



**SPI Podcast Session #179–
New & Underused Methods for Building Your Email List
(On Your Podcast & Other Content Platforms)
with Tim Paige**

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This is the Smart Passive Income podcast with Pat Flynn, Session #179.

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 wishes he had a DeLorean so he could spend more time with his kids – Pat Flynn.

Pat: What's up everybody? Thank you so much for joining me today. This is Session 179 and today we're going to be talking about a lot of new and underused methods for building your email list, whether on your podcast or through your blog or videos or other content platforms.

You're going to get a lot of information here with some new technology that can help you with building your email list. We're going to talk a lot about some specific examples that have worked really well in the past too.

We're talking with none other than Tim Paige, who is the host of the [ConversionCast](#) podcast. He also works for [LeadPages](#). He's done some webinars for all of us on SPI as well.

Through my relationship with LeadPages as an advisor for the company, I have gotten to know Tim Paige very well over the past couple of years. He's an amazing guy, a very well-rounded speaker, and just super cool guy. He has a cool beard and he's a super hardcore Marvel fan. I just recently saw an office tour of his that he did on Periscope and oh my gosh – all of his office space is all dedicated to Marvel. It's incredible.

I'm so excited to share this with you so I'm not even going to talk anymore. We're just going to get right into the interview with Tim Paige, host of ConversionCast and beloved personality over at LeadPages.net. Here he is.

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Pat: What's up everybody? Pat Flynn here and I'm so happy to welcome Tim Paige to the SPI podcast. What's up Tim? How are you?

Tim: What's going on, Pat? I'm doing great. How are you?

Pat: I'm doing great and I'm so happy you're here. You've blown our minds before with content on webinars, and you're doing some amazing things with LeadPages right now. I'm just so happy that you're here on the podcast because a lot of people have probably heard about you but don't know how incredible you are, and I'm sure they're going to find out after listening to you here because you always give us so much knowledge.

I was very fortunate to see you very recently at [Podcast Movement](#) in Texas. Unfortunately I wasn't able to go in to watch your presentation, but that's what we're going to be talking about today and also kind of what's going on in terms of email marketing and conversions and what's working today in general. You and the rest of the team at LeadPages are always keeping track of what's working, so we're going to dive into that as well.

But before that I do want to congratulate you, first of all, on your very first Periscope that I saw the other day.

Tim: I'm late to that party, but I've heard all of you wonderful people that are on there having competitions and all this kind of stuff, so I figured I better get in on it so I can at least compete on some level.

Pat: Well, you win for coolest office. Was that your office with all the Marvel stuff in it?

Tim: It is. My whole office is covered in Marvel memorabilia. I guess you could say I'm a Marvel fanatic.

Pat: Favorite Marvel character?

Tim: Deadpool by far. I love Deadpool

Pat: Nice. Isn't there a movie coming out soon?

Tim: There is! There's a Ryan Reynolds one coming out in February, and the trailer is amazing!



Pat: It is amazing but I wouldn't share that with my kids.

Tim: No, there's no chance, no. The comics are the same way. I don't want my kids to read the comics until much, much later in their lives. It's very graphic.

Pat: We were talking just before we started recording about how we could literally talk for 7 or 8 hours here about things like movies and comics and things like that, but we're going to get right into the content.

Tim, I know you were at Podcast Movement, like I said. Tell us what your presentation was about and just take us through it. I'm going to kind of interrupt you a little bit in a respectful way and try to dig deeper there for everybody out there listening.

Tim: Last year I spoke at the first Podcast Movement as well, and I talked about how to grow your list from your podcast. That was kind of just my guess of what people wanted to talk about, and the session went so well that people kept saying, "Oh, I'm so excited you're going to talk next year!" and I said, "Okay, what do you want me to talk about?" and they said, "How about how to grow your list from your podcast?" and I was like, "Oh okay. So I guess I'll just talk about what's working now," because a lot has changed in a year, as we all know.

So that was really what I talked about. I focused on some of the newer things that have been going on in the world of podcasting and how to convert those people to email list subscribers.

Pat: I heard a lot of great things about your presentation, which made me even more sad that I couldn't make it, but I was there and I was trying to talk to as many people as possible, so again I'm very happy you're here. So bring us into it. What has really changed since last year?

Tim: I think the biggest thing is that everybody has realized now the importance of mobile, more than anything else. I think we always knew the mobile aspect of things was important, but we didn't really have a lot of data around that.

Well, the data has come out and it shows as of the end of 2014, that's what Edison has data on, and they said that from 2013 to 2014 mobile podcast listening increased from 34% to 51%, so more than half of the people who listen to podcasts are listening on their phones.



The #1 thing really is that we need to make sure that we're catering to people who are listening to our podcasts on mobile devices, and that means making it easy. If we want people to get on our list we need to make it easy for them to get on our list. The #1 way that we found to do that is collecting opt-ins via text message.

Pat: I've tested that and it does work, and across the board it's working like magic apparently.

Tim: Oh yeah, it's really incredible. We've been testing two different things on ConversionCast, our podcast at LeadPages. One of them is we've been testing using a tool to register folks for webinars. I do a webinar every week at LeadPages and we've been inviting people to register for our webinar via text message from the podcast, and that's been working like absolute gangbusters. We have increased our webinar registrations and attendance by 25%, which is huge.

Then on the other side of things we've been using it just to deliver a general lead magnet content upgrade for every episode, and I know Clay talked about that last time he was on. We've been doing that with the [LeadDigits](#), which is the tool that we have at LeadPages. We've been doing it that way and we got a 30% higher conversion rate using that than we did from sending people to a landing page.

Pat: So you text in a specific word to a specific number, and that signs them up for the list. I know the experience is great because I've done it before myself, where I then get an immediate response with a link in that response and it's just right there. I just have to push it with my thumb and it's just so easy.

Tim: Right, it's so much easier. And it's not like now people have a hard time going to a landing page, and that's still a viable option. What we've been doing is we've been giving people two choices.

I'm typically not a big fan of multiple options. Usually I like to give people one thing and tell them to go do that, but in this case we've really found that in order to kind of cater to the people sitting at their desktop, giving them a landing page, a simple one, like we do [LeadPageswebinar.com](#) and sending them there and they can go register for the webinar there, or they can use the LeadDigits, and that's really seemed to get us really positive results.

Pat: So you're giving people actually two options – a landing page for people who are on a desktop or maybe they have a little bit more time and can go to that website on their mobile device, but also the text messaging.



I'm here on leadpageswebinar.com, so that's just the general landing page like any LeadPage would be – "Claim my spot now. Click here" and a little pop-up comes in, a lead box to fill in the email and there you go. But having both of those next to each other kind of allows you to cater across the whole spectrum.

Tim: That's right. There's two reasons for that. One is that some people just really like to be able to go to a landing page and see all that stuff there, and some people like the actual mobile feature. The other thing is no matter what we do there's going to be some countries that you can't use the mobile opt-ins.

We want to make sure that we're not just focusing on the US, Canada, the UK, and Australia, which are the four countries that allow us to do that right now. We want to make sure that everybody worldwide, especially in the podcasting world we live in where people listen everywhere, we want to just make sure that people everywhere can be able to join us on that event.

Pat: Plus I would think that some people would be like, "I'm a little hesitant to do this over my phone." The phone is a little bit more sacred than somebody's email at this point still, and for those people you're still giving them an option to sign up or register.

Tim: That's exactly right. And just to reiterate, I'm not typically a fan of giving people a lot of options. I think the less options you can give people the better. I'm very much the kind of person where if you give me multiple options I usually choose nothing, but in this case it really has seemed to work the best. We did test just the LeadDigits and we did test just the landing page, but the combination seemed to get us the best results.

Pat: Cool. And in terms of a lead magnet through mobile, what is working best? Does the type of lead magnet matter at all or is it still going back to Clay's episode in Episode 78, which is one of the most popular episodes here on SPI. He talked about kind of a resource page or a list. It doesn't have to be these big ebooks like way back in the day we used to do. I even have that still, but things are being changed right now. So does the lead magnet matter in terms of conversions as well?

Tim: It does matter, but we've found I think the biggest way to get the best results is still to have a custom lead magnet for every podcast episode or blog post or YouTube video.



I had somebody ask me the other day, "What if I created categories, so I had like 5 lead magnets and they were each in a different category?" and that's kind of like the second step. You could have just one lead magnet that you put everywhere, you could have categories, or you could make a custom lead magnet for every different piece of content you put out. We've still found that that very custom and very specific lead magnet works really well.

I saw an amazing example of this. You'll love this, Pat. I just bought my first house so I am all about DIY.

Pat: Congrats.

Tim: Thank you. So now I want to know how to fix everything, even though I can't fix anything. I was reading this blog post all about how to build a wooden picnic table. Awesome, a custom homemade wooden picnic table! And at the bottom of the blog post there was an opt-in form where you could opt in to download a PDF checklist of all the materials you would need to build the picnic table.

Pat: Smart.

Tim: Right? Print it out and take it with you to Home Depot and you're good to go. I love that. That custom thing is so powerful and that seems to work best.

Pat: Anybody teaching something like that where there's a recipe or something to build or a checklist involved, those are very simple to kind of think about, "What's something unique I could offer in terms of a lead magnet?" That would be fairly easy to create. You'd probably end up creating it anyway, so you might as well share it as a lead magnet. That's very easy to kind of conjure in our heads.

But how about for a lot of us marketers out there and people who have businesses where we're creating content and it just doesn't seem so obvious to us what those lead magnets should be. What could we do?

Tim: One of my favorites is a checklist, something that's related to the content you're already releasing that maybe helps them implement it and makes sure that they've kind of gone through the steps. The example in that case is like the wooden picnic table.

A really simple one is to take the same text that you already have in your blog post, put it into a PDF format, and have people opt in to download that. A great example is how



many ebooks are out there are made up of mostly blog content that are put into an ebook? People buy those ebooks all the time.

Pat: Even published books.

Tim: Right, exactly, so why not do the same thing, but instead of making people buy something they can opt in to get it.

Pat: Right, or you can package a bunch of them together maybe around a certain theme, and those could be one as well.

Tim: That's exactly what we've done at ConversionCast. We have 20 of our favorite split tests and case studies from the podcast, and that's one of our lead magnets. It's the same content. We had somebody go in and create a couple of guides for each episode and put it together into an ebook. It was a little more time intensive but it really converts incredibly well.

Pat: I love that idea as well because you're going back into the past and taking things in your archive that a lot of people who are new to your site would never see, or even people who are familiar with your site maybe have forgotten about, and you can package it up in a nice little convenient and also value-packed package there that could be a lead magnet to drive more email subscribers, which is cool.

It's funny you mentioned categories because that's kind of where we're headed on SPI. We hired an editorial content manager and I'm very excited with the direction that SPI is going. What's going to happen is we're going to create unique lead magnets, essentially one unique lead magnet a month, and every month there's going to be some sort of theme or some general category that a lot of the content is going to get into across the whole board, including SPI-TV. Then that lead magnet is going to be offered within each of those things.

One or two lead magnets a month could really help us understand this person who's interested in this topic gets tagged in the email service provider that I use, and then we can better deliver value to them through a more customized personalized email and also product offering.

Tim: That's kind of the second beauty of it, is that you can add them to specific lists based on their interests. Then you can provide more value to them in a way that's really customized to them, instead of it being just your broad stuff that they may not be interested in. Maybe they're interested in one facet of your business.



For example, if you have a vegan health and fitness business, maybe they're interested in the food side of things but not the fitness side of things. You can send them food-based emails as opposed to workouts and that kind of thing.

Pat: Right, so gluten-free, no GMO emails.

Tim: Exactly. Make sure you don't have any gluten in your emails.

Pat: So let me ask you, in terms of the pitch on a podcast to get people to subscribe for the landing page and also the mobile, you've done this before so you can just give us the pitch so we can hear what it sounds like?

I know a lot of people know what to do, but then when they get to the point where they're recording it and they're trying to share it, they might be a little too timid or they might just hear it in their voice that it doesn't sound right. How does Tim Paige tell people to subscribe to their list?

Tim: Before I do my actual pitch there's one thing that we've tested a lot that we've found interesting. I thought that if we made the offer for the lead magnet right in the beginning of the episode and said, "Hey, what's up. Welcome to ConversionCast. Before we get into the episode we've got a guide blah blah blah," we thought that would convert best. But we've been testing it at the end right after the interview ends, and that's actually converting better than right at the beginning of the episode.

Pat: I love that you said that because when I started to get sponsors on the show, everybody wanted the pre-rolls at the beginning and I was like, "No. Why are the pre-rolls worth more than the post-rolls? The post-rolls are for the people who are very engaged. They got a lot of value and you've built a relationship with them, and that's when you pitch them. You don't pitch them in the beginning and ruin that listening experience."

Only a couple companies were on board with that at first, but then those were some of the highest-converting sponsorship campaigns that I've had on the show and I've been able to convince others as well, so I agree with you on that too.

So in terms of where to put the offer or pitch, the end I agree as well is the best spot. At least for me personally, I wouldn't even put it in the beginning because people are still listening and they're not going to take action until the end.



Tim: Exactly right. And I really feel – and this is not substantiated by data, but just based on kind of what I’ve been able to experience – it seems like those are the people that end up on the webinars and then end up buying LeadPages. Again just from talking to people, it seems like those are the people that are more likely to become real customers as opposed to just kind of hanging around and doing their thing.

Pat: Right, so your job is actually to make your show interesting and have it be something that includes a lot of curiosity that people will stick around till the end for.

Tim: Yeah, exactly right. So as far as a pitch, there’s two different ones. I’ll do the one for the lead magnet. What we usually do is, “Hey, thanks so much for listening to that episode of ConversionCast with Pat Flynn. He talked about a lot of amazing things. One of my favorite take-aways was how you can use custom lead magnets for each blog post that you do. If you want to see Pat’s specific examples of the content upgrades that he used, you can just text Pat’s lead magnet to 33444. Again that’s Pat’s lead magnet to 33444, and you will get emailed right away with those awesome screen shots. We’ll see you next time on ConversionCast.”

It’s really simple like that. Just tell them what they’re going to get and you’re good to go.

Pat: Dude, that was awesome, but don’t actually text that to that number because that doesn’t exist.

Tim: Yeah, that’s not a real thing. Somebody is right now as we speak snatching up that keyword.

Pat: And now they’re mad at you because they’re like, “Oh, false advertising!” but that’s really cool. That’s actually very clear. The interesting thing about the mobile collection of emails is it’s very succinct in terms of what happens and what people see during that process.

When people get onto a landing page there’s a lot of distractions on your desktop, and there’s a lot of things that could pull people’s attention away from what they want to do or what you want them to do, but on a mobile device it’s very clear and simple. It’s a text message and that’s it.

Tim: Yeah, it’s just a text conversation. If anybody wants to see this, there’s a demonstration one set up. If you’re in the US text demonstration to 33444 and you’ll get a text that says, “Thanks. You’re almost there. Just reply with your email address



and you'll be all set." Then they'll reply with their email address and it will say, "Okay, you're all set. Check your email," and then in the inbox will be whatever thing they opted in for.

Pat: That's so cool.

Tim: Yeah, it's really clean and just easy, and there's no confusion about what to do.

Pat: Awesome. So some tools to use – there's LeadDigits, obviously, if you're a LeadPages user. Are there other tools that allow people to do this as well?

Tim: Yeah, there's some other tools out there. I'm not sure of them by name. [MailChimp](#) has one that's native to MailChimp. I think it's an extra fee, but they just kind of launched it shortly after LeadDigits came out so that's an option. If you're not using MailChimp obviously you won't be able to use that, but I know there are other providers out there.

Pat: I'm sure people in the comments on the blog can come in with their suggestions. A lot of you probably do this already and have other solutions as well, but it is built into LeadPages and a lot of us who are listening are LeadPages users, like myself, so that's great that we have that capability too.

What other things besides the mobile collection of subscribers are working to help grow our lists from our podcasts?

Tim: One of my favorites – and this is something we haven't transferred over to the podcast yet, but it's a work in progress as we speak that's worked really well for us in general at LeadPages – is something called the reverse squeeze page.

What this is is basically you create what would be a course that you might otherwise sell. This is action packed. You've got to kind of go all-in on this for this to work really well.

Pat: So this is higher-end content?

Tim: Yes, it's really high-quality content, maybe a 6- or 7-part video or audio course, whatever you prefer. What you do is you put all of it on a page for free. You embed the videos right on the page. People can go there and watch the videos, or if you embed the audio they can listen to it. If there's any text they can read it all right there on the page.



Then within that page there's an opt-in form or a button that causes a lead box to appear that they can opt in if they want to download all that material. So you're giving away all this stuff for free, but if people want to download it to review it later or whatever, then they'll have to opt in to get it.

We've tested this. We've put out three courses. One is about how to do Facebook advertising with LeadPages. One is about how to run effective webinars. Then another one is about affiliate marketing. Those three courses have generated over 24,000 leads for us in six months.

Pat: Wow, 24K?

Tim: That's an unbelievable number of leads from three courses. Now, they took a lot of time. There's probably three or four weeks' worth of somebody's full-time effort going into those courses, but if you had to spend a month and that one month generated 24,000 leads, that's entirely worth it.

Pat: I know a question on people's mind will be why would you then give this away? Why don't you just sell it if it's so great?

Tim: The thing is, we're growing a list for long-term business growth, so now we can turn those subscribers into loyal fans and friends and customers that can buy our products over and over again, as opposed to kind of a one-time sale, "Here's the course. Hope you like it."

Pat: Awesome. In terms of the mechanics or the technical aspect of making that happen, you're just setting up a page that you promote, right? There's no gate in-between? They can go there and land on there right from your podcast or right from your promotions in your emails or whatever. Then they get all that value, and then if they want to download it how are you managing the download of that? Is that also run through LeadPages or could you host those on your own host or a separate hosting company, for example?

Tim: If you're using LeadPages you can just upload it right to our servers and we'll deliver it. If you're not, what we do is put it into a zip file and then just deliver it. It's a massive file, but it's a really easy way to go. You can just link up to that zip file if you're using Amazon S3 or whatever you're using for your hosting is great. But if you're using LeadPages, LeadPages will email it out for you and that's kind of how we do it.



There's an interesting kind of other option there that I'll share with you. This is something that I did. I'm a voice actor as well. That's kind of my fun stuff that I love to do, and I did this interview series with a bunch of really amazing voice actors, one of whom was Lord Krang from the Teenage Mutant Ninja Turtles way back in the day, and Porky Pig, all these amazing actors.

Basically what I did was I put all these interviews available on this same kind of page, and then if people loved the interviews they could donate to this cause called Reach Out and Read, which donates reading materials to hospitals in low-income areas.

So all these people were hearing all these interviews, and then afterward if they loved them they would donate a certain amount. We've raised a few hundred dollars and several thousand people have downloaded. So you could do that on a donation basis or you could actually offer your product for sale if you wanted to do that as opposed to the opt-in method.

Pat: That's so cool. So are you actually giving calls to action at the end of those videos or does it just exist on that page in text?

Tim: In this case it's all audio and at the end of the interview we have just an outro from this incredible actor. He'll say, "If you enjoyed this interview, head over to VoicesForReading.com and you can donate any amount that you want on that page." It's just a really simple call to action.

With this method you just want to be really easy about it. It's not a pushy kind of sale. It's just simply, "Hey, if you found this valuable and you want to download it, head over there and you can opt in, or if you want to get this course and buy it or donate so you can download it, great. Go ahead and do that." It's so simple.

Pat: I love it. I think a lot of people would really enjoy putting this kind of page into practice. Obviously it's going to take a lot of work. It's not anything you can kind of scrappily put together because you want it to deliver a ton of value to have people say to themselves essentially, "Wow, I got so much from this. I'd be an idiot not to subscribe to their email list."

Tell us what happens after they subscribe. Because they've come from such a high-value page I assume it's going to be into a different funnel sequence than one that, for example, would come from the bottom of a blog post or a sidebar.



Tim: What we've been doing is putting them into our regular follow-up sequence. Our regular follow-up sequence we've tested to the umpteenth extent, so it really converts really well. The idea is to make sure that your follow-up sequence delivers a ridiculous amount of value in itself.

There are video lessons in our follow-up sequence. Every kind of thing that comes out after they opt in is focused on just lots and lots of value, helping them get results. And then of course we've got calls to action that they can buy LeadPages throughout that process.

The real key is making sure that there's a consistency of value. Don't give them your best stuff, and then they get your emails and they're garbage and then they want to opt out. Make it high quality.

Pat: Love that. So what else did I miss by skipping out on your presentation at Podcast Movement?

Tim: The other thing, and I would hope it's kind of a given, but I've found more and more as I've worked with a lot of people that it's not necessarily the case, is if you have tried all of this stuff that you're hearing on SPI and at these events and you're still not able to grow a list, the biggest thing you can look at is is your show even really worth listening to?

I know for me, I had to look at this when I had my older podcast. I had to look at myself and it was kind of a harsh reality to look at that and wonder if the reason we're not growing our list is because we're not really creating content that people want to listen to.

In the beginning, listen, we all stink. I don't know very many people that were good in the beginning, but at some point you have to get to a point where, if you want to really grow your list from this, you want to make sure your content is compelling and engaging.

In my presentation I showed the clones from Star Wars and I said, "Most of us aren't clones," but then the next screen was clones with different-colored thighs and it's like, "But we're kind of slightly altered clones."

It's not like everybody out there is being Smart Passive Income 2, but we might be some kind of modified version of that, and why not try to really differentiate yourself? Make yourself different. Give people a real reason to listen to you and why they love



what you do. Then I think the rest of this stuff comes so much easier when you're creating the content upgrades and these free courses.

Pat: I love that. I heard a great quote today. It's going to be one of my favorite quotes of all time. This was on Brian Clark's podcast, Rainmaker.fm. He and his guests were talking about Sally Hogshead, who is amazing herself. She's great on stage. *How to Fascinate* is one of her books. This quote just blew me away. "Different is better than better." That just stuck with me and I was like, "Wow."

So let's all stop trying to come out with the best stuff necessarily. I mean it's always good to come out with as much of the best stuff as you can. You always want to be top-notch, but different is better than having better stuff.

Tim: There's so much wisdom in that. It's just one of these things that we see guys like you and guys like Jaime Tardy and John Lee Dumas just crushing it, so we go, "Oh okay, so what if I do Entrepreneur on Ice?" You're just not going to separate yourself, and people can see right through that.

You'll get some listeners that maybe kind of relate you to that person, but at the end of the day to really have a sustainable podcast or business you have to have a reason why you're different and why people should even listen to you in the first place. Obviously it's something we want to consider in the beginning, but I think it's something we need to revisit all the time in order to get real results.

Pat: Right. You have to look at what's working for you and what's not working, and not try to be somebody you're not, either. That's another thing that kind of goes along the same lines that I have to focus on too, because there's a lot of great shows that I listen to now and I go, "Oh, I love how they did that, or I want to get that same guest on my show too."

But then I think, "Well, I wouldn't normally do that," and then I kind of find myself getting pulled in all these different directions because of what other people are doing and what is cool about it. I have to stick with my guns and stick with what I know is great and what's working for me as well, so it's tough to balance.

It's going to take time for you when you're just starting out to find your voice, and even over time your voice is going to change and you're just going to learn the rhythm of you and your audience and what kind of works and what doesn't.



Tim: My gosh, ConversionCast when it started out it was a 5-day per week podcast, and I started every episode with a corny joke like, "Why did the internet marketer cross the road? To get free traffic." That's how I started every episode, so yes, it took a little while to figure it all out, but at some point you kind of hit your stride and you're really rocking in.

Then I think what you mentioned is every once in a while we realize we've kind of slopped down a little bit and maybe it's not quite the same as it used to be and we don't have that same energy, and we need to reinvigorate it and move forward with it to push our business forward.

Pat: Right. You had mentioned earlier that we obviously have to make sure we create compelling and engaging content on our podcast. To you what does that mean exactly? I think a lot of us here are like, "We've got to provide value!" and we hear that word all the time, or "You've got to be engaging!" Let's help everybody define that because we hear that all the time but then nobody knows what to do with that.

Tim: Totally, and suffice it to say that it's not something that's super easy. Really what it means is if you're in any kind of education space where you're helping people get some kind of result – not just entertainment, but some kind of education – then the idea is if you have motivation, then give people something motivational but also give them something that they can do, something that after they're done listening to your show or reading your content that they can get a win out of it.

Then they'll automatically associate with you, with your show or your blog, so that they know you are kind of the go-to person to get them results with whatever it is you talk about. Giving them that actionable tip, that advice, that thing they can take away is a really big thing, and so many shows I find have kind of lost that. We're really great at motivating people, but giving them something to do – that's not our strong suit.

Pat: So you know what we have to do now.

Tim: What's that?

Pat: We have to give our audience something to be before we close, so we'll get there. Have you read *The Power of Habit* by Charles Duhigg?

Tim: I have. It's so great.



Pat: You just pretty much summed up one of the chapters there with the power of small wins. This is exactly what it is, and it's a strategy that I use all the time. I'm a huge fan of Ramit Sethi because I read a blog post of his in 2007 that told me that I could call my cable company and in 10 minutes save \$20 on my bill by reading a script, and it worked, and I've been a fan of his ever since, and that's a small thing.

There's a quote that I love to say. I say it in almost every presentation, and that is, "If you want to change somebody's life, start by changing their day first." Small is actually very big.

Tim: Yes, and it's so easy to do. I think we forget how easy it is to do. When I talk about the lead magnet, we start with that. That resource guide lead magnet that Clay talks about, that list of tools that you give people to help them accomplish the goal, those are quick wins. They buy that tool and it's something they can implement right now, and they get that feeling of kind of excitement and goodness that they got from buying or downloading or accessing that thing. It's a quick win and now they automatically associate you with winning, and they want more from you.

Pat: So here is what we're going to do. We're going to listen to our own advice and give our audience listening right now something to do before they leave. I think it could relate to a small win. Let's come up with it right now.

Maybe we in some way, shape, or form get everybody to include something that they could put at the end of their next podcast episode or even, if you don't have a podcast, your blog post or a video that your audience can do within 5 minutes and get some sort of result from it. Again it doesn't have to be huge, and you are going to see the results of that in how many people are going to thank you for even that little thing.

You could even test this right now. If you go to Facebook, for example, and you have an audience there, or even on Twitter, just share a really quick tip like, "Hey guys, do this and this is what happens," and immediately you're going to see, "Whoa, that's great!"

It's so funny because we always struggle with, "I've got to write an epic blog post that's going to teach people this amazing thing that's going to change their life," but that's what social media is great for, these little small quick wins.

That was a lot right there, actually, but let's pick one thing. Tim, I'll let you choose. What should everybody listening do in relationship to these small wins so that they would experience the result of that?



Tim: Create a list of 2-3 tools that your audience or listeners or whatever could get real value out of, and put it out there behind an opt-in form, as soon as you're done listening to this episode. Well, if you're driving don't do it while you're in the car, but whenever you get where you're going. That's the first thing you should do to start getting results from your podcast. Then send a bunch of people there and see how it works.

Pat: Awesome, love it. It's very specific – 2-3 tools, put it behind an opt-in form. Whether you use LeadPages or not it's going to work for you. It's going to increase your conversions. Put that at the end of your show or at the end of your next blog post or video and it's going to happen.

Tim, this is great, very succinct but very to-the-point and very actionable content here, so thank you for coming on. We really appreciate you and everything LeadPages is doing.

I also want to talk really quick about [Converted 2015](#), which I'm so excited about. I'm speaking there. This is an event happening in October that LeadPages is putting on in Minneapolis. You're going to be there and all of our LeadPages friends are going to be there. Talk about this event really quick for us and what people can expect.

Tim: It's October 20-21 at the Depot Renaissance Hotel in Minneapolis. We've got you, Clay Collins, me, Ryan Holiday (the author of *Trust Me, I'm Lying*), Mari Smith (the Facebook marketing expert), Tom, the CEO from Aweber – I mean we have some incredible people coming.

The idea is if you're one of our 35,000 LeadPages customers, this is laser focused on your goals, your revenue, your ROI. If you're not a LeadPages customer but you want to really kind of visit a holistic view of your entire marketing strategy, including the messaging you use on social media, the call to action in your search engine listings, your pricing pages, the mechanism you use to retain customers, your follow-up messaging –

If you're interested in optimizing these processes and these messages and these calls to action and these conversion mechanisms as a whole, not as just individual parts but your whole process, and you're looking for a unique perspective from industry leaders like some of those people I just mentioned, and a lot of folks that you have probably not heard of that are like the best-kept secrets in marketing, then Converted is really going to be the event. It's going to be so amazing.



I know you're speaking, I'm speaking, Clay is speaking, Brian Moran is going to be there. I mean the event is just going to be off the hook. I can tell you one thing. Clay knows how to throw a party, and this is going to be one heck of a party with lots of valuable content.

Pat: Yeah, it's going to be a lot of fun, so I'm excited about it. Just head on over to converted.com. Great domain name, by the way. We'll see you there hopefully.

Tim: I can't wait!

Pat: Tim, thanks so much. We appreciate you, and we'll have to talk again for sure.

Tim: Sounds good, Pat. Thanks for having me on.

Pat: Take care. Bye.

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I hope you enjoyed that interview with Tim Paige. Again you can find him and listen to more of him at the ConversionCast podcast on iTunes, and of course [LeadPages](#). You can check out my affiliate link at smartpassiveincome.com/leadpages. Again just full disclosure. I am an advisor for the company and I highly recommend this tool. It is awesome and it's helped me increase my conversion rates, and I know it can help you too.

For all the links and show notes and the resources mentioned in this particular episode, head on over to smartpassiveincome.com/session179.

I also want to thank today's sponsor, a brand new sponsor to the show actually, and I'm really excited to share this with you. I typically share business tools and resources and things like that, but I heard this company sponsor Tim Ferriss's podcast and I was so happy to hear that because they're a great company. This is [Athletic Greens](#).

You might not know what this is, but this is actually a supplement that I take every single morning. A lot of you know I have this sort of morning routine, and Athletic Greens is a part of it. It's how I get a lot of my greens and nutrients right at the beginning of my day to help me focus and help me have essentially what they call 'nutritional insurance.'



It gives me a lot more energy throughout the day, better digestion, and now if I ever get sick when I travel, this is a huge component to what I do and the productivity that I've had. It has definitely been a lifesaver, I feel.

I want to thank Tim Ferriss for getting me on it, because I heard them sponsor his show and I got connected with Athletic Greens there, and here they are sponsoring this show. I highly recommend you check it out.

You can actually get it for 50% off by going to athleticgreens.com/pat. I actually get it sent to me every single month and it's great. Again that's athleticgreens.com/pat.

I also want to thank [99Designs.com](https://99designs.com). For those of you who are looking to design anything for your website and if you can't afford a personal designer, which is sort of the ideal situation of course – and I'm very lucky to be blessed with an amazing designer named Dustin – but if you can't do that, if you're just starting out, if you're bootstrapping, a great way to get some design done for whatever it is that you need, whether a brand new website complete with a logo and all those sorts of things, to just a single landing page, to a t-shirt, to anything, whatever you need designed, go to 99designs.com.

Put in a description of what you're looking for, and within a day or two you're going to get hundreds of designers around the world competing for your favorite design. You get to pick your favorite one and you get to go home with that one. If you aren't happy with the designs that came in you can get your money back, and the cool thing is that turnaround is super quick, typically less than 7 days.

You can check it by going to 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.

Thank you so much, and thank you Athletic Greens. I appreciate you both for helping sponsor the show and paying for a lot of the stuff that goes on here behind the scenes. And I appreciate all of you who listen to the show because you are why I do what I do, so thank you so much for the encouragement and all the reviews on iTunes as well.

I cannot wait to serve you in the next episode, where we're actually going to be talking with two people at the same time, two people who are each in the same mastermind group and in the same niche as well, and they have just found their passion doing something that they love, woodworking. We're going to talk about monetization, how they got into that full-time gig and more, so look forward to next week's episode.



Until then, thank you so much. Again the show notes for this episode can be found at smartpassiveincome.com/session179. Cheers and I'll see you next week.

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

Links and Resources Mentioned in This Episode:

[Converted 2015](#) conference

[LeadPages](#)

[ConversionCast](#)

[Podcast Movement](#)

[Smart Passive Income Podcast Episode 78](#): Rapid Audience Building for Accelerated Hypergrowth (with Clay Collins)

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