



**SPI Podcast Session #175–  
The 8-Year Hobby Blog That Quickly Transformed Into  
a 6-Figure Per Month Business  
With Kirk Du Plessis**

Show notes: <http://www.smartpassiveincome.com/episode175>

This is the Smart Passive Income podcast with Pat Flynn, Session #175.

**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 always uses Toad when playing Mario Kart – Pat Flynn.

**Pat:** What's up everybody? Welcome back to another session of the Smart Passive Income podcast. You're listening to Session 175, and I'm really excited today because some of my favorite episodes to conduct and I know some of your favorites to listen to are ones of people just like you.

Today's guest is somebody who is a listener of the SPI podcast and somebody who's read the blog for quite a while, who has taken his 8-year hobby blog, something he kind of did on the side, and turned it into a full-time 6-figure per month business. He is completely crushing it and this is one of the most inspiring stories I've heard in quite a while.

His name is Kirk Du Plessis over at [OptionAlpha.com](http://OptionAlpha.com), where he talks about his strategies for trading options, like stock market stuff. You might think of the stock market and any site that teaches people how to do this kind of stuff as sort of scammy or putting up a red flag, but I'll tell you Kirk has done it the right way with transparency and honesty. He's using a lot of great strategies to build his membership site and it's just incredible.

I'm not going to make you wait any longer. Let's just get right into the interview. This is Kirk from [OptionAlpha.com](http://OptionAlpha.com). You'll love it.

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**Pat:** What's up everybody? I'm so happy to welcome Kirk Du Plessis to the Smart Passive Income podcast. Kirk, thank you so much for coming on.



**Kirk:** Pat, man, it's so good to be here. Thank you so much. It's an honor.

**Pat:** Even before we get started I have to just wish you a happy birthday. I just found out that the day that this recording goes live, August 19, is your happy, so happy birthday to you!

**Kirk:** Thanks, man, 29. I feel like I'm 29 now because it's a couple weeks before that, but it feels good.

**Pat:** We're able to do some time travel here.

**Kirk:** A super early happy birthday, I love it.

**Pat:** I'm always down for time travel, as most of you know.

Kirk is somebody I've known for quite a while. I got to know him first at one of our very first [1-Day Business Breakthrough](#) events in San Diego. That's the event that Chris Ducker and I do every year in San Diego. We have entrepreneurs come in, and Kirk was one of them, and his story and his business kind of blew us away, and then he came back for more.

I guess you liked it enough that you came back for one of the follow-up events, and you blew us away again with how much your business has progressed since the first one to the second one, and also just some of the things you're doing in general to grow your business.

Why don't you just introduce yourself to everybody and tell everybody what it is that you do and then how you got there?

**Kirk:** I would say my background is pretty average for most people in finance that are getting out of school. I went to a top-ranked business school and coming out of school I thought I wanted to do the typical investment banking route in Wall Street, so I ended up working in New York for a big investment bank doing mergers and acquisitions. I did a rotation on their trading desk, which is how I kind of got my start into my business.

Then I left there and still worked in finance. I was in the mortgage industry for a little bit, and I was in the retail sector for a little bit, publishing reports on what companies would do and how much money they would make and where their stock price might go.



I finally let all that stuff go and said, "You know what? I love options trading," which is my business. I run a website called OptionAlpha.com. I said, "I love options trading. I want to jump into this," and really I've had the website for about 8 years now, but I kind of took it as a hobby at first. Only basically last year did I really start taking it seriously and said, "This thing could really be an income-producing long-term project for me."

So that's really where I got my start, just starting to put content out there and started doing blog posts and video tutorials, and it's just grown from there.

**Pat:** 8 years is quite a long time, but you started off, like you said, as a hobby. What made it click for you in terms of turning it into a real business? You said you figured that you could do this full-time and turn it into the thing. What made you feel that way?

**Kirk:** I'd had it for 8 years and I was doing it like most people were in the beginning days of blogging where you're just kind of posting your ideas and thoughts and comments out there. People would write back and say, "Hey, maybe I can follow your trades or I can follow what you do." I've always made money off of the website but it was \$10,000 or \$20,000 a year, which is not a lot but it's not a little either. You're still making money off of it.

I think last year it really clicked for me when I started seeing guys like you and Dumas and all these other guys that are out there that are just doing really well. They're really seriously taking their website and treating it as a business. So I stepped back and said, "How do I want to treat my website? Who are the people that I want to mold my website around?"

I went through it with my wife, who's basically my biggest mentor and fan and everything, and she said, "Why don't you make a list of the people that you want to emulate. Who are the people that you want to be like?" so I wrote down a list of people.

I said, "I want to be like Pat Flynn in the way he cares for his audience. I want to be like [Chris Ducker](#) in how I outsource and process my business. I want to be like [Ramit Sethi](#) in the fact that all my free stuff is 100% better than anybody else's paid stuff. I want to be like [Michael Hyatt](#) in how I lead my community."

There were all these people that I wrote down, and I finally just honestly took myself a lot more seriously with my online business. I started investing in myself. I started going



through coaching, the 1-Day BBs, going to FinCon and The Podcast Movement. I'm trying to do everything I can to invest in myself and my business at the same time.

**Pat:** I love that. It really does take sort of a mental shift to go from just an 'on the side hobby blog' to a true business owner, almost a CEO. Even right now I'm still going through that big transition. I feel very much like the beginnings of Smart Passive Income was sort of scrappy and just this kid who put everything together, and now I'm starting to get really serious about it.

I love how you called out certain people and what you liked about them. I think that's a great exercise that we could all do, because that embodies who you are and what business you're going to create and what that business is like.

Before you made that switch you said you were making about \$10,000 to \$20,000 a year. How were you generating an income before this mind shift?

**Kirk:** It was still the same way. I was doing monthly paid memberships. In my business we run an educational portion where we do free training and free courses on teaching people how to trade options. You can trade stocks, but there's another dimension where you can trade options, which I argue is often safer, more lucrative, and more profitable to do, so I teach people how to do that.

The way I was generating income before is through a low-priced monthly membership that would get them basically access to everything. It was one price and you were either in or you were out. That's how I was doing it before, and obviously I started to make a shift after 1-Day BB.

**Pat:** What was the price point back then?

**Kirk:** The price point back then – and I hope not a lot of members are listening to this now because they're going to be like, "Kirk, I want to get that price" – but I actually started at \$9/month. Then it went up to I think \$14/month, and right now our lowest price point is \$100/month and our highest price point is \$299/month.

**Pat:** Wow. One of the themes that always comes out of these 1-Day Business Breakthrough events that Chris and I do is that people always underpay themselves. They don't believe that they're worth a certain amount. One of the phrases that came out of at least one of our Business Breakthroughs was "Double it. Always keep doubling it."



People doubled how much they were charging for consulting, and they got more gigs and were making more money and had better clients. The same thing for you with \$100/month minimum now.

I feel like people who are in there now would understand this progression, so you don't have to worry about that. I'm sure the content is valuable and they're making money off of what they learn from there, which is awesome.

It's interesting that you had mentioned Ramit Sethi earlier. He kind of went through the same progression when he started monetizing his blog, and I've followed him ever since I started following blogs in general in 2006. His first product was an ebook for \$4.95. You remember that? And now he's charging up to 5 figures for different kinds of things that he does. It's just amazing, and yes, he does put the best stuff out there as well, and I love that you're emulating that, too.

So where is the growth coming from? You said you're pretty much doing the same model. What has really been the kicker for you in terms of the explosive growth that has happened? Yes, it's happened in your mind, but you also have to put things into action. What were those things that you put into action to grow?

**Kirk:** I think the biggest thing really kind of came out almost right before 1-Day BB, and then I remember sitting down with you and Chris at dinner that night saying, "Hey, here's the changes I'm thinking about going through." The change went from putting all of my content behind this protected paywall, like you can only access it if you pay me, like I'm some high and mighty person who will only give you the keys to the kingdom if you pay me \$10 – I said, "You know what, forget that." I wanted to care for my audience like you do, like Pat does.

So I said, "You know what, I'm going to give everything away for free, all the training, all the video tutorials, downloads, PDFs, everything that I could possibly give away for free. I'm going to give it all away for free."

And not only did I just open up the gates and say, "Look, you can come in and take as much as you want, as much time as you want. You can watch as many videos as you want," but I re-did almost everything. I wanted it to be better than anybody else's paid stuff. It wasn't these cheesy video tutorials with slides. I put a lot of effort and time into making everything really, really good stuff, great content, lots of examples, case studies, research – I mean you name it, I put it out there. So I opened it up and I said, "Look, you can sign up for a free membership and you get everything."



My goal in doing that was saying, "Look, if you watch every single one of my videos..." and I think now we have 880 different videos and case studies and all that, there's so much content on there, "...at some point you're going to believe in my system enough to upgrade to that extra 10%, which is following my daily trades, watching my portfolio, and jumping on weekly strategy calls."

That was really the mindset shift and how I changed it on the website as well. I said, "I'm going to open it up for free, give you everything you want, and then if you want to go to that next level you can, and I'm going to give you a path to get there."

**Pat:** So the big difference I'm feeling here is that yes, you gave everything away for free and people were getting what was already available, but if they wanted those things as they were coming out then they would have to pay a little bit extra. And those things were so good that people couldn't help but do that, or at least the members who are there now.

So you're giving away all that information for free, but what you're charging for is two things. It's access to you, like the peek inside your portfolio to see how you do whatever it is that you do, and then also they get it now. Those two things – access and now – are things that you can charge a lot for and you should be charging a lot for, so it's really cool to see you going down that path.

Were there any fears though when you were making that change or did you know it was going to work? I imagine a few people in the audience right now are saying, "Wow, I could never just give everything away for free." What would you say to those people?

**Kirk:** In my case with my business I kind of took the Andrew Warner approach from Mixergy. Back in the early days – and he may still do this again – all of his interviews that he published with people were live and available for free for a certain period of time. Then if you want to see that interview later you've got to pay for it.

I kind of took that same approach in the sense that I made up all of my trades that I would do online, and I made those available but only after 20 days, so I kind of took that idea and flipped it around. I said, "Look, you can see all of my trades that I've done eventually. You can see them after 20 days, but if you want to see them right now" – which in the stock market obviously if you're doing trades you kind of want live information and real-time information, so I knew for me that was kind of the lynch pin to say, "This is what people want, and they want access to it now," so that's how I knew kind of what areas to quarantine off.



If people are out there and they're thinking, "I could never do that," I think there's always something in your business that people want right now, or access to you right now. If you maybe section that portion off as some sort of paid product or paid access or membership, I think that's where you really get a lot of the value.

**Pat:** I love that. Now we're going to get into some of the marketing you're doing, how you're growing, how you're keeping people on as well. Of course one of the big things with having a membership where people are paying every month is to keep people in there, and we'll talk about those strategies as well.

First of all, can you give us an idea of how well the business is doing now? You had mentioned that before this mindset shift to CEO and business owner and getting professional with it you were making about \$10,000 to \$20,000 a year. Can you give us any insight – and you don't have to give specific numbers if you're not comfortable – but how is it doing now?

**Kirk:** It's honestly crazy, and we were talking about this offline. I totaled everything up and in June of last year kind of right before we went to 1-Day BB I did a little over \$7,000, so it was kind of on the upswing for just June. That was one month and an amazing month. I never imagined doing more than that.

Last month we did \$175,000, and the last 12 months as of now we've done a little over \$500,000, so it's been ridiculous.

**Pat:** \$170K in June?

**Kirk:** Yes. We did \$175,000 in June, and in the last 12 months we've done \$504,000.

**Pat:** And those are all from memberships?

**Kirk:** All from membership sales. It's kind of crazy, like I can't even believe it right now, or even saying it. Honestly, only my wife knows this, and when everybody hears this they're going to be like, "Are you kidding me?"

**Pat:** This is the Holy Grail where people are paying month after month, and you can stop or take a break and those things will still be there. At some point you had said obviously you've got to keep up with the audience as well, and that's one of the big challenges that I know a lot of people have with membership sites, is keeping that content going.



I had a membership site, Breakthrough Blogging, and I don't want to say it failed but it was very difficult for me to keep up with it and it just didn't resonate with me in terms of the way that I wanted to present solutions to my audience, so I decommissioned it unfortunately. But I know since doing that that it can be very difficult to just stay consistent with delivering that content to keep people in there. How are you able to do that?

**Kirk:** This is one of the things that I'm still working on. I'm not satisfied in where I'm at right now with keeping people on. I think you can always increase the retention. One of the things I've found to be really successful in keeping people is that they have to take a couple different actions. I think I may have even heard it from somebody on your podcast or maybe on Chris's podcast, but you've got to get people to take action the first couple days.

One of the things I do, which is really different than anybody else out there – and again this gets back to that whole thing of caring about my audience and trying to lead them in the right direction – is that as soon as somebody signs up for a membership I give them a call 7 days into their membership. For me 7 days has been just kind of the area that I've found where they might use the membership a little bit or they might not, and I can track that and see that, so I give them a call 7 days in.

It's totally unexpected. They have no idea I'm doing it, and nobody knows that I do this usually so they get this unexpected call, which is great and that kind of adds value so they want to stay around. Now it's personal with me, and I also help them through it.

I can say, "Look, Pat, I see that you have only watched a couple video tutorials. You've only gone through one course. What's holding you back from continuing forward? Have you made any trades? Are you following it?" Ever since I started doing that a couple months ago I've seen retention go from a couple months to now almost 8 and 9 months.

**Pat:** Wow, that's huge. Just a little bit of time up front adds up to a lot.

**Kirk:** Yeah, and it's like a 15-minute call. The whole process is automated. It's just an automated email that goes out on their 7<sup>th</sup> day of being a member. They get a link to an online calendar scheduling service and they put in their info and schedule it when it's appropriate for them and me, and we just make the call. We jump on and talk for a little bit, and that gives them a ton of value. They know now that somebody's there that cares for them and wants them to succeed, and they end up staying much longer.





**Pat:** That's super sweet. I'm a part of some membership sites and I'm curious to know what it would have been like to get a call within that first week. It must be a really cool feeling for them to hear from you, and it's no wonder why they stay on. Plus they get more trust with you. "This guy's for real and this guy's going to help me out." They probably get motivated to go into the content, then they see the content and get excited about that as well. What tools are you using to make all this happen?

**Kirk:** My favorite tool in the entire world has to be Zapier. I love Zapier because I'm still doing this as like a 1-1/2-man show. It's myself and I do have a full-time assistant. After 1-Day BB I hired her and it's been great having her on board. She does a lot of the admin stuff, backend stuff and posting blog stuff, so it's really me doing customer service and running the website.

For me [Zapier](#) just integrates all these different services that are out there, from my Google calendar to email to transferring people from different lists in Mail Chimp and payments and everything. Zapier has been an amazing tool and it's kind of like my third employee.

**Pat:** That's cool. I actually use Zapier for Smart Podcast Player and a few other things as well. It's a great tool. I highly recommend you guys check it out. It could that thing that saves 15 minutes for one task that you do over and over again, but obviously those minutes add up so it's really cool to hear you mention that.

Here's a very honest question, not to say that the other ones were not honest. Options trading is like stock market stuff, teaching people how to invest money. Generally speaking this industry is a little bit – I'm feeling a little like people have to be very cautious about who they work with. There's a lot of sites that could potentially scam people. How do you stop people from thinking that way about your site, or how do you differentiate yourself from all the other sites that are talking about these kinds of things?

**Kirk:** I think it's two things. First it's transparency. When I started kind of taking myself seriously with this business I said, "What's missing out there?" When I started looking at the environment of people doing this I said "What's missing?" and it was transparency. Nobody shows you every single trade that they do, and they don't review it, and they don't show you their entire portfolio on good days and bad days.

So one thing that I do, which is a lot of time but again it adds a lot of value, is that every single day after the market closes I do a video tutorial for my members. I upload it into the membership area and it goes over every trade that we made that day. If we



made an opening trade or a closing trade, if we made \$2,000 or lost \$2,000, I show them everything and it's all categorized and there's archives and everybody can go back through them as much as you want and see it.

That to me is a huge thing, that everyone can see that and they have full transparency. I'm not trying to tell you I'm doing something and not actually doing it, like "Do what I say, not what I do."

Then the other thing that I think is really different in how we do things is that it's all statistics-based. When I learned how to trade in New York I didn't learn based on, "Oh, I think Apple is a good company so I'm going to buy Apple stock." With options it's very numbers driven, and I think the hardest part for people to understand is that you have to get over the hurdle of changing your mindset from a feeling or emotion or investing in a company to just trading based on probabilities and numbers.

That's part of the reason why I think opening up my trading platform and giving everybody as much content and training as possible gets people over that hurdle, because they can start learning how to trade and learning what probability training is. Once they get over that hurdle then they're more comfortable to say, "Okay, I understand the concept. I understand the system. Now I want to put it into action. Let me upgrade. Let me follow Kirk's trades and start making some trades of my own."

Having that kind of numbers background and the transparency I think are the two biggest things that really differentiate us.

**Pat:** That's awesome. I'm here on your home page right now, OptionAlpha.com for all of you who are listening. I'm scrolling down and you're even showing some of the discussions that are going on within your community in your membership site, even before people are there. You can click "Join for free" here and it's cool because one of the top comments I saw was, "I really enjoyed this video. Watching your examples on screen is very helpful," and a few other comments that are very similar.

I think this is a really, really good page, so first of all congratulations on the business and the success and being able to stand out and be honest and transparent in your industry.

It sounds very similar to my story, how when I came into the internet marketing online business entrepreneurship space I saw what was out there and what was missing. I said, "Nobody is actually sharing how much they're making. How am I to believe this person or not unless they show everything?" and nobody was doing that, so that's



where those income reports came from back in October 2008, and I've been doing them ever since. Here you are kind of doing that, but almost daily it seems, which is incredible.

**Kirk:** And the crazy thing is I get so many comments from our members, where if we lose money on a trade and I walk through the process of, "Here's why we lost money on it. Did we do something bad? Did we do something different or out of character?" most people learn much more from those things.

Honestly, I have bad trades because that's just how it works. Trades are going to go against you, trades that don't work, but people tell me all the time, "Kirk, I learn more from your bad trades than I do from anything else." They're almost like, "I want you to have more bad trades so I can learn what not to do." I'm like, "Listen, I don't know if that happens but I get your concept."

**Pat:** That's sweet. So as we begin to close up here I'd love to get into the marketing. How are you promoting your course? How are you driving more members into your site right now? What's working?

**Kirk:** I think a couple things are working. When we talked earlier about my strategy with the videos and posting the videos 20 days later, my biggest traffic source is actually YouTube. Like I said, I do all of my videos. I'll do a video tutorial every single night kind of recapping all the trades. It's available for members for the first 20 days and then it goes public on YouTube after that, so I do get a lot of traffic from YouTube.

Within those videos I'll have those calls to action pop-ups to download free reports or check out our free sample trade or whatever the case is, so I do get a lot of traffic from YouTube right now.

I honestly get a lot of traffic from all the blog posting that I've done. I've written almost 1200 blog posts in the 8 years that I've done this, but in the last two years I have not done a single new blog post. I've almost taken like the Derek Halpern approach to less content but more promotion. I'll promote current content that I have that's really good. I'll keep promoting those top videos and top podcasts and blog pages. So it's really coming from YouTube and then just Google traffic that I've had and kind of grown over the last 8 years.

**Pat:** Very cool. Thank you for sharing that. Then in terms of when people get the free membership, what is your free members' experience like? When do they get pinged to



upgrade? How does that work? Do you ping them many times to go, or what is that process like?

**Kirk:** This is something that I'm continuously tweaking, but I think right now I've got it in a pretty good area that I like. My whole idea is that I want people when they sign up for membership to upgrade when they're ready. I always want to give them the option to upgrade, but I don't ever want to hard push them and hard sell them.

As soon as they log in they obviously get a welcome video, a getting started video, and they'll get right into courses. We just have a very subtle "If you want more than this, upgrade on the sidebar," and it's just a button to our sales page. But through the course of their free membership I'll be sending them the most popular content that we have – the most viewed tutorials, the most commented pages – and I keep dripping out that content to them, just making sure that they stay engaged.

**Pat:** This is done via email?

**Kirk:** Yeah, it will all be via Mail Chimp and via email. Just keep dripping out that content to them to make sure they stay engaged. Once they get to I think it's 62 days in the membership I send them a quick email that says, "Hey, you've been with us for about two months. What's working and what isn't? Email me back and let me know."

That's that whole caring aspect. I want to truly know. "You've been in 60 days and you either haven't upgraded or whatever. I want to know what's working and what's not." So I continuously do a combination of drip and a little bit of personal touch to figure out where they are and kind of get their pulse.

From there it's really the fact that on every single page you have the option to upgrade, but it's not flashing in your face. I'm not screaming through a video tutorial like "You need to upgrade right now!" They can do it when they want, and most people seem to like that. They'll take their own path.

**Pat:** And it's always open, right? It doesn't close and then reopen and then close again, and you do these big launches throughout the year?

**Kirk:** One of the things I do that's really different is I really don't have major sales. I had one sale before and it was just like a quick 30-day sale, but I don't have major sales that I'll go through, and people know that. They know that at all times they can upgrade at whatever the price is and they don't have to wait for a sale. It's not going to be some launch or pitch. It's always going to be there and it's always going to be the



same price unless I increase it, but it's always going to be there. They can go in and do it whenever they want.

**Pat:** That's awesome. I love that. If you could go back into time and maybe change something or figure out something much sooner in your head, what would those things be?

**Kirk:** I knew it. I was sitting here saying to my wife, "Pat's going to ask me these questions, and there's got to be one question where I don't have a written down answer."

Honestly, I think the thing that I would go back and do over again – I wrote 1200 blog posts, which is great, but I would have put more time into making the content that I created earlier much better. I feel like now if I take an extra hour to really make sure that a podcast is ready to go or a video tutorial is ready to go, that stuff lasts forever.

People nowadays want great content. They want great training. They don't just want crappy pages and crappy videos. They want nice quality stuff, so going back in time I would have just made my stuff a lot nicer sooner than I did.

**Pat:** That's a great answer. I feel like I could have done the same thing. Also going back to what you mentioned earlier as well – and this is me speaking now in terms of what I would do – I would spend a little bit more time promoting the things that I came out with as well, to get those things in front of as many eyeballs as possible after spending a little bit more time on them and making them better.

**Kirk:** And one other thing I just thought of, one other thing that I obsess over now that I didn't before is the user experience. I literally obsess, and my wife will even tell you. I'll look at a page 100 times and she's like, "It's fine," and I'm like, "No, no, there's something missing from this page. It's not fine. There's something missing."

I will obsess over their experience. What's the first email that they get? What's the tone? What does it want them to do? Is it clear? Am I misleading them in the first email? Are there too many things to do? What does that first page look like? I just obsess over that experience and that process that somebody goes through now, and I would have done that much sooner.

I felt like in my earlier days it was just like, "Okay, I'm just going to send them an email and they'll magically get into the platform. They'll love it as much as I do and they'll



want to upgrade," but they don't. You have to take them down the path that you want them to go.

**Pat:** I love that. So what are the things that are hot right now in terms of the business and where you want it to go? What's next? What are some things you're testing perhaps, and trying to improve on the platform?

**Kirk:** One of the things I took out of the most recent 1-Day BB was having some sort of community aspect to my membership. As crazy as it sounds, we've got almost 9,700 total members, free and paid, so we've got a huge community and I'm really not taking advantage of that right now, so one of the things I'm starting to build out is a forum for my community.

I feel like there's so many great traders that I've met, but it's been me to them, and I want them to start meeting each other through my platform and my portal. I feel like that's going to add a whole other dimension to what we might be doing. So that's one thing that I'm really focusing on, is building out that community aspect to increase retention and also connect different people.

I think a great model for that is [Bigger Pockets](#) and Brandon Turner and those guys over there. They have a huge community around real estate and it's all forum-based. People are connecting and it's a great model to kind of emulate.

Then another thing that I would really like to do is a lot more research. I've started doing a lot of research reports that we've been putting out, kind of dispelling a lot of myths about investing and what really works in the stock market and what really doesn't. The more time I can put into that research and the more money I can now fund that research with, I think it's just going to be more valuable to my audience in the end, which is only going to make them come back to us again and again.

**Pat:** Man, Kirk, you totally delivered. This was a 30-minute episode and you've put a ton into it and I feel like people are going to get a lot out of this, not just inspiration but some specific things they can do to build their membership or something to look forward to and action to take to help increase the success they have in their business.

Any final words? Where can people go to find you? You said OptionAlpha.com. Can they connect with you somewhere else?



**Kirk:** Yes, I'm still active on Twitter @optionalalpha and Facebook @optionalalpha. You can check us out on our website OptionAlpha.com. I'm there all the time so shoot me an email anytime.

**Pat:** Dude, you're amazing. Great job. Thank you so much and we'll talk soon, I'm sure.

**Kirk:** Okay, take care.

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Thanks again for listening .That was Kirk Du Plessis from [OptionAlpha.com](http://OptionAlpha.com) and you can check him out there. He's got a lot of great stuff. That was just a mind-blowing interview with some of the strategies he's using and a lot of the tactics he's put into place and has learned over time in terms of what works for building his membership site, building traffic, getting exposure, and increasing the retention rate in his membership site.

I know a lot of people are out there who have courses and membership sites where people pay a recurring fee, and they're having trouble keeping people in, and here he is actually giving all of his information away for free but still able to do that. I hope a lot of you picked up on a lot of the strategies mentioned there.

Of course, if you have to re-listen to this you can totally do that. There's also the links and resources mentioned in this episode, which you can find at [smartpassiveincome.com/session175](http://smartpassiveincome.com/session175). You can check those out there. Thank you all so much. I appreciate it.

I also want to thank today's sponsors, first of all Sidekick. This is an amazing tool that I've been using every single day in my email. This is a tool created by the great people over at Hubspot. You can go to [GetSidekick.com/spi](http://GetSidekick.com/spi) to check this out. What it is is a contact insight tool that goes right into your inbox, and they allow you to see the profiles of the people you're talking with and corresponding with in your inbox, to see what kind of person they are, previous correspondence, and it shows their picture as well.

You can see also who opens and clicks your email, and this is one of the most powerful things. I send a lot of emails that I want to make sure get clicked and opened, especially to important people where I'm looking for a response right away, and this tool will help you do that.



Go ahead and go to [GetSidekick.com/spi](https://GetSidekick.com/spi) and you can get this tool and try it out for free for a little bit. It's going to be an amazing, amazing experience for you. Again I tried it out and I'm using it every single day and I'm going to be a long-time user as well. There are over 200,000 people who are using this right now too. Again that's [GetSidekick.com/spi](https://GetSidekick.com/spi).

I also want to mention today's other sponsor which is [99Designs.com](https://99Designs.com), a website where you can go to get anything you want designed by not just one person, but several people around the world who will compete for your favorite designs. It's sort of a contest website for designers out there.

If you can't afford that one designer in your business, which is the ultimate goal, to have that one person on your team who understands your brand, instead for an affordable price and a quick turnaround, often within 7 days, you can go to [99Designs.com](https://99Designs.com). Put in the description of whatever it is you're looking to get designed, from a logo to an entire website to a coffee mug to a truck wrap or whatever, any advertisements, letterhead, anything you wish, really.

What happens is after a day or two you're going to see a number of different submissions come in that compete for your favorite top pick. You can even have your friends and family vote on their favorites too, and you get to pick your top one. If you're not happy with any of the results you can get your money back, so go ahead and check it out at [99Designs.com/spi](https://99Designs.com/spi). That will get you access to a \$99 Power Pack of services for free that you can put toward your next design project. Again that's [99Designs.com/spi](https://99Designs.com/spi).

Thank you all so much for listening. This was Episode 175 so you can get all the resources at [smartpassiveincome.com/session175](https://smartpassiveincome.com/session175).

I look forward to serving you in the next episode where we're going to be talking with Brian Dean. A lot of you have maybe heard his name before. He is a person who's an expert at backlinking, at getting exposure in Google. We're going to talk about what you can do to get more backlinks, better backlinks, more authoritative backlinks, and more exposure to your site as well, so I look forward to sharing that with you next week in Episode 176.

Thank you all for listening in. I appreciate you. Until next time, keep pushing it and keep being smart. Cheers! Take care. Bye.





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

**Links and Resources Mentioned in This Episode:**

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

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

[Ramit Sethi's I Will Teach You to Be Rich](#)

[Michael Hyatt.com](http://MichaelHyatt.com)

[Zapier](#)

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