



SPI Podcast Session #162 – A First-Timer's \$130,208 Product Launch

Show notes: www.smartpassiveincome.com/session162

This is the Smart Passive Income podcast with Pat Flynn, Session #162.

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, he uses fear as a sign to keep pushing forward, Pat Flynn!

Pat: What is up, everybody? Thank you for joining me today. I'm so stoked to bring you this particular success story. Success stories are great, and the best success stories I feel are the ones that come from listeners just like you.

Nick Stephenson was a listener who had heard [Episode 136](#) with David Siteman Garland, who was talking about creating awesome online courses. Nick heard that episode, took action, and is now crushing it.

You can kind of tell how well he's doing based on the title of this particular podcast, which is A First-Timer's \$130,208 Product Launch – one single launch, over \$130,000, and Nick's going to talk all about the things that he did, all the steps that were required to do that.

You can find his site at yourfirst10kreaders.com. He's helping authors get their first 10k readers, an incredible success story. You'll hear the story about how he came in contact with me after listening to that episode, so let's not waste any more time. Here's Nick Stephenson.

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Pat: Nick Stephenson, what's up? Welcome to the SPI podcast. How are you?

Nick: I'm fantastic. Thank you for having me. It's a beautiful sunny morning here in the UK. The sun has just come up.

Pat: It's a beautiful 10:13 pm right now in San Diego so we're on opposite sides of the world, but I really appreciate you waking up a little early to hang out with us today and



talk about your incredible success story that you've had that you actually shared with me via email.

I got this email the other day that said "Success story: The \$130K thank you, Pat" so tell us what that's all about.

Nick: This is all about launching my first-ever online course. This is all based on a webinar that you did with David Siteman Garland just before Christmas 2014, I think it was.

Pat: It was a podcast episode, right?

Nick: A podcast episode, yes, and I think you did one with Amy Porterfield as well shortly afterwards. This was perfect timing for me because this was around the time when I was thinking, "How can I build up my online revenue streams and build my audience?" I'd been thinking about doing a course for a long time, I just didn't have the blueprint in my head. I had no idea where to start.

This podcast of yours came along with David Siteman Garland and it kind of hit every trigger that it could possibly hit. I just immediately went and bought his course, followed everything in there, and then about 3 months later launched my first-ever online course.

The launch week was fantastic and I made \$130,000 and it blew my mind. It was incredible. It was the best launch I'd ever done for anything ever and it's been amazing.

Pat: That's really cool. We'll get into that and how you launched and what you launched and all that stuff, but before you came across the podcast episode what were you doing? You had a website already and you had some sort of following, is that right?

Nick: Yes. I'm an author so I've been building up my online following for the past three years or so. I first got started writing fiction books back in 2012 and published my first book in February 2012.

I think like most people launching their first-ever product or online business, you kind of launch into a bit of a void. There's no fanfare, there's no street parades or anything. It was really just learning how to build up that audience over the years, listening to podcasts like yours and other websites and YouTube channels and really just trying to



figure out what marketing approaches actually work for books and authors, specifically self-published authors.

After two years of trial and error I sort of finally figured out if you can build a mailing list and build an audience up, then you can actually sell your books and sell your products to them without feeling like you're trying to coerce anybody into buying things. It's a method of selling that doesn't make anybody feel sleazy, which was very important to me.

I'd been doing pretty well with marketing and selling my fiction books, but I knew I wanted to take it to another level. I wanted to share my marketing experience with other authors as well.

Then late 2014 I'd started building up a little bit of a following in the author marketing space and realized I wanted to have sort of a flagship product that I could share with people that would help them develop their author careers as well, which is where the idea for the course came along. Then 90 days later I finally got it all put together, and here we are now. That's the quick and dirty rundown.

Pat: I like that. That's awesome. Really quick, because you've sort of teased us a little bit with marketing fiction books – I know we've had a lot of people in the audience who've asked me that question specifically and I've never done it before – can you give us a quick couple sentences?

You said building an email list for getting that following so when you do come out with books you already have those people who follow you and are interested to sell to and it's not sleazy at all. Can you give us a quick rundown on how somebody who writes fiction can really take their books out there?

Nick: Absolutely. I've been helping authors do fiction and non-fiction so it's the same sort of approach for either genre really. I developed this concept called reader magnets, which is based on the old concept of lead magnets in internet marketing, where you're offering something in return for an email address.

In this case, instead of offering a 5-page PDF or a video or something, you're offering a book or a bonus chapter or some behind the scenes or something that's related to your book. Then we use free promotions on Amazon and the other ebook stores to generate lots of traffic.



I think what a lot of authors are kind of missing is that marketing expertise. They've been writing books for years potentially and submitting to publishers and agents and maybe not getting anywhere. Authors are very good at writing books. That's what they do. They can turn out a novel in a couple months, or a non-fiction book in a couple months, but all they really know how to do is write books. What's missing I think is figuring out how to build that audience up.

I show them how to offer something that their readers are going to really want, then how to get them onto a mailing list and how to develop a relationship with them so that later on down the line you can actually sell books and you can launch your books. You're no longer launching into a void and you're not relying on Amazon or iTunes or Kobo to do all the work for you, but you have control over your own platform. That's exactly what I teach people how to do in my course.

Pat: Nice, lovely. Now let's get back to this course that you've launched for people with their author platforms. You had this audience that you've built. You've built authority in sharing how to do this, but then what was missing? What was it about David's course or what you learned in there that made it really click for you? What was missing?

Nick: It was my experience with dealing with how to market my own books, and knowing that I had to spend two years and thousands of dollars experimenting with different approaches and strategies.

I knew that if I spent the same amount of time and the same amount of money coming up with a course idea and developing a course and launching a course I could probably do a good job, but I didn't want to wait two years. I didn't want to spend thousands and thousands of dollars trying to figure out what worked. I just wanted to take a blueprint from somebody who'd already done it and just follow their step-by-step guide.

It made perfect sense to me because I'd been through that whole trial and error with my own business, and knew it was not something I wanted to do again. When David came along and said, "Hey, here's a course that will show you exactly how to launch a course," it was a no-brainer for me.

Pat: David's a really good teacher at that stuff. I just did a couple webinars with him, and a ton of people came on and bought his course and are doing really well already actually.



For those of you listening it was [Episode 136](#) of the Smart Passive Income podcast, and that was followed by Amy Porterfield who talks about how to market your course in [Episode 137](#). That's kind of a good 1-2 punch, 136 and then 137.

A lot of people loved David's podcast because he just goes step-by-step on really how to do it. So tell us step-by-step what you did after you got that course. What was your first task? You said it took 90 days, so start from the beginning. What did you do first?

Nick: I decided on the topic, I think was the very first thing that I did, which kind of makes sense when you think about it. I had loads of ideas as to what I wanted to do to try to help authors develop their business, and eventually I settled on how to build an audience.

My course is called Your First 10K Readers and it's all about how to build up a platform and build up your reader base so that you can actually sell books to people instead of kind of throwing it out there and hoping for the best.

I toyed with a few different ideas about how to create books and how to use keywords and how to do advertising, but I knew that kind of the crux of any online business is your audience, your email list, and your social media following. I knew if I taught authors how to do that, then everything else comes naturally.

Going through David's course kind of helped me narrow down my focus and come up with a concept that was going to appeal to people. Then after that it was kind of a split between creating the content and then dealing with the technology. I think technology is always a big stumbling block for people, especially if you're quite new to this.

You've got all this email list software and websites and membership plugins and everything, and it can be so overwhelming. This is another great reason to actually get a course or get coaching from someone who knows what they're doing, because that overwhelm just goes away. You just know that someone's done a step-by-step guide for you.

I went through the course step-by-step, created the content, did all the back-end stuff, and then followed David's step-by-step "Here's how you launch it." Really it's just a plug and play system. I have to send out most of the kudos to David really for making those steps available.



Pat: And it's kudos to you for actually taking action and for investing in yourself in that course so that you can then put it into action. I know a lot of people who purchase courses who don't put the action into place, so it's really nice to somebody actually follow through. There's a lot of great courses out there that you can get on anywhere, Lynda.com even, where you can read or listen or watch that content. You have to put it in action, of course, for it to work for you. That's the big thing.

Going back to the title, you found out what you wanted to do. What made you decide on Your First 10k Readers? I'm curious about that 10k. Did you think maybe 1k or 500 or 5k, or did you just stick with 10k because it sounded the best?

Nick: I took a look at how many readers I'd built up in my first sort of 6 months doing these strategies, and it was close to 15,000 that I'd managed to build up in my author platform so I knew it is definitely possible to get to that point, but then Your First 15k Readers didn't sound quite right. 10k just sounds like a great number and it's definitely achievable if you kind of follow the steps that I show people.

I thought Your First 10k Readers is a great number. It's kind of a tipping point I think for a lot of people when they're building an email list. You can build up a few hundred, you can build up a couple thousand, but getting to that 10,000 people mark is a really big achievement. If I can help people get there it's going to be amazing. That was the only thinking behind it really. There was no kind of massive formula or anything like that. It sounds good, it's achievable, and those are the main things I think.

Pat: Nice. I just asked that because Ramit Sethi who's been on the show before, you might remember him, he talked about his course called Earn 1K on the side actually, and that was very precise and a lot of research went into that name 1K. Why 1k and not 10k? Because 1k seemed more doable, more achievable.

For his people who are trying to make money on the side, 10k just seemed a little bit too far out of reach and that's why 1k is very important. But I think 10k for readers, building an email list, that's perfectly doable and I think that was a great number to choose.

When you say you created the course after that, what is the course like that you created? How is it formatted, and also talk about what technology are you using? Is it video, is it PDFs, worksheets, or a mixture of all of the above? And then what technology are you using?



Nick: It's a big mix. It's predominantly video. When you log into the course the different modules are all laid out for you, and each module might have 4 or 5 different videos covering different topics. Each video is between 10-20 minutes long so there's a lot of content in there. You can download them in video or audio as well. So it's predominantly video.

The technology part was the toughest bit actually. I have to admit to paying a web developer to do it all for me. You can do it yourself if you really want to, but I knew that if I tried it myself – again trial and error – it was going to take me forever, so I paid someone who knew what they were doing to actually get this course out there.

A few of them are videos of me talking to the camera, but it's mostly sort of a screencast. I have PowerPoint or Keynote slides up on the screen and I'll be recording audio over the top, so it's kind of like going into a webinar really a lot of the time.

That's the kind of format you go for because if I did it just audio I think people would tune out a little bit if you've got 12 hours' worth of audio, but with video you can keep things interesting. You can show people different aspects of what you're trying to explain and it's a really good medium I think.

It took a long time, a lot of work to put that content together. I really under-estimated just how much work was involved.

Pat: How long did you think it was going to take, and then how long did it actually take you?

Nick: I remember developing the website so I could upload the videos as soon as they were ready, and I thought, "It can't possibly take more than a week to record all this." I was so wrong. It took something like 12 weeks to record all the content because we'd just had a baby and we were moving house. This was over Christmas and New Year's as well, so there was lots of stuff going on.

Just finding the time to sit down at your desk in the quiet with a microphone and reading out these slides, but also sounding really engaged as well, because you can't sit there and go in a tired voice, "Okay, Step 1 is to do this." You've got to really jump in, be really excited and really engaged and sort of force yourself to get into that mindset to read out slides that you've already written and tweaked like 50 times. It's really tough.



Then you've got to edit it as well, and compress it and upload it. For every hour of video it maybe took 3-4 hours to actually produce.

Pat: Did it seem to get faster for you the more you did it, though?

Nick: It did. At the beginning I think I would read through a session with the slides and I'd make so many mistakes. I'd just keep on going and edit them out later, so you can imagine how long that took to go through the editing program and cut out all the nonsense.

But by the end of it I could do a session in one take and that was very exciting because no fluffing up or anything, but it still took ages. I really under-estimated just how much work was involved in that. It's entirely achievable, but it's tough, absolutely tough. You know this with doing all the podcasts.

Pat: Trust me, I know. Where did you find the time, because I know that's a big hurdle for a lot of people and sometimes an excuse, but a lot of people don't have the time. You were in the middle of a move, you had a baby. Was it a set schedule every day or every week that you did this, or just kind of whenever you could have a little bit of quiet time?

Nick: It was actually whenever I could grab an hour or two hours here or there, because there was so much chaos going on. But I knew that if I followed through with this and actually took action it was going to be a massive deal and it was going to make a big difference. It was a huge priority for me so I knew it had to happen.

The kids would go down for a nap and I'd go and record something, or it would be 9 or 10 at night and I'd record something, or I'd get up early in the morning to do something. It's just whenever you can find time, because I think if you know something's going to work for you and, like you said, you've invested in yourself by buying these courses, you owe it to yourself to actually take action.

This is the main difference when you take a free course or a free ebook or something. That compulsion to take action isn't as strong. But when you have to invest – and this was a considerable amount of money to invest in a course – you kind of force yourself to take action and it makes a big difference.



Pat: David talks about that a lot and why it's good to charge higher prices. It will get a lot of people to take that action that's required to do what they need to do to get those results. You said you knew it was going to work. Did you know it was going to work?

Nick: I did. Well, I believed. I had faith.

Pat: You believed it was going to work, and that's important.

Nick: Absolutely. I remember when I first started publishing fiction and non-fiction books on Kindle, and when I made my first sale, then my first 100 sales, and when I made my first \$1,000 in a month. I knew, I believed back then that that was going to work.

I had the exact same feeling with this course, like I believed that it was going to work. All the signs were looking good, so I knew if I could just follow through, take action and see it through to the end that it was going to make a big difference for me and my family, so it was a massive priority for me.

Pat: That's really cool. I love that. It's hard because you put in all that work. You said you were working 12 weeks on this. By week 6, by week 8 you don't see any money coming out of it at that point because it's not launched yet. You talked about what kept you going, but do you have any words of wisdom for people out there who are in week 8 of the creation of their course, for example, and they're just like, "Man, I don't know if this is going to work"?

Nick: I think just don't beat yourself up. I spent so much time sort of feeling bad and feeling guilty that I hadn't created all the content yet. One of the major mistakes that I made was I started marketing the course with the expectation that it was only going to take me a couple weeks to get it finished. That was a big learning point.

Pat: Talk more about that.

Nick: I'd created some preview content and I created some teasers and I was building my email list leading towards this launch. I was seeing people getting to the end of this preview sequence and I had nothing else to give them because the course wasn't ready. I'd spent two or three weeks putting content together and I'd expected to have finished by then, but I'd only done like a quarter of the course.



I had all these people who had finished all the preview content and I thought, "What am I going to do, because it's going to be another 5-6 weeks before I can actually give them the course. They're not going to be interested," so I basically had to just keep sending them something interesting every week to try to keep the momentum going. That was really tough.

I think the worst thing is getting down about it. If you realize you've hit a stumbling block like I did, you can beat yourself up and you can feel bad about it but that's not going to get you anywhere. It's not going to be a productive way to go about fixing things. You've got to give yourself permission to stumble now and again, and just realize that anything is fixable.

I managed to take all those people who'd reached the end of my preview content, and I managed to get them excited about the launch again and I managed to launch really strong, so it's not the end of the world if you make mistakes. It's not going to be the end of the world. Just give yourself permission to make mistakes, I think. That was a big learning point for me.

Pat: That's fantastic advice, thank you. Just to fill in a couple gaps before we move on, for the screencast videos you were using Screenflow for Mac or what were you using to do that?

Nick: [Camtasia](#).

Pat: Are you on a PC?

Nick: I'm on a Mac.

Pat: Okay. Camtasia is good for both actually.

Nick: I think they released a Mac version. I can't remember why I picked Camtasia.

Pat: People ask me that all the time. "Do you like [Screenflow](#) better or Camtasia for Mac?" and I'm like, "You know what, I interchange between both of them. They're both great."

Then you said you had a developer develop your course for you. Did they take an existing plugin, for example, and kind of tweak it to your needs or was it from scratch?



Nick: What we did was we took a WordPress theme, one of the Genesis themes, and he installed [WishList Member](#) over the top of it. Then we sort of designed the front-end look and feel in line with the branding that I wanted.

As far as he's concerned I think it was a relatively straightforward job for him, but for me it was something that if I could even do it – I mean I had no idea what I was doing, but if I could have figured it out it would have been like 3 months' worth of work and we wouldn't be having this conversation right now because I'd still be messing around with all the back-end.

Then we integrated [Stripe](#) to that as well for ecommerce. So it was WordPress, WishList Member, Stripe, and [WooCommerce](#) together to create this membership site. It's all very seamless.

Pat: Very cool. Thank you for that. Now, moving on you said that after the creation then you launched this. How many people did you have on that preview email list before you launched or as you were launching?

Nick: 3,500 almost exactly when we launched it. I'd been building that up since just before Christmas so maybe three months of promotion I think.

Pat: And how did you build that list?

Nick: That was several ways really. One was through Amazon itself, using free books and free promotions to drive traffic to a landing page, which is one of the things I teach authors to do in the course as well, but also doing a load of guest spots and podcasts and interviews.

January and February were so busy. I had some kind of interview two or three times a week all the way through those months, and that made a massive difference just getting traffic through every day without having to do much.

Pat: Those were interviews on podcasts and blogs that had authors as an audience?

Nick: Absolutely. What I did is I reached out to several influencers in the author marketing space and said, "I've got this reader magnet concept. I'd like to try it out on you and, if it works for you, you can give me a testimonial" essentially. I went out to four or five influencers and put this system into place for them.



They saw great results and they were so happy with it that they talked about it to their friends and put it on their websites, and that got me lots of podcast interviews and it kind of spread like that. It was taking the core thing that I teach people in the course and using it on influential people, and then they spread the word. That was a great strategy.

Pat: That's really cool. In that initial reach-out to those influencers, which I think is a brilliant strategy everybody should be doing, especially when they're launching something, these were people that you already had a relationship with or kind of just started from scratch. And if from scratch, how did you warm them up to the idea of using what you were giving them?

Nick: It was a mix really. A couple of them I'd had a couple of interactions maybe in the past, but we weren't on speaking terms or anything. The ones I was approaching cold I just went in with a pitch really, a very quick concise pitch. I'd do some research and if they had hinted that they were interested in building their audience and building their mailing list – which let's face it, everybody is – then I'd just email them.

I'd say, "Hey, I've got this system that I use. It's called reader magnets. I've used it on this person, this person, and this person. They got XYZ results. I'd like to put it in place for you as well to help you grow your audience. What do you think?" and 9 times out of 10 they'd go for it.

I wasn't even asking them for testimonials, but because they got such good results they were more than happy to talk to people about it, so the reciprocity was there and it worked really well.

Pat: That reminds me of when Derek Halpern from SocialTriggers.com came into the scene in 2010 I believe. I'd had my blog up for a couple years at that point and it was doing well, but then he came on. He wasn't the first one to start talking about internet marketing and online business and stuff, but he came on and he provided value to other influencers by actually doing site reviews and telling these influencers, including myself, how they could improve their email list conversion rates.

There's a [video on my blog](#), and we'll post it in the show notes, of Derek telling me what I could do better on my website. I put those into action, saw massive results, and just talked so much about Derek ever since that point because he helped me out so much. Now I link to him on my Resources page and all this other stuff.



It's the exact same thing again. It's because he actually provided me a ton of value, which is what you were doing to these other influencers. Of course they're going to pay you back in some way, shape, or form because you've just done a lot for them and they're going to want to help you out, too.

Nick: Absolutely, and Derek is the reason that I did this. I knew that that was a technique that he used to get attention, so I knew that it worked for him. He's built Social Triggers up into a multimillion-dollar business and it all started from him using these techniques to get attention from people, so a lot of thanks goes to Derek and Social Triggers as well for this approach to marketing. It works amazingly well.

Pat: Absolutely. So you built this email list of 3500 people. How did you launch to them? Did you do the 3 video series like David and Amy talk about?

Nick: I did, and this is where it kind of got a bit sticky, as I mentioned. Everyone had received their 3 videos and it was like 6 weeks later for launch day. I was like, "I can't just launch it now because there's been a 6-week gap between a lot of these people getting their last video."

Pat: Oh, I didn't know the preview content you sent earlier was actually this video series.

Nick: Oh yeah, this was the big mistake. I'm going to lay this out here now for everyone listening. The way David and Amy teach it is to get people to opt in for something small like a cheat sheet or something simple. Then when the course is ready, then send them the preview content.

I was getting them to opt in for the preview content straight away and I thought, "This is great. It's going to be fantastic. I can launch in a couple weeks." I hadn't got any of the content ready. I was tearing my hair out and then realized that actually a very simple solution is just to create more preview content, so I went out and I did another two videos. I made these very short and sort of very authority- and proof-based.

The last video before the cart opened I actually recorded myself sending an email to my fans. Then I showed a screen shot of my book, then I cut to the next day and refreshed the page, all on video, and showed everybody how I think 130 reviews came in overnight for this book, just from one email that I sent.



I thought, "If I put that in a video, people will get really excited about it and I can lead into the launch again," so that's exactly what I did. So from the big mistake of giving out the preview content too early came this great idea of creating this new video that just adds a load of social proof and a load of authority to the launch, and it made a big difference. It got people really excited again.

So we ended up with four videos and then went into the cart open sequence, so I managed to make it work.

Pat: That's awesome. I really love that idea actually. Then tell us what that cart open process was like. Did it open and this huge rush of sales come in? Was it a limited sale in terms of how many days it was open and then you closed it up? Go through the whole sale process with us, and what was going through your head as obviously sales started to come through at some point.

Nick: The advice is to open the cart for a limited number of days. In the course David talked about different types of launches, and this was something that we'd probably call an internal launch, where we launch the course to people on our list.

The advice is to only launch for a certain number of days, so open the cart and then 5 days later or 10 days later close it off, so people have a very defined window of time when they can actually buy this. Otherwise they won't take action. They'll procrastinate. They'll think, "I'll just buy it later" and then they never do. You have to give them a reason to buy it now, and a great way of doing that is by saying, "It's only available for 5 days."

So I decided to open the cart on a Sunday and then close it the following Saturday, the logic being that weekends people pay more attention to email. I don't know if that's true, but it seemed to make sense to me. So I opened the cart on a Sunday.

I'm always going to remember this feeling, the shaking hands when you're pressing that Send button. Your heart's pumping and you're really nervous and you kind of think, "People are going to hate me because I'm trying to sell them something. They're going to come beat down my door and it's going to be awful. I'm going to get hate mail and people will unsubscribe and I'll get blacklisted," all these paranoia thoughts running through your head, but within 7 minutes I'd made a sale.

This was a \$600 course that I was selling, and within 7 minutes of sending out the first email someone had bought it, which obviously meant they hadn't watched the sales



video or read the sales page, because it would take you much longer than 7 minutes to do that. It was amazing for me, and sales just kept on coming.

The first day on Sunday I think I managed to bring in something like \$30,000, and that pace kind of kept up for the full 6 days. By the end of it it was a little over \$130,000, 220-odd customers, and everyone was getting into the course.

I was emailing them every day during those 5 days but giving them value as well, not just sending sales emails but giving them something of value in the email so if you took the sales link away it was still a valuable email. I was giving them a bit of preview content, some sneak peeks, some testimonials, and it was absolutely fantastic.

It was a crazy week because I was doing it live, so I was sending out all of these emails live and responding to requests and questions live as well, so it was exhausting but very rewarding definitely.

Pat: In the email you sent to me on March 15 there was a line that said, "I'm still a little in shock." Are you still in shock at this point? We're about a month after now.

Nick: I am. It still doesn't make a lot of sense to me.

Pat: Why do you say that?

Nick: I think a lot of listeners probably relate to this. You listen to podcasts and read interviews with all these people who have done 6-figure launches or built up million-dollar businesses and you think, "It's not something I could do. It will never work for me," and that's how I thought as well. I thought guys like you and Tim Ferriss and all these people making money doing what they love, you think it's like a fairy tale and it couldn't possibly happen to you. Then when it does you just can't quite believe it.

But looking back actually I followed a process that's proven, I invested in myself and I took action, so why shouldn't it work? I guess I'm proof that people can do this if they focus and put some time into it. I'm still coming to terms with it, but it's been life-changing, it really has.

Pat: I'm so happy you came on to share this. I think this is going to be life-changing for a lot of people as well. So what's next? You closed up the cart and what are you doing now? What are you doing with the students and then what are you doing in terms of this course for the next launch?



Nick: I'm just making sure that everyone is getting 500% value out of the course, making sure they can follow all the action steps and get results, because I care about them getting results. I want them to succeed, that's why I'm doing this, so making sure that that is happening is the #1 priority.

Then going forward we'll relaunch again, maybe bring in some joint venture partners as well, then eventually go evergreen, which is a whole other bunch of technological problems as well, but it's very exciting indeed.

Pat: That's so cool. Nick, man, you just provided so much value here in this episode, and not only that but inspiration too for a lot of people, including myself, because I don't have a course yet. I am working on one as we speak right now, which is really exciting, so this has been very helpful for me as well.

Where can people find out more about you and where is this course that people can go to, even if it's closed? Where can they find out more about what this is and what it's about?

Nick: You can find me at yourfirst10kreaders.com. If you sign up there you'll get all the preview content, so if you're an author and you're looking to build up your audience, fiction or non-fiction, any genre, you can go to yourfirst10kreaders.com. There's 90 minutes of free video content available there. That's still available. That's not closed off.

If you want to get more updates and behind the scenes stuff, that's the link to use and I'll make sure that you get that through your email, so that's definitely the best place to find me.

Pat: That's awesome. Thank you, Nick. We appreciate it and we wish you all the best of luck. Maybe we'll have to get you on for a follow-up episode after a few more launches to see how things go.

Nick: Absolutely, I'd love to, and thank you for having me.

Pat: Absolutely, thank you.

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I hope you enjoyed that episode with Nick Stephenson from yourfirst10kreaders.com, a super inspiring incredible success story that is not too far-fetched nowadays, especially with all the information that's out there.

David's talking a lot about course work. You can grab his course if you like, but he shares a lot of information that Nick put into use at SmartPassiveIncome.com/session136. That was the episode with David that Nick had listened to first, so go ahead and head on over there if you want to get sort of the firsthand look at what Nick was listening to when he took action.

You can find all the links and resources mentioned in this particular episode if you go to SmartPassiveIncome.com/session162.

I'm also very happy to thank our sponsors for this episode. First off, The Art of Charm podcast at theartofcharm.com, a podcast that I listen to. You've actually heard Jordan Harbinger, the host of The Art of Charm podcast, here on Episode 121 before I actually asked him, after a little bit of talking about how we sort of switch back and forth between the top rankings in the Business section, about how he finds his great guests for his show.

He said, "Actually, for one I switched out of the Management and Marketing category, specifically because I thought if you and I are going to duke it out for #1, I can jump into Careers and be next to Startup, then you and I don't have to have this uncomfortable battle going on. It's like the airplane armrest where you're shoving my arm off, and then you go to the bathroom and my arm's back on. We don't have to do that anymore.

"For me, the way I find the guests honestly is at the end of every show I say, 'Hey, if you have a suggestion for a guest, send it to me. I'm Jordan@theartofcharm.com' and I'm very open that way. Every day I probably get 5 guest suggestions, and I start to spot patterns where I'll get the same guest suggestion 14 times in one month or two months. Then I go, 'Okay, this is a guy that everybody wants to hear from.'

"Now, that said, it's not a popularity contest because some people will go, 'Eh, there's this guy. He's my uncle. He hasn't done much of anything but he's got this awesome story,' and I will interview that guy, and that episode can take off like wildfire because no one's heard him anywhere. It's fascinating, it's raw, and it's real.



“I don’t just look for the latest digital blogger or author on a book tour. I look for stuff that piques my interest, and that’s what drives the brand and that’s what drives the content of the show.”

So check it out, The Art of Charm podcast on iTunes. Just look up The Art of Charm or go to TheArtOfCharm.com.

I’d also like to thank 99Designs.com, an amazing website to help you with all of your design needs. Of course we are web entrepreneurs so we have a lot of design needs, anything from a logo to a website design to a landing page to a tshirt to a food truck wrap. Whatever you need, put your description of what you’re looking for at 99Designs.com, and within a day you’re going to get designers from around the world competing to give you your favorite design.

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Thank you again for taking time out of your day to listen to me in this episode of the Smart Passive Income podcast. I look forward to serving you next week, and until then keep crushing it and keep moving forward, and I’ll see you next week. Cheers.

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

Links and Resources Mentioned in This Episode:

YourFirst10kReaders.com

[Smart Passive Income Episode 136](#): How to Build an Online Course that Sells with David Siteman Garland

[Smart Passive Income Episode 137](#): A Product Launch Sequence that Works

[Camtasia](#)

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