April 6th, 2016 Group Coaching Call

Hey everyone, this is Yaro here coming to you live from Portland in Oregon in an Airbnb. I don't have the most exotic background at the moment but I try to do the best I can with the lighting here, so hopefully you can all see me.

As always, just to start, if you could go to the chat room and just let me know if you can hear me and see me and just say hello and where you're from so we know that technology is working here on this Webinar Jam Hangout, this live webinar.

I'm seeing some attendees. That's a good sign. Now, I just need to make sure the chatroom is working and then, we'll get straight into questions. So, we have a lot today, well, not too many but some long ones, and I also have a video to play for you guys, a training video that I put together after doing a presentation in Vancouver. Actually, I did a couple of presentations in Vancouver last few weeks and I wanted to make them into special trainings for inside the community, and also released them first here in the actual live webinar. So, we'll do the first one today. So, here we go.

The chat is coming through now. Hello to Valentina, Sandy, Barb, Ruth, Irene, Amanda... Okay, good looks like everything is coming through loud and clear at my end.

One of the things I'd like to ask you guys first off is whether you can see if my audio is out of sync with my video. For pretty much all the webinars I've ever done, I've used this which is my USB microphone. It's called a Rode Podcaster. I use it for everything, basically all the training videos I do when I record my screen and I've used it for all my webinars. I noticed now that I've have actually gone back and taken a look that all the live broadcasts like I am doing now with the webcam showing me and not showing the slides, the audio is out of sync with my voice and it's pretty significant. It's a good two or three seconds out of sync. So, I'm just experimenting. I played around with this last night and I'm using the microphone built into my Macbook Pro for this session at the moment.

It might still be slightly out of sync just because I'm on not quite perfect broadband internet here in Airbnb. It's a bit slower. But, it should be reasonably close to being in sync with my mouth, maybe just slightly off as Barbara has just told me. So, if you just want to let me know in the chatroom, how close am I by saying things as I say them? Does that make sense? Everyone's saying it's a little bit off. Okay, good to know. Hopefully, it's just the internet and not actually the microphone. I'm pretty much sure it's my USB mic.

So, anyway with that technology issue out of the way, we're going to dive straight into this. If you've never joined me on a live coaching session before, just to give you some brief introduction to how this all works.

The first thing you need to know is there is actually a thirty-second delay. This has nothing to do with my audio and my video. It's actually with what

you see. It's kind of like live television where you don't actually see it live immediately, receive it slightly delayed. And that's just the way Google Hangouts works. I'm actually using what's called Webinar Jam to run this webinar which is an app that sits on top of the Google Hangouts On Air system. We're at the mercy of how Google works and in this case, they have a twenty to thirty-second delay.

The only thing that's a little off putting about that is when I ask you a question, I have to wait twenty or thirty seconds before I actually see your replies in the chatroom which is why sometimes it's strange that I keep rambling on after I ask you a question. That's just me waiting for the chatroom and basically waiting for you guys to catch up in what you're watching.

The other strange thing about it is if you join me live, which is something every person who is participating can do if you want to, that's why we have a one-on-one coaching session where you ask me questions so we can talk about whatever you want to deal with, if you do join me live, you come into a live stream. Then, when you finish talking to me, you go back into the slightly delayed stream. You might watch yourself for ten to twenty seconds after you've asked me a question.

The other thing to be wary of, when you do ask a question, how the process works is you should see a request to speak button on the right side of the control panel, the Webinar Jam control panel. When you press that and I invite you to press that now if you want to talk to me at some point during this webinar. I will get a little red finger point that's basically telling

me that you are requesting to speak. What I do is one by one I go through everyone who has requested to speak. When it's your turn, the software is going to ask you basically to have permission for your webcam and your audio to join me live on this Google Hangout. You have to say yes to all of those things.

One thing to be aware of, there can be some conflicts, some technical issues. Sometimes, for example your browser may not be compatible or may not be working. I've had some issues with Chrome. That's why I'm using Safari right now on my MacBook Pro laptop here.

If it doesn't work for some reason, make sure your microphone's working, the camera's working if you want to join me on video. You might need to try again and just try a different browser. This is the same sort of instructions if you have any technical issues even if you're not asking me a question or you're not talking live, you're having any issues with stream, it disconnects, then just restart your browser or even restart your computer if that doesn't work and try and join again. Make sure when you join, you always use that Webinar Jam link that you got in the email when you registered for this session.

The other possibility, it hasn't happened in a long time but if my Internet drops completely or my computer crashes completely, this webinar is considered over. If it happens right at the start, I'll quickly send an email with a new link. It will take me about fifteen minutes to get it set up. We'll just start again a brand new webinar. If it happens towards the end, we might hold off but whatever the case, just look out for an email from me

with instructions on what to do. But, it hasn't happened in a while so hopefully, it won't happen today.

I've already seen one question, one hand raised from Ruth. And Ruth actually happens to be one of the people who I know who has sent in an email question in advance. How this works is I jump back between live questions and email questions. We're going to do that for the first part of this webinar. And then, in the final half of this webinar, I'm going to play you a training called, "My Top Ten Blog Monetization Methods". The top ten methods I have used to make money with my blog in the last ten years. That's a training. It's almost an hour long, a little bit longer than I usually release for the community. It's because I did it as a forty five minute to an hour presentation for a Vancouver meetup. This one really is a brand new presentation. I only presented it once in Vancouver. It goes through all the different ways I've made money with my blog in the last decade because obviously, I started blogging in 2005.

Over those years, I really did try many different methods. If you're curious, outside of selling your products and services, which is what I talk about the most today, if you're curious about other methods, and certainly other methods have worked in the past and that still work today, but you're not familiar with the different options, that's definitely the training you should look out for coming to you at the end of this webinar. I'll press play on that once we run out of questions.

Let's dive in with the questions now. What I'm going to do is, Ruth, I'm going to invite you in by inviting you to become a speaker right now.

Fingers crossed, you'll get to join us. I know I have an email question. I'll wait to see if we can get you live first. That way we can deal with any questions live.

Hopefully, the system will work well. It's looking good from my end at the moment. I did a broadband test before I started this and I have about ten megabytes per second upload and download. It seems to be fairly competent. I'm looking at [*unclear **00:08:54***] stories which I believe is Ruth. Ruth hopefully, you might be joining us. I can see your little icon there.

Can you hear me, Ruth? Maybe not. I'm showing you as live Ruth but I'm not seeing any audio or video coming through from you. You might want to check your microphone and your camera. I'll just check in the chat room.

Just regarding the chatroom, if you want to ask a question, it's preferable if you either raise your hand to speak to me or you email your question early like some other people have done. I do sometimes get to the email questions, sorry the chat room questions. If you are listening in as we go through this, the chat room is there for you guys to interact with, it's meant for you to use as a discussion tool. But, if there are any questions that come through, I sometimes have time to get to them. Sometimes they come through right in the middle of the questions so I can just add to it. Don't be afraid to use the chat room in that way.

We also got a couple of my team in the chat room as well. I got Martha as you can see in the chat room, she's got EJ Customer Support next to her name so you'll know that's her. And Amanda as well I believe has come

through. I've seen her name there as another customer support team member, so if you have any technical issues you can type in the chat room.

Ruth, you're live with me but your camera and your mic are not working or perhaps you're having some conflict issues. I think we're going to have to kick you out and you can try this again. What I'm going to do is I've booted you. Sorry Ruth. If you want to put your hand up again, we can try that again. But, you might want to just check that your camera and your microphone are working at your end.

What I'm going to do now is jump to the email questions while we wait. If you want to talk to me live anytime, hit that request to speak button at the top right corner of the Webinar Jam panel on the right side and you can join me live.

I'm going to switch my screen now to the email questions. I have Ruth's questions highlighted there and I'm going to scroll back up and start at the beginning with Ladislav. So Ladislav, he sent this email question in advance…

"Thank you very much for your simple way to teach us some important and practical things. Due to the courses, I am able to teach others such things as newsletter and email courses. People who are over forty to fifty years are very happy because nobody taught them until now about this."

It looks like Ladislav is getting some success teaching people who are in their forties and fifties about internet marketing which is always an option.

You can define your niche based on an age group that can work well. Ladislav's question is…

"How do you stay focused on your goals and at the same time, have time for your mind to relax? I'm in the situation when I set a goal and work hard to achieve it and this makes me read a lot, work a lot and often I do this seven days per week. I overwhelm myself with work and tasks…"

Yes, Ladislav I think we've probably all been there, especially during the beginning, if you're really focused on meeting a goal and you got to build a lot of things as you always do at the start, there's a lot to do, a lot of education, a lot of practical steps to take. Yes, that's normal.

What I find especially as time goes by, you start to build "assets," as I call them, inside Blog MasterMind. You build traffic assets, content assets and those things are your platform and it means you have to do less work in the future.

My first piece of advice is this is not going to be forever. You won't have these long seven days a week forever unless you choose to, but at some point, your traffic will become more consistent without you always having to work for it. Your sales will come in more consistently. You'll have more products, you'll have more articles, you'll have more emails in your email lists. All those things become less stressful.

But, one thing I can recommend that's worked really well for me in terms of balance and not getting yourself overwhelmed, overwhelm usually comes

from a simple fact of you trying to mentally control every aspect of your business including things that you don't actually need to do now. Prioritization and getting your goals for today are really important.

I actually teach inside my Mindset training and I think I also covered it in Blog MasterMind. It's kind of like a three-step process. Really, the main action you can do is what's called a brain dump. A brain dump is when you take everything you're thinking about, all these things that are overwhelming you and just writing it down in one big, it's called a brain dump, one big brain dump into either a piece of paper or digital. I use Evernote in my case or some sort of text software on your computer. Your goal is to get everything out of your head, everything. That literally mean even the things you might be thinking about in your personal life, your family life, exercise, just get all the things you want to do, all the things you think you need to do in the future.

At the start, you just write it down in one big long dump literally. You might have all the business things you're thinking of doing in the future, even just simple things like titles for articles you want to write in your blog, the content you want to put in, products in the future. Just get it all out. The most important thing is you don't want to be taking that as, you don't want to be controlling that in your mind. You want to be using tools in the world to store that. You can go back to it so you don't have to think about it during the day.

Then, what you do is you actually go through a prioritization, a categorization process. You take everything that's on that document or on

that piece of paper and you start to group it into categories. They might be personal life, family, friends, health, exercise, and then you might go into your business category where you break it down into, "This is what I need for my blog..."

"This is what I need for my email course..."

"This is what I need for my products..."

"This is what I need for my marketing..."

Just put it into those categories. What you can do is just pull only the things you need to do in the next day, the next week, the next month. I wouldn't even go as far as that. I do a weekly accountability thread inside the community. If you look at it, I do three to five tasks each week. That's it. I don't get overwhelmed because I know there's only three to five tasks I have to do. I pick three to five tasks that are most important. If you want to study this more, I do cover what's called the Theory of Constraints and the 80-20 Rule. It's inside my Mindset and Productivity e-guide and also inside Blog MasterMind. I won't dive into those two in much detail but they are simply again methods of choosing the most important things for you to focus on.

The way to not feel overwhelmed is to only focus on what you need to do today. What are the most important problems you need to solve now and ignore everything else. The reason why you feel overwhelmed is you're trying to do everything now including things that you don't need to do now.

A good example of that is education. So many people will read books or read blog posts, watch videos, even just you know looking at Facebook content and it's content that you don't actually need to apply to what you're doing today. If you're not up to the stage of creating your products, stop reading about product creation. If you're just up to the stage where you need to get more subscribers to your email list, focus only on education and activities to grow your marketing, to grow your traffic.

Don't worry about product creation. Don't worry about webinars if it's not time for you to start doing webinars. Don't worry about videos or podcasting if you're all about writing. Ignore what you don't need. That is the key to avoid overwhelm.

This gets a lot clearer when you do things like a brain dump because you can go "Okay, cherry pick this five tasks. That's all I'm thinking about, that's all I'm studying and that's it." That makes things a lot more relaxed in my opinion. I find that a very comforting practice myself.

Now, if you are interested as Francis has asked about getting a copy of the productivity e-guide, it's called my Mindset and Productivity e-guide. It's a product you can buy, just go into EJinsider.com. I might ask if Martha and or Amanda can find the link directly to the sales page of my Mindset and Productivity e-guide and stick it inside the chat room.

Some people already have it. If you're part of, well, if you bought it in the past, it is covered in Blog MasterMind though in some degrees. The

Productivity and Mindset e-guide is definitely more focused on just those subjects of mindset and productivity wherein Blog MasterMind I just covered a bit of the most important things like the 80-20 rule, the Theory of Constraints and the brain dump technique.

If you want to get it, it's about $49 I think and sometimes I run a special on it. Community members, you can look out for changes in the community later on in the year where you might have access to that as well as I will be starting to reward long-term community members with some of my other products, so you guys in the community can look forward to that.

All right Ladislav, I hope that helped answer your question. If you want to talk more, you know what to do. You sent me a lot of questions so I'm not too worried about speaking to you in the future, Ladislav. Thank you for your question.

I'm going to go back to the live questions. Let's see if we can get Ruth in again. Ruth, I'm inviting you live now. Hopefully you can get your mic and your camera at the very least your microphone working and we can have a live session. But, right now you should be being asked to say yes to some buttons that are requesting you to join me live.

As I said, the chat room is there guys. If you want to talk about anything, Martha, thank you for sharing the Mindset e-guide link there. If you check the chat room, that's the sales page for the Productivity and Mindset e-guide package which you can find in there, Francis if you're interested.

All right Ruth, still waiting on you to join us. Just a reminder, I do have that live training coming at the end of this and it is a long one. If you really want to catch it all live for the first time, you need another hour to add on top of this webinar. Community members, you guys will get a recording of that of course, as well plus I will get a transcript eventually of that extra training at some point later in this week though after I put the recording up. But, of course, everyone gets the recording of this webinar.

Ruth, I'm not seeing you join this time live. I'm wondering if you're having any issues. If you want to type in the chat room Ruth, just to let us know your status on this whether you're trying, it's not working, or what happened before with your attempt to join me live, and while you're doing that, I'm going to just switch back to the next email question so we can progress through them.

All right, Marie is next. Marie says…

"I didn't think I could do Blog MasterMind this year but here I am. Yay!"

That's fantastic Marie.

"I have a question, perhaps you could help with on the call or direct me to an answer via your blog. The questions is, I'm just jumping back online after a few years out of the business world. I'm a marketing coach for recruitment agencies and I plan to sell online training and white label products to my target audience of small to medium businesses. But I'm struggling with a head versus heart problem. My heart is saying to set up a

true blog format like yours, for example and sell it from there, but I have a nagging sensation at the back of my head that's saying, 'Set up as a traditional business i.e. static website with a blog attached as that will make me more credible for my target corporate audience.'

I only want to work in the online space and operate virtually. Have you encountered this problem before? I really don't want a static website. I want to blog but I'm having trouble getting over this feeling."

That is a very, very common feeling, Marie. It's a funny one I find because I understand maybe ten years ago there was a very clear distinction between what a blog is and what a corporate website is. Certainly, there's a difference to the static website that looks like a brochure which is probably what you're thinking about when it comes to a corporate website. And then a blog looks obviously like someone's writing content on a daily or a weekly basis.

What I found though is those things are merging. If you go to a lot of what you might call "corporate business sites" they might have a landing page that's about a product and offering a trial especially when it comes to things like software, and then you'll find immediately under it, lots of content because at the end of the day, corporate blogs or websites are in the business of content creation. They know that in order to get search traffic, in order to build trust, they have to deliver content as well.

I think what you need to do is see the corporate side and the blog as one. They're merging. The only decision you might want to make is just that

simple choice of the place that I put fresh content, is that a sum section of the site or is that the home page of the site, or is it both? I actually think both is the best way to go.

If you look at a lot of modern blog designs, what you'll find is an opt in form, a very big opt in form at the top and underneath that you'll have a core message about the business. "Hi, I'm in the business of helping you do this," and then immediately under that, links to latest blog posts.

You're doing everything you need to do. You're presenting your corporate message and remember, when you say "corporate", you're also just talking about the look and feel, the font choice, the color choice, the sizes of images, the layout, the overall look. Now, I understand if you think of blogs as sort of this very basic, over the top sometimes and on not well-designed websites, then that is not a good thing for a corporate audience. But today, if you go and spend any time looking at some really top quality blog themes, they're going to look as good if not better than what you would call a corporate website. I don't think you'll have any problems with that.

What you should do is start digging into these themes and find ones that do the most important things, which is one, get a very clear email opt in box at the very top. Two, have a way to update content that search engines can find. This is something you have to understand. Although you feel like your home page of your blog in your website is really important, and it is in terms of making an impression to someone considering buying from you, the way people actually find your blog posts is usually through search and they go directly to the post not to the homepage.

What's important is your blog posts are well-formatted, good SEO and most modern themes will do that for you by default. That's where that benefit comes from. It comes from search traffic. It comes from social traffic and all of that is direct to blog post, not direct to the home page. I would just recommend nice theme and that will tick the box for corporate and tick the box for blog and content distribution.

As you go through Blog MasterMind, you're going to see me emphasize make sure you have this type of opt in box and consider having a header, a footer, a pop-up. Maybe a welcome at the side bar, all these different types of things because at the end of the day, it's actually getting people to begin a relationship with you through email so you can continue to contact them over time sharing your blog posts. That is half the battle. That first impression while it matters, what really matters is does the headline that invites people to join the email list compel them for more information? That's the question I'd love of you to ask me next.

Can you look at my headline and tell me whether you think this is a good headline for my opt-in box? That would be a great next step.

I hope that helps, Marie. I think I saw you say hello in the chat room there so let me know if you want to follow up with that in the chat room or if you have any other questions, then we can talk about it there. Otherwise, I'm going to jump back to live and see if we can get Ruth.

Ruth, I saw you in the chat room, I'm going to close you down again and if you want to raise your hand one more time Ruth, and the same goes for anyone listening in here today. This is an 11AM call. I don't do that many morning-- I will call it morning calls. I think the time difference doesn't work for a lot of people in certain places around the world. This is a good opportunity for some of you who can make this time if this is not your usual time for you, depending on you being able to make the other times we do. Great chance to speak to me live. Hit that request to speak button as Ruth has done. And, we shall keep trying with you Ruth.

I'm going to have to try one more time, Ruth. I think… where are you? I'm going to invite you as a speaker now, Ruth because I've got you in the chat room. I can do that. Here we go… Let me know if that works this time. Hopefully, it will work. It worked the first time but we didn't work with your microphone.

Marie in the chat room? Yes, great Marie. So, Marie says, "Thanks Yaro. Very helpful. I appreciate your advice and expertise. That's good to hear."

Ruth, you've been reset so you should be basically getting the request to invite you, to bring you onboard the live chat like you got the first time. I'll drink some water. Ruth, the system tells me you're currently invited to speak. So, anyway while you're figuring that out I will jump back to the email questions that we have some more still. And, if Ruth you jumped in live, I will know about it and we can just start answering your question. Okay, moving on from Marie down to Pacita. Pacita asks…

"I'm presently studying internet marketing to develop that skill which I think I am deficit in. I want to document my progress through blogging, which Natalie McNeil did in her early blogging days from what I heard from your podcasts with her."

Oh, I'm seeing a face. Hold on, Pacita. We'll pause that and I think we got Ruth here so I'll be back in a second, Pacita. And Ruth, hello.

RUTH: Hi. Can you hear me?

YARO: Yes, we can see and hear you.

RUTH: Okay, I found these headphones so I hope they're going to help.

YARO: Go ahead, how can I help?

RUTH: So I started the course with you a while ago now and I've set up all of my, the basics, so I created a funnel, got my website set up probably in January and since then I have tried to implement the funnel.

I started with trying to intrigue people to sign up through a free one-pager. And then, after that, there's other things to pay for whatever really small things and then, a course about cooking.

I'm trying to figure how to get followers or people to subscribe to my list, entice people. My challenge is that I'm going out of my-- I want to entice people out of my local area because I'm a therapist in my local area and I'm

in California. I don't need to personally probe on this. And I didn't really want to mix the two, I guess.

I don't know if that's possible. Maybe I'm trying something a little too--"

YARO: It might be hard if you get really famous because they'll Google your name and--

RUTH: Yes, well I won't worry about that just yet.

YARO: Yes, I think I remember reading your email question. You've got one coming up I think immediately after Pacita's. I do remember you saying you were doing some simple things like comments and maybe forums, was that right? But, that wasn't really bringing on much yet. You only started in January, right?

RUTH: Yes, it's when I first put it in there.

YARO: Okay, yes. Sorry, are you in Blog Mastermind or are you in the community or both?

RUTH: Blog Mastermind.

YARO: Okay great. So, there's [*unclear*] workshop in Blog Mastermind sort of say pick a platform and try and dominate and really spend your time there.

The issue with comments and blogs and even to a degree, forums, it is not what I would call, and this is an old term I used a long time ago, I had "rivers and streams" of traffic. Streams are trickle. They're really small and forum comments and blog comments are quite difficult to get huge traffic from and it's certainly a marathon and not a race method. It's not going to bring traffic quickly. It can work but it's not the thing I would spend most of your time on. But what I would recommend today is what you need is like a bigger source of traffic and breakthrough source of traffic.
The first thing I recommend when considering where these would come for you is actually asking yourself what's your strongest content format, and by that, I mean are you a writer? Are you a video person? Are you an audio person? Is there a social platform you particularly like? Do you love Pinterest, sharing pictures? Do you love doing podcasts maybe either interviews or just teaching through audio?

Do you love creating slide presentations where you can spend time on SlideShare for example? There's all these platforms that already have traffic including other big blogs, other big websites and people who have email lists.

What you need to do is go "Okay, I'm going to say, I'm going to just teach on Youtube, I'm going to sit there and commit to just doing what you're doing like now. Sitting in front of your computer and teaching a lesson and you do one a day. I'm going to guide people through some information and try and build my brand that way."

And then, the secret here for actually getting the traffic is not just placing content on a platform. The same with blogging, you can't just sort of write and expect huge traffic instantly or suddenly. What you need is someone else to expose their audience to your work. For that to happen, you need another human being is the short answer. You need someone to interview you on a podcast, or link to you from their blog post. Or, you need to have your blog post written on their site so it's a guest post as it's called today.

You need to have someone with a lot of Twitter followers, send a bunch of tweets out to your content, someone on a popular podcast or a popular YouTube channel interviews you. Or, you can just recommend something you created, someone with a large email list recommending a free report you have or recommending your email opt in, your landing page. You have to kind of pick and choose where is your target audience then, which person is a likely candidate for me to breakthrough onto their audience.

This is actually the hardest part, I believe for people who are not comfortable with marketing because this is relationship building. This is getting out there and knocking on doors and making friends first or offering you help people first and then, finding the opportunities eventually to get your content on their platform. That is the key. Without exposure, it's very difficult to get traffic.

The problem with the free and easy methods that don't involve other human beings is it's much slower and much smaller. That's why leaving a comment on a blog at the end of the day, how many people read that blog post, how many people leave a comment, right?

RUTH: Oh no.

YARO: Forums can be better if you spend everyday writing 10 or 20 posts really helping people, but people in the forum will start to see you as someone they respect. But, that can take months. You really have to build up a brand almost within the forum itself. And then, bring people back to your own landing page, your own blog.

I would end my spiel here by asking you what do you first of all feel as your strongest content format or medium?

RUTH: Right [*unaudible*]. Did you hear me?

YARO: Sorry, I'm not hearing any audio. Go ahead.

RUTH: Writing is… Can you hear that?

YARO: Yes, yes. Writing?

RUTH: Okay, writing is my preference and just using creativity within that. Maybe down the road during interviews so I comfort [*inaudbile*].

YARO: What do you help people solve? What's the main problem?

RUTH: Using the combination... I thought, well, I am a therapist so, mostly I've been focused on… I guess the angle I'm taking is I don't use labels so

depression, anxiety, all those things that people have, I guess I want to address them in a different way.

YARO: Okay, what I recommend is, I don't feel this is going to be you forever but I would pick one condition. I know you don't want to label but let's just say depression, for the sake of this discussion.

RUTH: Yes.

YARO: And then, your differentiation factor, your process, your system, even your personality whatever it is, what you're going to do is you need to go and think about, if I was to get an article published on another website and not even one really. What I'd like you to do is go out there and do some research and find ten to fifty other blogs, websites, magazine sites, and pick the best ones that you could imagine having your own article published on obviously linking back to your site.

You might only need two or three of them to say yes to you. They may even give you a column. I'm actually noticing this is perhaps a better path. You can get one like lest to say, Psychology Today. They're a big group. I don't know how easy it is to get content on their site. You have to find perhaps a journalist or an editor contact within their organization.

Some sites like Huffington Post, Business Insider, Elite Daily, they actually have standard procedures for wanting to become a writer. They let anyone from the public do that. You might have to show examples of your writings, show them your own website to prove that you're legitimate and so forth.

But if you can get one or two of them to say yes to start a column, you're basically a journalist. You're doing your own press, you're going out there and you're educating people. But, you're getting in front of that site's existing audience. They probably got thousands to tens of thousands of these visits a day. Not all of them are going to read your article. But if you start publishing twice a week, once a week on their site, you're going to start seeing instead of no sign ups, you're starting getting two sign ups a day, five sign ups a day, ten sign ups a day. Your email list will grow more and that's a compound of effect.

If you can get articles on one site and then two and three, it just starts to work and your old articles keep sending you traffic. They'll start to show up in Google search.

It's kind of a mix. This is what has to happen for everyone. You kind of have to balance when you reach your point, Ruth, when you've already done your email list, you've already done a front-end product, you've already probably got a blog with some content in it, now you can totally re-balance and go, "Okay, my platform is there but nobody knows it exists. I need to go out to the world and tell people I exist and that I'm good at something, what makes me different." That's in your case, it's writing, so you have to get guest posts, online and offline.

If you have contact in maybe not your local papers if you don't want to be known locally, but if you want to consider any publication on the planet is a potential traffic outlet. I would think about the lowest hanging fruit for you. Do you have any contacts or any websites that you already like and people

you already know. If not, you got to start making some friends and start doing some research and digging into those things.

RUTH: Right, okay. Yes, I think that sounds cool. I have two different angles and I wasn't sure which one to take. So, I did a couple of people that are are doing and working on one of the angles so I could find out how to get in there somehow. I've been working on that.

YARO: I'll tell you a good idea with this is, and this is for everybody, if you want to get on to someone else's platform, feature them on your platform first. By that I mean--

RUTH: But, how are they going to know that I featured them?

YARO: You interview them, that's the simplest way. If there's a leading expert in any depression or maybe someone is doing something similar to you, not the same as you or complementary, ask if you can email interview them if they don't want to do audio or video. Send them some questions and then publish their post. That's the start of the relationship building.

RUTH: Okay.

YARO: And, you don't know, sometimes that will open the door. Sometimes they will do it. You'll get some content and then, you'll never hear from them again. But a lot of this is about making friends, too. If you find their interview questions really interesting, you might just say, "Hey if there's any clients or any [*unclear*] who are having problems with this issue, let me

know how I can help, colleague to colleague, that sort of thing. You don't know what can open up.

It's really just about putting as many fillers out the door. The simple rule is if you do something for other people first, whether it is by their product, feature them on your site, get them some traffic, get them some content, get them some help, well, the law of reciprocation, they're more likely to come back to help you. You don't know when but the door will [*unclear*]--

RUTH: Right, [*unclear*], yes, okay.

YARO: Okay?

RUTH: Yes, I think that sounds all good.

YARO: Sounds good, Ruth. I'd be--

RUTH: A couple of ideas.

YARO: I'd be interested to hear what you do so if you want to join me on the next call, let us know how you're going with that. Traffic, it's a difficult switch to make. It's fun to write your own stuff…

RUTH: Yes.

YARO: In order to get out there and convince people that you're someone worth listening to.

RUTH: Right, yes. I know it takes time. I just was just thinking how can I instigate something but even little. I felt like the time was moving on.

YARO: One at a time. One thing to think about is the smallest sites are easy to get on to. Maybe don't go straight for Huffington Post but find a little niche blog about depression and ask if you can write an article for them.

RUTH: Yes I think I might go my other route. Yes, I think that's good.

YARO: Okay.

RUTH: Thank you.

YARO: Awesome. No problem. I'm going to boot you off the call again.

RUTH: Okay.

YARO: Thanks for joining. Goodluck and talk to you soon.

RUTH: All right, thank you.

YARO: Okay, so if anyone else wants to speak to me live and ask me a question or if you want me to have a look at your website or your landing page or you want me to critique something, your design, welcome to raise your hand and I'm happy to have a look at that now. Otherwise, I'm just going to check the chat room to make sure everything is good.

Okay, Sandy is saying that was great information. Her next step is to get traffic. It's pretty much everybody's next step is to always get traffic. You never stop trying to get traffic, I can tell you that. So it's a skill you really want to develop.

Okay I'm going to move on or move back to Pacita's question who we halfway answered or halfway asked. We've responded to Ruth back up to Pacita.

Pacita was talking about how Natalie McNeil during her early blogging days was chronicling her process of developing marketing skills. So, Natalie McNeil is a graduate from Blog MasterMind 1.0, who actually went on to do huge things. She has a million dollar business today coaching women on how to run small businesses. She's an Emmy Award winner, a great, great very successful person.

But like most of us, when her blog was brand new, she started just writing about the things she was doing to grow her business, her small business. She was chronicling her journey of growing a business. This is a common question so Pacita, I'll just read out the rest of what you asked me.

"I know there are a lot of people who would like to learn internet marketing. I'm one of them so I understand what they want but I'm not sure if they will pay to join my journey or even how to monetize it. Do you think that is a good idea?"

Okay, Pacita I'm just going to hold off answering that because I want to scroll down and I just remembered I added Sean's question. I want to answer yours and Sean's together because you're kind of asking something very similar and I can address you both. So Sean is asking... Hi Sean. This is your first live coaching call since you joined Blog MasterMind.

" I'm kind of sweating on it a bit because I've been part of Blog MasterMind for about three weeks or more now and I'm still stuck trying to work out my topic. I've been through the Blog Money Finder course twice and I got the worksheets but I don't have any of the types of experience that you talk about in the training. I don't have any formal qualifications, none that are relevant. I don't have any compelling life story where I fixed some huge issue that I had. I don't have any demonstrable success in anything.

The thing I am most interested in is helping local businesses get more business doing digital marketing as I don't believe very many of them are doing it at all and almost none of them are doing it well. I'm also keen to help other people earn an income online and free themselves from having to go to work everyday. Exactly what I'm trying to achieve myself. But, I have no demonstrable results in either these fields.

I've been running around all over the internet trying to find something to talk about but without any luck. I'm really starting to get frustrated. I really want to make a start on this thing and get my blog up. But I just don't know what to talk about. I really do need some help."

Sean and Pacita, you guys are actually kind of asking the same question. Here's the issue for both of you, you both really enjoy marketing by the sounds of things. You're both learning marketing and is just getting started with this process. And you haven't really found any other areas that interest you to start blogs. So in Pacita's case, she's considering crawling her process by blogging her process. In Sean's case, you want to actually help other companies do online marketing but since you have no background in that, you kind of don't, you can't connect the dots. You don't see how to get credibility.

The answer for both of you is to actually do something that starts to build your credibility and your skillset.

Now Pacita, in your case, if you want to chronicle your journey, you have to actually start a journey. This is the key. I always point this out because my blog started as an entrepreneurship blog and I wrote about what I was doing running small businesses. The key difference when I started my blog in what you might be doing now and same with Natalie McNeil, is I had already started and was growing an editing company. Prior to that, I had an English school in the real world and prior to that, I had an e-commerce card game business. Those things I did were my stories. They were my credibility for also eventually selling products. Those were the experiences I used to create blog posts. I could chronicle every step I've been through and every step I was currently going through to grow those businesses.

Natalie McNeil is the same case. She was out there trying to get clients, trying to help coach people. She was testing different ways to get traffic,

testing different ways to create products, to design a landing page. So she had stories to tell from actual testing and experiences.

Pacita, to answer your question, I do think the journey method of blogging, chronicling a journey, and this works for anyone, chronicling a journey to lose weight. If you're really overweight right now and you don't have any other subject but you want to help other people lose weight but you're feeling like a fraud because you're still overweight, the key is to actually say and be upfront, I'm going to try and solve this problem or get this outcome. I'm going to tell you everything I do but you have to be doing something. So the problem in a lot of this situation is because you have no background of doing it, you have no stories to tell. And then, you're kind of feeling like you're a fraud so the answer is to go create stories, go do experiments, go do tests. And for that to happen, you have to have a goal.

So Pacita, you might be saying, "My goal is to grow my email list," and you're going to have to offer something on the email list. So what you need to do is think about what's your first success going to be. It might be, "I'm going to try and get one thousand followers on my email list or maybe I'm going to try and get 10,000 followers on Instagram or on Pinterest, or I'm going to try and successfully convert an affiliate product sale on Clickbank using Facebook ads."

You're going to set up an experiment and that can be the thing that you blog about. So, the answer is yes, it's a good idea. But you have to be an action taker, an experimenter and then you have to chronicle these things.

The problem with that, in your case Pacita, Sean I will get to you in a moment is you're actually splitting your energy between doing the tests and writing about the tests. I actually recommend you do those not concurrently but consecutively. Do the tests. Go out there, and I'll use that Clickbank example, let's say you want to find a product to sell in Clickbank and then you go to Facebook and buy some traffic. I would do that whole process by itself. Try and buy some traffic, try and make a product sale as an affiliate. Don't write about it yet. Complete the entire experiment until you have a conclusion. It worked, it didn't work but you've got a story to tell.

Then, you can go back to the blog and share all the data. Ideally, do it when it works. Keep doing experiments until you get a desirable outcome.

I was in the same situation as you in some ways, Pacita, when I was thinking about my first product. I was like, "What do I have credibility in? I want to teach something that I really enjoy as well."

I was loving blogging. I had a blog about entrepreneurship. I was thinking, "What's something credible I can go out to the world and say I've done this and it's desirable and I can teach you how to do it."

The first successful milestone I considered, and this kind of sound silly right now, but it was getting one thousand subscribers on to my RSS feed. RSS is not a big deal today so you'll probably say a big success milestone is getting one thousand subscribers on to your email list. So my first free newsletter was how to get one thousand subscribers because I have done it and I can talk about it. So I've done the experiments, I've done the

testing. I spent the whole two years on blogging and one year of growing my email list. So, I was able to, well actually, when I launched my email list, I have been blogging for one year. I talked about what I did in that first year to grow my blog traffic, to get one thousand subscribers.

You got to do something first so I hope that gives you clarification, Pacita. You have to decide on the experiments and then you can chronicle them. You can't chronicle nothing.

Sean, the answer for you is actually quite similar. To me, it sounds straightforward in your situation because you just said, "The thing I'm most interested in is helping local businesses get more business using digital marketing because I don't believe very many of them are doing it at all and almost none of them are doing it well."

I agree with that. And, you're also keen to help other people earn an income online. Okay, so this is a common one. A lot of people who have a problem like they're going through a midlife crisis and they don't know what they want to do with their life. The thing they most want to do is help other people going through a midlife crisis who don't know what to do with their lives.

You're trying to make money online so you don't have to have a job. The thing you most want to do is help other people make money so they don't have a job. But it's a catch-22. It's like a fat person trying to teach other people how to lose weight. You haven't got the credibility yet.

Your job is to go out there and get a client. Help them with their digital marketing. Get them the results they want which is more customers to their small local business and then you can go, "I've done this."

Ideally go and get two or three clients. The first client might have to be a pro bono one or family friend or certainly a very low-priced client because it's your case study. It's your experience. It's your credibility. You're building a portfolio. You're getting some skills. You're getting some stories to tell. All of these that's going to eventually lead to more clients and then, once you have a bunch of clients, you can start turning over to digital products that potentially stop servicing clients and only sell digital products and services.

But there's a process to go through. The problem here with both Pacita and Sean is you're trying to find areas that you have credibility in and match it up with areas you care about and you don't have any credibility in the areas you care about. You have to go out there and build your credibility. The only way you can get that is by actually doing experiments in helping people. In your case, Sean, go out there and actually find a client. Do what you're talking about eventually teaching and teach, help them set up their website, set up their landing page, set up their email list, help them get their first traffic stream and that will be such a good experience because you'll prove to yourself you can do it, you'll get a case study you can write about, you'll get an outcome for someone else, it will give you confidence. Everything you're lacking now, it will give you. And then, you can grow from there. That's what I would recommend you start with right now. When you're doing this, think about this as a learning process.

One of the hardest parts when you're in this stage of ambiguity, is everything looks interesting and you just feel very lost because you're distracted. One day you'd feel great about I'm going to be a Facebook expert, I'm going to be a Pinterest expert... No, I'm going to be an email marketing expert, no, I'm going to help small businesses, no, I'm going to help nothing but chiropractors and you keep jumping around. That's okay.

What will happen is your market will start to define itself based on where you're having success. You might find you're doing local marketing in your home city and you get a real estate agent as a client. And that naturally lends itself to getting another real estate agent in a different area as a client and another one and another one. And suddenly, you have five real estate agent clients in the last maybe three months and then, suddenly you've seen your design you needed. You're a real estate online marketing professional and that gives you great positioning, gives you a great niche, it's much easier to get more clients if you want them. You can create products specifically for real estate agents. You want to get more customers online because you know how to do it plus your position plus you have the credibility plus you have the background. That's what you're looking to do, build the credibility tools through experiences, through experiments, through case studies on actually helping people to getting results.

I often think today if I was to start again and not do a blog about blogging, I'll just switch this back here… Yes, okay so I'm just reading the questions. I was going to say if I was to start again today and I was not going to blog about business or entrepreneurship or marketing or blogging and I have to

start from scratch, I would stop and go well, "What do I have as real experiments, test results, experiences?"

And if I couldn't find any, I would have to go out there and do it. Let's say I was suddenly passionate about cooking, a good example is I love chocolate. But I've never cooked chocolate in my life. I don't really know much about the science behind chocolate. I know the ingredients but not really how they work together. I will have to sit down there and learn this, maybe create my own first home made chocolate, something. But I'd be getting experience, building up my credibility and I'll probably have to invest quite a long time into getting the ground work done to then switch over to teaching mode and then, start blogging, build an email list and so on. If I was starting in an area that I cared about which is chocolate but I've not really done anything in that space besides eat chocolate in this case.

Okay, I'm just going to quickly check the chat room because I have quite a long ramble there to both Pacita and Sean. Sean and Pacita. Pacita, I can see you in the chat room so I answered your question. Sean, to talk about that some more, you can certainly join the next live coaching webinar. You can email your question in. If you've gone through the community I know you have at least the free trial access to the community. You can go in there and I'm happy to keep talking about this with you.

But, I think if it's clear that you want to help people with digital marketing, go help them with digital marketing. Same answer for anyone here. If you want to help them do something, you want to help people get over depression, solve their midlife crisis, go and find people and help them do

that. That's actually the most important thing you can do. I promise you researching and thinking about it and self analysis is not going to get you there. You need other human beings to give you input.

Pacita, question you asked in. Oh good Sean, good to see you here too. Pacita, I'm glad you raised your hand. I'm going to bring you in for a live chat so hopefully, we can talk about that some more. And Sean, if you have any follow up in the chat room, go ahead. Sandy, you've got a question mark. You've asked me to look at your site. Sandy if you want me to have a look at your site, obviously I need to have the website address but I need you to also ask me what you want me to look at. Are you trying to improve how many email opt ins you get? Or, is there a headline? Or, do you think your sidebar is wrong or whatever area you'd like me to analyze, that would be helpful. But I do try and do most of the reviews inside the community because we can spend more time. Pacita, you've been invited to join me live so please say yes to any boxes that pop up. I think you've been on live with me before, so you know how this works.

Here she comes... Okay, Pacita. Sean, I've seen you raise your hand here. I'm going to invite you in too right now, Sean. You can make sure your technology's working so I'm going to click the invite button. Worst case scenario we'll have Pacita and Sean at the same time and we can just take turns, a three-way coaching session. But, I think Pacita you might be having issues with your audio and video now too because I'm seeing you in the group but not seeing any image come through. And just a reminder, I do have a tutorial to show.

Oh Sean, here comes Sean. Okay Sean, you're working. Let's go. How are you doing?

SEAN: Well can you hear me?

YARO: Yes go ahead.

SEAN: I just have some things coming up on my screen here. Okay, I can see you again. I appreciate it when you said about how I should be doing it and getting the experience. The problem I have is I'm actually currently doing that [*unclear*] do his Facebook for him so I made his Facebook page. I met a lady in the gym and I have done her websites for her. She pays me a lot for the other websites for every week. But I have not real success with either of that. It's a Facebook thing. When I started with him, he had 550 likes. He got about 840 right now. It's not a real big success story there for me to say. I've taken this guy from here to here and now he's killing it. It's a really awkward industry that he's a band provider so… It's an awkward industry that's kind of starting and get engagement with people in a very small local area.

So that's kind of the problem. I feel like I've got is... of being trying to do this stuff. I don't really know how to build traffic for people so if I created a website for someone, I got to really know at this point how to get traffic to that website or actually do anything positive for them.

YARO: Okay, the first thing is you have to learn something. So, maybe point the band member [*unclear*]. I'm just getting a bit of echo. Can you just turn your speaker sound a little bit there, Sean?

SEAN: How is that?

YARO: That should be good. Yes, it sounds better. Yes, so there is no such thing as a failure when you have clients. You're learning about what they want and whether you're able to give it to them. You find out whether it's the type of client you want to work with, the industry you want to work with. So, maybe you found out, all right, the music industry is a difficult one for me to get a result for them. But, you may also find out, Facebook is not maybe another tool is, or maybe there is one tiny aspect, like you said you build her website. So, maybe don't tie what you do to the outcome of traffic. Just be the website creator. This is where you decide what you want to be based on where you can provide value.

If however, you want to decide, you know what, I really want to be able to get people traffic. I want to solve this problem. This is when you go, pick a course. If you say, "Okay, I want to learn how to get traffic for my clients specifically with Facebook re-targeting." I'm just going to get a course just on Facebook re-targeting or studying free information, whatever it might be. Develop that skill from client to a client and then, get that result.

Ignore everything else for the time being. Don't think about your own blog, don't think about your own email list. Just get that skill set cemented, gather results, and prove to yourself that this is the area where you want to

develop yourself to because you have to see this, this is something you're going to do for the rest of your life or at least a good chunk of time. I want to spend all day working on Facebook ad campaigns. I don't.

I personally, I'm not good in Facebook. I always direct people to other people for that because I don't want to sit in front of ad groups all day and assess, click some impressions and so on. You have to figure out what you do care about, what you do enjoy doing. So, maybe it's not Facebook paid advertising, maybe it's organic growth through social media marketing. Maybe, it's Pinterest, maybe it's Twitter, maybe it's Instagram, maybe it's just a mobile design, maybe your clients have a terrible website for the mobile world and you can help turn them into responsive websites. That's a great sales pitch right now for small businesses.

You can go and say, "Here is how your business looks like on the phone. Do you realize how terrible this is? I can help you turn this into a mobile responsive website."

The good thing about that, you don't have to give them traffic. You just have to show them a good looking website on mobile and on a tablet. But, that's up to you. You have to figure out what skill do you want to develop and what is working for you and I would strongly recommend get more clients. If these clients don't work out, the first thing you decide what part of it is not working and don't blame yourself because it is often fact that it is an area that you do not want to spend time in, maybe buying 'likes' from people is not just something that's going to float your boat for the future, but you really enjoyed another aspect of working with that client and you can

go to where the energy is, go to where the enjoyment is coming from and you will naturally get better because you care about that more and definitely think about client type.

I actually got my start way back before I did anything else with web hosting clients and web design clients, as well. I did not promise them traffic. I just basically said, "I can put your content on the internet with a logo," the basics. It wasn't ever going to be a huge money maker but I had a plan to make most out of the money from the hosting services, so I sold them hosting, I got a retainer for the hosting fees.

You may decide something simple, local businesses, pick an industry, and build up a client base, but go where things are working. If they are not, don't try and force them. That is my big advice to you.

SEAN: Well, it gives me something to think about.

YARO: I'd love to hear what you do next. Jump on the call or send me an email, let me know what you are up to.

SEAN: Yes cool, thanks Yaro.

YARO: All right, talk to you soon.

Okay, Pacita, I think we lost you. So, she's rebooting. Marie's got some advice for Sean, so I'll let you two chat about that. Okay, Sandy, let me just, before I jump into chatroom questions, I want to do those last, so Sandy, I

will look at your site in a second. I just want to make sure I've got everyone...

All right, the live questions are done. Let me just switch to email and make sure we answered everyone in the email questions. I assume I had Derrick and Sean, so I'll make sure I didn't miss anyone. So, we did Marie, we did Pacita, Ruth I had talked to live, Sean yes, okay Miranda.

This is the last of the email questions from Miranda and it's not really a question but I wanted to share it with you because Miranda's highlighting something that I keep coming up against with people in Blog Mastermind and in the community over and over again and I want to just deal with the emotional context of this scenario. Miranda's talking about scenario that a lot of people are in, so don't feel bad if you're in this situation and you're experiencing this right now. This is from Miranda…

"I'm so behind and so stressed out because I'm not making much progress. I just couldn't seem to move forward and it's getting uncomfortable to reach out to the community. I still haven't introduced myself. The only thing I've got is I've changed my name from Uplifting Communication to Uplift Communication Clinic."

Okay.

"I'm having such emotional constraints and couldn't get passed the need to have it all perfect exactly how I wanted it to be but then not knowing how to do it. I made very little progress at any given time. I have to say your

Mindset and Productivity helped me so much. I need to hear it again and again on the importance of failing fast of just doing it and getting out.

I've been working on it but didn't feel it was right. So, when I showed what I've done to a copywriter friend of mine for his input, he told me I got it all ready. Until then, I didn't think it was good enough and because of that, I didn't dare to share any of it in the forum. So, I have to say, it's been very frustrating for me because I couldn't move forward due to the many fear of not doing it right and also not finding the right person to help me with the blog customization.

I finally found someone with whom I have good rapport, who understands what I want. He customized my blog and makes it very easy for me to put content into it. What a relief! Phew!"

Okay.

"I'm ready to move forward now in a few days. I'd like to take to the offer to have my website critiqued in the review forum in the community you introduced a few days ago.

At this point, I don't really have a question for the upcoming live coaching, which I probably won't join live as it's red eye for me, 2 AM in my time. However, for the next live coaching, I have moved further along and will have legitimate questions for you. But before that, I hope to seek counselling in the forum, as well."

Great!

"I really appreciate all your support if I didn't keep listening to your various talks especially the five talks from the Mindset program, I would have given up already. You made me believe and keep encouraging me that if I just stick to it, if I just do exactly what you taught me to [*unclear*], I will get it done and see real results.

Thank you again for all the help, for heartfelt teaching, inspiration and motivation.

We'll be in touch soon. Have a great coaching call. I'll listen to the recording."

Okay. There's two things I just like to highlight here from Miranda. Miranda, thank you for writing that in and just being honest because I think a lot of you feel these things but don't express them and sort of suffer in silence. We don't want that for anyone especially if you're in the community because that's the whole point of the community. It's not to suffer in silence.

If you wanted to just sit and have a big, what was me complaining in the community, that will be better than nothing because at least you're getting out there and expressing where you're at. I'm not saying that's what you did Miranda. I can see you're making progress.

Two things to highlight here... One, the importance of getting a tech person. Now, obviously not everyone can afford a tech person but I will tell you this,

tech is the area that everyone struggles with no matter how advanced you get. I think even the largest companies online might have teams of great web designers and developers. They still struggles with aspects of tech because it's a complicated issue and it's also a design issue. Design is such a creative aspect of business. It's difficult to do it yourself. I struggle. This is something... We're working on it right now, my project manager, Laura, is trying to find another designer because I just haven't been happy with the look and feel and I want to take the next step with my landing pages, with membership areas, and even my blog design. And, it's something that's always challenging.

But, when you do find someone that's great to work with, then that makes a huge difference. I know I had the benefit of two or three great tech people in the last ten to fifteen years and they make a huge difference because they allow you to take that off your hands, get it done for you, like Miranda talked about how much better she feels now that someone can format her blog and she feels like it's good enough to get going.

And, that's the second point. The "good enough to get going" aspect of doing this. I've many a time have to remind myself, "Is this enough to make it live? Can I actually get the result I really want with what I have now?"

Because the irony of trying to make the design or the technology work and get everything perfect is that you don't actually need to have it perfect to get the outcome you want. It's kind of sad but sometimes we spend more time focusing on the actual look and feel and not the result like the actual

customers or the email opt-ins or whatever goal we have for what we're doing.

If you stop and go, "You know what, if I put this landing page out there and I drive some traffic, I'd probably get the hundred opt ins I want, whatever I want. If I just publish this blog post, people are going to read the words. It might not have the best pictures. It might not format perfectly, but the words are going to convey my message and I'm going to make it part of my funnel and it'll work."

So, you have to ask yourself, "Is it ready to go live? Am I just holding myself back because I'm trying to make it perfect or I'm too afraid? I'm afraid of what people will say or even worse, I'm afraid it won't work."

Those are silly fears that really need to be destroyed, removed. What matters is putting things out there and actually finding out results. That's kind of what I was saying to Sean, what I was saying to Pacita. It's about getting real world results whether it's successful or maybe not, the outcome you want but at least it's a result. That's what matters.

I just also want to mention since we've been talking about the Mindset and Productivity a lot in this webinar, if you're a Blog Mastermind member, you have access to Blog Mastermind 1.0, the original program. Inside that, you will find the original Master Your Mindset audio sequence as well. I don't think I can get into it. Let me just try and I'll see if I can show you... Just give me two seconds here guys...

No, can't do when it's live but I have to figure out later. Let me switch up but yes, if you're in Blog Mastermind and if you go to the member's area and you'll see a direct link for Blog Mastermind 1.0, and in the list of downloads, I don't know why that's reversed there, but in the list of downloads, you will find the Master Your Mindset 1.0 audio training series, which I record for people when I first taught Blog Mastermind.

If you buy the Mindset and Productivity e-guide package, you actually get the original five plus, another ten new ones I created for that which is much more recent.

But, as Miranda was saying, the rules of mindset don't change. These are fundamentals, things like putting it out there, just making, not being a perfectionist, getting out of the door, getting real results, talking to other people, that's what matters the most.

So, Pacita has raised her hand again. I'm hopefully going to get you live now, Pacita. I think that will be the last of the live questions. I've finished the email questions now. So thank you everyone who sent in an email question. Thank you to Miranda, Sean, Ruth, Pacita, who I'll talk to in a moment, Marie and Radislav.

If you want to have your email question responded to by myself in the next live coaching call, just email it to questions@ejinsider.com or you can reply to the email I send reminding you of these coaching calls and I save all the emails and will reply to them on the next session.

Pacita, hello! I can see the top of your head in the video.

PACITA: [*Laughter*]

YARO: How are you?

PACITA: Hi! There, is that better? [*chuckle*]

YARO: That is better [*chuckle*]. Good we got you here.

PACITA: Yes. Okay, about the marketing thing and I remember you said, sorry my computer is acting up. I had to reboot several times and you said that we do not have a story. But, the problem is I do have a story.

Mine is about helping entrepreneurs to create a business. I did that way back before 2010 and I did it, the businesses are actually brick and mortar. So now, I wanted to do it online. But, the thing is I know I how to do that but I am not very comfortable in saying that I will help you with marketing because I know a little bit of marketing and I know, if you know a little bit, it's very dangerous [*chuckle*], okay. And I don't want to be, I don't want to say, "I'll help with your marketing." Really, I'm uncomfortable saying that because it's like I'm lying to myself and I'm lying to them. That's why I figured maybe I should do something with my site or, as you said, a Clickbank project maybe, so that I can do it myself and then I'll have something to talk about whether it works or not.

I have several questions in my mind and if I babble on and on, just stop me [*laughter*] asking questions.

YARO: Well, I'm going to stop you right there first because I know you're going to ask me about Clickbank and I just want to stop you before we do that.

One of the things, I learned this to, when you, like you said you have some skill in marketing and some experience. I didn't realize you have stories to tell, you've got some real world breaking marketing skills. One of the ways to feel comfortable about saying you have marketing advice that will help people is actually find the right people who can benefit from that. I remember this, I had this exact experience, the first time I ever spoke on stage because I was just getting started with blogging and I was invited to speak about blogging and I felt like you know what, I'm not Darren Rowse yet or I am not these big bloggers who are making huge money. I've just started with this.

Well then, I realized when I got up on the room that the people in the room were three or four or five steps way like that who thought they were ultra-beginners. I was saying basic things and for them, it was like, "Wow, this is amazing."

So, one person's basic skills is another person's advanced amazing "aha" moment. A lot of the potential you could actually have of this from the right people. So, I would suggest as something to think about in a way, to consider not necessarily going out there building a whole blog and a whole

business about this. But, if you could get yourself one client who is the right person for you to actually start testing the marketing skills you do have in the online space, but you just have to find the client who you feel is a good fit for what level you are at.

Now, their goals tie into something that you actually can do. This is similar to what I was saying to Sean. He shouldn't go out there and say, "I'm a Facebook ad buying expert and I could buy tons of traffic." He just hasn't done that yet, but maybe he's actually done setting up websites and he can maybe create mobile responsive websites.

In your case, I don't know where you, like you said you've got some marketing skills. Now, if I said to you, "How confident are you at setting up a blog and an email list for people?" Not getting them subscribers, not getting them traffic but just setting them up the tools, maybe creating their profiles in Linkedin and Pinterest and social media, that might be stuff that you feel pretty confident about.

PACITA: Yes, that I could do.

YARO: Right, and the client will go look and look at Pinterest or go, "How did you get the picture there? And how did you make the headline?" The simple things, that's all they want. So, when you find the right client, you're actually a really amazing value and the good thing about that is, it's really great for your confidence. It's a case study. It's a target market as well. You discovered, "Wow, there is a whole bunch of people here who I can actually help because I'm two or three steps ahead of them."

As much as I can talk to you about Clickbank and doing an experiment with that, I think you'd get more from experimenting on one human being [*chuckle*]. That sounds a bit silly, but finding the right client for you will probably do more especially if you see yourself in the future helping clients as opposed to selling ebooks you might not care about and then, eventually having an ebook of your own that you do care about.

Does that resonate with you?

PACITA: Oh yes. That really is brilliant.

Just to paraphrase what you are saying is, let's say, I have some clients of mine, maybe some of them are not suited but I think I can find one that could be. So, you're telling me to create an online website for them and tell them this is how you are supposed to do it? Is that what you are saying?

YARO: Well, I would ask them what they want. That would be the first question. Sometimes people just want see their website and be proud of how it looks. They're going to just tell people, "Go check me out online in," their existing advertising. They don't need you to get the traffic.

PACITA: Okay.

YARO: But, this is a question for your clients and the people you speak to. You might say, "I do online marketing," and they might ask you, "What does that mean?"

And, you could say, "I can set up your website, I can set up your email newsletter, I can set up your social media," and you'll see how their eyes light up, whichever one of those things that they are actually interested in.

A lot of these is gauging where their level of sophistication is. They may not even know the difference between a Facebook profile and a Facebook business page. That's something to find out. They may be really beyond that, and maybe that's a client that you can't help because they are too far along. But, you have to find out where they're at right now and what they value.

That is great because if you see your window where you know what, "I can do things I find easy that you really find hard," [*chuckle*] you've got great clients then.

PACITA: Yes, okay, all right. That sounds good. Yes, thank you so much.

YARO: No problem, I'd be keen to see how you go. Let us know if you find some clients plus stories, we need the stories.

PACITA: Yes, I will. Thank you.

YARO: Ok, thanks Pacita. Talk to you soon.

PACITA: Thank you.

YARO: All right.

Okay, thank you, Pacita. Thank you everyone who raised your hand and were brave to come on live with me. I am going to quickly look at the chatroom.

Okay, I'm seeing a nice conversation happening with Jeff and Sean and Marie there, so I'll let you guys continue in the chatroom which is great.

I've answered all email questions. I'm not seeing any hands raised. Last call for raising hands to speak to me live. Otherwise, I have a presentation which I am about to load up into the system here which will teach you my top ten methods of making money from my blog since I started.

I'm literally taking you on a background story from day one for me, 2005, and how I began my blog and moved forward and then, the first method I tried to make money with, the second method what worked at the beginning, what worked later on, and what I do today, and also, what I recommend you do now, everyone on this webinar. You will know what I recommend because you have my training. You know it's all about building your own brand, creating your own products and services and having a blog sales, but you might want to dabble in some of the other methods as you get started so you can learn about these other methods when I load this video...

Yes Sean, I can see your dialoging there and working to your process which is great. So, I'm going to assume then, I'm not seeing any hands

raised that everything is good to go on the live questions. Now, you can sit and watch this whole webinar. If you don't have anywhere to go right now, this is going to play the entire presentation for you. There is no sales pitch. It's 100 percent content and it's only been delivered once before. It is brand new. I hope you get a lot from it, so I'm going to load that up, say thank you for joining me on today's call. There's least two more webinar scheduled and I'll keep adding more as the year progresses, but there's two more you can sign up for. Look out for the email for the recording for this as always and yes guys, keep up the good work. Talk to you in the next webinar. Here is that video training.