Office and pick that up because I know that then I am doing what I need to do or I'm doing things the right way. And I know that I won't even have to look at my analytics even though that's important because you want to understand what's going on. The more letters I get, the more thanks I get, the more I know my traffic is going up and people are spending more time on site.

So that is so awesome, Ken. That is so cool. I just actually – I'm on your site right now. And I clicked on over to your YouTube channel and you have – let's see how many videos do you have up now. You have quite a bit of number of videos and some I'm seeing are – gosh, there are thousands of views on these.

**Ken Kelly:** Yeah.



**Pat Flynn:** It's amazing. You just passed – I see a 1,001 subscribers. I don't know if you knew that. You just passed a thousand subscribers on YouTube.

**Ken Kelly:** Woohoo! When I did my research for our chat today, I was on 972. So I'm glad it sprouts up.

**Pat Flynn:** Oh yeah awesome. I'm so glad that we could – that I was able to share that with you here because that's a huge milestone. How has YouTube been as far as helping you drive traffic and becoming a part of your brand?

**Ken Kelly:** Stepping right back to those early days before launch and the mastermind group and the meetings we had and that that we shared, magic is a visual art. Oh, I just want to share with you, I do have a mind reading magic trick that I can share with your audience right here on your show. I can read everybody's mind by the way, Pat.

**Pat Flynn:** What?

**Ken Kelly:** We'll get to that in a moment. We'll get to that in a moment.

**Pat Flynn:** Oh, that's so cool.

**Ken Kelly:** Magic is genuinely a visual art because there is nothing I would like more than show you a magic trick now with a pack of cards but it's going to mean nothing to anybody. But YouTube is a visual medium. It is fantastic because people engage in YouTube and they watch. And again, it's coming back to a lot of the stuff on YouTube I found was kind of poor quality, it was just about here's the trick, here's how it's done. So keying into YouTube with a good quality, well-produced video showing good magic and how to perform it was the seed of the idea.

I started the YouTube channel and like you said, I mean the views now it has been 143,625 views since we started that. And it's a long time and people are subscribing and what's really important, I'm looking at the comments on the videos, comments on the videos are quality. It's the right people that those videos are getting to. And it's gaining its own momentum. It's huge. And hey, it generates a little bit of money as well which I'm glad of. But YouTube is my main platform.



Interestingly enough, although I have links through to the sites from all the YouTube videos, a lot of my audience chose to just engage with my content on YouTube and I'm cool with that.

**Pat Flynn:** Yeah. I mean wherever they're at, that's where you need to be.

**Ken Kelly:** Yeah.

**Pat Flynn:** So that's awesome. So YouTube is doing good and that's your primary platform. I think it's important to – obviously, it's clear and plain simple. I mean you do magic. It's visual. You should be on YouTube.

**Ken Kelly:** Yeah.

**Pat Flynn:** So for all of you listening, what is your primary platform? You want to really make sure that you hone in on that and also see where your audience is and be there and engage with them and talk to them.

And one other thing I want to point out before we keep talking about this is I love the videos. They all have really clear, fun-looking, thumbnails. I could go to [trick13](#) and I see it says magic bowling pin illusion and there are pictures of bowling pins. And I can click on that and that one in particular has 1,500 views. But then each of the videos, they feature not just you and you're wearing your hat and you're performing but your daughter also. Like how cool is that that you got to do this with Kristen?

**Ken Kelly:** It is just – that was another one of the criteria for this. I don't want this to be work, Pat. This for me is something to share with the family. When you're looking at those videos and you look at those thumbnails, the graphics you see on the thumbnails, that's Colette, my wife. She puts those together for me.

**Pat Flynn:** Oh, that's awesome.

**Ken Kelly:** She also does the instructions. If you go to the [MagicTricksforKids.org](#) website, every trick has got a downloadable PDF and it's really beautifully made. Colette spends a lot of time. She's a photographer. That's what the part she chose in life. So everything is photographed so the instructions are really clear, concise, and easy to follow. So that's her input.



Kristen only during school holidays because you'll find some of the videos, it's just me on my own. But during school holidays, Kristen is in and she does the magic with me. Kristen is now ten. But when she was six years old, she entered a local talent show. There were hundreds and hundreds of entrants and she won it doing a magic show. Magic is cool and it's cool for girls as well. And kids, absolutely love it. They love magic.

**Pat Flynn:** Oh man, I did a couple magic tricks for Keoni and his face lit up and he was like, "How did you do that?" Like he was going nuts and it was so cool to be – and I remember my dad doing a few magic tricks for me too. I keep those memories with me forever.

As far as producing these videos and before we get into monetization really quick, are you producing these at home or do you go to a studio or how are you creating these videos which is obviously the primary method of producing content for your audience?

**Ken Kelly:** OK. Well, I think the first part of that is the formula that we're using is that of batch processing. So we set up and we shoot 8 to 12 videos in a day. We're shooting it with two cameras. We're shooting it with a photographic rollup backdrop and a whole pile of lights so that we get some good lighting on there. And we live in the UK, Pat. And in the UK, the houses are terribly, terribly small. I remember in South Africa, we have massive houses because there's an abundance of land. It's at a premium in the UK so the houses are tiny, tiny. And as much as I would love to have it all set up in here, there just isn't space.

So we go out to our local church around the corner. They are very kind. They allow us to use a room and we take a day and we shoot all day. So from early morning and we don't leave until it's all done. So we shoot it all in one go and we have a great time. We take sandwiches and we take music to play in the background to keep us enthused and we just rock and roll. We have a lovely time. We have a great day out and we come home and we got some content for the audience. It couldn't be better.

**Pat Flynn:** That's cool. Yeah, it doesn't sound like work at all. It just sounds like a good time with the family.

**Ken Kelly:** Oh yeah.

**Pat Flynn:** That's fantastic, Ken. Now, let's talk about monetization. You said you are making a little bit of money from your YouTube videos. Is that through your AdSense account on those videos?



**Ken Kelly:** It is. It's the adverts that jump up on YouTube, \$121 in income from that so it's not a massive amount but that's not what's important to me right now. And then further monetization on the site itself from going about this. And when I started this story with you Pat, I said, this shook my world in ways I could not have imagined. From all the research, from reaching out, from doing the 200 list, and from building this site, I met a magician in Australia. His name is Julian Mather. He also has a YouTube channel also teaching magic. He's got a video out there that has had over a million views. I got to take notes of this man.

**Pat Flynn:** Yeah.

**Ken Kelly:** So I wrote him an email and I said, "Hey, I'm doing this similar kind of thing. Can we have a chat? Can we get together?" And we formed kind of a little mastermind and we touch base once a week and he has a product teaching magic and I have an affiliate linking on that and that's doing really well as well. So that's bringing in some money. Yeah.

**Pat Flynn:** That's awesome. And I'm sure there's going to be a lot more opportunities down the road.

**Ken Kelly:** We already have them in the pipeline. We are starting a business called the MagicianBusiness.com which will show entertainers and magicians how to optimize their sites to get the most out of it. So it's about squeezing every last drop out. All the stuff I wish I had known when I landed in the UK. If I had known it, I wouldn't have had to have gone on knocked on those doors in Warrington. So I want to share that. We want to share that.

**Pat Flynn:** That's fantastic. Ken, that is – I mean this is awesome because obviously, we were working on this stuff when you didn't have a site at all. And now, here you are and you're doing these other things. I think the biggest lesson here is that you are really embracing these opportunities and the opportunities that are ahead of you and actually taking action and doing.

A lot of us, we want things to happen but we don't take the action necessary to give those opportunities a chance to happen. And here you are, you're grasping these opportunities, you're taking them, and you're making them happen. You're actually going and reaching out to a local church and you're filming there. You're just making it – having a blast to reaching out to people that you know you should pay attention to.





Just kudos to you, Ken, and I can't wait to have you back on the show like next year just to see what's happened 12 months later from now.

**Ken Kelly:** Thank you so much.

**Pat Flynn:** Any quick pieces of advice? I mean I want to get to this magic trick because I don't know what Ken is about to do. He told me he wanted to do something for the audience like a magic trick of some kind. So I honestly don't know what's going to happen. But one tip for everybody out here who is working on a blog and trying to build an audience, what is one tip that you have now? I mean you've been doing it. What would you say to somebody?

**Ken Kelly:** The secret for me remains those two words; it is focus and consistency. Get your goal in mind. Focus on it. It's so easy to be sidetracked when there's a new product launched or a new bit of software or a new social media platform to go and play on. Focus. Get your goal. What is it that you – where are you going? Where are you going? Focus. Consistency. Every single day, take a step in that direction. Focus and consistency. That's it.

**Pat Flynn:** I love it. I love it. OK. Now, let's get to this. Do we need like a drumroll or I don't know how this is going to go.

**Ken Kelly:** We got to have a drumroll. I don't know if you can hear that. That's my very weak version of a drumroll in the background there. Yours is so much better. You can do the beat box thing. Well, I'm going to share this with you and in the true spirit of MagicTricksforKids.org, I will pop up the script if any of the audience, if you guys want to use this. Go ahead. It is amazing. It really is.

So, a little bit of over the airwaves mind reading. Here we go. So we're going to start with something that everybody can relate to. We're going to pick a number but it's just mentally. Don't say what the number is. Pick a number between – make it between 1 and 10. Nice and easy. Pick a number between 1 and 10. Do you have one?

**Pat Flynn:** I do.

**Ken Kelly:** Brilliant! Now, we're going to do a little bit of multiplication here. So I know I need a calculator when I do this so if you need a calculator, grab one but it's a nice simple sum. We're going to multiply the number you're thinking of by 9. Hopefully, we should have a bit of an insight into a 9 times whatever you have. You're going to



multiply that by 9. So if I was thinking of two, it would be 2 times 9 is 18. But you should have a total in your mind.

**Pat Flynn:** My number was 2. How did you know?

**Ken Kelly:** Yeah, that's it. That's the trick.

**Pat Flynn:** But then there are other people who were like, "This didn't ..."

**Ken Kelly:** Hold on, I picked 2 because I think very few people will pick 2. So you probably got a double digit number in your mind at the moment. Now, what we're going to do is add the two digits together. So if you were thinking – if the number in your head is 34, you're going to say, "3 plus 4 equals 7." So you're going to add the two digits together for me.

**Pat Flynn:** Yeah.

**Ken Kelly:** Have you done that?

**Pat Flynn:** I've done that.

**Ken Kelly:** Brilliant! From the number you have, just so that there is no way I can know what you're thinking of, let us subtract, let's call it 5, let's subtract 5 from that and it will leave you with a new total.

**Pat Flynn:** OK.

**Ken Kelly:** You have a total. Brilliant. Everyone has a total in their mind. Now, we're going to make this interesting. This is not about telling you what number you're thinking, that could be mathematical. Let's take it out of mathematical and make it truly awesome. What we're going to do is we're going to allocate a letter of the alphabet to the number we're thinking of. So if we were thinking of 2, it would be a B because B is 2 and if it was 3, it would be a C. So you're going to get to the letter of the alphabet that corresponds with your number. Tell me when you have it.

**Pat Flynn:** All right, I have it.



**Ken Kelly:** Brilliant! Let's go international. Let's think of a country that starts with the letter that you have in your mind at the moment, Pat. Tell me when you have a country that starts with the letter that is in your mind.

**Pat Flynn:** OK.

**Ken Kelly:** You got one. Brilliant! There's no way I can know where you are in the world right now. We're going to take the second letter of the country you are thinking. Take the second letter of the country you are thinking of. Do you have that? And now, think of an animal that starts with that letter. Do you have an animal in your mind?

**Pat Flynn:** I do.

**Ken Kelly:** Brilliant! OK. How about you think about the color of the animal that you're thinking of?

**Pat Flynn:** OK.

**Ken Kelly:** You got a color?

**Pat Flynn:** Got it.

**Ken Kelly:** You got a color in your mind. We've come a long way. We started with you thinking of a number. There's no way – you then picked a country. There's no way I can know what color you're thinking of at the moment. But I'm reaching out over the airwaves. I'm looking into people's cars. I'm looking into people's homes.

**Pat Flynn:** That's kind of scary.

**Ken Kelly:** I'm looking into people's iPads and I'm feeling the vibes coming through here. And I'm going to leave you with one word. And that word is you're thinking of the color grey.

**Pat Flynn:** Nice. I love it. You got me. I had grey.

**Ken Kelly:** Well, to be honest with you, that trick, it's a really, really good trick. It has about a 98% hit rate. You will not have a 100% hit rate on it but in the instructions that I can outline, it will show you where it can go slightly off. But it works 98% of the time. So if you're working for a larger audience or if you got a group of people in front of



you, it's an awesome trick. People will think that you are amazing, that you can read their mind. And it's step-by-step. It's mathematical. It's self-working. It basically ends up – well, you can go on to the site then. You can download it. It's there for free.

**Pat Flynn:** Yeah, let's check it. We'll check it out for sure. I'll put a link on the show notes. The show notes for this are going to be at [SmartPassiveIncome.com/session101](http://SmartPassiveIncome.com/session101), so session 101. And when you said – I mean first of all, the way you performed that was great. I mean even though we're just on the airwaves, Ken, I remember some of the coaching that you did for me talking about how it's not just about the trick but how you perform it. And so, I was following along with you and how you performed that. And so the nuances of what you said and how you said it and I think that's really important.

And even as far as the lesson for everybody here we finish up is it's hard to come up with totally brand new ideas. It's hard to come up with something completely brand new for your audience. I mean even though you should try and seek those opportunities, a lot of times what really makes and has an effect on people is the way you present those things, the way that you present these ideas, and how you go about doing that. That is what can have people remember you and how you can have an impact on those people.

So I really appreciate all the coaching and I can't wait for people to use this and so we can hear how people react. And I remember you teaching me a trick that had a sort of very, very high percentage success rate, not a 100%. And I was a little worried because I actually had seen that trick done before but you said, "No. Do it to your audience. You're going to get an amazing response." And I'll show you, Ken, I'll show you the full video early. People were screaming like, "Oh my gosh!" They thought I was like – I mean you guys see it. The reaction from the crowd was just amazing like people are screaming like, "Oh my! What?" It was great. It was so fantastic.

**Ken Kelly:** I'm so looking forward to that. I really, really am.

**Pat Flynn:** So I'm getting giddy now talking about magic. I think after we hang up, I'm going to pull out my deck of cards and try some stuff. Ken, thank you so much for being on the show. Again, check out [MagicTricksforKids.org](http://MagicTricksforKids.org) and you'll get all the links of course at the show notes as well, [SmartPassiveIncome.com/session101](http://SmartPassiveIncome.com/session101). Thank you again so much, Ken, for everything.

**Ken Kelly:** It is my great pleasure. Thank you for having me.



**Pat Flynn:** Take care. Awesome. I hope you enjoy that interview with Ken Kelly from [MagicTricksforKids.org](http://MagicTricksforKids.org). It's just so cool to see somebody that you've been teaching directly one-on-one. And I wish I could teach everybody one-to-one or mentor people in this sort of really intimate group setting because it's just – it's very pleasurable. It's very fulfilling for me especially when these students like Ken takes action.

And I wish I could do it for everybody. It's really hard with time. I mean I am devoting and giving a lot of my time for free to this group however, I feel like that this podcast, my blog, [AskPat.com](http://AskPat.com), the YouTube videos I create, I'm doing as much as I can to help as many people as possible. And I hope you see I'm doing that. And I know many of you do.

So, if you really enjoy the show and you find value from it, I would hope that you would go to iTunes and leave a quick review for me, an honest review and rating. It really helps the show. I swear, when I see two or three reviews come in all at once, it really bumps up the show in the rankings. As far as the algorithm in iTunes is concerned, rankings and ratings go a very long way. So appreciate any help and any support you can give on that front.

And of course, I'd like to have you support also my sponsor who I am so happy to put my name next to that is Audiobooks.com. If you go to [Audiobooks.com/SPI](http://Audiobooks.com/SPI), you get Audiobooks.com for free for 30 days. You also get a free credit to download and listen to any book that you like in their system. And they have all the popular books there, fiction and nonfiction. And you also get, and this is only exclusive on Audiobooks.com, you can get and download for free my book, *Let Go*, which was an Amazon bestseller, and all that in [Audiobooks.com/SPI](http://Audiobooks.com/SPI). Thanks again to the guys over there for letting me do that cool deal for you guys listening.

And just thank you so much for listening to the show and spending time with me today. Thank you, Ken, for coming on and providing value. And just – I'll see you in the next episode. So much cool stuff happening. See you then. Peace.

**Outro:** Thanks for listening to The Smart Passive Income Podcast at <http://www.SmartPassiveIncome.com>.