



SPI Podcast Session #135 -

How an Animator Built an Online Business by Being Transparent

Show notes: www.smartpassiveincome.com/session135

This is the Smart Passive Income podcast, session number 135.

Announcer:

Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later.

And now your host, who was asked out by a girl as a dare, Pat Flynn!

Pat Flynn: Hey hey, what's up everybody? Pat Flynn here and thank you so much for joining me today in session 135 of the Smart Passive Income podcast.

One of my favorite things to do here on the podcast is feature success stories of people building successful online businesses outside of the 'How to make money online', 'How to create a successful blog', 'How to become an entrepreneur' space.

I've heard directly from you, the listener in emails, on Facebook posts, in tweets and directly on comments of similar episodes that you just can relate to these more.

I know you guys enjoy (again, because you've told me, the Tim Ferriss's and the Gary Vaynerchucks and people of high caliber) A-listers who have made it already - I know you like when they come on the show and they talk about what they do and how to do things and a lot of them are very forward thinking, but it's these types of episodes, the one like today that you all seem to resonate with the most, which is why come next year, in 2015, you're going to hear a lot more of these types of success stories.

Stories of people building their businesses outside of the 'How to make money online' space. Similar to Shane and Jocelyn Samms in [episode 122](#), two teachers who are now making six figures a month by selling digital products to librarians and other football coaches, an amazing success story. I know Jocelyn and Shane are listening right now, I still continue to get feedback and emails. When I go to conferences people tell me, "that episode with those two teachers was so inspiring and they got me off my butt and started to work on my online business".



I can't tell you how often I hear that. I hear that about other episodes I've done with similar success stories like the one with [Lain Ehmann](#) who had made six figures in the scrapbooking industry. I'm not even kidding, I'll link to that in the show notes as well.

I'm really excited about this episode because this is another one of those success stories. This is Morr Moras who is an animator. He's an animator, so he's on the computer creating digital movies and things like that. He's built an online business by being transparent in the realm, in the world of animation. Without further delay, we're going to get into his story. I'm so happy to welcome Morr Moras from [BloopAnimation.com](#).

Hey, what's up SPI listeners? Another great interview today with Morr Moras. He's here. What's up Morr? Welcome to the show.

Morr Moras: Hey Pat, how are you doing?

Pat Flynn: I'm doing great and I want to thank you for emailing me, reaching out and telling me your story because it's so incredible what you've done in an industry that isn't really akin to doing stuff in the online internet marketing type of way. We've had episodes in the past with creative types and those were really popular because those types of people don't really see or even take advantage of what's out there.

First of all, before we get into the strategies and tactics and tips you have for everybody, just tell us about yourself, what is it you do Morr?

Morr Moras: I'm a 3D animator, I went to the school of visual arts for computer animation. I graduated a few years ago and kind of during freelance work, which is usually what most people would do after school - I know you did it also as an architect after school. Usually artists would get hired by a studio, or they'll start freelancing and that's it. They do their job, the art, and that's pretty much it.

I feel I took a lot of the online marketing methods and started implementing them into the animation world by creating the website that I have, [bloopanimation.com](#) that we'll get into later.

I feel that the industry is not really thinking in business senses. I feel like they're thinking a lot like artists and a lot of artists really differentiate the business side of things. They leave the business side out of it, they want to be the best artist and get



jobs or freelance work without really doing a lot of social marketing and stuff like that, which are much more common in other industries.

Pat Flynn: It's really important, especially if you know you have something great. Especially if you want to share it with the world.

In order to really get the most out of it, you have to take advantage of these things. It's just like how a lot of us spend time writing content on our blogs, we spend all this time and effort and energy writing and then we just expect that after it's posted that it's going to viral, which might happen but not really.

Morr Moras: That's really funny because that's one of the first lessons I've learned. As a creative person, as a person who wants to make stuff for an audience, I always assumed that I will make something and people will just want to watch it. I created a short film after graduation, I posted it, it was on YouTube and Vimeo. I also created an animated web series during school. I really wanted to create stuff out there.

What I've learned while doing it is kind of hard, nobody cares about what you have to say - that's just in general. But then I learned that nobody has to care about what I have to say, yet.

Nothing that I'll make is going to be automatically interesting. Even if it is interesting, people are not going to watch it, there's too much stuff out there.

Pat Flynn: How do we cut through all that noise?

Morr Moras: That was one of the lessons I had to learn. When I created the animated web series, I worked so hard on it, I had actors and I produced four whole episodes, which was really hard. Nobody cared and I realized nobody cares about what some person is doing until they get to know them.

When I really learned that lesson was after I finished my film, I created a video - I don't even know why I did it, but I created a video called [How to Make an Animated Movie](#). It was just me for 7 minutes, talking about what really goes into making an animated movie. That movie got so many views so fast. I was so confused. I created all this cool stuff and nobody watched them but then I explained how to make a movie and they watched that more than the movie? It didn't make sense to me at the time and then I realized what was going on.



That's much more interesting to people. To teach them and have them learn the process behind what goes into stuff is much more appealing to people.

Pat Flynn: I love that, because I sort of do the same thing on my blog, I talk about things that I do and I bring people behind the scenes and talk about what went right and what went wrong. People really appreciate that. Sometimes I think of the things that I love to be a part of and listen to or read or watch movies, books and audio podcasts, what is most interesting to me is how they're creating those things.

For instance, a movie, I love movies but I love even more how those movies are put together. That's why I love watching the DVDs with the bonus section that tells me how they did all this and the things that they've cut out. I love that stuff so that's really cool that you discovered this by accident.

Morr Moras: It's funny because I love those things too, it wasn't like a discovery, I already knew that I loved them but I didn't think of making that. It was a bit of a shift in perception. Instead of trying to push content to people who are not ready for it yet, maybe that way I can get them to listen to what I have to say and eventually they'll be interested in the real art that I'm making.

Pat Flynn: Is that what happened after this video went crazy? The other stuff that you created before that wasn't getting any pull, people were starting to see it?

Morr Moras: A little bit but most of all I realized that this is what I need to do right now. This is working, maybe I can make more of it.

Then somehow I got to your site and also other online marketing - because you know, once you start with one person you start to get all the names and go all over. I really feel like your website was a torch light leading me through the process because I had no idea about online marketing, affiliate marketing, any of the passive income things.

When I saw what you were doing, I thought "What if I just took all those methods that you created in the [Niche Site Duel](#), and implement exactly the same, just in a completely different industry", instead of showing how to build a website and all the stuff you've done, I'll do it with a film.

That's what I've done. Over a year, I gave everything away, all the time. I created another short film, my second one, the one I'm releasing right now. I did it like an online marketer and not like an artist.



Pat Flynn: So Bloop Animation is the website you created and you said you created this about a year ago?

Morr Moras: Yeah, I think it was August last year.

Pat Flynn: Give us the time line of when things finally started to take off. Was it right when you started it with that first video? What's the process been like for you?

Morr Moras: It was kind of slow at the beginning, but there was always a growth and I kind of believed that eventually it will reach a high number. It's not stopping, even though it's really low, I know it's going to work. I don't know how long it's going to take, maybe 2 to 5 years, but I knew that eventually if I keep doing it - which is the hardest part to keep doing it, right?

Pat Flynn: Right.

Morr Moras: That's where a lot of people stop after six months or a year. I decided if I don't stop, it can't fail. Now I'm standing on 20-30k unique visitors a month.

Pat Flynn: Awesome. I was going to ask you that actually. So 20-30k a month, great, and you're growing.

What are some of the strategies from the Niche Site Duel - for those of you who don't know what that is, I've built sites publicly on smartpassiveincome.com and showed people exactly how it worked, what I did right, what wrong and those types of things. You can find those at nichesiteduel.com. There's a tab at the top that says Updates for all the reports that I've done.

Tell us, what were the exact strategies you used to help grow Bloop Animation that came from that.

Morr Moras: I think, it's hard to pinpoint specific ones. I basically implemented all the general online marketing tactics that they use, lead generation or I'd create a small documentary or eBook to give away to get leads. I worked really hard on a resource page like what you have on your website, or a very clever About page that navigates the viewers in the way you want.



I really think that those things are really not common for artists or people - it was really weird trying to implement all those things in such a different way. I've see those things implemented all over the internet with online marketers and people who talk about making money, but if I Google 'Animation blogs,' it's horrible what you see on the first page of Google, the first four sites look like they're from the 90's. They don't realize all the potential that you can get out of a website like that if you think of it like a business.

I really try to separate the art from the business in my head. I approach it from very different perspectives every time I do something.

Pat Flynn: Right. Do you feel like because you're focusing a lot of attention on the business side of stuff, the website, lead generation, like you were saying - and I want to get into some of those details with the resource page and your incentive, but do you feel like you still have the ability to do what you actually set out to do, which is create? Or do you feel that this is taking time away from that? Is it helping you or is it taking time away?

Morr Moras: Of course it is going to take some time away because I am putting time into it, but it's giving me so much more so I think it's worth it because I wouldn't get the audience otherwise. If I just focused on the art, it would take 10 times longer to get the same results.

Also because all the work that I do revolves around making the film, I'm kind of killing two birds with one stone. I'm still doing the film but when I'm finished with sound design I'll make a tutorial about sound design. The tutorials kind of write themselves as I do it. I don't have to think of what to do now. It's all built in to the project.

Pat Flynn: For everybody out there, let me see if I can sum this up for you in a way that's easy to understand, if you are a creative type or even if you're now, whatever it is that you are creating, you can talk about that process. You could share everything there is about that process. Sort of like like how on Smart Passive Income, I shared how I built websites, well Morr is telling people how he's created these films, which is a great strategy obviously, it's been working for both of us.

I love it because it's giving people an over the shoulder view of what's going on and also it allows people to take action themselves too. Do you have people who follow you more who have taken what you've taught and have created their own stuff?



Morr Moras: I hope so. Because these projects take such a long time, I think it's still early for me to see if I really got these results yet because if people did start to do something because they were inspired by what I do, it would take so long for them to do it, so I still don't really know. But I do get a lot of emails saying "You inspired me to start doing this or that", "I'm really inspired, I'm going to animate right now". I do get those emails, I just didn't see if any of them actually did anything.

Pat Flynn: That's cool. Maybe there's some way you can hold a contest or have everybody give reports on where they're at with their animation.

Morr Moras: I've definitely thought about it, to try to get feedback from people who took action and see where they're at.

Pat Flynn: That's awesome. Going back to the start of blooanimation.com, this is like your hub now for everything, where you talk about your processes. What are some strategies you're using to get more traffic to your site? How are you getting people over?

Morr Moras: OK, so if we get technical for a little bit, every post that I post, I also publish it on Reddit, my Facebook page and Twitter so that's a default thing to do. StumbleUpon as well. I get a lot of traffic from Reddit actually, do their dedicated animation channels. A lot of people come from there.

Pat Flynn: Would you recommend that's a strategy that a lot of people are missing out on is perhaps posting their niche specific stuff on Reddit?

Morr Moras: It's just not fun to post there, that's the only problem I have. I always get negative reactions. Everybody there is very intense and they just want to be mad at you for posting. Every time you post some kind of link, they say you're spamming.

Pat Flynn: Because you're promoting your own stuff, that's why?

Morr Moras: Right, it is but I'm really posting in specific channels that I think the readers would benefit from. Yes, sometimes the reactions are good but there's always going to be people who get mad. It's only on Reddit. I haven't seen it on any other social network. I don't know why they are so hard on you with the stuff you post, and I don't post that often. It's just not a fun environment to post in but it gets so many visitors that I have to do it.



Pat Flynn: Wow, that's interesting. So you have this posting regimen, you post your tutorial on Bloop Animation and then you put it on Reddit, on Facebook and on Twitter. What else do you do?

Morr Moras: YouTube is my big thing. All I do are video tutorials. I started on YouTube. I had Bloop Animation YouTube channel and then I built the website a month later because I realized these people need to get somewhere. It's not just going to stay on YouTube.

Pat Flynn: That's a mistake a lot of people make. They have a great YouTube channel, they have sometimes even hundreds of thousands of subscribers but then they don't really tell them what to do or where to go. There's no way to reach them later because they're only on YouTube.

My guess is that you are doing the right thing and collecting email addresses on the site?

Morr Moras: Yes and this is all stuff that I wouldn't have known if I didn't start listening to your podcast and read all of those blogs I have. I wouldn't know to get out of YouTube and build a site and collect emails. I thought "Why do I need to pay for all those emails, it's really expensive. I pay \$20 a month". I didn't see the benefit but then after listening and reading, I do see the benefit. That's my most important thing to get emails. I have about 4000 so far.

Pat Flynn: Awesome. Talk about the emails, why are they so important to you?

Morr Moras: I just know that all the online marketers can't be wrong. Everybody is saying that this is the most important thing. First I blindly followed that belief. Then I saw that I can communicate with them so often. I started an auto-responder series so whenever a user joins my site, I'm talking to him for three months without doing anything. We have a conversation every week and it's all automatic.

It's so valuable and it's something you can never get with anything else, not Facebook, YouTube, Twitter. Everybody gets the email. Not all the people open it, but not all the people open Facebook too. Or the Facebook status, I think 10% of the Facebook audience see the status when you post it, I think there's some kind of metric.

Pat Flynn: I thin, the last I heard was 6-8% average is the reach for any page, which is kind of ridiculous.



I'm glad you see the importance of email. I'm curious to know how you're using it. Beyond the auto-responder, beyond keeping in touch with people over time, what kinds of things are you sending to them? Are you using it to generate any income, for example?

Morr Moras: No, I'm not using the email to generate income. All of my income is based around YouTube views and ads on my website and affiliate marketing through Amazon, Bluehost and a few others. Every time I find out about some kind of service that I use, I try to see if I have an affiliate for it and I recommend it if it's relevant for my users. I don't try to sell through the email because I'm also not selling anything right now. I'm currently working on an eBook about the making of the movie. That will probably be something I'll sell later.

I feel that email is more of a communication tool to keep me on their minds so that if I do sell something or say something important, they're not going to think "Who is Bloop Animation? Why is he emailing me all of a sudden?"

I do have some tactics with the auto-responder such as my first email, "Is there anything specific you would like to see? Any tutorial you would like me to do?" and that gives me a ton of ideas for tutorials, so that's like a tutorial idea generator for me.

Pat Flynn: That's cool. So you don't even need to guess anymore what your audience wants, they're telling you right there.

Morr Moras: Yeah. I also use it to send posts. Whenever I post something new, I send an email to everybody about that specific post.

Pat Flynn: That's good, that's something that's very under-utilized and something I try to do more of. I know I don't use my email list as much as I should and I've had a number of people email me when I do send an email saying "Pat, these are great, I need to see more of this". So I need to listen to my audience too.

It's really important because those are people who like your stuff and sometimes they aren't subscribed via RSS or they just don't happen to be on Twitter or social media so you should absolutely be sending emails to your list if they have subscribed about your post.



If you're worried about people getting too many emails, for example if you come out with a new post every day then that might be a little too much but you could do a recap email at the end of every week. I remember I used to subscribe to a blog at ShoeMoney.com and he came out with a post every day for a while and I would get a re-cap email every Saturday with all the posts. Some of those I had missed or it was nice to be reminded of them so that I could go back and read them later. I do have to do much better with my email list.

Morr Moras: I try to keep it to no more than two a week. I don't want to be annoying with my emails. I know I'm very annoyed when I get a ton of emails.

Pat Flynn: What is your long term plan for Bloop Animation?

Morr Moras: All that I'm doing is so that I can make films and not worry about money. I think that's really hard because it's hard to focus on your personal project when there's a job to go to or when you need to make an income. I feel like if the website can completely support me financially, all I have to do is make films or those kind of fun, artistic projects, that will be amazing. That's my first step of my long term plan, to reach that point.

Pat Flynn: That's cool. I love that because what you're doing is you're creating, you're an artist and you're doing stuff but you're sharing how you do that along the way, which gets other people inspired to do those things, to follow your lead. What's cool is that everybody has a different way of doing their own art, so they're going to take what you taught them and put their own style and spin onto it, which I think is really cool.

Morr Moras: Like I did with you, this is a completely different world but you inspired me to do something in my own world.

I remember when I saw the income report, it was a shock that someone is talking about those things. Who tells people about what works for him financially? That's something that you don't see online so openly.

The movie industry is very similar that way. People in the movie industry are really trying to hide stuff from you. They don't want you to know anything about the movie, they make you sign NDAs if you work anywhere around it, so I was thinking what if I do the complete opposite of that? I gave away my storyboard in the first month. You can download it for free, you press a button and get the whole storyboard. And you know what happens at the end of the movie, that's it! I'm not trying to create



suspense. If you want to steal that idea from me, go ahead, you can spend a year of your life and steal the idea and make the same movie.

All my tricks, all my short cuts, all the stuff - I didn't want to put too much time into this and I explain why. I'm not trying to make it pretty. I'm trying to really just show what I do every day to make that film happen.

Pat Flynn: That's really cool. I ran across a site last week, just randomly during one of my work breaks and it was a beer crafting site. It was really interesting because he was telling everybody about everything that was going into what it took to create this beer that he'd brew in his garage at his house. It was so interesting.

I know for instance you think of the big name beer or soda companies, they have secret recipes and it's all locked up in a vault somewhere and they don't want anyone to touch it or get near it, but here we are - I'm so interested in somebody telling me everything and I could do it myself if I wanted to. I think that's really cool and if you could be the person to influence other people to do that based off your own experience and your own journey, I think that's really cool.

Morr Moras: Ideas are not the hard part.

Pat Flynn: It's the implementation.

Morr Moras: Yes. It's actually doing it. That's the hard part. So if you want to steal my idea, go ahead but you have to actually do it. That's not easy.

Pat Flynn: Absolutely, you're right. What are some of the challenges you've come across along the way? Was this always easy for you and natural? What were some of the things that were trying to stop you along the way?

Morr Moras: I think I do have the entrepreneurial spirit, so that wasn't hard for me to decide to want to do it. Just the day-to-day scheduling time-wise. Most of the year I do work at a studio, I do freelance animation work. If I work on my project, it has to be evenings and weekends. That's hard to do. It's hard to go and work on a 3D program in front of a computer for 10 hours and then go home and keep working on a 3D program for another 4-5 hours then go to sleep and do the same over.

That was the hardest part. Until it can become a full time thing or at least part time, it's hard to squeeze everything.



Pat Flynn: Before we finish the show, any final tips for anyone out there who's just looking to create and get started online, what would you recommend them to do?

Morr Moras: I really believe in the Steve Jobs quote of a real artist ships - I don't know if you know that quote. I really believe in just make something. If you start planning or over-thinking it or making something huge, the odds are you're not going to make it. So my tip would be if you're at all inclined to do something like that, just do something. Start something small. All I had was a YouTube channel with zero subscribers and a 'How to make an animated movie' video, that's all I had. It was enough. I just did another one the next week and then another one.

You've just got to keep doing it, I guess. The only way to fail is to stop.

Pat Flynn: I highly agree with that and I love that quote by Steve Jobs, real artists ship.

Morr Moras: Yes.

Pat Flynn: For sure.

Dude, thank you so much for all this great information and the inspiration and congrats on the success of what you've got going on. I can't wait to see your new film out there for the public. I got a nice little preview of it, thank you for that. It's very cool.

I'll put a link on the show notes. Hopefully we'll time this right so that it's published when that comes out so people can check it out and see what you do from an artist's perspective.

Morr Moras: Thanks for having me, it was really a lot of fun to have a chance to talk to you a little bit.

Pat Flynn: For sure, we'll talk soon and all the best to you.

Morr Moras: You too.

Pat Flynn: Thanks.



I hope you enjoyed that interview with Morr Moras from blooanimation.com, you can get all the other links and the link to his movie [Lift Up](#), which he talked about, which is now live on YouTube. You can find that on the show notes at smartpassiveincome.com/session135.

I love these quick success stories. I'm going to do a lot more of them. If you have a success story like this outside of the 'How to make money online', 'How to build an online business' space, I would love to hear from you. Shoot me an email at pat@smartpassiveincome.com. In the subject line put 'Success story' and my assistant, Jessica will read those over and forward some to me to look at that she feels will be great.

I look forward to seeing those and to perhaps contacting you, I won't be able to contact all of you, I'm sure. But I will reply to you and we'll try to set to something up to get you on the podcast as well. Not only to promote your business, that's not the purpose, the purpose is to inspire and help others and show people the way. There's a lot of people out there like you, for those of you who have gone through and were in the trenches already or are in the trenches right now.

There's a lot of people who can get and pull inspiration and education from you. Let's hear from you, again you can me, pat@smartpassiveincome.com. I would love to hear about your success story. Just one or two quick paragraphs and then we'll talk more down the road if it makes sense and I'll contact you if we're going to make that happen.

Thank you again so much. The show notes for this episode can be found at smartpassiveincome.com/session135.

I also want to thank today's sponsor, which is 99designs.com. One of the coolest websites out there, especially if you're doing anything with design, whether you're designing anything from a new logo to an eBook cover, T-shirts, landing pages, sales pages, whatever the case may be, if you don't have that one on one designer that you've always been working with, I would highly recommend 99designs.com.

Why? Because it's fast, easy and affordable and it's fun because what you do is you create contest around the design of your particular job. You post that job description or whatever looking to get done and then several designers from around the world will compete to design the best logo (or whatever it is that you're trying to get designed), the best thing for you.



You get to pick the one that you like best and you leave happy with the design that you love. The turnaround time sometimes just a week so it's great.

If you'd like to check out 99designs.com just head on over to 99designs.com/SPI and you'll get a \$99 power pack of services for free that you can use towards your first campaign.

Thanks again so much for listening to this episode. Look out for the next one - actually the next two, they go hand in hand with each other. In episode 136, we're interviewing David Simon Garland from therisetothetop.com, talking all about how to build an online course that sells. Really into the detail of how you can build an online course that will sell, not just sell for \$97, but a big one that you can create that will sell and be your flagship product for your business.

The next episode after that, we're going to be talking with Amy Porterfield about a very specific strategy you can use to launch that online course with a bang.

See you guys in the next few episodes. Until then thank you so much and if you have time, please leave a review on iTunes. They are extremely helpful. Not only do I read them all but they also help with the rankings and the exposure of the site as well. So just head on over to iTunes, look up Pat Flynn or Smart Passive Income, leave an honest review and rating and thank you so much, I appreciate that.

Cheers, take care and I'll see you in the next episode of the Smart Passive Income podcast. Peace.

Links and resources mentioned in this episode:

- [Bloop Animation](#)
- [How to Make an Animated Movie](#)
- [LIFT UP -- Animated Short Film](#)
- [SPI 122: From Teachers to Totally Rocking it Online](#)
- [SPI 037: Monetizing in a Hobby Niche](#)
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