



SPI 257

The Incredible Story Behind Kelsey Baldwin and Her Company

March 15, 2017



Pat: This is the Smart Passive Income podcast with Pat Flynn, session number 257. Thank you so much for being here. Let's do this!

Announcer: Welcome to 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 still one day hopes to grow an inch or two taller, Pat Flynn.

Pat: Hey, thank you so much for joining me today. My name is Pat Flynn, and I'm so happy you're here like I said earlier. And this episode is one of those episodes where, when you hear this person's story, you are going to have your mouth wide open because you just couldn't believe what had happened, but also, just the incredible breakthroughs that this person has had.

Going through everything that she went through to find success on the other end, and pulling the courage out from somewhere, just is amazing. It really leaves no excuse for those of us who have these sort of small little struggles every day.

Sometimes we need these big time stories to truly just bring us back to life, and bring perspective into our lives.

I'm very happy to introduce Kelsey Baldwin, who I actually first found out about in a video that was going around on online. This is a video that was actually produced, I believe by Bryan Harris, and his team over at VideoFruit.com.

Bryan's been on the show before, incredibly smart guy, but incredibly talented, too, in storytelling and capturing moments on film. And when I heard Kelsey's story, I just ... Even in the Facebook comments, I was like Kelsey, I want to invite you on the show. I would love for you to share your story with the SPI audience, and share with us how you were able to get through these tough times, and find success with her company.

Her company is a company that initially started selling things on Etsy, and she still does that, too, and it's called Paper and Oats, and

I can't wait for her to introduce herself and her company to you, so let's not wait any longer. Let's get right to it. Here's Kelsey Baldwin from PaperandOats.com

Hey everybody what's up? Thank you so much for joining me today. I am joined with Kelsey from Paper and Oats, which is an awesome website, and she's going to tell you all about it, but Kelsey, welcome to the SPI podcast. Thank you so much for being here.

Kelsey: Thanks so much for having me, Pat. This is fun.

Pat: I'm so excited because I first heard about you and your story through a video, through one of my good friends Bryan Harris, and that video, like with many other people, is a tear-jerker because you have this amazing story how you've come out of these challenges and have built something incredible to become what is Paper and Oats and to build this business for yourself and your family.

And I'd love for you start in the beginning, even before Paper and Oats started. Were you always somebody who was into entrepreneurship, like when you were growing up and stuff?

Kelsey: Yeah, I think I always was. My dad was an entrepreneur. He ran his business out of the home, so I saw him, growing up working at home in his office and kind of making his own hours. My brothers and I saw that growing up, and I think, always wanted a little piece of that.

Pat: That's really cool, and then so when was your first taste of kind of trying entrepreneurship on your own?

Kelsey: Probably actually when I was in college. When I was a freshman in college, I tried my hand for the first time at freelancing. Doing freelance design work, just found ads on Craigslist, before Craigslist was too creepy. In their creative gig section, I would just find people that needed design work, and I would offer to do it for free 'cause I didn't really know what I was doing. So they couldn't be mad at me if it was bad.

But that was kind of how I got my feet wet, working with clients, and doing design work for people that weren't just friends and family.

Pat: That's cool, and when you say design work, what does that mean exactly?

Kelsey: I did graphic design, so like logos or business cards, anything that was printed. I didn't really dabble in web yet at that point. It was mostly just print design.

Pat: That's really cool, and did you have school experience for that? What made you interested in freelancing for that specifically?

Kelsey: Yeah, I've always been pretty artistic, and I was studying in school at the time for graphic design. I kind of knew I always wanted to own my own business. I didn't know what that would look like. But freelance was a good place to start and it evolved a lot from there.

Pat: Was it easy for you to get started as a freelancer? Was it kind of a little weird kind of putting yourself out there and getting clients? You don't even know who these people are. What's that experience like?

Kelsey: Yeah, it was weird. I felt a little sneaky because I was a college student, and they didn't know I was a college student, but I wasn't charging anything. It was tough, I think, to put yourself out there. It's kind of vulnerable to put your artwork, you know show your work, to somebody else, and have them sometimes like it, sometimes not like it and want you change things about it. That was a little tricky to get used to. That's something you have to learn in that business.

Pat: And then some point, did you eventually start getting paid for that work?

Kelsey: Yeah, so I totally started charging something, and eventually charging more, and while I was in college, I started work at a design agency and worked there through the end of my college and after college for several years. And then kind of gradually phased out of that and into my own freelance work.

Pat: Cool, tell me about your own freelance work and kind of that transition.

Kelsey: It was pretty gradual. They were kind enough as an agency to let me do freelance on the side. A lot of agencies don't let you do that, so I got to work with my own clients at the same time that I was getting a full-time income from them.

My story, like you said in that video, a lot of it was kind of kickstarted, I guess, whenever my husband left, and so that was whenever I started to really try to find more freelance clients and try to build up that part of my business knowing at the time that I was pregnant and that I was going to need to provide an income for a child that's coming in nine months, whether I was ready or not. That's kind of when I started to beef up the freelance and sort of gradually phase out and take fewer hours per week at my full-time job.

Pat: I've noticed that with a lot of entrepreneurs. We have a very specific moment in our past that really triggers this sort of entrepreneurial spirit in us. I'll link to the video that I had mentioned earlier in the show notes for everybody, and you have to watch it.

Side note, bring a box of Kleenex with you. And if you don't mind, Kelsey, can I ask you a little bit more detail about that because it sounds like ... I know the story, obviously, but for people listening who are just being introduced to you ... So you had gotten married and at some point, when you had discovered that you were pregnant, your husband left.

Kelsey: Yeah, it actually amazingly enough all happened on the same day. We were married for about four and half years at the time, and we were trying to start a family.

I basically just came home from work one day, and he said that he didn't want to be married anymore, and gave no indication that that was coming. We weren't like having a bunch of problems before then or anything, so I was completely blindsided. And kind of after that conversation of him wanting to divorce, like 30 minutes later, I

took a pregnancy test and it was positive.

Pat: Oh gosh.

Kelsey: It was a pretty crazy day to say the least. I mean having a child grow inside of you really lights a fire and I was already doing freelance at the time, and that really just kind of ignited this passion in me to want to really work for myself once this child was here, knowing that I was going to be the sole provider for her. That was a huge turning point in my life.

Pat: I think a lot of people have also experienced that sort of fire when something happens. I'm curious how you were able to convert that fire and that kind of drive into actionable items. I think that's where a lot of people struggle. They really want it. Something happened in their past where they just are tired of their jobs or something, but then they don't know what to do. And I think you have that experience. What advice could you offer to somebody who has that fire, but just doesn't know what to do next? Like how did you know what to do next?

Kelsey: I certainly didn't have this big plan laid out all of a sudden that I was gonna do this much freelance work, and then quit my job at this point, and then do what I'm doing now with online courses and things like that. I think I just took one step at a time, and I knew ...

I learned a lot, I listen to your podcast, I read a lot of blogs, and a lot of e-books, and just different resources, anything I could get my hands on to really learn about online business and freelancing and how to find clients, and how to market yourself through e-mail, and social media, and blogging.

It's kind of this whole world of online business that I didn't really know existed before, so it was also in that time of my life where my personal life was kind of exploding. It was a good distraction, too, just to learn about something else and dive head first into this online business world. I didn't have to constantly think about other things that were going on in my personal life, so it is a welcome

distraction for sure.

Pat: At that point, had you already started Paper and Oats? Was it called that or was Paper and Oats something that came out of that?

Kelsey: I had Paper and Oats before. It started out as just an empty shop, so that's where my business ... its foundation, really, has begun and where it still is. Paper and Oats was a shop that I started several years prior, just on Etsy trying to sell different things. Physical products, mainly, and just trying my hand at different handmade things, and nothing was really working. It was just kind of a for fun, on the side thing.

Once he left, I had a really passion to build that side of my business up a lot more because it was ... I had just, a few months before that, I had just started selling these printable planners on there, and they had kind of exploded pretty quickly. And it was like kind of opened my mind to this world of passive income and digital products, and something I can make one time and sell it over and over without much extra effort.

That was a part of my business that I wanted to really grow after he left since I had already seen a little bit of success with it, but all of that was housed under Paper and Oats, and then that kind of expanded into a website and freelance and kind of a conglomerate of other things.

Pat: Very cool, well talk about these printable planners. Like what does that mean exactly, and also how were they being delivered through Etsy?

Kelsey: Etsy has their own system where they can deliver a digital product, like a PDF or any kind of file. They added that feature to their platform, which is mainly just for handmade, physical products, but they added this digital component, kind of around the time that I started selling digital products on there for that reason.

You know, you list something on Etsy ... Etsy works kind of like, I

think of it a little bit like Pinterest or it's like it's own search engine a little bit. People go there specifically looking for crafty things or handmade gifts. It's a good place to start I think for a beginner because there's already this built-in audience there. You have your own shop on there and you can customize it to a certain extent, have products, and so when people order planner ... All of mine are kind of centered around organization and like household management. I have some that are for teachers, some for weddings, a lot of stuff for babies and child care. They order that and Etsy automatically sends them the file once their payment is made through Etsy, sends them at automatically, and so there's really not much work to be done on my part, except for marketing and continually coming out with new products.

Pat: That's awesome. I didn't even realize Etsy did digital delivery and stuff, which is like kind of blowing my mind now. You're right. There's millions of people that search for things every day. These printable planners ... How did people first discover them did they kind of take off on their own and you just started to notice that more and more people were buying them, or did you do any marketing to kind of get the word out there?

Kelsey: Yeah, well I kind of stumbled upon them at first 'cause I was looking for a product that I needed. I was trying to plan meals and pinch pennies and do like price matching at stores when I was grocery shopping, and so I would write down everything on a piece of paper, just kind of scratch notes for it.

I was wondering if on Etsy there was some kind of notepad or something where someone had already organized some kind of form that you could fill out each time you go to the grocery store to plan out your meals. I went on there looking for that. I just typed it in the search bar and all these products came up of these printable planners, which I was like you, at the same time, I didn't know that, you know, printable planners or digital products ... Like I didn't even know Etsy could deliver that, and I didn't know that was a thing, so I'm kind of like a nerd at heart, and I love designing like forms and cheat sheets and things like that, and like checklists. I just like to

design that kind of thing, so I'm pretty organized by nature.

Seeing this type of product on Etsy where I was already at, and it was in this organization world which I already personally was interested in and had kind of a passion for, and I just noticed kind of a gap in the market of what was on Etsy at the time. There weren't really any products that were designed like minimally or in my aesthetic, which is kind of a little more sophisticated than what was already on Etsy and a little cleaner and simpler and a little more practical.

There was a lot of stuff with a lot of clip art all over it. When you think about printing them, they take up a lot of ink because they've got all these pictures on them, so I just wanted to design something that I liked, and that was really different than what was already out there, and I think there were a lot of customers looking for that was well 'cause they ... Really, within a month, I had made about a thousand dollars just from continually putting out these planners. I had maybe 10 or 15 that I started with, and they just grew in popularity pretty quickly.

Pat: That's so awesome, and how much are you charging for these kinds of things?

Kelsey: Most of them ranged from about seven to maybe \$20 or so.

Pat: Seven to \$20, and so wow, so after you've found that after a month or so, you were making about a grand for this, when did it occur to you that this was like gonna be your thing full time?

Kelsey: Probably when my husband left. They were making that much money for a few months before he left, and kind of always felt like that extra income was for something, and I was going to need it for something, and then he left, and it was kind of obvious that this is going to be my other income.

I continued to build it up as I worked full time for the agency, and I was pregnant and single and had a lot of time of my hands, so I was making in evenings, making new things to add to my shop and

just building it up. When my daughter was about six months old, that income from my Etsy shop was pretty consistently making the same as what my full-time income was at the design agency, so I felt okay to start gradually, from there, cutting back on the agency and pursuing more of this online business thing.

Pat: Was it hard for you to kind of transition? Because I know a lot of people who are doing well with their online stuff, but they're still hanging on to that nine to five job because they feel it's more secure. Did you have any of those thoughts, like what am I doing? 'Cause who knows how long this is going to go for? Or were you like, "I'm all in. Let's make this work."

Kelsey: It was nerveracking, for sure. That's why I kind of wanted to do it gradually and make it a peaceful transition, so to speak, so I can kind of, you know, it went terribly wrong, I could possibly go back and work at the agency.

It was scary being a single parent because I'm the only provider for my daughter. I'm the only income that she has, so I feel like it was even more pressure to make sure that this works, and that it was gonna be ... have longevity to it and be consistent and not just a fluke or something. That's why I think it took me a while to decide to kind of start making a switch 'cause I wanted to be sure it was being consistent from month to month.

Pat: Mm-hmm (affirmative). I remember when my wife and I got pregnant how much that drove me to do more work and be more efficient, and all this stuff, and I'm sure the same thing happened for you, like you said. But then, I remember when my son was born in 2009, he just took all my time and my wife's time, so I'm curious to know how you were able to plan for your daughter to come knowing that she was obviously going to take time, and you had this business that you were building and growing and scaling. Time management, how are you able to tackle that, and was it easy for you?

Kelsey: Some days it was easy, some days not as I'm sure most parents would say working with a kid at home. I mean in the beginning,

obviously newborns sleep a lot so I was off work for about 12 weeks, so kind of the last half of that, I was antsy to start working again. I'm kind of a workaholic I think.

I worked a lot during that maternity leave. That was some good focus time without having to worry about my full-time job to put into the business, and kind of practicing, I guess, working with a newborn at home. But you just kind of have to learn to get into a rhythm and figure out what works for you. Even now, basically your whole life, I've worked mainly whenever she's sleeping, so during her nap time and after she goes to bed. I'm kind of a night owl anyways, so I work a lot late at night, whether I have a kid or not.

That part of her schedule kind of worked for me, but I mean every season of her life, her schedule's always changing and she's evolving, and so I have to kind of adjust my business and work schedule around that. It teaches you to be flexible to just kind of go with the flow some days, and I think that's an important part of just staying positive through it all, and not getting too down if you have a day where you don't get anything done.

You get hung up on one thing, it takes longer than you think, or you're distracted a lot, or your kid's sick or whatever. I think just knowing that a lot of things can wait, a lot of things maybe don't even have to be done for your business. If you're kind of nitpicky about it, but just going with the flow and kind of taking what comes.

Pat:

In terms of the work schedule you have now ... And mine is very much similar to yours, except my kids are now a little bit older, so they're in school. I use that time to work as well. Before it was only when they slept because to try and work while they were awake is just a fight that I was never going to win, so I might as well not even try to fight it.

But now when you know that you're gonna have time to work, do you know what you're going to do as you get into that work time? How do you plan what to do to be as efficient as possible?

Kelsey: So I use a program called Asana, which I think a lot of people do, but it's like an online task manager, kind of project manager thing. It's built a lot of teams of people, but I mean it works fine with just one person, too.

But I basically always have that tab open on my computer, and when I'm planning out any kind of project I want to do for my business, I basically plan ... make a task out of every single thing that I need to do for that. If I'm gonna create a new planner kit to add to my shop, then I'll have a task to do research, and to plan out what the pages are gonna be.

I'll have a task to actually design it. I'll have a task to make it ... I make all my kits fillable in a PDF previewer, so I have to do that part of the whole project, and then I have to list it in the shop, and write the description, and then I have to plan out like social media to promote it. And so I basically make a task out of every single thing for the project, and I just drag and drop it all over my calendar so that it's kind of all out of my head, and it's scheduled. Everything has a date, and as those dates get closer, if I need to move them around a little bit, I can.

It helps me just get everything out of my head, and know that an entire project is covered start to finish on my calendar, and it helps me just wake up every morning, look at Asana, see what I have to do that day. Do as much as I can, some stuff gets push to the next day, some stuff I push it every single week to the next week, and then eventually I just delete it. It helps you kind of prioritize. It helps you just know what's coming each day.

Pat: Love it. I knew you'd have a great answer being as organized as you are. So everybody out there, one more time, that's Asana, A-S-A-N-A, and there's other tools like that. I think there's Nozbe, Trello.

Kelsey: Trello.

Pat: Yeah. You kind of have to find the one that works for me. My team uses Trello for project management, and there's other people that

use other ones, too. But anyway, the other thing I want to talk about is how many of these printables are you coming out with, let's say, per month, at this point?

Kelsey: This past year, I haven't come out with any new ones actually. I just this past week I came out with a new one. But the year before, so like 2014, 2015, is kind of when I really added a lot of what you see in my shop now.

And then this past year, I've spent a lot of time creating some online courses, so that was kind of when I ... I was feeling a little bit burned out with freelance work, and so sort of phased that out of my business while I was creating a couple of online courses that did really well and kind of replaced that freelance income.

Kind of an interesting way, I guess, that a lot of our businesses evolved, just with the new technologies and new ways that people are learning. One thing kind of replaces an old thing.

Pat: Right, and it looks like you're teaching on stuff that you just already had known had to do anyway. I see a course here, learn to sell digital on Etsy, Etsy on auto-pilot course now open. And then another on Adobe InDesign, which is what I'm guessing you used to create these printables?

Kelsey: Yeah, those are my two main courses. Yeah, just teaching how to use InDesign and then teaching how to sell digital products on Etsy, so there's a lot of Etsy courses in general out there, but this one focuses on just selling digital products, which is what I do.

Pat: Nice, and then so was the Etsy one your first online course that you created?

Kelsey: The InDesign one was actually the first one that I created, and Etsy was the second one.

Pat: And what was that process like of creating a course? 'Cause that's obviously very different than, you know, coming up with a printable.

This is a full blown course. Walk us through the process of how you actually created that, and then launched it.

Kelsey:

Yeah, so towards the end of me doing freelance work, a lot of the clients I was working with were creating their own digital products, so doing a lot of work on other people's online courses and creating PDFs and social graphics and websites and sales pages for all of those things for other people.

It kind of helped me see the inner workings of what all goes into creating an online course and everything from the actual course to like the promotion side of it. And so that kind of got me interested in creating my own and I did, again, a lot of reading of blogs, and listening to podcasts, and just learning everything I could about online courses, and what all goes into them.

I learned a lot from Bryan who the video about me was created by. Bryan Harris, he has a lot of resources on his blog about just kind of case studies about himself of how he launched his course to his list, and really practical things of like what e-mail he sent at what time to what people and how blogging about your topic ties into everything and helps you build your list.

I learned a lot of those types of things online and just ... kind of just dove in and started kind of learning as I go. InDesign was a program that I really I was in every day, and I knew a lot about, and so it was something that a lot of people ask me about as well. That's kind of the direction I chose to take it, and I did some beta testing to kind of validate the idea and make sure people were really interested in it, and have people go through the course before it was officially launched, so I could tweak it and really make it ... Have it be really practical for students who were actually going through it and who really didn't know InDesign, so that was really, really helpful, and then launching it, it went really, really great. I launched it to a list of about, I think around a 1,000 people, and it sold about 20,000 on the first launch.

Pat:

\$20,000 worth?

- Kelsey: Yeah.
- Pat: Nice.
- Kelsey: And that was far beyond what I thought it would do. I was a little shocked.
- Pat: Congrats. What was it going for at that time?
- Kelsey: At the time, it was \$299, so about \$300.
- Pat: Okay, so if I do the math correctly, which I'm gonna cheat, so I'm gonna do it on the company really quick. So you sold like 66, 70 copies.
- Kelsey: Yeah, it ended up being about 80. Part of those came from a bundle that I did with somebody else, so that was priced a little bit cheaper, so total was about 80 students.
- Pat: See that's like when people hear that, they're like, "Oh, only 80?" But you made 20 grand in your launch, so I think a lot of people think that you have to build something that a million people get access to make a good living, and here you are with a relatively small list and serving just a relatively small handful of people within that list, but still coming out very, very well.
- Of course I'm sure now even more people have gone through that course and now your other one. I'd love to get an overall picture of how many people have gone through these courses, and just overall how the business is going now?
- Kelsey: Going great. I mean after that launch is kind of when I was like, oh this can replace freelance work 'cause I was getting a little burned out with clients. Since then, I've launched the InDesign course two more times, so a total of three times. Each one did about that same amount, and then the Etsy course I launched this past summer, and I launched it for about a week with like a special pricing for a week and then I just made it evergreen after that so people can

buy it year round with a little bit of a higher priced ... And that one I offered two different options so that people could try out like a more basic version first if they wanted to, and then go on to the full version that was a little more expensive.

And after the third launch of my InDesign course, I made that one evergreen as well, so now both my courses are available year around, and that's pretty new, just in the last month or so. It's kind of been interesting seeing how that works and just planning a little differently for this next year of how I'm gonna promote the courses now that they're available year round, and different things I need to do to keep that urgency and keep that up so that people stay interested.

Pat: How are you planning to do that? I'd love to learn more. The nice thing about opening and closing and opening again is like you get the scarcity. Hey it's gonna be ... "You won't be able to get it for a while, so get it now," so you get the special deals in there and stuff. How are you planning to tackle this evergreen? First of all, why did you switch and secondly, how are you going to tackle it?

Kelsey: I switched because I was getting a lot of e-mails, at least for the InDesign one, I was getting a lot of e-mails in between the launches of people saying that like they had just discovered me and they need to learn InDesign for a job or something, and can they go ahead and take the course even though it's not open.

It was fielding a lot of those types of questions, and just honestly kind of wanting to try something different. A year and a half, I guess, of open and close launches and kind of those peaks and valleys of income, I just wanted to see how it would do at evergreen. In any change like that, I feel like if I need to, I can go back to the other way of doing it, which was working obviously, but just wanted to try this one out.

For this next year to promote it, I'm not totally sure that's gonna be a lot of my like planning for the new year, which I haven't done yet. But just ways that I can maybe add bonus content to it for a limited amount of time or bundle it with somebody else for a limited

amount of time. Adding in kind of little time limits on certain things, even though it's available year round, I think that's kind of a general way right now of how I'm gonna go forward from this point.

Pat: I like it, I love it. Going back to this sort of overall snapshot of your business right now, I'd love to know kind of if you know in your head the sort of percentage breakdown of what is bringing in the income, so if you have your courses and you have your printables, you have ...

I don't know if you're still doing freelancing at this point, but I'd love to know kind of the percentage break down. Give us the pie chart.

Kelsey: Yeah. The printables make up probably about a third of my income pretty consistently and then I don't do anymore freelance right now so my two online courses are kind of the only other source of income, and that's about the other two thirds.

Pat: Very nice. Kelsey, there's so much I want to unpack here, but I know that a lot of people have already got a ton of inspiration from this.

I'd love to ask you a couple more questions just based on my insight because I think what's really incredible about your story is you had this incredible huge setback. I think for people that couldn't even imagine what life would have been like when your husband had left the same day that you learned that you were pregnant, I think that would just really put people in a place where they know they would need to go back to like a nine to five, for example.

But yet to went the other way and are still going strong, and still growing and still scaling, still trying new things. What advice would you have for people who are going through tough times in their life right now who really need just some energy to push forward in the direction where they know they want to go, but may not have the energy to do so at this time? What would you say to them?

Kelsey: I think just keep going. I mean it was certainly hard in my case to get up the next morning and go back to work and keep moving forward, but I mean I think just taking it one day at a time, one step at a time,

and not becoming paralyzed by all the information, and learning about all the different things that go into running a business.

It can be really overwhelming, and so I think just taking one thing at a time that you're going to work on, focusing on that, not worrying about anything else that's coming down the road, but just doing that one thing at a time whether it's creating your website and just focusing on that.

And once that's done, then maybe you can worry about blogging and figuring out a schedule for that and what you're gonna write about, and once you feel like you have that down, you can maybe dive more into one of the social media platforms and work on marketing yourself there.

Sometimes we see people like you Pat or anybody else that has a lot of different pieces of their business that make up the whole, and it can be really overwhelming. If I'm starting at nothing, how am I gonna do all these things all at once, I think it's helpful to just take it one step at a time. You don't have to have it all figured out right now. I'd say most of us are figuring it out as we go, so just don't feel like you need to do it all at once.

Pat: Thank you so much Kelsey. You rock, and you're such an inspiration. If you could share with us where we can go and find out more information about you, and maybe point us toward your store, that would be awesome.

Kelsey: Yeah, at PaperandOats.com is where everything that I do is housed. I also have a special deal for the SPI listeners if you want, at PaperandOats.com/SPI. You can take the first lesson of that Etsy on Auto-Pilot course for free if you're interested in that.

Pat: Sweet, I know people are gonna get access to that. What was that URL one more time?

Kelsey: PaperandOats.com/SPI.

Pat: Awesome. Thank you Kelsey. We appreciate you. Keep on going

because you're doing amazing things, and we look forward to maybe a follow-up story from you in the future.

Kelsey: Yeah, thanks for having me on.

Pat: Thank you.

Hey Kelsey, thank you. Thank you so much for being here and it was just such a pleasure to speak to you, and very, very encouraging and absolutely motivating. And seriously, thank you so much.

For those of you who are listening, if you want to get all the links to Kelsey's stuff and everything we talked about, just head on over to SmartPassiveIncome.com/Session257.

And like she mentioned there at the end, you can actually go and check out the first module I think, or the first lesson, of her Etsy on Auto-Pilot course. If you are selling anything on Etsy or plan to, even if you're not actually, there's some really good information in there.

Just head on over to PaperandOats.com/SPI, and there's a little thank you page there, and you could sign up really quick to get started on lesson one and see what that's about. But also, just thank you so much for your time. I hope you enjoyed this episode.

Please leave your comments over on the blog. Again, that can be done in the show notes or at SmartPassiveIncome.com/Session257.

I also want to thank today's sponsor, which is 99Designs.com, so if you're looking to get stuff designed for yourself, and you can't yet afford that one designer for your business that you can hire, well 99Designs.com is great especially when you're bootstrapping because you can get things done and quite quickly. Within seven days, you can have a design in your hands that you love. And what's cool is that ... The way it works is you share what it is you're looking for on the website, and then different designers from around the world, with their own varying styles, will compete for your favorite design, and you get to pick your favorite one, like I said, within

seven days. If you don't like any of the designs that come in ... I mean I've run contests where there are 200, 300 designs come in, and it's really cool because you get to pick from your favorite ones. You could even have your friends and family and your audience vote for their favorites to, so you could get your audience involved, which is nice.

It's just super simple to use, so go 'head and check it out. All you have to do is go to 99Designs.com/SPI, and you'll get \$99 that you could put toward your next design project right over there. 99Designs.com/SPI.

Thanks so much, and I appreciate you and I look forward to serving you in next week's episode, where we are actually going to be talking with another person about productivity. We're kind of taking a break from productivity over the last week or so because we've been talking a lot about it. We had an interview with Cal Newport in episode 255 and then talked to Mike Vardy in 256.

And the next week, we're gonna talk with somebody who has some really interesting takes on productivity as well, and that'll be the one, the sort of cherry on top in productivity month here on SPI.

So thank you so much. I look forward to hearing from you and speaking to you next week. Until then, keep moving forward. Keep getting inspired and Kelsey, I know you listen to the show, thank you so much for your time and your story and just how awesome you are.

Cheers, take care. See you all later. Bye.

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



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