



L3 LEADERSHIP PODCAST

Episode 212: Creating a Profitable Online Business with Cliff Ravenscraft

L3Leadership.org/episode212

ABOUT CLIFF:

In December 2005, Cliff began podcasting as a hobby. One year later, he launched the Podcast Answer Man brand where he invested more than a decade helping tens of thousands of individuals and organizations successfully launch a podcast through one-on-one coaching and online courses. If you were to look at the top 100 podcasts in the business category of iTunes, more than 50 of these shows were created by clients who have been trained by Cliff.

Today, Cliff focuses on his role as a business mentor and life coach. He mentors coaches, consultants and thought leaders through the transition from their unfulfilling day job to their own responsible and profitable online business so that they can live the life of their dreams and do the work they feel most called to do in this world. Be sure to check out what Cliff has to offer at CliffRavenscraft.com

CONNECT WITH CLIFF:

- CliffRavenscraft.com
- [Instagram](#)
- [Facebook](#)
- [Twitter](#)
- [Next Level Mastermind](#)

LINKS MENTIONED:

- [Dave Ramsey](#)

KEY TAKEAWAYS:

- Myth: The harder you work, the more money you earn.
- Myth: The more you hate the work that you do, the more you should get paid.
- Low prices communicate low confidence in what you do.
- The more I increased my rates, the more successful I became.
- Get in a mastermind today!
- 50% of everyone that launches a business fail by the end of their first year. 80% of everyone that starts a business will fail within 5 years. 96% of people fail within ten years. Only 4 out of 100 will have a business still after 10 years...and that doesn't even mean it's profitable.
- As a business owner, every decision you make will impact whether or not you get paid.
- Create a personal inventory: Define who you are
- Validate your product before creating it! Create a sales page and sell it! If they buy it, then you have validated your product. Then you create it and make it incredible!
- The more you charge, the more success you will have in life.
- The more you charge, the more you will sweat with anxiety about how awesome you need to be to be able to charge that rate. This will compel you to grow!
- The more people pay you, the more invested they will be. The more customer complaints will go down.
- What are you in business for if not to have a profitable successful business?
- Work is a gift God gives to us to serve others.
- If you did not wake up without an alarm clock because you were so excited to start your day today, why? What needs to change to make that happen?