



**SPI Podcast Session #168 –  
Multiple Success Businesses in Multiple Niches  
With Scott Turner**

Show notes: <http://www.smartpassiveincome.com/episode168>

This is the Smart Passive Income podcast with Pat Flynn, Session #168.

**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 performs a random act of kindness every day, Pat Flynn.

**Pat:** What's up everybody? Pat Flynn here. Thank you so much for joining me today in another episode of the Smart Passive Income podcast. I appreciate you being here today, as always. I'm really excited because we're going back in time today, and I'm not just saying that because I love making Back To The Future references.

I love this episode because we're bringing on a guest who I didn't know I knew from way back when I first started online business. Back in the days when I was building GreenExamAcademy.com I hooked up with another company that was providing practice exams, which was a perfect complement to the study guides that I was promoting.

I became an affiliate for this company after I started serving ads on my site for this company and became an affiliate later, and we built a great relationship together. I didn't know that Scott Turner was the man behind this particular business at [GBES.com](http://GBES.com), which is Green Building Education Services.

I got connected with Scott recently at a 1-Day Business Breakthrough event that me and Chris Ducker put together. You can actually see the recordings which are available for everybody now at [1DayBB.com/download](http://1DayBB.com/download).

Scott was actually featured in one of the hot seats that we had, for about 15 minutes talking about his new business, one of several that he's created in the past. He's been very successful in multiple niches, everything from his Green Building Education Services business, which is the same niche I was in when I first started out, to selling cat products, to other very successful businesses. The cat one was probably his least successful, although it still generated an income.



We're going to talk a lot with Scott today about how he's in multiple niches, how he's been able to be successful in these multiple niches, how he's been able to build passive income and manage these different spaces, and what his thoughts are on selecting and diversifying your portfolio in that way, and also talking about what he's up to now that he's found financial freedom through building passive income streams. We have a lot of advice and tips to share with you today.

It was just really cool to bring Scott on, not even really knowing who he was until I met him in person and he told me that we'd actually worked together. Then here he was at one of my events with Chris Ducker, and then featured in the hot seat, getting to know him even better then. It was awesome, and to see what he's up to now it's great, so I'm really excited to feature him in today's episode.

Let's not wait any further. Here is Scott Turner from a number of different websites, but I know him best from GBES.com.

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**Pat:** What's up everybody? I'm so happy to welcome Scott Alan Turner to the SPI podcast. Scott, what's up? Welcome to the show.

**Scott:** Thanks Pat. I'm so glad to be here.

**Pat:** This is going to be interesting, especially for me, because you and I actually had connected before I even knew who you were. It wasn't until you recently signed up for my event with Chris Ducker, 1-Day Business Breakthrough, that you revealed exactly who you were and how we had worked together in the past before.

For everybody out there listening, when I started GreenExamAcademy.com, which back in the day was called InTheLeed.com, and I think even when we got connected it was still InTheLeed.com, there was this company out there that I had used to help me pass the exam. It was a site that was helping me with the practice exams and stuff, and I later had a website that would have them on as advertisers on the sidebar. Then I got into building my own products, then affiliate marketing, and I became an affiliate for this company.

This company is Green Building Education Services, and they've been just an instrumental part in helping me add and provide value to my audience at GreenExamAcademy.com, and Scott, that is your business.



**Scott:** It is. We started that in 2007, and I think it was 2008 that you and I hooked up. It was actually my wife Katie, who was my business partner, and you did a lot of interaction with her when we got started in that. You took the online ebook, Pat, and you built this awesome online business empire, then we went a different route. We did practice tests and online training for the actual LEED exam. We stayed focused on that and we've each been wildly successful, just in our own different ways.

**Pat:** It's been great to work together with you. Again thank you for providing that service and that value-add to my audience, and hopefully I've been able to drive a lot of traffic over to you guys as well, and it's been great.

Was that the first business you'd done? Or could you take us back to a younger Scott when he wanted to become an entrepreneur? When did this all kind of start happening for you?

**Scott:** Absolutely. I got started as a programmer when I came out of college and I worked for a couple of start-up companies. I had a skill set of being able to write code and just build awesome websites, so that was my launching pad into becoming a business owner in the year 2000.

For 15 years I've been working in the online business world and making passive income in a bunch of different industries and with a bunch of different business partners. I've had several successful online training companies like Green Building Education Services.

My wife and I produced a DVD on how to toilet train your cat, which is one of the weirder businesses we've had. I've had an online business where we sold other people's instructional videos. Currently I manage an adoption assistance website, as well as a personal finance blog and podcast.

The root of it all was me being a gifted website guru and building businesses around my strengths and interests and where I found openings. I've been able to live the 4-hour work week like Tim Ferriss. I believe in what you preach and I've worked hard in the past to reap the benefits that I enjoy today. Really now I'm set for life and I've got the flexibility to do whatever I want.

I don't say that to impress anybody, but I wanted to be on your show to say that. I say it to impress on people that you can achieve the same type of success that I have with this online business and online passive income world, so it's cool.



**Pat:** That's so awesome. Like me, you're in different niches and have served different industries. What was your first go at it? Which one was first for you?

**Scott:** I had a corporate job and I left that. I was a C-level executive in my early 20's, so I got promoted a lot and was really well-respected and I was doing great – so great that I decided to leave for another company.

At the same time these two guys approached me and my co-workers and said, "Hey, we're starting this business. We hired this web guy, but he blew a bunch of cash and he didn't finish our product. We want you to build our websites and we'll give you part of the company."

At that point all I heard was, "We want you to build the websites." The rest was, "What? You want to give me part of the company too?" so it was just like a bonus because I loved building websites. I said, "Yeah, absolutely. I'll come do this."

Originally we were selling wireless LAN hardware, high-end stuff that would go into hospitals and office buildings. We were a reseller of that. Then we moved into wireless LAN training and certification. We had our own certification, kind of like Microsoft. You can go get a Microsoft Word certification to prove that you know how to use Microsoft Word, but ours was for wireless networks. You could go into a hospital or office building or a stadium and install these networks.

We built that up to a 7-figure business. We had 4 guys making 6-figure incomes. We had customers in 120 countries, so it was quite an amazing first go at being in the online world.

**Pat:** That's great, and what made you decide to kind of jump away from that, or maybe that was on autopilot and then you moved on to something else. I know every entrepreneur out there has all these different ideas, but here you are actually going and acting on all of them. What made you feel like you could actually continue doing online business, but in a totally different space?

**Scott:** I think part of it was I guess the love of building businesses at that point, and doing different things. Over the 15 years I've had all these businesses, I've always worked on one, and then my side job would be building another.

In the first 3 years of this first business – I want to put it into perspective for people who are listening – I did not make \$1 the first 3 years that I did my first online business, which is crazy. The reason was we had 3 partners. There were 3 of us. We



made enough money for one to leave his full-time job, then the 2<sup>nd</sup>. We made enough money for him to leave his full-time job, and I was #3.

It took 3 years for me to actually make an income, which is fine because I loved it so it was no big deal for me, but that gave me the idea of, "All right, I'm going to work a regular job, and nights and weekends I'm going to work on my side job," so then my first business I did the same thing. Then the next business I did the same thing, and I kept doing it over and over, really because I loved building businesses and doing that type of thing.

**Pat:** How do you not get too distracted by the new things that you're doing? I think that's a big problem that people have. They have this sort of bright light syndrome where there's this new fun exciting project and that kind of takes over all their energy, all their time, all their mental capacity.

Then they kind of leave the other thing behind or don't fully finish it before moving on, and there's a lot of things that can go wrong when you do that. What are some tips that you have, or how are you able to separate the two to make sure that both are okay?

**Scott:** I would always strategically divide my time. For one business I would wake up in the morning and then I'd quit at 5 or 6 at night, and then in the evening I would focus on that second specific business, and on the weekends the same thing. Typically if I took a vacation from one job, I'd spend my entire vacation working on the second job to build it, and I would do that over and over again.

As time went on with more and more online businesses, they could run on autopilot. With Green Building Education Services, there was a point with that business where I took 9 months off and I did not work on it at all, maybe an hour a day. Then I built my adoption website business during that whole time. There was one year about three or four years ago where I took an entire year off and all I did was play guitar.

**Pat:** That's awesome. If everybody goes to [ScottAlanTurner.com](http://ScottAlanTurner.com), you've got sort of a new venture now which is an amazing personal finance website. There you are with the guitar right there, and you are you on that site, which is really cool. We'll talk more about that and the progression of that, since that's what you brought to the table at 1-Day Business Breakthrough when you were featured in one of the hot seats. To see how that's progressed has been really interesting.



Going back to Green Building Education Services, how were you able to build it in such a way where you only had one hour a week in order to do that? What were the systems of automation that were working for you?

**Scott:** It's really developing a product that you could create once. In that particular business we had online practice tests. They were online exam prep, which was a course, then continuing education. We could build that one time, maybe spend a couple or three weeks developing a product, and then we could sell it for 4 or 5 years.

Because everything was web-based, everything was automated. There was no need to have a whole lot of manual interaction or people doing stuff. We also had a full-time customer service person who handled all of our incoming emails to help customers with issues they may have along the way.

My wife worked in the business as well. She handled the business side of it, our corporate accounts, corporate contacts, anything that they wanted, so it was a division of labor and really automating everything. Somebody comes to the website, they buy something, they get it automatically in their email, they can log into their account, they can go into anything, and they typically don't have to contact us for anything.

**Pat:** You had 3 people working in that business? Customer service, Katie, and yourself?

**Scott:** Yup, the 3 of us, and then we had a few contractors for other tasks.

**Pat:** That's so cool. I think it's incredible how you've been able to build these businesses, and it seems like each of them have done really well. Do you have 100% success rate or not? Also if you do, how do you do the research and figure out if a business is going to work or not, before moving in and going full-force with it?

**Scott:** I wish I had 100% success rate! I'm shooting about 50%. There were a couple of guys who approached me a couple years ago. We were going to build online training for Obamacare, for the Affordable Care Act, and we had everything up and running but the Affordable Care Act changed at the last minute, so the business kind of went kaput and never got off the ground. We were there for the opportunity, but then the opportunity changed.

**Pat:** Then when you go into a different space, when you're checking out a new industry, how do you decide that yes, this is one that you want to get into? Do you have certain criteria that you use or is just kind of like a feeling?



**Scott:** I'm really not your normal entrepreneur. I know you've had a lot of guys on SPI who talk about testing to make sure your business is going to work. That's never really the model I've followed because I love developing websites so much. It's just the opportunity for me to go develop a website. I do not care what it's for, I'm going to put 100% into it and spend my time on it.

If it's a bomb, like my cat toilet training DVD –

**Pat:** I was going to ask you about that.

**Scott:** It made a little bit of money, not enough to make me want to stay with the business, but I learned a lot and I really enjoyed the process. I got to work with my wife and it was a cool product. It's just the funniest story ever.

**Pat:** Tell us that story. I want to hear it, and also tell us what you learned from it.

**Scott:** Sure. My wife and I got married, coming up on 10 years ago. I had a cat coming into the marriage who passed away, and she decided, "Let's go buy the most expensive cats that we can possibly buy and bring them into this little townhouse." So she did some research online.

If you've got 2 cats you should have 3 litter boxes, so she said, "I don't have 3 litter boxes. I need to figure out something else." She did a bunch of internet research and realized you could toilet train a cat to use a human toilet.

**Pat:** I've heard that before.

**Scott:** It does work, so she started going through the process. Then I think I got this wild idea, "Hey, let's make a video out of this. There's no DVD out there. We can take all these disparate websites, these forums where you got information, and we can consolidate it all and create a cool product and start selling it."

In my mind there were 50 million cat owners in the United States, so it's like you're going after 50 million people. Well, 50 million people do not want to train their cats using human toilets. It's not even anywhere near that! We sold 1,100 DVDs. We bought a first initial batch of 100, and then we used that to finance the next 1,000. We sold those in a year. We had them in catalogs and we sold them through our website online.

**Pat:** That's not terrible, though.



**Scott:** It's not terrible. It's a good business if you wanted to make \$5,000 a year, but that was not what we were going for. We wanted more home runs from that.

What I learned from that was I learned a lot about video editing. I learned about sound quality. I learned about lighting quality. I did a lot of the website stuff. I had my own little commercials that I created online. I learned I did not want to ship a physical product.

I would get on my scooter each day and go to the post office and mail out these DVDs. This was before Stamps.com, so I'd be sitting at the post office weighing these things out on the scale, mailing out customs forms to ship these things over to Poland and everything, so the learning experience for me was, "Don't ship DVDs."

**Pat:** That's funny. I learned that right away when I started Green Exam Academy. A lot of people had asked me to have a physical book to go along with it, and I had imagined myself having to either print these out or get them printed somewhere and fulfill them. It was just not what I wanted to do, so I decided not to do it.

**Scott:** Yeah, it's a big time consumer, but other than that what I learned is you can go in and test a market, like people have said on your show. You can set up AdWords and see how many are going to click, see how many people are willing to pay for that product, and that's really a great approach, which I would recommend. If I had it to do over again I'd do more of that analysis up front rather than saying, "Oh, there's 50 million people out here that could be our prospective buyers."

**Pat:** That's what they always say on Shark Tank, right? "It's a \$14 billion dollar industry!" "Yeah, but you don't have any of it."

Going back to Green Building Education Services, GBES.com, I have so much love for this site. Can you tell us about the beginnings of this site? Were you educated in LEED buildings and things like that? Also how long till you saw this experimental website was one that was actually going to do very well for you?

**Scott:** It was actually my wife, Katie. One of our criteria for marriage was, "You're going to bring me home to Texas." We had met in Georgia so I said, "Okay, I can do that." She had this corporate job and they would not transfer her back to Dallas, so I told her, "Okay, go ahead and quit."





She was going to school for her MBA, and at that time she picked up an internship at a commercial real estate developer, which is what she was going to school for, and she had to take the LEED exam. So she comes home one day from school and said, "I heard this crazy guy on the radio." It ended up being Dave Ramsey. "He said you shouldn't take out a loan for a car. What can I do to get a new car and not take out a loan?"

We brainstormed for about 5 minutes and I said, "What about that LEED exam? Is there an online version of that?" and she said, "No." I said, "All right, you write some practice test questions and I've got the software to build a website," so we put our heads together and knocked that out in a couple months.

We rolled it out on a Sunday, and she goes into work on Monday and she's getting texts from Paypal every time a sale goes through. Her co-workers are like, "Who are you? You're the lowly intern. Why are you getting all these texts?" Every time she'd get a text it was like \$50, \$50, \$50.

At the end of day 1 of launching that business, we had made \$350, and the lowly intern made more money than the commercial development managers or the vice presidents in the office. From there it just exploded. We were like, "We're onto something. Let's go build all these other products. Let's build flashcards and online training classes," and all this other stuff for these other exams.

**Pat:** Right, and then they helped us out and created all these other exams, which means more products and more opportunities, which was great for both of us actually. The first day and \$350 – what were you doing to get the word out there? What was Katie doing?

**Scott:** We did AdWords. The way our business broke down was we got about 10% of our revenue from AdWords. A lot of it was SEO because we were first to market with *online LEED practice test*. That was our keyword that people were searching for. A lot of it was organic search, and half of our traffic was from referrals.

We really emphasized, "We want to have the highest quality products. We want to offer more products at less cost than anybody else." At the same time I launched the company I was watching American Gangster, which is the movie with Russell Crowe and Denzel Washington. He's selling drugs and he says, "I want to have the best heroin out there, but I want to sell it for less money than everybody else," or something like that.



The competing product was a physical book that you had to pay \$90 for and you got 200 practice test questions, so I said, "All right, we're going to sell 400 practice test questions but we're going to sell them for \$50 and we're going to sell them online so people get instant gratification."

That's the business model we stuck with over the years, offering more for less. Again that's the opposite of a number of people that you've had on the show have had, and there's nothing wrong with that, but that's just what worked for me.

**Pat:** That's awesome. I love it. Now, thinking about all the businesses that you've done and all the ones that have been successful, are there any commonalities between them and reasons why they've done so well? Is there anything you could pick out that is common amongst all of them?

**Scott:** The common denominator between them all is awesome websites. That's a skill set that I have which gives me really a great advantage over pretty much anybody else. Nowadays you've got to have a good website no matter what business you want to have.

I don't have to go out and pay a contractor to do the work, or I don't have to wait on them to do the work. If I want to see something implemented I can just sit down and do it myself. That's something people can learn. It's not out of anybody's reach, and especially nowadays. When I started Green Exam Prep there was no WordPress or any stuff like that. There was, but not as sophisticated as it is today. Now people can start a website in 5 minutes.

**Pat:** Absolutely, I agree, and there are some skills that I have that have helped me, where I didn't have to go through the process of hiring somebody and things like that. For example, a lot of the stuff that involved graphic design and imagery, I have some experience from architecture back before I got laid off in that world, so I don't need to go and find somebody if I want to have graphics done for my images, blog posts, products and things like that.

It's nice to have those skills, even though they aren't necessary to succeed. They are nice to have. That's why sites like [Lynda.com](http://Lynda.com), where you can learn a bunch of skills, are truly valuable.

**Scott:** It is. If somebody's got the time to learn how to do even just minor website updates, the little things or little graphic things, there's a lot of tools out there



nowadays that make it much easier to do and have a good-looking website, where in the past there wasn't. Still, there's a lot of bad websites out there.

If you're looking at it each day for your business, you don't know whether it's good or bad because you're staring at it each day, so it's good to get another outside opinion of that to get some feedback so that you can make those changes to take your business to another level and have an awesome website, because that's really going to drive sales.

**Pat:** In the eyes of somebody who builds websites yourself, what makes a good website?

**Scott:** It was different in the past because things keep changing every couple years. Nowadays it's cleanliness, a lot of white space. You've got to have a clear call to action on your home page. Make a button that stands out for something that you want to do. When somebody hits your home page, which is usually your most-visited page, you've got to make it crystal-clear what you do, in a benefit way, not a feature way. Tell them in a short sentence what you do.

**Pat:** "95% pass rate on the first try." There it is right there. I'm going to this site to learn because I want to pass.

**Scott:** Right, so if you can do that, that gets people reading and gets them engaged. It's got to be quick to load. I started out in 2000 and it was different back then because the internet speeds weren't what they are today. We really had to optimize websites and optimize images and make them small so they would load quick and people wouldn't leave.

Nowadays you have to pick a good host and you can't have 5 MB images on your home page because it's going to be slow, and you've got to address mobile, too. It's got to load fast on mobile. It's loading quickly so you don't lose those eyeballs while they're waiting for your site to load, because otherwise they'll just leave.

**Pat:** I love that. In terms of managing your multiple passive income streams – first of all, are there some that are more passive than others? If so, why?

**Scott:** Good question. GBES was the best because we had a customer service person that handled all the incoming calls, so it made it more passive for me because I had someone else I could rely on to take those calls and handle the customer service interactions, but really I'd say they're all pretty much even.



I tend to build products once and then they just keep selling, and you only have the support side of it when people email you with questions about your product or they can't buy it for some reason. It's really minimal unless you're offering tutorial stuff, which I try to stay away from.

When someone buys a product from me I don't want to be interacting with them over a long period of time tutoring them, because I'm not selling tutoring products, I'm selling a one-stop shop. "I'm going to teach you everything you need to know. I'm going to answer every question you could possibly ask. You're not going to have to bother me again."

**Pat:** Right. In terms of managing all the ones that you have, how do you keep up-to-date on, for example, with Green Building Education Services? How do you make sure you're up-to-date on all the things that are involved with the changing environment and that? And then keeping the same idea with some of the other sites as well, how do you make sure you're sort of at the front end of all of those websites?

**Scott:** I'm always making sure I'm thinking long-term and I'm carving out my schedule in advance for what I know is coming down the road. Specifically with Green Building Education Services, it's a technology that changes every 5-6 years, based on the Green Building Council standards. They get updated periodically, and web standards as well. If you're building stuff for Facebook or Instagram or some other online product, they're always getting updates so you need to keep track of those.

I'll make an effort to carve out in advance, "I know this is coming down the road. I know it's going to take me 1-6 months to do the work. I'm going to get all my ducks in a row for this business over here so that I can just let that run on its own while I'm focusing on the business that I need to put the most time into." I'll get that updated and then I'll get back to the other one 1-6 months down the road.

**Pat:** That's awesome. Are there any that you've had that have sort of died out? They were on autopilot and now for whatever reason they've stopped, or have they all continued to keep going for you?

**Scott:** They all continue to run, other than the cat toilet training. We shut that down because it wasn't profitable for us, but all the other businesses that I've built have continued to generate income and be sustainable over time.



GBES in particular is a business that I sold last year. It was sold to a strategic partner that we had for 5 years. I still consult with them once a week so I'm not in the day-to-day operations with that one anymore, which gives me a lot more flexibility with my time.

**Pat:** Congrats on that. Now, your new site, ScottAlanTurner.com, the personal finance site, why go down this route now?

**Scott:** Because I sold that business last year, I'm in a great place with my life right now so I can choose to work on whatever I want. I love business and starting businesses, I love websites, but I wanted to have a deeper impact on people's lives and just help them in a more profound way than telling them, "Okay, here's 5 ways to make your website better," or "I'm going to help you pass this exam."

One of the keys to my success was learning how to manage money early on, so I started my website to teach people to become financial rock stars – getting out of the debt, saving more money, living a rich life. I get to blog 3-4 times a week and I do a podcast.

I used to be a money moron so I wanted to impact people's lives where they wouldn't do the stupid stuff that I did, make the stupid investments, buy stupid stuff, get into debt. I started to learn about personal finance about 15 years ago, the same time I started getting involved with online businesses, so it's given me a lot of knowledge over the years. It's giving me an opportunity to share everything I've learned now.

**Pat:** That's cool. It's obviously much different than some of what you've built before, in terms of these one-off products and passive income. This is a blog now with a podcast too, which is great, but you've got to keep it up. How has it been in this new world now compared to where you were before? What's it been like?

**Scott:** It's been hard changing schedules. I know you used to be a night owl and you kind of switched to daytime. I used to be a daytime person, but now I spend all my free time with my family and kids during the day. We moved out to our lake house recently, so now I start work at 8:00 at night and I work to about midnight, but I'm only working 20 hours a week.

Also, I don't consider it work because it's just fun. None of the businesses I've ever done have I ever considered work. They've always been a joy to me. I've always had a passion for everything I do, and it's the same way now. I get to show up at 8:00 at night and I'm excited about what I do, so it's cool.



**Pat:** That's awesome. When you came to 1-Day Business Breakthrough you were just starting this site. What were some of the challenges that you were facing when you came to 1-Day Business Breakthrough and what did you learn coming out of that?

**Scott:** First to give you guys a big thanks for 1-Day BB – I got that email from you guys I think in December or January, from you and Chris, and I sat down with Katie and said, "I'd like to go to this. I don't know what my business is going to be, but I don't want to wait a year and a half for the next one."

For people that are listening, it was awesome. I signed up without an idea, without a website, not even knowing what I was doing, but I knew it would give me a kick in the pants to come up with something by the time the actual event rolled around in about 4 months.

So I showed up there and you guys really helped me narrow down what it was I was trying to do. I had this really broad niche of "I want to help everybody with their money," and you really helped me focus on a small group of people, so thank you. It was a great event. I got hooked up with a mastermind there, which I can't recommend highly enough. They've really helped me fine tune my platform as well.

**Pat:** That's awesome. Good luck with that. For everybody listening, it's ScottAlanTurner.com. You can check that out. Scott is obviously very qualified to talk about the stuff that he's talking about there, and I can't wait to check out more of it.

Scott, do you have any tips for anybody out there who's listening who wants to build multiple passive income streams? Based on your experience, what can you share to help them?

**Scott:** I think one thing that has been critical to every business that I've built is to have unbelievable products and crazy awesome customer service, and I'll give you an example. When we started Green Building Education Services, we launched it in November 2007 and I take great pride in everything I develop. I want it to be the absolute best. I want it to help people. I never want to hear a complaint or a bad word about anything that I do.

Katie got out of graduate school in the middle of December. We packed up the moving truck and moved to Texas, then we went to Costa Rica for two weeks for like our celebration. Christmas morning I'm on my laptop with my LEED reference guide, going



through and answering customer service emails, helping people out, tweaking products and doing all these different things.

I just got used to that, and people time and time again, year after year on holidays would email customer service. They would say, "I cannot believe you guys answered my email on a holiday. I've got my exam tomorrow. I was planning on spending all this day studying and I couldn't log in or I didn't understand something or I had a question. Thank you, thank you, thank you."

They go and pass the exam and then they would come back and say, "You guys are the best! I'm going to tell all my co-workers about you and tell all my friends," and they did. So getting back to what I said earlier, half of our business came from referrals from just going above and beyond what anybody else would do in the customer service realm.

One of the keys to my success is just go above and beyond. Have the highest quality products that you possibly can, and just do everything you can to make a customer happy and you'll be successful.

**Pat:** Thank you, Scott. Just logistically speaking, are each of these different businesses different business entities or are they under one umbrella?

**Scott:** They're always a different LLC, yes.

**Pat:** Just curious, because I think a lot of people would be asking that question. I know that's a question I've gotten before with the different businesses that I have, too.

**Scott:** I do that primarily because I've also had different business partners with each of my different businesses. I certainly don't want to take away anything from those guys. I would not be where I am today if I didn't have the different experts to complement my skill set in each of the businesses that I've been in, from the first one to the ones that I'm in now, especially my wife. She's been in 3 of my businesses and she's been phenomenal.

Like your wife who takes care of the home and does all the awesome stuff holding down the fort, my wife does a lot of that too, plus she has to work with me.

**Pat:** In terms of finding these other business partners and experts, did you have initially the idea and you were like, "Okay, I've got to find somebody to help me with this" or was it somebody who would come to you first? How do you find the perfect partner?



**Scott:** I've always been approached, and it's really because I have the skill set of the websites. I would get approached by business people who cannot build a website or do not have the financial resources to build a website, and they would ask me to partner with them. Because I love doing that type of stuff I would always say yes. It didn't matter what it was.

If you're actually going out and seeking partners, that's kind of different. You can find people online. I highly recommend if someone's struggling with a business or they're not able to find time, it is really, really hard to wear every hat in a business. Being in a partnership lets you find somebody for that.

The first business I had, I didn't have – and still don't have – a whole lot of business skills, but one guy was a business guy, one guy was the technical guy who knew all about networking hardware, and we added a third guy later who was the sales guy. I'm also not a sales guy.

Now with the adoption site I can do the website, my wife can handle some of the business side, and then we have the domain knowledge expert who knows everything there is about adoption stuff that I don't know about, so we have complementing skill sets. That really lets you focus on what you do best and build the business as fast as you possibly can, because everybody's got their own unique area to work in.

**Pat:** Talk about that adoption site really quick, because I remember you sending me a link about that, and I read that article and it was great. How did that all get started and what are your goals for that?

**Scott:** We launched the website a year ago. It's called the [National Registry For Adoption](http://NationalRegistryForAdoption.org), NRFA.org. A friend of mine who I've known for 7 or 8 years had a lot of problems getting pregnant. She's had a number of miscarriages so she wanted to do traditional adoption, domestic adoption, which is super expensive. She went through the process and the adoption agencies kept yanking the kids back from her, so she got really discouraged.

She went online and found a source where she could get matched up with birth mothers so they could bypass the adoption agency. She could do her own vetting process and all they had to do was work with a lawyer to get the legal work done. She met a birth mother and then she walked out of the hospital with that baby when it was born, bypassing the adoption process through the agency.





Then the second child she got she did what's called embryo adoption, which is kind of science fiction because not a lot of people have heard of it. People who go through IVF treatment end up with embryos, and usually they have extra ones which get frozen. The only thing you can do with an embryo once its frozen is you can flush it down the toilet, you can give it to science to do experiments on, or you can donate it to a family who might not otherwise be able to get pregnant.

She had some embryos that she adopted and she was able to go through the birthing process and give birth to her second daughter. Actually today she's getting more embryos implanted in her so that she can give birth again.

**Pat:** Wow, that's incredible.

**Scott:** On the flip side of that, my wife and I went through IVF and we had extra embryos, and through this service, the website, we found a couple with the same deal. She could not generate her own eggs, I believe. There were some medical issues there, but she could carry embryos to birth, and just a week ago she gave birth to twin baby boys, so we're doing good work. We're building families with this website, which is pretty cool.

**Pat:** That's crazy. That's so cool. You just have experience in all these different industries and markets, and it's cool to see you doing some great things like that too.

Scott, thank you so much for this conversation. It's been very enlightening and very inspirational. I think for a lot of people this is why they're on SPI, to build multiple passive income streams to make a difference, but also be able to spend time in the way that they want. Congratulations to you and your success.

**Scott:** Thanks, I appreciate it, Pat.

**Pat:** Where can people find out more about you and get connected with you, Scott?

**Scott:** They can visit my website at [ScottAlanTurner.com](http://ScottAlanTurner.com). I've got a free ebook called "Cut \$1,000 Off Your Expenses" if you're looking to save some money, or they can find me on Twitter [@scottalanturner](https://twitter.com/scottalanturner).

**Pat:** Awesome man. Thank you so much. I appreciate it, and all the best of luck on all of your future projects.



**Scott:** Thanks, Pat. I appreciate it. Great talking to you. Thank you for taking the time, and I hope your listeners get something out of this today.

**Pat:** Thanks man. Cheers.

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I hope you enjoyed that interview with Scott Turner. He's doing a whole bunch of different things. You can find all the links and resources we mentioned in today's episode over at the blog at [SmartPassiveIncome.com/session168](http://SmartPassiveIncome.com/session168).

It was pretty cool to have him on the show and to see what he's done and to get a little bit more insight on what he was up to, especially around the time that I was starting out too, with his website at GBES.com. You can also find him now at ScottAlanTurner.com, his personal finance website.

Scott, I know you listen to these episodes. Thank you so much for your time, and also the knowledge and wisdom and all the inspiration as well. I can't wait to see what you're up to next.

I also want to thank today's sponsors. First up is [99Designs.com](http://99Designs.com), helping all of you out there who are looking for images and designs for your website, anything from a logo to letterhead to even a fully-designed website or even a truck wrap.

Whatever you have in mind that you need designed, if you don't know how to do design yourself and if you can't afford a 1-to-1 designer like I and a lot of people who have been in business for a while have – when you're just starting out, [99Designs.com](http://99Designs.com) is the fast and affordable way to get designs done that you need for your business, so head on over to [99Designs.com/spi](http://99Designs.com/spi).

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I also want to thank and mention [The Art of Charm podcast](#) with Jordan Harbinger, who's been on the show here before. He's sponsored a few episodes in the past and I wanted to make sure I got him in front of you because he has a great podcast with a lot of amazing guests. It's a show that I started listening to, and one of the few that I subscribe to.

Whenever I have the time on a drive or at the gym I pick up an episode or two and I always get something out of it. Jordan's fantastic. He's funny, he's witty, and he's always on top of his game for everything that can help you with your business.

It's not just a show about relationships and stuff, it's now especially in the more recent episodes about expanding your knowledge base in terms of what you can do to become a better you. That will help you with your business, your relationships, and everything. Go ahead and check him out on iTunes.

Look up [The Art of Charm podcast](#) in iTunes. You can also go to [TheArtOfCharm.com](https://TheArtOfCharm.com), and I recommend you subscribe and listen to Jordan and all of his amazing guests there. Again it's [The Art of Charm podcast](#). Check it out.

Thank you so much for listening in. I love that you're here and listening to the episode. I look forward to serving you in next week's episode, where we have somebody on who's built a very successful online magazine, a digital magazine, earning 6 figures from it.

He's going to share how he did that, and also some of the marketing strategies he's using, which are quite unique, that are helping him build his business and having it grow very, very fast. We're going to have him on next week, so look out for that in Episode 169.

Until then, today's show notes are available at [SmartPassiveIncome.com/session168](https://SmartPassiveIncome.com/session168). I appreciate you and we'll see you next week. Cheers!

**Outro:** Thanks for listening to the Smart Passive Income podcast at [www.SmartPassiveIncome.com](https://www.SmartPassiveIncome.com).

**[Links and Resources Mentioned in This Episode:](#)**



[ScottAlanTurner.com](http://ScottAlanTurner.com)

[Scott on Twitter](#)

[Green Building Education Services](#)

[Lynda.com](http://Lynda.com)

[National Registry For Adoption](#)

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