



**SPI Podcast Session #181–  
From Welfare to Nearly \$1 Million in Less than 12 Months  
with Kimra Luna**

Show notes: [smartpassiveincome.com/session181](http://smartpassiveincome.com/session181)

This is the Smart Passive Income podcast with Pat Flynn, Session #181. I think blue hair is pretty cool, actually.

**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 – one of his favorite combos is vinegar and soy sauce – Pat Flynn.

**Pat:** Hey, what's up everybody? Thank you so much for joining me today. I appreciate you spending your time with me and our special guest today, who has been highly requested. This is somebody who I got to know just because everybody was saying, "Do you know her? She's amazing. You should have her on your show." When I hear that from a couple hundred people, I listen.

I actually had the pleasure of meeting Kimra at Social Media Day here in San Diego, and she is amazing. Not only is she incredibly smart, but she has a really, really cool transformation story, and she's the mother of 3. She actually brought her littlest baby to the conference and I got to meet him, super cute.

A lot of people know Kimra online. If you don't know who this is, you might have seen her with her blue hair. She's just super cool, totally real, and I can't wait to share this with you, an incredible story with a lot of great actionable advice too, from how she went pretty much from nothing to almost \$1 million in sales within 12 months. It's just an incredible story so let's just dive right in. This is Kimra Luna from [KimraLuna.com](http://KimraLuna.com). Here we go.

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**Pat:** What's up everybody? Pat Flynn here, and I'm here with Kimra Luna from KimraLuna.com, a self-named freedom hacker. She's awesome and everybody's talking about her these days and I cannot wait to get into her story and have you be inspired, but also get a ton of great advice from what she's been doing. In a very short period of time she's become very successful, so Kimra, welcome to the show. Thank you for coming on.



**Kimra:** Thank you for having me, Pat.

**Pat:** So tell me, how did you get into what you do? I think the first thing that people will see when they see your face is that you have blue hair. I think that's the first thing everybody mentions. And at conferences you have your kids with you, or at least one of them. It's just like, "Wow, this is a really interesting girl and she's crushing it in her business." Tell us your story.

**Kimra:** I actually got into this kind of by sheer boredom. My husband and I were on welfare for about four years. We had our two kids, and it sucked. We were living with our in-laws. When my husband finally got a solid job working for FedEx, we ended up moving across the country and away from our family. We were in California and we ended up moving to Virginia for my husband to find a job, and it was basically like the only way we could get off of welfare so we took the risk and did that.

When I moved to Virginia with no friends and family I decided, "Hey, I would like to be a blogger." I had an iPhone and I followed lots of food blogs and that type of thing on my phone. I was like, "I think I'm going to do that. I'm just going to become like a blogger."

We had a tax refund that came back and I asked my husband, "How about let's buy an iMac with the refund," and he was like, "Okay," so we spent all that money on an iMac, and I didn't even know how to use a Mac computer. I had only used a PC my whole life so it was like a whole new adventure for me, and I started blogging.

I researched 'how to start a blog' and actually you were one of the first people I found when I started researching that, so I've been following you since basically Day 1. I started to go, "All right, I think I'm going to write about health and wellness stuff and things like that," but I wanted to also make money.

I happened to come across a network marketing company and they were selling organic health products so I was like, "Okay, I can blog and grow up a blog audience, and then I can sell all these products to people who follow me on the blog." I figured it would work, and it did pretty well. I was able to grow a team very, very quickly in that company.

I was probably in the company for maybe 3-4 months when the actual corporate team asked me to do trainings for their team, because they wanted to know, "What are you doing? How are you recruiting people into this?" so I was like, "Well, I'm blogging and



using Pinterest,” and then they were just like, “Oh, well, we don’t want you to teach that.” They wanted me to teach other things.

So I went along with it and I primarily taught more mindset type stuff, but it wasn’t the stuff that I really wanted to teach.

**Pat:** So the success you had there wasn’t normal in that company.

**Kimra:** No, it was very unique. However, the company I was with had a really, really crappy compensation plan so I didn’t make very much money doing it. I was kind of working my butt off for not very much money.

**Pat:** Right, and they didn’t seem like they knew what they were doing if they were like, “Hey, teach everybody how to do what you do, but don’t actually teach them what you do.”

**Kimra:** Yeah, and it’s pretty common in that industry. They really want you to teach how to prospect and do cold calls. I’m like, “Cold calls? I never did that.” I actually built my entire business primarily by my personal Facebook page. I would go in groups and talk to people. That was how I built it, and they didn’t want me to teach those sorts of things. After a while I just started getting really burned out by that.

I was still consistently blogging. I still loved health and wellness and stuff, and that was easy for me. I had like 250 blog posts in a year’s time, so I totally loved it and it was just a huge passion of mine to write about that stuff, but I got burned out because I wasn’t making money.

I had seen people like you, Pat, and all these other people sharing examples of, “This is how you grow your email list, and this is how you do all these things, and then you can sell things to them.” I was already in love with training because I was doing it at a corporate level with the company, and I was like, “You know what? I like training. I love teaching.” When I got on a Google Hangout to teach people, that was my jam. So I decided to scrap that blog and start my own business, KimraLuna.com, just from scratch.

**Pat:** And what do you teach at KimraLuna.com?

**Kimra:** I primarily teach branding and social media strategies. I do teach a lot of things like with launching and just building an online business that you’re passionate about and really care about. That’s primarily what I teach.



**Pat:** So you started this new kind of venture, and you'd had some experience doing this. You were teaching at the corporate level and now you were kind of doing it online and following the footsteps of other people who were building brands, and you're teaching people how to do that as well. What was that like at first? What were your first steps kind of going into that realm?

**Kimra:** My first step, of course, was building a solid website and I needed to have something to sell to people. When I first started I was following Social Media Examiner. I'd read every single one of their emails, and they send out like their yearly email where they kind of survey their whole audience and they send that out. I was like, "Well, this audience is going to kind of be my audience, so I should read this thing."

So I read the whole thing, and this was like a 45-page thing, and like the second page from the bottom it said that online entrepreneurs really want to learn how to create better graphics for their social media posts.

I was very, very skilled at [Picmonkey](#). I had spent my whole year blogging using PicMonkey for all my graphics, and most of my graphics had thousands of repins, so I was like, "Okay, I must make pretty decent graphics so I should be able to teach that."

I didn't even teach it like a course. I was just like, "That's going to be my first webinar presentation. That's what I'm going to do to start to grow my list," and it was just kind of like this big aha moment that happened, reading the Social Media Examiner report. My husband was just like, "All right, go for it, dude."

It took me a few months but I finally got my website up. There weren't any photographers in my area, because I lived in the middle of nowhere in Virginia, so we actually bought a Canon camera and my husband took pictures of me. He took like 1,000 pictures of me, and only two of them were even good enough to use.

**Pat:** That's how it always is.

**Kimra:** But it was all right. I was DIY'ing it. It didn't need to be perfect so I just got it up there. I used a Studio Press theme because I figured that's kind of the easiest thing to do. I got it up there and put up a few blog posts, made a few YouTube videos, and then I was like, "All right, I'm launching my brand. Well, there's no people." So I was like, "All right, I want to do this webinar. I want to teach people how to use PicMonkey. I'm going to do Facebook ads."



I had never done them before but I had watched tons of webinars on how to do them so I figured I would just dive in there. The #1 thing I had heard from everybody was, "You need to split test," so I was like, "All right." So I figured out kind of who my ideal audience would be on Facebook.

My first ad I split tested to 18 different target audiences. Some people might think that's crazy but I did it. Then at that point I was able to really figure out within a week what places were bad and what places were good to market to. It was a really big learning experience but it was fun.

**Pat:** It is fun. I know a lot of people get obsessed with Facebook ads, actually. When you were first starting out and doing that, who were you learning from? You said you were watching all these webinars. Who was teaching you kind of virtually at that point?

**Kimra:** Like [Rick Mulready](#) and [James Wedmore](#). I've been in James Wedmore's Reel Marketing Insiders for probably almost two years now, and he actually did a lot of updates.

He's kind of a Facebook ads nerd. He loves Facebook ads so he's always testing and tweaking and all this stuff, so I did learn a lot from James. I learned a lot from [Amy Porterfield](#)'s blog. I just kind of learned from a lot of people. I watched everybody's stuff. I needed to learn it. I was like, "I need to learn this."

**Pat:** And you didn't have an audience, so how else could you get one faster instead the path you took last time, which was blogging, which takes a long time to get an audience in just kind of an organic way.

**Kimra:** Yeah, I was like "I can't rely on the SEO." Plus, because it is a very crowded space, online marketing, it's very crowded so in order to stand out I was like, "Hey, if I'm on Facebook ads and people are seeing my face and they're seeing my videos and they're seeing I'm having something free, maybe that's going to attract people," so I did these webinars.

I wasn't even pitching anything on the webinar except for people to join my Facebook group. I was like, "Join my Facebook group. I share who I am. Go check me out." That was like all I was pitching. I wasn't even like, "Hey, buy this, buy that."

The first PicMonkey webinar did so great that the next week I did an encore one, but I had to do two encore ones because so many people wanted the content.



**Pat:** Who knew?

**Kimra:** Yeah, and I had like 1,000 people on my list in the first two weeks from Facebook ads, and I think I spent about \$350 or \$400.

**Pat:** Wow, that's not much at all, considering.

**Kimra:** Yeah, it was very, very great. I mean it was a risk because I wasn't selling anything but, like I said, I knew from everything I had read online that you have to have people or you can't sell anything.

**Pat:** Right. So you do these webinars and they're great. You're building this list and you have this Facebook group, but you're still not selling anything. I'm trying to figure out then what are your next steps from there? You've already given them the content that they wanted. How do you figure out what else to give them?

**Kimra:** What happened was people began emailing me asking me if I would teach them these technical things that I was teaching on my webinars, but privately. I was like, "Okay, I can do that."

I put up a little sales page on my site that was like, "Hey, 12 weeks of tech coaching," basically. I was showing them how to do Google Hangouts and how to tweak things on their site and all these kinds of techie things they needed to know for their business. "I'll coach you on this for 12 weeks for \$2,000."

I didn't think anybody was going to take me up on it, but I got 3 people the first day. Then a few days later I got a few more people, so I made about \$10,000 in my first 6 weeks of having my business by doing coaching.

**Pat:** That's awesome. What was that like for you? Because this was totally different than anything else you'd ever done before.

**Kimra:** It was very shocking. I had done some coaching to an extent when I was in the network marketing company, because typically when somebody joins your team in a company like that, you actually have to coach them and train them how to use tools and that sort of stuff. So I was already pretty well-rounded with that, but it was a whole different world and I wasn't even expecting to do that. I was like, "Oh, I'm going to be one of those people that just sells digital stuff." I wasn't expecting to do 1-on-1 coaching.



I don't think that I'm necessarily this most amazing coach or anything like that, but I can teach the things I know, so that's all I focused on. I was like, "I know this, so I can teach it." Having those first clients was actually what gave me the idea of building my Be True, Brand You program, which is now my signature program.

**Pat:** Going back to the price point, where did you pick \$2,000 from, or was it just kind of a random number?

**Kimra:** Out of the air. I was like, "Maybe some people will pay me that. I hope so." I just crossed my fingers. I was in several other groups with lots of other entrepreneurs, so I kind of just looked at their prices. I was like, "Oh, I'll be a little bit lower than theirs because I'm still new." It was totally just guessing.

People ask me all the time about pricing and I'm like, "Literally I'm not the best person to ask because I just guess." Even with my signature program, Be True Brand You, when I first launched it was \$1,200, but my students in the program told me that my price point was too low. So then I was like, "Okay, I'll raise the price for the next launch." Pricing has been a learning experience for me, that's for sure.

**Pat:** It still is for me too, and we've had Ramit Sethi on the show before a lot to talk about pricing. When you get to that point it's difficult because that's going to decide a lot of things that are going to happen for you, your business, and your website and how much people are paying and kind of how that anchors you against everything else.

So you're doing this consulting, and how long were you doing that for, until you decided to create your flagship program?

**Kimra:** After about 4 or 5 weeks I was like, "I need to put together something big." A lot of people were like, "No, you need to niche down and just teach like one thing," and all that sort of stuff, and I was just like, "Eh, forget that crap. I just want to build a big huge program that can be like a 1-stop shop, because there's like no 1-stop shop programs." That's what my 'unique selling proposition' was going to be. It's like, "This is a 1-stop shop."

A lot of my students still tell me to this day, "It's a 1-stop shop." They'll be like, "I'll see this other shiny object or some other course and then I'm like, 'Oh wait, Kimra already teaches me in the course I already have,'" so then they're like, "Oh yeah, I don't need to buy that. I just need to go and log in to my Be True, Brand You program and it's already there."



I wanted to make a 1-stop shop so I just went for it. I made a sales page, and I hadn't even created any of the content because I had learned from Ramit Sethi you need to test it first. I was like, "All right, I'm going to test it," so I made this sales page. It took me like 4 days to put together this theme that I bought, and everybody was like, "Oh my gosh, it was amazing!" To this day I still think it was hideous, but everybody was complimenting it.

**Pat:** What about it were they complimenting?

**Kimra:** I don't know. Still to this day I'm like, "Why did they like this?" They're like, "Your sales page is so good!" and I'm like, "Okay."

**Pat:** And you still have this up?

**Kimra:** No, it's not up. It's obliterated off the internet, it was so ugly, but everybody else liked it and it got to the point, I guess. So I got this sales page up and I told my community – because I was already growing this Facebook group and I was doing webinars every Saturday, because my husband had still been working a job, so Saturdays were the best days for me to do webinars.

I would do it always on topics they wanted to learn about. I would just let them vote basically. I was like, "Vote. What do you want to learn about?" and they would vote, so I would do the webinar that weekend on what they voted on.

**Pat:** Would they ever vote on something that you didn't really understand fully yet?

**Kimra:** Yes, there were some things they did, and then I would go and find a guest person to train on it.

**Pat:** Oh, that's smart.

**Kimra:** I was just like, "Well, I'm not super well-rounded in that, so I'll bring a guest trainer in," and I still do that to this day. I still bring guest trainers onto webinars all the time, just to give extra value to my audience because I'm like, "Well, I'm not the #1 expert on that, but this person is. I'll share them with my audience."

**Pat:** How do you pitch that to your guests? I'm interested because I think a lot of people could benefit from a strategy like that. They feel like they know a little bit about something but could use a little bit more info, so they can find somebody else to fill in that hole for you and get that in front of your audience.





I love this idea but how do you pitch somebody like that? Do you go through your network to find people, or have you ever pitched anybody cold to come in and provide value to your audience?

**Kimra:** It's mostly been people that I've seen in Facebook groups and stuff, because I spend a lot of time in Facebook groups, primarily just to learn the online world. I would go in and be like, "Oh, this person seems like they're an expert in that," and then I would just Facebook message them and be like, "Hey, how well-rounded are you in this? What results have you had on this topic?"

Then if they seem like a good fit, I would be like, "Hey, can we kind of do like a chat on a Google Hangout for my audience? We'll show you as an expert and we can just do like a chat," and every single person has said yes. I've never had one person say no.

**Pat:** Do you pay them?

**Kimra:** There have been a few of them who I've done affiliates with. They're like, "Can I promote my little course I have or something?" and I'd be like, "Yeah, sure," so some of them have done that. Then other ones have just completely volunteered and really just wanted to be able to give my audience value, to get in front of my people.

**Pat:** That's very cool. Tell me about your program. Every Saturday you were doing this, or you're still doing these webinars for the people who are in your membership site. What else do they get when they get in there? I'm trying to feel around for what's exactly inside.

**Kimra:** Once people are inside my membership site I have several courses. It's basically like a bunch of courses inside of one big giant course. It goes through branding, then it goes through like knowing who your ideal customer is, then it goes through email marketing, and it goes into actually putting a website together.

I teach technical aspects. A lot of people have programs where they don't teach the technical things. I actually do. I'm like, "Here, this is how you set up your Studio Press website." We talk about the importance of photo shoots and all those sorts of things, so we lay the foundations of stuff.

Then we get into more in-depth things like actually putting a course together and actually selling the course and how to launch and how to do webinars. It kind of goes



from beginner, then goes to how to actually launch something out into the world, so it's pretty extensive.

Then I do bring in special guests and things like that. Some things I have for my full community, Freedom Hackers. Then I have some where it's exclusive to just my Be True, Brand You students.

**Pat:** Very nice, so you're very proficient in webinars it seems. That's kind of been your bread and butter ever since you started getting online in this space. What are some tips you have for people who are getting into webinars, or maybe they're doing webinars already but they're not really getting the results.

Let's start from the beginning. Let's focus on webinars for a little bit. For the people out there who know that webinars work – and we all know it works, and we've heard people come on the show before. John Lee Dumas does very well with them. We've talked with Lewis Howes before as well. We know they work, yet some people still don't do them.

Kimra, what is your pitch to this person who's kind of on the fence of whether or not they should start a webinar?

**Kimra:** My pitch would be if you want to be seen as an expert, do a webinar. It's the fastest way for people to be like, "Wow, this person really knows what they're talking about." I think it's the reason why my brand was able to be elevated so quickly, was because people immediately saw me as an expert. It was like they saw the content that I was giving and they were just like, "Wow, she knows what she's doing."

It's a really great way to build brand authority very quickly, and of course it does convert to sales. I'm evidence of that, and a lot of other people are evidence of that. It is a great way, whether you're just providing services or you sell digital things or even physical things. I've seen people do them in every single type of business there is.

Sometimes they don't call them webinars. Sometimes they call it like an online class. It just depends on the verbiage you use, but I've seen people sell every single thing you could possibly think of on a webinar. When I first started I didn't even have a service to offer people, and I ended up having a service because I was doing webinars.

**Pat:** I love it as well because it's a quick way to not only build authority and potentially sell something, like you said, but you're also building your list at the same time. The cool thing is even if people don't necessarily attend, you've gotten to know that they're



at least interested somewhat in what you have to offer, and you can follow up with them later and start that whole funnel process. So Kimra, I'm convinced. Where do I start?

**Kimra:** Where to start with webinars is first you do have to know what you're actually going to teach and who you're going to teach to. You definitely have to have a pretty solid idea of that. Then you've got to know where they're at, where they're hanging out online so you can actually get a webinar and promote it, because you've got to get people on.

Some people are kind of afraid like, "Oh my gosh, only like 20 people signed up for my webinar," and honestly you can still convert a lot of people to a sale when there's only 20 people on, because it's a more intimate experience. I think people forget that it's kind of like you're just chatting with people.

My webinars are usually pretty on the relaxed side of things, and I think that has actually helped me. At first of course I was terrified of doing them, but as I've done them more you just get this kind of vibe and it makes it easy to connect and communicate and engage with people.

Just to get started, you've got to know what you want to teach and then find where those people are, and promote your actual webinar.

**Pat:** You had said earlier you've got to find out where your people are at. How do you do that specifically?

**Kimra:** Just stalk around online is really what I did. I just searched everywhere high and low, like "Where are these people? What groups are they hanging out in?" When I first started I was doing Facebook ads, but also if somebody was asking a question in a group about the topic I had a webinar on that week, I would answer their question a little bit and then I'd say, "Hey, do you want to go even deeper? I have a webinar this Saturday. Here's my link," and then people would sign up that way also.

I did do a little bit of networking and hustling to get people on, but it was really just I had to find where those people were so that I could even do that to begin with.

**Pat:** Right. When I got started with the LEED exam website, I don't talk about this so much but I was a pretty big authority in a forum that was in the architecture industry, where a lot of people knew who I was. I kept responding to as many questions as I could, and that's how I built authority there. Then when I started to sell stuff on my



website it was just very easy. A lot of people were like, "Oh, you've got to check out Pat's guide. It's here."

They were mentioning that in the threads, and they were always being bumped up to the top of the thread list in the forum because they were the most helpful, and so on and so forth. So yeah, it just takes some hunting.

I think a lot of people feel like, especially for this step, they want just that one website and that one query they could type in that gives them all the answers, but it's not like that.

**Kimra:** No, it's not like that at all. It's really important to interview people who are your ideal customer and ask them where they hang out at. A lot of people are kind of too afraid to do that. I actually have that as one of my challenges in my Be True, Brand You program, and I give out prizes for people who complete the challenges.

One of the challenges is to actually get on the phone or Skype with 5 people who are their ideal customer, and ask them questions. Ask them their struggles. Ask them what they want to learn, because knowing all those things is really like the foundation of having a brand because your brand is to solve people's problems. If you don't know what their problems are and you don't know where they're even at, how are you going to get in front of them to solve their problems?

**Pat:** Definitely. Let's keep going with webinars. So technically, how do you set them up, because there's a lot of different ways to do it obviously.

**Kimra:** Yes, there's a lot of different ways. There's a ton of different platforms out there. My preferred platform is [Easywebinar](#). [WebinarJam](#) is also great if you're a person that doesn't use a WordPress site, like if you use SquareSpace I would recommend using Webinar Jam.

They run on Google Hangouts, and it puts the Google Hangout inside your website. It has a chat box. Easy Webinar keeps all your stats for you so you know if people are dropping off the webinar, how long they're staying on, how many people show up, so that's why I prefer to use a webinar platform, so I can actually have some of those stats available to me, because that's important too.

If you're getting 1,000 people signed up for your webinar but only 100 people showed up, there's something wrong there. You needed to make sure you were giving them enough reminders, or you need to make sure you were doing some sort of incentive to



actually get them on, or maybe those people weren't actually that interested in your topic.

There's a lot of different variables, so that's why I recommend using Easy Webinar. It runs with Google Hangouts. It's very, very easy to learn to use a Google Hangout, and it's fun too. I love the Google Hangout type of style where I can show my face and show who I am, and then I can hop on and go to some slides for a little while. I can check the chat box.

Then sometimes just like halfway through my presentation I'll be like, "Hey, I want to make sure that you guys understand this information," and I hop onto my chat box and am like, "What questions do you guys have before we move on to the next step?" I think people get more value that way, rather than me to just keep going and going and trudging along with the training, taking a little bit of breaks here and there to make sure they clearly grasp what I'm teaching.

**Pat:** So they're very interactive for you.

**Kimra:** Yes, and that's the thing I like about using Easy Webinar. The chat box is right there and they can interact with each other and I can interact with them. My team also gets on there and they'll answer people's questions in there so I'm not having to answer so many questions.

My webinars are pretty packed. It's pretty rare that I have less than 1,000 people on a webinar, so they're usually pretty packed and pretty high-paced. So when people are in the chat box, that really gives me more time to give them more value.

**Pat:** I know GoToWebinar has kind of been the software of people who've done this kind of stuff for so long. Google Hangouts is of course free, and you could do that on your own, but it's a little bit technical and it doesn't come with all those analytics, and registration processes aren't automated, and reminders aren't automated as well, like these things can do, but to hear that you're having over 1,000 people on is very, very impressive. How are you marketing your webinars?

**Kimra:** I primarily market through Facebook ads. During my launch in February I made sure that I retargeted the people who had been to my website.

**Pat:** Can you explain what that is, for people who don't know?



**Kimra:** Yeah. On Facebook you can grab this thing called a pixel, which is basically a little line of code that you put inside of your website, and it will track people who go to your website. Then that way you can place an ad to the people who landed on your website.

It's a little bit advanced strategy for some people, but it's something that I have used. I've had that pixel on my site from Day 1 because I was like, "I want to make sure I can always retarget these people," because I had just learned all that sort of stuff from all the Facebook marketers there are. They all talk about retargeting.

**Pat:** Is it that powerful? Because I haven't explored it myself yet either.

**Kimra:** Yes. I can tell you some pretty amazing results that I had. With my previous launch I had retargeted to my particular sales page which is [bettruebrandyou.com](http://bettruebrandyou.com). It's just for during my launch. It's not even up the rest of the time, it's just for my launch.

So I had my pixel on there and I was retargeting people who had landed on my sales page, and I got 80 conversions from that. The highest-priced conversion was \$5, and my program is a \$2,000 program. It cost me \$5 to get the person to sign up and I made \$2,000.

**Pat:** So you need like 1 out of every 400 people to sign up, which is a very small percentage, not even 1%.

**Kimra:** It was really incredible.

**Pat:** That's the one thing about Facebook ads, and then I keep hearing about this retargeting thing now, is that you can get it to a point, especially with the retargeting because people have obviously come to your site at some point and then left, but you can bring them back. They might just need that reminder or that ad to pop up.

I know a lot of people who also do a second retargeting pixel on the purchase page. So they go to your sales page and they click the Buy Now button and they don't fill out their form for whatever reason, so you can just send them an ad that says, "Hey, are you okay? I just want to make sure you got everything you need. You can pick up where you left off. Click here."

There's so many incredible ninja-style strategies that you can use, and I know from talking to a lot of people in this space that you're essentially getting to the point where



you're trading dimes for quarters, or you're trading a dime for a dollar. That's insane to me.

**Kimra:** That's why I pretty much have a love affair with Facebook ads. It's funny because my husband actually primarily runs my ads during my launch time. Usually the rest of the time I like to do them just because to me it's just fun. I love to see the results. It's like "Quick results, yay!"

**Pat:** So he's not at FedEx anymore?

**Kimra:** No, I retired him from FedEx. Shortly after I made that \$10K in my first 6 weeks I was like, "I think it might be time for you to quit your job," because I was making more money than him, so he gladly left his job and was super excited to be able to help me with my business, and he's been helping me ever since.

He's the CFO of my business. He does make sure I have the money to actually place my ads, and have the money to do any sort of branding things, or redo my website, or hire my VAs and stuff like that. That's his primary job, which is really, really, really important.

**Pat:** That's really cool. You've obviously become very successful, and congratulations to you on all the success. And not only that, but when I've seen you in person at conferences and what not, you just have this energy around you. I think beyond what you teach and how you teach it – all the technical stuff, that's awesome that you teach that, and I know a lot of people don't get into details with those types of things – but beyond that I think another unique thing about you is just kind of your personality and how you're not afraid to just be you.

I think that's something that a lot of people need to hear because a lot of people are so often trying to be like somebody else.

**Kimra:** Even when I was back in my network marketing company, I was actually told to not look the way I look, and to cover up my tattoos and not dye my hair and just things like that. It was just like, "What?" It was just so bizarre to me to have somebody tell me those things. They were like, "People aren't going to take you seriously."

It was a real concern of mine. I wanted people to take me seriously, so I was like, "You know what? As long as I'm just being myself and I'm showing how passionate I really am about teaching people, and I really want to give people massive amounts of value, I



really want to help people have results, they're going to take me seriously," and I was right.

I'm glad I didn't listen to people. I'm glad that I stayed true to who I am. I mean I'm the chick that had a mohawk when I was like 15 years old. This is just who I am and I can't change that. It's just me. I really don't think my business would have been the same if I was trying to be plain vanilla.

**Pat:** Tell me a little bit about work/life balance for you, because I know you're a mother and I've met one of your babies, super cute and really quiet, actually. I was a little jealous. I was like, "How is your baby just quiet the whole time?" because we couldn't take my son anywhere for like the first year.

Anyway, getting off track here, but tell me about what it's been like when you started your business versus where you're at now, in terms of work/life balance and what you've learned.

**Kimra:** When I first started I kind of had a complete obsession with online marketing. I mean I was listening to podcasts for like 10 hours a day, it was ridiculous, years back of people's podcast interviews. It was kind of weird in the beginning because I would get like this mommy guilt, like I wasn't spending enough time with the kids or I should be doing this thing and instead I'm watching a webinar.

It's one of those things where I literally just had to get over it. I had to just tell myself, "You know what? I'm doing this for my kids. When they're teenagers they're not going to be mad at me for watching a webinar. They're not going to be mad at me for watching some sort of training or something that's going to help me build my business. They're not going to be mad at me for taking time out to spend time with a client."

It was something I really had to get over in the beginning, and it was tough. I cried about it a lot of times where I was like, "Am I being a bad mom?" But then once I was able to retire my husband and he was home full-time, it made a lot easier and we were able to kind of tag team with the kids and that type of thing. Now I actually have a full-time nanny who works 40 hours a week for me at my home. She's taking care of the baby right now.

It took a little bit to kind of figure it out, but it's been totally worth it to be able to be at home with our kids. We're able to drop them off at school and pick them up, and we're able to do the things that we love to do with them. We can just take a day off in the





middle of the week and go to a movie, rather than waiting till the weekend when it's all crowded and things like that. It's just those simple things that make it so worth it.

There definitely has to be a balance. I do have to pause and get off the computer and leave my phone behind while I go in the other room and play with the kids, but I'm pretty mindful of it. My older boys always need to have some mommy time. They are more daddy's boys, so I'm sometimes a little bit jealous of my husband because they want to just wrestle with him all day, but they come to me and they love to cuddle and read books with me and that sort of stuff.

It's different, and I have to remember we are a different type of generation. Before it was just like, "Oh, you're a mom and you just stay at home and take care of kids and that's all you do with your life." I just have to remember that I want to be an example to my kids, that they can pursue their dreams, that they can do the things they want to do, that they can just be themselves.

This is who I am. I love the hustle. I was booking concerts when I was like 18 years old. I didn't know what I was doing, I just did it because I was like, "This is what I want to do and I'm just going to do it." I want to be able to be an example of that to them, so I figured, "Hey, just go for it."

**Pat:** That's awesome. Thank you for being honest and sharing all that with us.

The last thing I want to mention and have you comment on is ever since getting to know you online, I've also gotten to know your followers and they are some of the most raving fans I've seen, almost as awesome as all the SPI fans – just kidding, and I know a lot of them overlap too.

How do you keep your fans happy? What is it about you and your program that just creates these fanatics of yours?

**Kimra:** I think it's because I don't sugar coat things. I tell it like it is, and I teach what I know and I'm not afraid to hold back. One of the things that made me very nervous in the beginning of my business was sharing strategies and sharing how much money I spent on Facebook ads and things like, because I thought maybe people might think that that's like too much. But it turns out, that's what people loved. That's what people want when they're asking me questions.

They're like, "Kimra, how much did you spend on that particular ad? How many people actually converted? How much money did you make?" They wanted to know the exact



specifics, so I had to really open myself up and be like, "All right, that's what they want, I'm going to give it to them."

I've done a few webinars after my launches where I broke down every single bit and piece of how much I spent on every single thing for my launches, from how much I paid my VAs and freelancers and everything. I think because I tell them exactly, it makes it more realistic to them.

It's the same with your audience, Pat. People like that it's broken down like that. I don't do mine as specific as you do, but people really do love that I'm showing really what I do.

**Pat:** I agree. My audience has told me that because I share everything, that's one of the #1 reasons why they follow me, and also I'm just authentic and myself. I'm just me, just sharing what I know, and it sounds like you're doing the exact same thing.

**Kimra:** Exactly. You're a prime example, Pat.

**Pat:** Thank you. You had mentioned before we got on the call that you had some new thing that was coming out. I wanted to give you a couple moments to talk about that real quick.

**Kimra:** I do have a webinar course coming out, because apparently I love webinars. That's kind of my thing. Webinars are my jam. I have a webinar course coming out that's going to teach basically everything I know about webinars – how I started with webinars and how to build up a community of raving fans using webinars.

It's honestly like the biggest passion of mine, teaching people how to get out there and build authority and be able to teach. Teaching is something I feel like I'm just born to do, so I'm putting together this program and you can find it on my website at [kimraluna.com](http://kimraluna.com). There will be a sales page and everything there.

I'm just so, so excited for it. I already have tons of people waiting and waiting and waiting for this to come out, and I'm super excited to be able to share it with everybody.

**Pat:** Awesome. Thanks. We're looking forward to it.

Kimra, where can people find out more about you besides [kimraluna.com](http://kimraluna.com)? Do you have Twitter, Instagram, or other?



**Kimra:** Yes, everything – Twitter, Periscope, YouTube, everywhere. I’m kimraluna on every platform.

**Pat:** That’s really cool actually that you have that name, because nobody else does.

**Kimra:** Yes, it’s a unique name so I’m very happy. I told my mom that she did not know it, but my name turned out to be a pretty good brand name.

**Pat:** There are 24,900 results in Google right now. Let me type in Pat Flynn really quick – 11,200,000 results.

**Kimra:** Oh my gosh, that’s crazy. And I bet you all those ones with kimraluna, it’s all about me.

**Pat:** Probably. I guarantee you the 11 million are not all about me. There’s a country singer, there’s a rapper in Ireland...

**Kimra:** There’s a rapper in Ireland with your name?

**Pat:** Oh yeah, and the lyrics – don’t share them with your kids. That’s what I have to compete with.

Kimra, thank you so much for coming on today, and the inspirational sharing and tips and strategies. We look forward to seeing more of you, and congratulations on your Business Insider feature the other day. We’ll link to that in the show notes as well, and we’ll talk soon, I’m sure.

**Kimra:** Yes, definitely.

**Pat:** Take care.

**Kimra:** Thanks. Bye.

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I hope you enjoyed that interview with Kimra Luna. Isn’t she amazing? Man, I’m super inspired right now, especially when it comes to doing these webinars, which everybody always talks about. John Lee Dumas does them. Kimra has done them. That’s been her bread and butter, and actually she’s coming out with a course, like she said. If you



want to check out her [Rock It With Webinars](https://www.rockitwithwebinars.com) course you can go to [smartpassiveincome.com/kimra](https://smartpassiveincome.com/kimra) and get more information about that.

I'm going to be adding some webinars to my arsenal as well, because I have certain books and courses coming out in the near future too, and I'll definitely be taking some lessons from Kimra along the way.

You can get the show notes for this episode, everything mentioned and linked to, conveniently over at [smartpassiveincome.com/session181](https://smartpassiveincome.com/session181).

I'd also like to thank today's sponsors. First up, [99Designs.com](https://www.99designs.com), making it super easy for you to get any graphical things you need done for your business in a quick, easy, and really fun way, actually.

Whatever graphic designs you need done for your business – whether it's for a website or a logo or letterhead or a t-shirt or truck wrap or a mug or a book cover or anything – you upload a description of what you'd like, and within a day you're going to have dozens of designers around the world competing for your favorite design.

By the time the 7-day run ends you'll have sometimes hundreds of different designs you can choose from. You get to pick your favorite and that's the one you go home with. If you don't like any of them you actually get your money back, which is awesome.

You can sign up today and check out [99Designs.com](https://www.99designs.com). I've used it before myself, and I know a number of people who have listened to this have used it too. If you go to [99Designs.com/spi](https://www.99designs.com/spi) you'll get a \$99 Power Pack of services for free that you can put towards your next design project. Again that's [99Designs.com/spi](https://www.99designs.com/spi).

I'd also like to thank Athletic Greens. If you've never heard of this, this is a great company. I got involved with them after hearing them sponsor Tim Ferriss's podcast. They're a company that sends you essentially a powder that you can mix into water or any other type of liquid, and it gives you the greens that you need for your day.

An important part of my morning ritual is to have a couple spoonfuls of Athletic Greens in a cup of water to just give me the fuel that I need for the day. I have that in addition to a bulletproof coffee and I'm set, I'm good.

A lot of you know I competed in a triathlon recently and placed 12<sup>th</sup> out of 50 in my age category, and the Athletic Greens and the diet and nutrition I've been running in my life



has been very, very much a reason why I was able to complete and actually compete in that triathlon.

If you'd like to check it out, you can actually get 50% off for a limited amount of time by going to [athleticgreens.com/pat](https://athleticgreens.com/pat). You'll love it. I have one every single day.

Thank you so much for listening to this episode. I appreciate you and your time and attention, as always. I really, really look forward to sharing next week's episode with you, where I bring on a person who is in one of my mastermind groups who's been doing something for over 20 years, and he's going to teach us how to do that even better. We do it every day in our businesses, in our blog posts, in our sales pages, in our podcast episodes, and that's all I'm going to say and I look forward to sharing that with you next week.

Until then, keep crushing it! Love you guys, and keep on pushing yourselves beyond the limits that you think you know, because there are so many amazing things out there just beyond the reach that you think you have. Stretch a little bit higher, reach a little bit further, you got this. See you next week. Bye.

**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:**

[KimraLuna.com](https://KimraLuna.com)

[Rock It With Webinars](#)

[Business Insider](#) on Kimra Luna

[Easywebinar](#)

[WebinarJam](#)

[Rick Mulready](#)

[James Wedmore](#)

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