



**SPI Podcast Session #195–
How to Make Sure You Follow Through on Your Goals –
2016 Edition
with Carrie Clark**

Show notes: smartpassiveincome.com/session195

This is the Smart Passive Income podcast with Pat Flynn, Session #195. Let's start off the year right.

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'll jump on you when you need a pat on the back – Pat Flynn.

Pat: What's up everybody? Pat Flynn here and thank you so much for joining me today. First of all, Happy New Year to everybody out there. Thank you for those of you who are coming back to the show. If you're listening to this for the first time, thank you for coming on.

What we do here is we share information to help you move forward in your business, and we do it in a lot of different ways. Sometimes it's a solo show, but a lot of times, and actually the crowd favorite, is featuring success stories from listeners and readers of the Smart Passive Income blog, and I have another one of those for you today.

This is Carrie Clark from SpeechAndLanguageKids.com. I love sharing these success stories outside of the 'teaching people how to build a business' space, and there's a lot of those, but there's a ton more of people who are building incredible businesses in niches outside of that. They just don't have an opportunity or platform to share their success stories, and that's what I'm doing here.

Actually, this year I'm going to be sharing a lot more success stories just like this one. These are the ones that I hear that people love the most. They take the most action because of them because they feel that they can relate better to them, so I hope you're going to feel the same way after listening to Carrie.

She is somebody who's built a business, and she'll tell the whole story. I'm just going to get right into it because we're going to start off the new year right and just help you out, so here we go. This is Carrie Clark from SpeechAndLanguageKids.com, an amazing



success story with a lot of great tips and actionable items to help you in your business too.

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Pat: What's up everybody? Pat Flynn here, and I'm so happy to be talking with Carrie Clark today, somebody who emailed me with a very special message and I want to share that with you, but first let's just welcome Carrie to the show. Carrie, thank you so much for being here.

Carrie: Oh my gosh, thank you so much for having me. I'm so excited to be on your show!

Pat: So tell me about this email you sent me, the first one you sent. Literally the subject line of the email was "I'm finally worthy of being a Pat Flynn success story," which obviously caught my eye and I read it and it was awesome. Tell everybody what that means.

Carrie: All right. When I started my online business, which was about 3 years ago now, I kind of had this dream. I started it because I was listening to your podcast and you had inspired me to start this. I had this kind of image in my head of, "Okay, one day my business is going to be so successful that Pat Flynn is going to want to have me on his show."

I finally got the point in August of this year where I thought, "You know what? I think I'm there," so I sent you an email and you replied rather quickly and were like, "Yeah, let's do this."

Pat: Let's do it, and I'm going to be featuring more of these success stories down the road. I just love this. First of all I'm just thankful that you've not only listened to the SPI podcast for over 3 years now, but also took action. This just shows what happens when you take this advice and you actually put it into practice.

Three years is actually quite a long time for some people. A lot of people in this space are hoping for overnight success and stuff like that, so I think there's a great story I want to get out of you in terms of how you started. So you listened to the show, you decided to get started, and where did you even start back then?



Carrie: Well, it's kind of a long story. Before I go into all of it I just want to say when I was imagining myself being a success story I wanted to be the one to tell the story that sometimes it takes a while and you just have to be patient with yourself.

I remember listening to some of the success stories on your show and thinking, "Well, I'm working just as hard as that guy and he got there in 6 months. Why is it taking me so long?" My story is one of patience and persistence, and hopefully that will inspire others to keep taking action even when you feel like you're kind of stuck.

Pat: Thank you for that, Carrie. Before we get into your story, what is success to you? When you say you finally reached a point of success, what does that mean?

Carrie: My big marker for success was being able to do a full-time website because I wanted to be able to spend more time with my family and have control over what I was doing with my life. That was my big point of, "Okay, if I can do this I'm going to consider myself successful."

I actually quit my job in May of this year. It was so exciting. Then a couple months after that I got to the point where I had my first \$10,000+ month and that was when I emailed you because it was like, "Okay, I have this figured out and this is going to actually pay our family's bills," so that was my success.

Pat: That's so cool. Congratulations to you, Carrie! This is so exciting. I'm excited about how excited you are. I can hear it in your voice.

So let's go back to the beginning. You said it was a long story. Let's try and narrow it down. What did you do?

Carrie: I'm a speech therapist by training. I went to school for speech therapy and got a job with my ideal group of kiddos right out of college. I was working with pre-schoolers, which is just my favorite age.

I was working with the public schools and it was a little disillusioning from how I had imagined it. First of all, when you're in school for speech pathology they say, "Oh, this is such a great field to be in. You start off at like \$60,000 a year." What they don't tell you is if you work in the schools you get paid the same as a teacher, which if you know any teachers is not super.

Pat: Right. Super underserved is what they are.



Carrie: Yes, so the money was not as good as I was hoping and there's just a lot of politics when you work in the schools. The government tells you a lot of what you can and can't do, and who you can treat and who you cannot. I had a lot of trouble with seeing children that needed to be helped, and having to look their parents in the eyes and say, "I'm not allowed to help your child."

Not all of it's like that, but there were definitely enough situations that I was feeling a little frustrated with the job. So over one of my summer breaks in 2012 I was just kind of looking around for information on how to make my money go a little further, and I came across your podcast and started listening to it and was just instantly like, "Oh my gosh, this is what I need to do!"

At that point during that summer I started the online website, which is SpeechAndLanguageKids.com. I started that and I also started my own private practice because I knew that it was going to take a while to get the website off the ground. I just started seeing extra students for speech therapy after my school hours, so for about a year I continued to work full-time at the schools, and then I would see 1 or 2 clients in my home after school, then after that I would work on my website.

Pat: Wow, you were working hard.

Carrie: Yes, and fortunately for me I have a super-supportive husband that knew that this was my passion and my dream, and he totally supported me and was fine with me spending so much time doing that. I cannot thank him enough for that support that he's given me all the way through, but especially right at the beginning when it was so hard.

Pat: He sounds amazing. That support system is really important actually. Let's talk about that really quick. Is this something he always knew you wanted to do, and even when you were getting online and you weren't seeing success was he supportive, or were there any moments kind of like, "Oh, you aren't making any money with this yet so..."

Carrie: To be honest, I actually started an online business before I found you, and it was a total and complete disaster. I was trying to make speech therapy materials in my apartment and mail them to people. Oh my gosh, it was terrible. That was when we started dating is when I was doing that, so I think by comparison he was like, "Wow, this seems like a way better idea!"



He was definitely supportive of seeing that this was something I was interested in and was like, "Hey, whatever works. Go for it." Then as we get a little farther into my story there were definitely points where we had to have talks about, "Okay, are we ready to make this next leap?" and he was always 100% like "If you think you can do it then I believe you, and we can always go back and try something else if it doesn't work."

Pat: That's cool. I think that's a big thing people have to realize. A lot of times it's not like if you fail it's over and everything is done. It's if you fail then just try again, or try something else. In our minds we always think it's one extreme or the other.

Carrie: Yes, definitely.

Pat: So you started your online site, you're doing your private practice, and where did you go from there?

Carrie: Yes, and working at the schools.

Pat: Right, so when did things start to kind of change direction for you?

Carrie: I did that for a year, where I was working all 3 of those gigs. Then when it came time to re-sign my contract for the next school year, that was a big sit-down moment with my husband. I said, "You know, I think I can make this work. I think if I work on the private practice and the website, between the two I think I can bring in as much money as I was bringing in through the public schools."

We decided that I was going to just quit my job, and I went to the end of that school year, which would have been May 2013, and kind of set off on my own. Actually, I got an office for my private practice, so I was seeing clients in an office instead of my home, which was fabulous. For about another 2 years it started off with the majority of my money coming from the private practice, and I was just working on the website on the side.

Then over the course of 2 years the website grew and grew and grew, and by May of this year I was making about \$3,000 a month on the website. That was the point where I thought, "Okay, if I devote all of my time to this website I know I can make that a very sustainable income," so that was when I actually quit the private practice too and stopped seeing clients all together. I closed the office and just started working out of my home doing just the full-time website, and within a couple months I had it up to that \$10,000 that I was looking for.



Pat: That's very cool, and beyond that you said you have a little bit more flexibility in your schedule in terms of time with the family and all that stuff too.

Carrie: Yes, absolutely. I have a 20-month-old boy right now who is all over the place and into everything, so he needs a lot of our attention.

Pat: That's awesome. That's an amazing story and I'm so thankful again that you're here to share it. It's funny because when you mentioned you quit your job I thought you meant your school job, but you had quit that first, and then your own private practice.

This reminds me of how a lot of people actually start online businesses. They don't necessarily start a "private practice" but they might do something like freelancing, where it's their own stuff but you're still trading time for money at that point. Then they kind of transition into a website or something online.

I'm curious now in terms of your website, SpeechAndLanguageKids.com, what are your monetization strategies? How are you able to grow that? Actually let's go into the history of that website – when did it start, what was that process like, and how did it grow into something profitable?

Carrie: When I started it I pretty much was just going with the idea of pumping out content until it had enough to make it a really good robust website. I was probably putting out 2-3 new articles each week and just going through all of the different questions that parents ask me about speech therapy.

I actually started it intending to target parents of children with speech and language delays, so I had a bunch of information for parents on there. Then later, and I don't even remember when this was, but at one point I started keeping track of who was coming to my website, whether it was parents or speech therapists, and I found out that it was actually 80% speech therapists that were coming to my website, so I totally had to change directions without alienating the rest of my audience, which was a challenge.

I started it for parents and I had tried a couple ways to monetize it early on. I tried affiliate links and people just didn't buy through them, so I just didn't have much going on there. All of those little speech therapy products that I had made in my apartment and mailed to people before, I turned those into digital products and sold those for a couple bucks on the website.



And yes, I was getting a couple bucks here and there, but it just was not anything to live off of, so I eventually ended up turning those into where you just had to give me your email address to get them, and that was huge for growing my email list, so that helped quite a bit.

I didn't actually start monetizing well until December of 2013, so that was a little over a year into it. I finally finished my first ebook and the first month that was released I made about \$1500 off of that.

I think that was the first month I didn't lose money on the website. I mean I was losing like \$10-15, just like the hosting fees really, so it wasn't like I was pouring a whole bunch of money into it, but that was the first month that I actually started making money off of it, and that was well over a year after just pumping out free content over and over again until I had a following.

Pat: How did you sell that ebook?

Carrie: I just sent an email to my list and said, "Hey guys, I got this finally made. Anybody interested?" and people bought it.

Pat: Were you at all worried that nobody would be interested?

Carrie: Yes, absolutely! I had spent so much time writing it, and I'm pretty sure that was all while I was pregnant is when I was writing that, so it was definitely a labor of love. To actually see people buying it and the money coming in was just – oh my gosh, it was mind-blowing!

Pat: That's very cool. Then from there I see you're doing other things now, like membership sites and stuff like that.

Carrie: Yes. Since that first ebook I've written 2 other ebooks that are selling pretty well on the website. Then just this last January I started a membership portion, and that has been huge. That is really taking off.

I think what spurred that was I was listening to one of your podcasts, and I couldn't even tell you what episode it was, but one of them about membership sites. Someone was saying, "Here's these membership site ideas and here's why membership sites are awesome." Then I'd also listened to one of your podcasts about the minimum viable product.



I was kind of mulling these things over and I thought, "What could I do that people would pay a monthly fee for?" and I said, "Well, I can answer questions and I can do webinars," so I put together a sales page for the membership site.

I said, "I will answer one member's question every day with a short video, like a 5-10 minute video. I will do a monthly webinar on whatever topic you guys want me to, and I'll put together a Facebook group so we can all chat and kind of support each other." This was targeted for speech therapists, just to kind of help make your job a little easier.

I put up kind of a beta test in December of last year and priced it at \$40/month. I was kind of like, "I don't know how to price it. Let's try \$40," and I just had like a handful of people that were interested at that price, so I actually let them in and kind of ran it for a month to see how it went. Then I refunded all their money and I said, "Hey, you guys are going to be my members for life because you helped me get this started."

Then in January I launched it to everyone at \$9/month the first month, and then those people got to lock in their \$9/month if they paid in the first month. Then everybody since then has been coming in at \$18/month. I got about 100 people into the group in that first month when it was down at \$9/month, and I've gotten 300-400 more people since then, so we're up to close to 500 members now.

Pat: Whoa, that's awesome. What platforms are you using to manage that membership site?

Carrie: I have Wishlist Member set up on WordPress, and that's how I'm password-protecting all of the content. Then Infusionsoft is the shopping cart. Those two are integrated so that they communicate back and forth. I think those are the main ones.

Pat: Then you said the community was on Facebook, correct?

Carrie: Yes. I thought about doing a forum and I was like, "Well, people are already on Facebook" so I did the Facebook, and I have had a couple people complain that they're not on Facebook and they wanted access, but for the most part Facebook has worked just fine for that part.

Pat: And how important is that group to the membership site?

Carrie: You know, I did a survey a while back to see what pieces of the membership people were interested in, and I had a good portion of people that were interested in



the Facebook, but definitely not everyone is using it or really interested in it. I think the biggie is the webinars, and then the training videos when people have questions.

Pat: That's cool. It's actually very encouraging to hear that you've done surveys to find this out because sometimes you don't know. I've heard mostly from other people who have membership sites that the forums are actually a big component of the membership site, but now that you know that it's not then maybe you could put your energy and time into something else, and you have been, which is really awesome.

I want to point out a couple things you mentioned in an email here. You listed all these bullet points of things we could talk about, and again thank you for that. You talked about LeadPages and how that has helped you. I'm an advisor for the company and I'm very excited about hearing that, so I'd love to hear how LeadPages specifically has helped you.

Carrie: Sure. I even pulled out some numbers for you today, Pat. I'm all over it.

Pat: Nice! You know I love numbers.

Carrie: Before I started using LeadPages I was getting about 20 new subscribers per day to my email list. This was just through a free giveaway on my website.

Pat: The same giveaway across the whole website?

Carrie: Yeah. I maybe had a couple optin forms, but it was the same lead magnet. Then I listened to your podcast episode on LeadPages. Are you noticing a theme? I listened to a lot of your podcasts.

Pat: That one is Episode 78 probably with Clay Collins.

Carrie: Yup, I think it was, that very first one you talked about it. I was just like, "Okay, this makes total sense. I'm going to do this." Basically what I learned from that podcast was I can do a new giveaway with every blog post I put out, then that's going to bring in more leads because people are going to be interested in something that's specific to that blog post.

Like if I put a blog post out on "How to teach the F sound," then my lead magnet for that one would be a whole set of flashcards of words that contain the F sound, so it makes a perfect complement to what they just read. It's basically like, "Here's how to do it, and here's the materials that will make it easier for you to do it."



I basically just made a new lead magnet for every blog post, and I went from 20 subscribers a day to 80 subscribers a day, just doing that. That was the jump just when I started it, but now that I have a whole bunch of blog posts that have that, and they're all bringing in SEO, now I'm at 191 subscribers per day.

Pat: What? Are you serious? That's so awesome, so it's kind of stacked on each other over time and just helping you more.

Carrie: Yeah, and I think the big key there too is that most people in my space right now in the speech therapy or speech pathology niche are selling their small therapy materials for 99 cents or \$1 or \$2. There's actually a website called TeachersPayTeachers.com, where you can go post things that you've made as an educator, and other educators can buy them. That's how most people are getting their materials. I'm coming along and giving the same quality of materials, but all you have to do is give me your email address, so it's kind of a no-brainer.

Pat: Right, and then they get into your email list and what happens after that?

Carrie: I was using Aweber for a while, which is fantastic. I have no complaints with Aweber, but since I had 2 or 3 very distinct segments of my list – I had parents that were coming to me, I had speech therapists that were coming to me, and then I had a small group of other educators or professionals like occupational therapists or teachers and that kind of thing – so I kind of had these 3 distinct groups, and I was having trouble speaking to all of them differently.

What I really wanted to do was when they opted in for one of the free giveaways on LeadPages I wanted them to be automatically segmented into a list, and LeadPages will let you do that but Aweber would not integrate with that to let me do it, so I went to Infusionsoft. By this point I had a pretty big list anyway so I was ready for some more sophisticated marketing tools.

Infusionsoft let me put that radio dial on each optin box, so they say "Yes, I want your giveaway" and then they had to pick if they're a speech therapist, a parent, or another educator. When I did that, that helped my sales a lot because I was able to specifically target what those groups needed.

Pat: That's very cool, so you're having them self-segment as they're entering their email address?



Carrie: Yeah. I had tried having people segment after they got in, and people just didn't click so I was like, "Well, if they have to choose in order to get it, then they're going to do it." I'm sure that turns a couple people away, but obviously I have enough people coming in that it's not a big deal.

Pat: In the programs that you sell, are you selling the same program to each of those different segments and you're just kind of framing it in a different way, or do you have specific products for those specific segments?

Carrie: Yes and no. The membership site is just for speech therapists, and the reason for that is because if I have a parent come in and say, "Hey, this is what my kid's doing. Tell me what I should do," then I'm essentially doing speech therapy with that child over the internet, and in order to do that I have to have a license in the state where the parent is, and I have to see that child face-to-face and have some face time. It could be on the screen, but I would have to set up an actual therapy session.

So in order to keep it ethical and not lose my license, that membership program is just open to speech therapists because they can just say, "Hey, what would you do with a kid like this?" and I can say, "I would do this."

The membership site is just for speech therapists, and all of my ebooks are written in language that parent could understand, but it's still helpful for a speech therapist. That way I can use the same ebooks for all 3 segments, but I can market it differently.

Pat: That's very cool, I love that. I think segmenting is super smart. Infusionsoft obviously helps somebody do that. Infusionsoft is too complicated for me so I use Convert Kit for that, but there's a lot of other tools that do that too, so I think that's great.

Then the other thing you mentioned here that I want to talk about is related to how you've been able to partner with other people in the same space as you, which I think is obviously very important for anybody in any niche. You want to get to know who the other players are so that you can share each other's resources, but also JV and partner with them in terms of promotions. How have you been able to do that?

Carrie: I have to say for the first couple years that I was doing this I was so nervous to approach other people in my space because I just thought, "Oh, they're going to think I'm trying to edge in on their space." I just didn't feel confident enough in what I was doing.



But recently I met another guy, Luke, who does Home-Speech-Home.com. We're pretty much targeting the exact same market, but he's more into apps and I'm more into the ebooks and the membership portion. We started talking and we were like, "You know, I feel like there's a lot that we could do together to kind of build off of each other's momentum."

We're pretty much at the same level in our businesses, so we decided to do a Speech Therapalooza.

Pat: Speech Therapalooza? Is that an event? That's awesome.

Carrie: Yes, we made an online event. It wasn't like a conference, it was more like just a fun hangout. We did Google Hangouts on air and we had about 3-4 other speech therapy bloggers come on with us, and we all just went round robin and talked about some fun ideas for back to school. It was around back to school time, and we got on and just had a bunch of fun and talked about our resources. We each told about a bunch of free stuff and then pitched one of our paid products. I think we had 3,000 people watch that Hangout.

Pat: Wow, so you were each promoting it to your audiences for this big event leading up to it?

Carrie: Yeah, so that was a huge success and we all got tons of traffic from each other's websites. Luke and I are setting up another one this month because the national speech therapy conference is next week. Neither Luke or I can go because we both have young children and it's really expensive to go get a booth there and all that, so what we decided to do was to do some networking at the event without going.

We have set up a Facebook group and it's the unofficial ASHA 2015 photo scavenger hunt. All throughout the conference we're going to be posting photo challenges for the people that are at the conference. It's going to be things like, "Go to this booth and take a picture, or take a picture of somebody with the same first name as you on your name tags," and then they enter to win prizes.

We got a whole bunch of other bloggers in our niche to participate with us and give prizes away, so they will have the ability to have people go to their booths to enter the contest or pull up their website, something like that. Then we're going to have alternative challenges for speech therapists that aren't going to ASHA so we can even reach a wider audience.



We just started promoting that group and we already have like 192 people in it, so I think it's going to be fabulous.

Pat: That's really fun. That's so cool. It's just interesting because coming from somebody who was working in schools a while back to now creating Speech Therapalooza with your own stuff, what does that feel like to know that you're doing this on your own?

Carrie: Oh, it's so fun. The reason I got into speech therapy was because I love helping people and I love creating things. I'm a very creative person, so being able to create things that help way more people than I ever would have reached in those schools it just like the ultimate in rewarding. I'm just so fulfilled with what I do now.

Pat: I'm so proud. That's awesome! The last thing I have to ask you is you mentioned that you had a mindset shift a while back with your business. You decided to see how you could 10X your goals. I think this is a big lesson, and I want to end on this because it's just something that we should all be doing because we always under-estimate our goals. We always try and just limit ourselves in terms of how far we can go. You decided at one point to 10X your goals, so tell me about that.

Carrie: I have to give credit to Grant Cardone on this. David from my mastermind group will be really mad if I don't, because he's the one that told me to read the book. I read *The 10X Rule* and although I do think that Grant Cardone is a little bit harsh in the way he approaches things, I really liked his idea of thinking about instead of just taking your goal to where you think it needs to be, try to shoot for 10X because even if you fail you're still probably going to go over what you were originally planning on making as your goal.

For example, when I read this book I had been thinking, "Man, if I could get to \$10,000 a month by December 2015 that would just be incredible. I would really like that." Then I read the book and I thought, "Okay, well let's 10X it. I'm going to get to \$100,000 a month by December," which sounds ridiculous, but I read that and decided on that in August, and August was the month that I made \$10,000.

In my mind what happened was instead of thinking, "Okay, what could I do to earn an extra \$200?" it was, "Oh man, I've got to make a lot of money this month. What could I do that would take the same amount of time but would earn me \$2,000?"

It was a total mindset shift of instead of thinking of this as my side job like, "Okay, this is just something I'm doing on the side to make a little extra money," it was, "Okay, if



this was the premier speech therapy website in the world, what would I be doing?" I thought, "Well, I sure as heck wouldn't be doing my own website design anymore because I'm terrible at design," and the website looked awful.

It was about this time that I was on the 1 Day Business Breakthrough podcast, because you and Chris were looking over my website and you were like, "Well, it looks like you've got everything here, but it's really hard to find stuff." I had taken Amy Porterfield's Profit Lab course and she was also talking about how design was kind of a challenge in trying to find things.

I just thought, "Why am I still doing this? If this was the #1 speech therapy website in the world I'd hire someone to do that," so I hired somebody to redesign my website and it looks amazing now. I hired someone to do my social media. I hired somebody to help me answer emails, because I had way too many of those. And I hired somebody to help me make my email autoresponders better.

I started hiring out more and more and just changed my mindset. Instead of just, "What can I do on my own to try to make a little bit of money?" it was "How can I build a team to help me create this vast empire almost?" That was kind of my mindset shift.

Pat: I love that. I love how it just changed the actions that you wanted to take from that point forward. I know this is something that I've done very well. It's taking those big bold actions, because if you don't take those big bold actions you're not going to get big results.

Carrie, thank you so much for spending time with us today and sharing your story and all the tips. I'm so proud of you and I can't wait to hear how far you go with this. We'll have to have you back on at some point to talk about everything you've done since today. Keep rocking it out, and thank you because I know this has inspired a lot of people.

As far as I know, this is scheduled to be the first podcast of 2016, so I want to thank you for that and I think we're off to a great start here. My book should be coming out soon too, so I look forward to sharing that with everybody.

This is awesome, so Carrie, where can people find out more about you and see what you're up to?

Carrie: You can go to SpeechAndLanguageKids.com. That's my hub. It's got all my stuff there. I'm also on Facebook and Twitter. You can just search for me by



speechandlanguagekids, but most of my stuff is over there on the website, so head on over there.

Pat: Awesome, and the website does look great.

Carrie: It looks so much better than it did!

Pat: I remember, and I actually hadn't seen it for a while and it does look so much better, so well-done.

Carrie: Yeah, they did a great job.

Pat: Keep up the great work, Carrie. We appreciate you.

Carrie: Thank you so much for having me on.

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Carrie, thank you so much for your time and for sharing your story. For everybody else out there who wants to share their success story, all you have to do is send an email to pat@smartpassiveincome.com and put 'success story' in the subject line. My executive assistant, Jessica, will put those in a specific folder, and when it comes time to look at those success stories to include them here on the podcast, I go through those and find the best ones to share, because I know you guys love these, and I hope you loved this one too. Again, Carrie, thank you so much for your time.

If you want to get all the links and show notes to this episode, head on over to smartpassiveincome.com/session195.

And we're off! This is the start of the new year, with a lot of great stuff coming. You'll hear some stuff related to my upcoming book in the next couple weeks because that is launching on February 1. Really quick if you want to check out where that's at now, head on over to willitflybook.com. I'm so excited about that, oh my gosh! But we'll talk more about that later.

I also want to thank today's sponsor for this episode, which is 99Designs.com, an awesome website you can use to get designs done for any parts of your business, actually even non-business related stuff. I've had stuff done for t-shirts for friends and family and that sort of thing, so whatever you need designed – logos, all the way up to



an entire website or a food truck wrap or a t-shirt. Whatever you need done, head on over to 99Designs.com/spi.

What you do is you put a description of what you're looking for, and then people from around the world will design and try to fit what you're looking for, and then you get to pick your favorite one. So you don't just work with one designer, you work with a bunch. If you can't afford that single one designer for your own business, this is a great economical way to get a quick turnaround for a design that you can use and love.

Just head on over to 99Designs.com/spi and you'll also get \$99 that you can put toward your next design project. Again that's 99Designs.com/spi.

Thank you so much. I look forward to serving you not only in the next episode, but all throughout this year, both on the podcast and on the blog and on SPI-TV. Like I said, there's a lot of great stuff coming, not just the book, and I hope you are ready because I'm ready.

Cheers! Take care and I'll see you in the next episode. Bye.

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

Links and Resources Mentioned in This Episode:

[WP Wishlist](#)

[Infusionsoft](#)

[LeadPages](#)

[TeachersPayTeachers.com](#)

[AWeber](#)

[The 10X Rule](#)

[ConvertKit](#)

[SpeechAndLanguageKids.com](#)

[Smart Passive Income Podcast Episode 78: Rapid Audience Building For Accelerated Hypergrowth \(From Scratch\) – Landing Pages and Conversion Optimization](#)

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