



SPI Podcast Session #106 - How to Get More Clients and Win in a Competitive Niche with Mary Beth Storjohann

show notes at: <http://www.smartpassiveincome.com/session106>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #106. Let's do this.

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, his mom breaks bricks with her head, Pat Flynn!

Pat Flynn: Yeah, don't mess with me because I would get my mom on you for real because she is beast, but she's awesome and I love her. And she used to compete and break brick in competitions. She's a 2nd Dan black belt in taekwondo and she'd often be the – actually, she was always the only female competitor. And she has taken home a few first and second place trophies. So mom, if you're listening to this, I love you. You are amazing and thanks for protecting me my whole life.

Everybody else out there, what's up? Welcome to episode 106 of the Smart Passive Income Podcast. I'm just so thankful that you're here. I can't believe we are just rolling along and these episodes are coming. I mean there are so many interviews lined up and I'm just so excited about this one because a little quick background story about how I met this person but also how we've been working together lately with some other people here in San Diego.

Well, I went to [FinCon](#) last year and that's where I did my first keynote presentation and I met a woman there named Mary Beth Storjohann and she was just amazing. We just clicked right away and we hung out a lot and I got to know what she did for her business. And it just really stood out to me because I know the personal finance industry, that's probably the space besides the entrepreneurship/blogging space that I know the most about because that's the first sort of community of bloggers that I ever read when I first started reading blogs even before I started blogging myself.

And so, it was really interesting to hear how she is now in the space and how she is doing it. And also, how she is really focused on getting clients first and doing it in a



totally non-passive way but she is working toward building a passive income from first starting out with clients. And I think this is going to be a really important show because a lot of us, we immediately try to do something online and have it be automated. But some of us in some niches especially in competitive ones, you might be better off doing something like Mary Beth did which is really working closely with clients, honing in on your skills, getting recognition for the work that you do with the clients.

Mary Beth has also been on TV a number of times here in San Diego. I've seen a number of her spots on her YouTube channel. And it's just amazing what she has been able to do. And now, she has sort done the reverse. So a lot of us typically, we will build online products and information products and then hire clients from there. However, she is hiring clients first and doing really well with them. And now, she is going to sort of branch out and have passive income selling products to fill in the gap between those who want that information but can't afford her time. There is a great way of approaching it. And so, I'm very, very happy to welcome Mary Beth Storjohann from WorkableWealth.com.

And actually, she and I and Caleb Wojcik – gosh, sorry Caleb, I didn't mean to – it's just a weird last name, man. I'm sorry. Wojcik, Caleb Wojcik like logic. That's how I know. But the three of us, we were all at FinCon together last year and we decided to set up an in person monthly mastermind group here. So we have a lot of people here in San Diego who are entrepreneurs and we were able to pull a bunch of them together and we just met last month in person. We had a nice dinner and we decided that – I mean we immediately clicked and we sort of just gotten to know each other really well then.

And now, we're going to meet each month and that's going to be really cool because I'm already in three virtual mastermind groups and I've been a part of physical sort of in person mastermind groups before but they've always failed. But I think they failed because we were just having too much fun. Not to say that mastermind meetings aren't fun but for instance, one of the ones I was in, we had our meetings while playing Frisbee golf. Frisbee golf in Balboa Park here in San Diego. And so, we would have a lot of fun but typically, we wouldn't be getting a lot of work done.

So these are going to be highly focused meetings in San Diego and who knows how big it will be but for now, it's just eight of us here in San Diego including John Lee Dumas and Kate and Rick Mulready and Amy Clover, and just a lot of amazing people. So I'm just very thankful to be part of that group and thankful for Mary Beth for actually helping to set all this up.



So let's just get right into the interview because there are some really golden nuggets here in this particular podcast. It was a great conversation. You will also hear how well-spoken she is when I asked her questions and that's something I asked her about at the end because she's obviously very good at that and that's something that I think is a skill that we should all learn because communication is really what this is all about. So let's here from Mary Beth Storjohann from WorkableWealth.com, Mary Beth, welcome to the show. How are you?

Mary Beth Storjohann: Good. I'm great. Thanks so much for having me.

Pat Flynn: Now, tell us your story. You're in the personal finance niche and that's kind of what I want to talk about today, not personal finance but you're in a very competitive space and I think a lot of people are reluctant to get into a space that they know about because they know other people are also doing it. So we're going to talk about a lot of the cool things that you're doing to differentiate yourself from everybody else in that community which I got really excited about when you started telling me about what you did. But what were you doing before you had WorkableWealth.com?

Mary Beth Storjohann: Before I started Workable Wealth, I actually spent about ten years in the financial planning industry. I did a little bit of career ladder climbing, popping around different companies and really establishing my expertise and growing. And my most recent position was actually as director of financial planning with a local San Diego firm before I launched Workable Wealth.

Pat Flynn: OK. And what made you decide to start to go online as opposed to continue going up that ladder.

Mary Beth Storjohann: Since – my back story on why I'm really in this industry is that I grew up in that family where money was talked about and struggled with and fought about time and time again. And I had to pay my own way through college. And so long story short, when you turn to this industry, you get your own degree of paying through things. I had to get a job. And I got my first job in the industry so I have been in the industry for ten years and I majored in financial planning.

So at that time, I realized that a lot of my friends and peers were not getting the same money education that I was getting through my major. So that passion of mine, the passion of mine to work with this younger generation really started while I was in college. And in this industry, you're told no time and time again. So I was told no that I could not work with this generation. This generation has no money. They are entitled.



They don't want the advice. I was told no again and again and it wasn't until a couple of years ago that I stumbled on some people who are doing exactly what I want to be doing and I began to just start the path of going online and setting up a lifestyle business and being able to access clients across the country.

Pat Flynn: That's really cool. Who was saying no to you?

Mary Beth Storjohann: The financial service industry is a little bit of an old boy's club. You're just told there's a mindset that you need to work face to face with your clients, that you need to work with clients who have a million dollars in order to charge them a fee for their assets and their management. So I got no across the board from different companies I worked with and just different people I shared my ideas with.

Pat Flynn: Right. And when you discovered these people who were doing and targeting Gen Y as we call it, that inspired you and kind of validated your idea that it would work.

Mary Beth Storjohann: Oh my gosh! I was so excited. I just stumbled upon these people who are already doing it. It was fantastic.

Pat Flynn: Now, there are other people already doing it. A lot of people at that point would be like, "Oh, they're already doing it. They took my idea." How or where did you get the confidence to go and do it yourself as well and how are you differentiating yourself?

Mary Beth Storjohann: I got the confidence just something that there are other young financial planners out there that are doing this already, something I really feel confident is that I have ten years of industry experience backing me. I know I have worn so many different hats in running an actual financial planning business from the compliance side to the website side to the paperwork. I know the inner workings of how to run a firm so well that I just felt so confident that I could basically take this and translate it into an online business on my own servicing a market that I'm passionate about.

So I felt confident just in my skills and my knowledge right there. And the thing is there are people who are doing some really successful work already with this but I'm different. I am – I want to work with Gen Y. I am Gen Y. And I also believe in establishing a niche. And Gen Y although they are my client age group, they are not my



specific niche. I'm not trying to work with all of Gen Y. I niched down from there and I picked markets to work with that I relate to.

Pat Flynn: Very cool. Now, tell us about when you first got started. So you were in corporate and then you decided to go online. You discovered this sort of area of personal finance that you want to focus on. What were your first steps? How did you start your online business from where you were before?

Mary Beth Storjohann: So way back, about five years ago, I actually started my own personal finance blog under an alias name that is no longer in existence but I had that running for about a year and a half. And at that time, I discovered the online personal finance community and some other greats that are out there right now, J.D. Roth, all of these great people. I saw what they were doing and just the level of educations and to bring it back to the basics that they could do. So seeing that online presence just from having a blog is where it all started.

And then in reaching out and seeing how some other people were incorporating using Skype and Google Hangouts into their businesses. And Gen Y is so tech-savvy and we're so pressed for time as it is that it just made sense to me to why not make this transition and to have access to a wider market and bring it online and provide education to the masses as opposed to saying, "I just want to service local San Diego clients."

Pat Flynn: Right. I mean first of all, the personal finance community is awesome. That's why I always say FinCon is like one of the top events that I go to every single year. P.T. does a great job of putting on a show there. But I mean I go there because it really does feel like a family and that's obviously where we connected last year and I've connected with so many other people in the industry and they helped me get my start as far as doing presentations and stuff. I mean that's why I just – I love personal finance community. I read a lot of personal finance blogs when I first started including J.D. Roth, Trent from Simple Dollar, and all of those people who are amazing.

Now, the interesting thing about what you have now, Workable Wealth, I mean you had a blog and you had an alias and you were doing that whole thing sort of like what they are doing. But now, it seems like you're not just a blogger, you are actually providing services and stuff. How are you generating an income from what you do online?



Mary Beth Storjohann: So I like to say I'm shaking up traditional financial planning and something new in the industry is following a subscription basis model. So my clients pay me a one-time upfront fee then they pay me a monthly retainer forward. So I charge the upfront fee because obviously, there is the initial investment in the creation of a comprehensive financial plan. I want all of my clients to have a plan of attack covering all their bases before we got started together.

But then from there on out, they pay me monthly. So just like you would pay your gym payment or your cell phone bill, I make it easier on their cash flow and they set it up through PayPal or any other online service to send me that monthly payment.

Pat Flynn: OK. So you have clients that come in. That's your goal here is to provide that education, build trust but then have people come on as clients and pay you.

Mary Beth Storjohann: Yes, exactly.

Pat Flynn: How soon after you started your website, WorkableWealth.com did you start getting paying clients?

Mary Beth Storjohann: Two to three weeks.

Pat Flynn: Two to three weeks, wow! How did you make that happen so quickly?

Mary Beth Storjohann: I was reaching out so there was a lot of legwork that went into the development – prep work that went into Workable Wealth. So I was spreading the word early on, reaching out to some of my contacts. When the website went live, there are other financial planners that I know who are no longer taking clients. And so, they now send their – any prospects my way. So I've gotten a lot of referrals and traffic to my website that way too by establishing. I think you and I talked about that that abundance mentality. So just networking and leveraging those resources and contacts that I have.

Pat Flynn: Absolutely. I mean if I could go back into time, I always say this, take the DeLorean, head back, talk to my younger self, and one of things I would tell myself is, "You got to meet, talk and befriend as many people as you can." Because I mean I wouldn't get to where I am at today if it wasn't for the other people in my life. Now, I don't give myself credit for where I am. I give the other people around me who has helped me and supported me and also given me the contacts and referrals to make things happen in my life.



Mary Beth Storjohann: I completely agree. I would not be where I am or at the level of business that I am at right now if it was not for the amazing mastermind group that I have of planners that are across the country doing what I'm doing and just the leverage and great supportive network that I have.

Pat Flynn: What are the biggest struggles you have as building a business that is sort of client base?

Mary Beth Storjohann: I actually just had this conversation with a fellow entrepreneur this morning. The struggle in building a client base especially as a female, sales is a dirty word in some areas, so establishing the relationships and being able to build that trust and credibility. So I think that's probably would be the biggest struggle is making sure – and convincing people. People who come to me especially 20s, 30s, they are trying to get a handle to understand their finances as it is so sometimes it seems pretty counter intuitive. They have to spend money to make money, so that's probably one of the struggles is helping people to kind of wrap their mind around that.

Pat Flynn: And how do you do that? Just curious.

Mary Beth Storjohann: I do that by helping them to understand the value that they're getting. They're getting an accountability partner in me. I'm happy to say, "Here, I will develop a financial plan for you." But after ten years in the industry, I know that if I develop a financial plan and hand it off to somebody to take care of on their own, it's likely going to get set aside and get dusty. So I let them know that part of this subscription program, part of my financially sound package is that you're getting accountability check-ins from me on an on-going basis.

So I streamline that. I do email access. We'll just do a quick follow-up, checking in how things are going. They always have access for questions. And they're also getting leverage and input from my networks. So if they need a CPA, if they need an estate planning attorney, I have professional contacts that I work with on the backend and I'm saving them time and saving them confusion and questions by connecting them to the people that they need to talk to get their goals met.

Pat Flynn: Wow! I hope everybody who is just listening to this picked up on all of that because that is so important I feel and that's how you're providing even more value to these people, not just giving them something like a plan and that's something a lot of us do in the online space with whatever niche we're in, we build an info product and we



just sell it and that's it and there's no further contact. And you were able to not only charge an upfront fee but a retainer monthly to have people be your client, you as their accountability partner. I really love that phrase. And checking in with people, that stuff is so valuable and that's the stuff that really gets people to take action and to make sure that when they get lazy that they do the work to have whatever happened that you want to happen.

I love the email follow-ups. I mean those are nice, quick little touches that don't take very much of your time but can mean the world to actually changing a person's life.

Mary Beth Storjohann: Exactly. And the feedback that I get from clients when it comes to just – the thing that set me apart too is I bring it back to the basics for them. So I want it to be easy to understand. So getting that feedback that, "This is exactly what I was looking for. This is so easy to follow and I appreciate the check-ins." That's what gets me going. That's what makes me super happy and knowing that I'm working with the right types of clients and following my passion.

Pat Flynn: I love this conversation because we're talking about clients and starting with clients. And I think a lot of people are in industries where it wouldn't make sense to start with an online-based product per se but to actually work individually with people at first. And I'm curious to know, the thing about working with people one-on-one is that it scales only up to a certain point. And it gets to a point where you can't take on anymore clients. Are you doing anything or do you have systems in place to make it easier for you to perhaps even take more clients than other people might be able to take?

Mary Beth Storjohann: I leverage technology a lot so I do have systems in place. I also have content manager. I have marketing assistant. So I have help with these other levels of managing my website and getting and pushing content out there so that I can take on more clients and leverage my time to create the financial plans. So I do have those systems in place. And I also am looking into ways to service clients who might not be able to – or people who are coming to me who might not be able to afford the fees. I am looking into those online course developments to be able to provide some sort of education to them on a cheaper basis.

Pat Flynn: Yeah, that's a really interesting thing. So sort of combining the client base stuff with – it's almost like what we see a lot in the online space, the entrepreneur gets started online, internet marketing space is – there's info products sort of element on



the lower tier level and then there are the higher end products where you actually get access to people.

Now, you started with giving access to yourself and sort of charging a good amount for that. Now you started just filling in that gap for people who can't quite get there yet.

Mary Beth Storjohann: Yes, exactly.

Pat Flynn: I love that. That's going to be really – when is that coming into play in your business?

Mary Beth Storjohann: That's going to be coming into play before the end of the year. I'm actually working on content to develop a newlywed boot camp. So I have a lot of newlyweds that come to me who are trying to figure out how to merge their finances and establish a budget together, even the communication around money, so that's one of the big focuses that I want to kick my course off with is newlyweds.

Pat Flynn: That's really smart. So not only are you in the Gen Y niche but you are taking newlyweds within the Gen Y niche and creating something special for them.

Mary Beth Storjohann: Exactly.

Pat Flynn: I love that because when people come to your site, they can see that you have this product that is just – I mean it seems like it's just built for them as opposed to, "Hey everybody, here's financial help." I mean that's sort of in the grand scale. Now you're like, "Hey everybody, here is some Gen Y help." But then now you're like, "Hey, if you just got married, I mean finances are a big topic when it comes to marriage." I know this. I mean that's a great strategy.

So I think everybody out there – could you perhaps in the audience that you have now find a sub-niche and cater to them sort of like what Steve Kamb over at Nerd Fitness is doing. So he has this general fitness website and he gives away a lot of great information for free. He has his forum. But his first product that he created was a fitness course for females and then there's going to be one for males and then there's going to be I'm sure subdivisions of that as well for maybe different weight classes or different goals within fitness as well.

Mary Beth Storjohann: Exactly, yeah. So my hope is to kick it off at the newlywed boot camp and then from there, develop a new parent boot camp because that will



allow me to actually leverage the content that I'm creating. There are some similarities in there. I can repurpose it and that can also target a different niche.

Pat Flynn: Wow! That's so good. That's so good. I can't wait to see this progress because I know you and I are going to be talking a little bit more regularly now here in San Diego. We just sort of created sort of a group where we're going to be meeting on a regular schedule to hold each other accountable and just keep each other focused. So I'm really excited to see that take off for you.

Mary Beth Storjohann: Thanks.

Pat Flynn: And I'll make sure it happens. I'm going to hold you accountable.

Mary Beth Storjohann: Yes, exactly. That's why I'm a part of it.

Pat Flynn: Now, I think it's obvious. People will probably agree with me when I say this, you are really good at answering questions. You are very natural at it. You are just – you feel very comfortable when I'm asking you questions. I know that you are on TV a lot. I mean because I've seen you on NBC, in other channels here. I mean they're all over your YouTube page which is great for social proof but I'm curious. How did you end up getting featured in sort of mainstream media in that way for what you do?

Mary Beth Storjohann: So I actually just established a guide for this a couple of days ago. I'm participating in B-School right now and I had so many questions about interviewing with the media that I created a guide. So it is on my website at WorkableWealth.com/mediabuzz. But where I started was actually – was just basic writing. And I would do some guest posts for some industry associations on their blog and from there, that actually – my exposure on this industry blog led to some quotes in Yahoo Finance.

And then when I decided to launch Workable Wealth, before I even launched, I decided I was going to get active on social media. And I joined – I started on Twitter. And it was a little awkward at first because I have to think about things to make sure I post the right comments. And so – but then it just – I gotten to a natural flow and I realized, Twitter – people get really resistant to it and try to figure out, "Well, what if my clients aren't there?" My clients, my prospective clients are not on Twitter. But who is on Twitter is the media and the industry.



So I found that I can do is on Twitter, I'm connected to other financial planners, I'm connected to any of the industry publications, their editors, their reporters, and I joined the conversation from a Gen Y perspective. I shared Gen Y content across the board on different topics. But I always make sure to pop in and add my input from a Gen Y perspective to any conversations that I think are relevant. And I began to build my exposure basically as a Gen Y expert. So now, that has led to my being profiled in different industry publications.

The NBC stint, my recurring NBC thing with Bob Hansen out here actually came from me sending a tweet to NBC and Bob Hansen picked up on it and the next day, I had an email from him and we were talking story ideas.

Pat Flynn: That's really cool. And that reminds me of a story about a guy named Benny Hsu who – man, they're like doing landscape work right outside my window right now.

Mary Beth Storjohann: I can hear it.

Pat Flynn: Let me start over.

Mary Beth Storjohann: OK.

Pat Flynn: That reminds me about – that reminds me of a friend of mine, Benny Hsu, who has a blog over at GetBusyLivingBlog.com. He sent out a tweet just randomly just sort of as a way to express sort of anger because he had – he has a bunch of iPhone apps and one of them has the word "candy" in it. And these guys from Candy Crush sent him a nice cease and desist letter for using the word "candy". They try and trademark and get it out of all the people using the word "candy" which is crazy.

But anyway, Benny just sent a tweet out about that and all of a sudden it starts to spread and the mainstream media started to pick up on it. So I think that's really interesting that that also happened on Twitter. And then Benny was on a number of different media channels as a result of just tweeting about it.

Mary Beth Storjohann: Yup.

Pat Flynn: I mean it's really interesting. I never really considered the fact that that's where a lot of people are sourcing information for news.



Mary Beth Storjohann: Oh yeah. I mean they're definitely not – I wouldn't be able to connect with other industry experts or the media on Facebook or LinkedIn. They're just not there. But I can see what other editors are writing about and the things that they are interested in from Twitter. So, that has really been something – a resource that I can leverage and that I encourage others to leverage especially when you are doing a niche market. Find where your competitors are, find who they are following, and find where the industry publications are and who those editors and reporters are following as well. And that really will give you some insight and some – just a platform to begin to build your personal brand off of.

Pat Flynn: Do you have any tips for anybody who perhaps might land one of these spots on a news channel or even on a smaller scale, on somebody's podcasts? Maybe they have an interesting story or somebody asked them to join them on their podcast. How can one best present themselves like you do on somebody else's show or some TV network?

Mary Beth Storjohann: When you're asked to be on a podcast or you're asked to be on a network, always know the topic you're coming on to speak about. So some of the things with NBC for myself for example, I'll get a call from Bob Hansen two hours before he comes in saying, "Hey, I have this story. I'd love to hear your comments on it." And then that gives me some time to really frame my thoughts and do maybe a little bit of research if I need to. So being prepared and knowing who your target – who your audience is for whatever media piece or outlet that you'll be featured on is huge.

And then also, just kind of relaxing. One of the things – I think we've talked about this at our meet-up is I talked pretty fast especially when I get passionate or heated about something. My hands fly around. I'm Italian. So one of the best things I learned from one of my mastermind – a person in my mastermind group, from financial planners is she told me to, "Don't focus on talking slowly. Focus on enunciating." And that has been huge for me from a media perspective. NBC, those appearances are pre-recorded so they are able to edit those in and they basically find the best clip.

I was on a 10-minute live segment on a panel talking about Gen Y finances on TV in November of last year and I felt like I rocked it because I just focused on enunciating the whole time. There wasn't an "uhm" that came out of my mouth. It was fantastic. So I think just being calm and doing your research and just running through the points that you want to make ahead of time is a great place to start.



Pat Flynn: That's fantastic. Do you have a story bank? This is something that Ramit Sethi would always talk about and something I've been trying to develop and think about consciously is he has sort of a bank or a library of stories that he has that he is able to pull out in different situations or different conversations, great stories that he almost sort of tested and validated whether it's in presentation or in other engagements with other people. He remembers those things that work really well, the stories that he tells that just seem to really resonate with people about different topics and he is just able to like a computer, just file through those things and say whatever is perfect for that situation. Do you have sort of a story bank like that?

Mary Beth Storjohann: I do actually, yes. My whole reason for being in this industry is one of my main stories about, just my family and the financial education that there was a little bit of a block there. And so being able to effectively communicate that and the respect that I have for my parents at the same time is something that I have in my story bank.

Also, I'm a military spouse. So those are stories that come up a lot. There's a lot of transition and change and varying income that comes along with being a military spouse with deployments. So those are part of my story bank.

And again, so Gen Y that we talked about those sub-niches so I work with professional women, newlyweds, new parents. I'm a professional woman. I'm a newlywed of a couple of years. And new parents, that's the next phase that we're going in. So those are all things that I experienced and stories I can relate for my target clients.

Pat Flynn: You're just not some like person who is not – who is just trying to pretend like they know what's going on. You're living it.

Mary Beth Storjohann: Exactly. And the thing is I share with my clients that I'm not perfect. I might get some judgment. One of my first blog posts was I'm a financial planner and my estate is not in order. I didn't have a will. I want my clients to have a will but I let them know, I'm not a perfect person either. I have the education. I know what's needed. I'm here to coach you and sometimes I need my own accountability coach as well. That's just part of the game, part of being a business owner and a person.

Pat Flynn: And a person, yeah absolutely. I mean you're being real with your clients. I mean there's no wonder that people stick around longer because they know that you're telling the truth. And when you tell the truth about yourself, when you're giving advice,



people are going to take that advice much better when it might not seem like from the outside that that would make sense but it totally helps to be vulnerable and to share these pieces of yourself that might not be perfect. I mean that's – I do that all the time on Smart Passive Income.

Mary Beth Storjohann: Exactly.

Pat Flynn: Awesome. Do you have any tips as we finished up here for anybody who is just getting started online, maybe they have a niche they want to get into, maybe it's a little bit competitive, how can people help themselves stand out in a crowd?

Mary Beth Storjohann: Look at what the industry is doing and see how you can make – how you can be different. So for example for me in the financial planning industry, if you go on most financial planners or financial adviser's websites, you are going to either see a lighthouse or a happy old retired couple on the beach so like those are the two things. And so then when you go to the Workable Wealth website, boom! Like my face is there, there is fun, positive quotes.

So whatever you can do to shake things up is it's scary to put yourself out there and to go – to break from the crowd but that's what's going to make you stand out. Blending in is not what's going to get clients. It's going to make it more confusing and you will have less value add that way but standing out makes that light shine on you. So I think it's not being afraid to be different.

Pat Flynn: Yeah. I mean that's huge and that's something that plays a big role in my marketing plan. And it's not just – I don't just do it for the marketing aspect of it. I mean I feel like the traffic and the earnings and the authenticity and the trust that comes along with that is just a by-product of me just being comfortable with who I am and what I can provide and also understanding what I can't.

Mary Beth Storjohann: Oh yeah. I think personality is huge. And that's – I think we talked about this as well when we met up was just incorporating a little bit of you into you brand that you are unique, each one of us has our own skills and traits that we bring to the table so letting that shine through especially if you're in a service-oriented brand, that's huge. And embrace it.

Pat Flynn: I have a question for you. I'm in your website right now and it looks beautiful. Again, this is WorkableWealth.com. I noticed the phone number on the upper left hand corner. Is that doing a lot for you as far as generating new clients? I noticed



that on a lot of client-based type websites and I'm curious to know how effective that is or is that they are just purely for, "Yes, I'm a real person. You could reach me if you want to" type of thing?

Mary Beth Storjohann: It's purely there for, "Yes, I'm a real person. You can reach me." Most of my clients since I am a paperless technology-based office, clients are emailing me. So if you actually look like if you're on the homepage, you can schedule appointment and coordinate with your calendar directly from that homepage. So I very rarely have people calling me.

And to be honest and I'll be completely honest with this, I do screen my phone calls for the most part. I typically don't answer my phone. So if a client is calling, they can leave a voicemail. And I want to make sure to make the best use of their time and my time. They can leave their question on my voicemail. I can do the research and then I can get back to them. Otherwise if they're calling and catching me off guard, there might be some back and forth but this way, it makes – I'm not – my phone is not ringing in the middle of me writing a blog post or doing something else. I just try to focus and batch my time, so I'm the most effective.

Pat Flynn: I mean there's a lot of different ways to achieve the same results as far as this being real. I mean when I go to website and I want to potentially buy something like the next model scale of DeLorean or whatever and I'm on a hobby site, if there's a phone number up there, this makes me feel a little bit more comfortable about that purchase I'm going to make as if, if something wrong were to happen with my order, I could just immediately call them and fix that problem.

Mary Beth Storjohann: Exactly yeah. And I do – I have a few calls now and then but typically, even the media, they'll send me emails. Reporters don't typically call me. Everybody reaches out via email, the contact form that's on there or just directly to me.

Pat Flynn: That's really cool. Mary Beth, this has been such a pleasure to speak with you here and have you provide all this value. I mean this is just fantastic. I think it's going to inspire a lot of people especially those who are just starting out and might be wary about starting with information-based products. I mean it's OK to start with clients. And obviously Mary Beth here is starting with clients, doing really well with that and now is shifting over to info products to serve an audience that she can't serve or who might not be able to afford her services.



I mean I feel like that might be a really interesting strategy for a lot of people to adapt because you are setting sort of a benchmark as far as what you're worth and people will respect you for that and then you can provide something on the lower end for people who can't afford it. And I think it could potentially be a lot more successful as opposed to if you flip it around and you started with the lower end information-based products.

Mary Beth Storjohann: Oh, exactly. I think there's a trust component there. So I'm building the credibility from having existing clients and establishing the company first and even the media stuff that happens from it. So I'll have a much wider audience to market that boot camp to down the road than I would if I had just kicked off with that.

Pat Flynn: And you can collect testimonials beforehand and you're actually talking to these people who trust you and they probably I'm guessing would be more than happy to leave you testimonials if you ask.

Mary Beth Storjohann: Exactly, exactly.

Pat Flynn: Very cool, Mary Beth. Thank you so much. Where can people find out more about you or where you would like them to go?

Mary Beth Storjohann: They can go to WorkableWealth.com or connect with me on Twitter [@MaryBStorj](https://twitter.com/MaryBStorj).

Pat Flynn: Awesome. Thank you so much for coming on today.

Mary Beth Storjohann: Thanks so much for having me, Pat. I appreciate it.

Pat Flynn: Take care.

Mary Beth Storjohann: You too.

Pat Flynn: All right. I hope you enjoyed that interview with Mary Beth from WorkableWealth.com, a very smart woman doing some amazing things in a very competitive niche. And so, she's definitely one to follow. And also, she has a very beautiful-looking website. So again, check it out, WorkableWealth.com.



Now, if you want the show notes, if you want the links and the resources mentioned in this episode, head on over to SmartPassiveIncome.com/session106. Again, SmartPassiveIncome.com/session106.

As always, iTunes ratings and reviews are completely appreciated. Thank you so much. I read them all and they are so inspiring to me and help motivate me to keep going and also, they help the rankings of the site too so more people can find the show.

And lastly, I want to mention an amazing resource and that is actually today's sponsor as well, which is 99Designs.com. This is an amazing website because we all have graphic design needs in our business. And I'm very fortunate to have graphic design experience from my previous job but even still, I still use 99Designs.com to get some graphic design work done because what's really cool about it is instead of working with one designer and just going back and forth and it's hard to find that designer and then even when you do find them, there's a lot of back and forth and it can be frustrating.

Well, with 99Designs, you kind of put it in the description of what you want to see, whatever it might be from a logo to a website design or whatever. And then potentially hundreds of designers will come and create what they think you want and then you could pick the one that is the best that works for you and you could actually work with them along the way. You could tweak things, you can have your friends vote on what they think is the best. It's just so cool.

So again, that's 99Designs.com. Check it out. If you go to 99Designs.com/Pat, you will get some bonus stuff, a \$50 power pack free just for going through that link. So again, that's 99Designs.com/Pat.

Thank you to the fellows at 99Designs for sponsoring the show. Thank you to all of you for listening in and checking out this episode. I love you guys so much. Every time I hear any sort of feedback from the show whether it's on iTunes or just comments on the post or even on Facebook and Twitter, it's just so motivating to me. And so, thank you so much. I imagine many more hundred episodes after this. I can't even envision stopping this because I just love it so much and it's because of you guys. So, thank you so much for the feedback.

And also, I love constructive criticism as well. So whatever you feel I could do to improve the show, I do this for you so I want to do it the best way I can. So thank you so much for listening in. I'll see you in the next episode of the Smart Passive Income Podcast. Again, show notes are available at SmartPassiveIncome.com/session106. Now,



make the rest of today awesome. That is your job from this point forward. You rock.
Take action. Peace.

Thanks for listening to The Smart Passive Income Podcast at
www.SmartPassiveIncome.com.