



## **SPI 263**

# **Laddering Up: How to Build a 7-Figure Business by Building a \$7K per Month Business**

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Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later. Now your host—he's the undecided whether or not becoming a meme is a good thing—Pat Flynn.

Pat: What up everybody? Pat Flynn here. Thank you so much for joining me in this episode of the Smart Passive Income Podcast. I appreciate you so much for being here. We've got a great episode today with none other than Clay Collins, the CEO and co-founder of LeadPages, a company that I advise, that's awesome, and I highly recommend you check them out. Before that, let's listen in because what Clay is bringing to us today, actually by the way, he's been on the show before, episode 78. I always refer to that. I have memorized that one because it is one of top downloaded podcasts ever. It's also one that I get the most responses from ever because it was just very clear that Clay was just delivering so much value and helping us build our email list rapidly.

This one is about how to build a seven figure business by building a 7K per month business. What he means by that is, basically he's going to go over the story of how LeadPages started, and it didn't start out that way, it started by him being a blogger. It's just a really interesting story. His origin story, which later became his hero story here. Now he's build this amazing company and he's doing very well. He gives us really good advice along the way. We are going to take it step by step, laddering up, here is Clay Collins from LeadPages. Let's do this.

What's up guys? I'm so happy to welcome back the person who has provided us the number one most downloaded episode in the history of the SPI Podcast, and that is Clay Collins, CEO and co-founder of LeadPages. Clay, welcome back to the show. Thank you for coming back.

Clay: Pat, I am stoked to be here, I'm on a person mission to beat the record download, that download number that we set for the last podcast episode we did together. Today, lots to get into but we are giving people a full-on course. I'm giving people not only a roadmap

to building something really phenomenal with their business but we are going to be giving away mind maps, transcripts, worksheets, outlines. You know those courses on Udemy that they sell for 200 bucks? I want people to get at least \$200 worth of value from this, and to get something that would be at least as rich as something they'd pay a couple hundred dollars for.

Pat: The first time you were on in episode 78, you had said similar things about building people's email lists. Since then, and that was years ago. I continually get messages from people saying just how helpful that particular episode was. Now we are kind of stepping it up, even more, it's not just email we are talking about right now, we are talking about just building businesses, because you've obviously done very well with LeadPages.

I was there right at the beginning, even before it started, and just to see how far it's gone. It's really inspirational. I think you are so successful with what LeadPages is now. This is going to be a nice sort of rewind, to talk a little bit about the history and how it kind of all got started. It'll also be like you said, a nice blueprint or a roadmap for people to shoot for, because what we are going to be talking about here, and a lot of you probably know a little bit because of the headline, we are talking about creating something huge by not going necessarily that huge to start, but taking these steps along the way.

Why don't we, I think people already know who you are. Obviously I have an idea of how well LeadPages is doing right now, and it's continually just blowing my mind with all the great things you guys are coming out with in what you are doing. I'll let you take the reins and I'll interject and I'll ask questions and put myself in the shoes of the audience as we are going, but I'll let you start and kind of walk us through this process.

Clay: Fantastic. The title of this podcast or of this mini-course that I want your readers to receive and listeners to receive is called "Laddering up: How to build a seven-figure business by building a 7K per month business first." The first thing we are going to do

is talk about laddering up and the whole notion of laddering it up, and what that means to your business. The second thing is we are going to talk about how you specifically can start a seven-figure business by starting out with something really small, something really manageable that you can start implementing in the next couple of weeks.

I know there is a bunch of sort of internet marketing guru courses. There is a bunch of scams out there. As a background here, all of this is free, I literally have nothing to sell other than a \$37 per month landing page product, and I'm not even going to be pitching that here. Everything here is free. I don't have some course on the back and there is not some webinar upsell.

The second thing is that I've done it. LeadPages started out as a blog back in the day, and we turned it into a business, that's last year. Did 25,000,000 in revenue, we've raised 38,000,000 in venture capital. I'm not just sort of speaking here as someone who's only done this with webinars or information products sort of stuff like that. Everything I'm going to be talking about here, we've actually done multiple times now. Please know that is the background.

The main concept behind all of this is the idea of laddering up. I learned about laddering up by first kind of watching Netflix. If you look at Netflix as a company, Netflix started off by distributing DVDs that they bought at places like Walmart. They found kind of these freely available DVDs, and they just started shipping them to people. They leveraged an advantage over Blockbuster that there were no late fees, and that they could offer a much wider selection because they had these centrally located warehouses. They went head to head with the Blockbusters of the world and they won.

That was just the first rung of Netflix's ladder. They were essentially, that's rung one was like, Netflix is a logistics company. They had enough success there that they started a streaming service. Having worked in fairly large businesses, I can only imagine the turmoil that Netflix was experiencing at that time. They've got all these people in there that operate, warehouses that understand sort of

distribution logistics and how to ship things to different places at specific times. All of a sudden now they are hiring Dev Ops people and they are buying servers and they need to figure out streaming technology. Even though from the outside it looks like they are doing roughly the same thing, internally they are undergoing a huge shift as a business. The next rung of Netflix's ladder is that they become a streaming service. They still deliver DVDs, but they start streaming movies online, and they develop a much larger audience. They develop an international audience. They start just raking in the customers.

They then leverage that position to become a production studio. They start producing movies or series like Stranger Things, which they financed, and they own all the characters. It's not like Marvel, where Marvel owns some characters. They own that whole franchise. Essentially in a matter of decades, they go from a company that mails DVDs to a company that is competing with and starting to beat HBO and private movie studios. It's pretty fascinating, and I'm sure there is a fourth rung on that ladder.

There is a similar path that Apple took. Apple started with basically an mp3 player that was called SoundJam that they bought. They turned that into iTunes. They leveraged that success there. They had this Rip, Mix, Burn campaign, and they came out with the iPod. They started out with an MP3 player, then they came up with the iPod. Then they came out with the iPhone, and kind of the rest is history. If you look at LeadPages, or if you look at our business, I started off with a tiny self-help blog, and that did so well that I kind of transitioned into selling affiliate products in the green niche, like composting piles and stuff like that. That did so well that I started doing SEO and freelance consulting. That worked out so well that I created a WordPress plugin app called Welcome Gate.

Welcome Gate helped us produce a WordPress plugin that was paid. I went from a free WordPress plugin to a paid WordPress plugin called Lead Player. That worked out so well that we came out with LeadPages.net. That worked out so well that we acquired a company called Drip. We went from a one product company

to a multi-product company. I think when people look at building businesses, they often look at the business they want to build, and not the business that they can start today, and then plot a course from the business they can start today, to the business they eventually want to have. That is essentially what I want to talk about. Pat, what's been your laddering up journey?

Pat: Green Exam Academy, after I got let go, sort of helped me discover this world of online business, which showed me all the different opportunities that were out there. I tried some other things just to experiment and those didn't go so well. Of course, I created [smartpassiveincome.com](http://www.smartpassiveincome.com) which started, which then enabled me to try a bunch of different niche sites, and now I've leveled up to now doing software.

Then also on top of that there is speaking, which I never thought I would do. Writing books, becoming a bestselling author and now I'm doing philanthropy. I'm also getting involved with some policy related things, related to education and kids. Stuff of course that would have never even happened if I hadn't started small.

I love this idea of laddering up because I think when you can kind of come up with a plan like this, it can help you take those steps to get to where you want to. My question to you is, did Netflix, did Apple, did LeadPages, was this the plan, or was it kind of, did you have this goal and kind of backtracked and started at the first domino, or did it kind of just organically get shaped that way?

Clay: I think what happened is that at every rung of the ladder as you are climbing up, your perspective, your visibility, your vantage point, becomes enlarged. When I first started I just wanted to quit graduate school. I was in graduate school, I absolutely hated it. I wanted to get out of what felt like a rat race to me. I just wanted freedom. I just needed to make five to six K a month. Actually, before that I just needed to start making two to three K a month. I was able to do that and every single time I got a greater deal of freedom, sort of my vision enlarged. I don't think it's possible to know exactly what's maybe five steps up the ladder, but you might

know what the next one could be. Once you get there you'll be inspired to bigger and greater things.

Pat: I love that. I think that provides a lot of inspiration for people listening because a lot of them are starting at the bottom or they are on maybe ladder rung number one, or two, and who knows how far they can go. I'd love to know how do we progress up this ladder, what are some of the signs to look out for? What's the next step, actually? Where do they even start?

Clay: Let's talk about how audience, people listening to this podcast can start on the ladder themselves. I'm going to suggest a path. It doesn't have to be your path, but I do think that this is a viable option for people listening to this content who just want to get started. Ladder rung one, I think for most people who are attracted to the kind of content that you produce and are interested in passive income and are interested in an online business or online marketing. What has worked for me and what has worked for the majority of businesses that I've seen be successful here is to start by building a minimum viable audience.

I've heard a lot of people talk about creating a minimum viable product, and a lot of folks start with product creation. In my view that's absolutely not the right way to go. You should start by learning how to build an audience and then letting your interaction with that audience dictate the product you should create. There is three rungs of the ladder that I'm going to outline for folks. Ladder rung one is create a minimum viable audience. Ladder rung two is start selling your first product and get to six figures. Ladder rung three is about optimizing and building a real business to get to seven figures.

Let's start with ladder rung one. The purpose here and what I would encourage folks to do is take three to six months and get an audience of around 2,000 email subscribers. You can use something like drip.co or something like convert kit, something like MailChimp which is free. I'd say your first goal is to build a minimum viable audience. Most people before doing this waste time on a

whole bunch of things, but I really truly believe this, that building an audience is hands down the best marketing and, and best business education you can possibly get. Every single time you publish a blog post, you are essentially launching a new idea into your market, and learning which ideas, which concepts take hold and which don't.

You might find that sometimes you'll publish a blog post, and you'll get a lot of comments but you won't get a lot of shares. Other times you might get a ton of shares, but you won't get a lot of comments. Other times that blog post might get a lot of click throughs to another site or it might sell a lot of an affiliate product or an affiliate offering, but you don't have shares or comments. It's important to start identifying how your audience responds to concepts, ideas, calls to action, et cetera. The truth is this: If you can't get 2,000 people to follow your blog, the odds of you getting folks to buy your product are slim to none because you just don't have the marketing chops to make that happen.

Pat: Now even rewinding before that. How do we choose an audience that's right because MVP, minimum viable audience, 2,000 is the minimum. How do we determine, is this based on our passions, is this based on market research? How would you recommend somebody even get started on choosing an audience to target?

Clay: I would say, and my experience has been having worked with thousands of businesses now at this point, you should absolutely go with your passion. There is six billion people in the world now, no, there is seven billion people. There are billions of people online. If you are passionate about something, there are other people who will be passionate about that too. I wouldn't get heavily involved with market research because at the end of the day you are going to be building, you want to build an audience of passionate followers, and they are not going to be passionate about what you have to say unless you are passionate about it. That's thing number one.

Thing number two is that eventually you are going to need to sell them a product. It is so important when it comes to selling a



product that you have a product that you can legitimately with the full force of your character and integrity that you are selling a product that you believe in, that you love, and that you truly think is the very best thing that your audience can purchase for them. The only way to do that is if it's connected to your passion. Otherwise, you just won't be able to sell like you need to. I have seen so many businesses that end up dying because the owners self-sabotage themselves because they are afraid to tell their family that they are selling this product.

They are afraid to show up and they'll be sitting around with their circle of friends. Energetically they are held back because they just can't stomach to tell their friends from graduate school or from high school that they are selling a Tinnitus product, when they've literally never had that issue. If they are selling an ebook on how to do affiliate marketing and they've never been successful as an affiliate marketer before. They are just not going to be able to bring the force of presence and passion, to knock it out of the pack. I think I would go with passion first and foremost. What are your thoughts Pat?

Pat:

I like that but passion with sort of the criteria of, let's start with the passion, see if you can get 2,000 people to follow you on that. If not, then you know that that's not the case. There is also a couple of other tests that you can do. I like the test of considering whether or not this is something you'd be comfortable sharing with your friends because then you are always going to hold back if you are not even that. There is a few things. First of all, I like what I call the grandma test. It's almost the same thing, but would you be comfortable sitting at your grandma's house, telling her what you are doing? If not, then maybe that's not what you should be doing.

Also number two is if it helps also because typically when you have a passion for something you are also very involved with the thing yourself. You are your own avatar basically. You are building something that's sometimes the most for you or somebody just like you. To consider whether or not you would actually purchase this thing or use this thing, it really starts to make you think about the ethics of this and the morality and what not. I think that's important

too, and then the final thing. You might be kind of like, 2,000 that's not very much. Some of you might remember Kevin Kelly's essay called 1,000 True Fans, which very much just knocks you over the head with, you don't need a lot of people, you don't need a blockbuster hit or a world changing product yet, to start. What you need is to change somebody's world first. Just 1,000 people, for example, who just are absolutely in love with what you do, which isn't very many people when it comes down to it, can really help you support kind of this first leg of your journey. I agree with you on all those things. 2,000 for MVA if you will, before any sort of product even comes into play, right?

Clay: Yep. The reason I like 2,000 is because in my experience a list of 10,000 is a \$1,000,000 per year business. When your list is smaller in the 1,000 to 2,000 category, I've seen people typically make \$2 in the space we are talking about, selling their own product to a passionate audience. I've seen people make about \$2 per subscriber per month. If you are getting to, at this phase one with a minimum viable audience, you are setting yourself up to make about 4,000 per month, which is a decent start to liberating yourself. It's a nice sort of runway in launching Pat to the next thing.

Pat: In terms of the email list, obviously there are going to be people from the audience who have more than 10,000 who aren't making a million. The question is, it's not just about the number of the people on the email list but it's about the quality of the person on the email list. Just to kind of say, it's not just about collecting email subscribers, it's really getting these people who have and follow the same passions as you, who you really want to connect with. I would say really high engagement on each of those emails that you are setting up, right?

Clay: Yeah. I think it's a quality of a few different things. First, it is the quality of the lead. The second thing though is it's about the quality of the business world behind the business. If you are an aspiring professional blogger and you have a list of 2,000, and you don't have a solid business model behind that or a mature and sophisticated online business model behind it, you might not even

be making \$100 a month.

We are just on ladder rung one right now, when we get to ladder rung two we'll start to talk about how to create a mature business model behind that. No, I actually for a ladder rung one, where the goal is only to get 2,000 subscribers, you will not be making \$2 per subscriber per month when you are at ladder rung one. As we transition into the second rung of the ladder, you absolutely can get to a place where you are making that kind of revenue.

Pat: On ladder rung number one in terms of the business model and kind of preparing yourself for that. You've gotten this audience, 2,000 people, the MVA, I think a lot of people go or approach their audience with, I'm going to sell an online course. Again, they are going, even though they have the audience they are still starting with the product in terms of how to serve their audience. How would you best utilize this audience that you've built to determine what kind of product to then create or what kind of business model to have?

Clay: I wouldn't start selling a product at this stage, other than something like consulting. I would encourage folks to have one page on their websites that offers an hour of your time, that doesn't overpromise, that doesn't have crazy guarantees, but where you are selling an hour of consultation with you, and sell it for something like 50 bucks or 100 bucks. I wouldn't focus too much on monetization at this phase because it can start to get really distracting. The truth is, it's not super hard if you are bursting it, it's not super hard to get to 2,000 subscribers. You can set a goal like three subscribers per day, mail friends, find people on Twitter, participate in forums. It's not super hard to get this phase. I don't see people hanging out at this rung of the ladder for like a year.

It's a short phase but the purpose of this phase is to become absolutely obsessed with the ideas, with the concepts, with the phrasing, and formatting and presentation of ideas to a specific audience in a way that gets them to comment and subscribe. This is kind of like your rite of passage into this world. If you can't figure out messaging that gets shared, that gets people passionate enough to

enter their email address then you probably shouldn't go to the next level. I wouldn't get too distracted here with product or monetization.

Pat:

It almost serves as a form of validation not just for building the audience but for yourself. Can you actually stay engaged with this audience? Does it still excite you after however many months this will take to build this audience? I love that you used the word obsessed, because that's the mindset that you have to have to succeed. I also very much appreciate the suggestion for consulting.

I often suggest that people when they are getting started out also do freelancing, it's the same thing. You are utilizing your time in the world or a new space that you are obsessed with. What that does is even though you might not be getting paid very much, you are there in that world, putting yourself in it, learning about it, learning the ins and outs, and with consulting specifically, you'll be able to have those one on one conversations with people about specifically the problems that they are having.

You can actually utilize that time not just to help you get started and generate an income, and help somebody obviously, which is important, but you are collecting feedback at the same time. It's almost like a research for you at the same time. I think that's a genius idea.

Clay:

That's exactly why you want to do consulting is you want to find out people's fears, people's objections, what makes them tick. Generally speaking, the things you learn often won't be as exciting as you imagine them to be because you are going to hear people's roadblocks, people's objections, the things people struggle with at night. The things that keep people up. If you are in a space where there is real need, there is likely to be suffering, pain, anxiety about different issues, and to talk to people one on one and to get paid for that is a true privilege.

I also encourage people at this phase and actually at the two other rungs of the ladder that we are going to go through, to respond to everything. When I was at this phase, I had a personal

development blog called The Growing Life, a long time ago. I responded to every single tweet, I responded to every single comment. I had a search for my name and every time my name was mentioned in a forum I would leave a comment. I was so hungry to grow my email list and to grow my subscribe account that every time someone left a comment, I would actually personally email them, write something about their comment and how I was grateful and asked them to subscribe.

They didn't all subscribe but many of them did. I was able to go from zero to 4,000 subscribers in three months. It absolutely is possible. I think this is where I learned to write copy. At the end of the day you can take courses on copywriting, you can invest in all kinds of different training, but there is no replacement for saying if people actually subscribe to your stuff. I found that most people overestimate how hard it is to get someone to subscribe to their list, but they underestimate how hard it is to get someone to buy their products. Most people think it's super easy to sell products, but harder to get people to subscribe to their list.

It's actually the opposite of that. It's harder to sell products, and it's easier to get people to subscribe to your list. Certainly this is true, if you can't get 2,000 to subscribe to your audience or to your list, you are absolutely not going to get 2,000 people to buy your product. It's just not going to happen.

Pat: We are finishing up ladder rung number one I feel like, we are transitioning now into ladder rung number two, where are people at at the start of ladder rung number two, and where do they go from there?

Clay: At the start of ladder rung number two, they have a minimum viable audience of 2,000 subscribers. The goal is to, within 12 months of ladder rung number two, to get to the place where you are making six figures in terms of your annual revenue. It's not that you need to make six figures within 12 months of getting to 2,000 subscribers, it's that by 12 months after you've gotten to 12,000 subscribers, that the amount you make in that 12th month is at least six figures

divided, a \$100,000 divided by 12. This is like 8,333 or something like that. You want to get to the point where you are making 8,000 and 9,000 on that 12 month.

Pat: 12 months after you have 2,000 subscribers?

Clay: Exactly.

Pat: How do we do that?

Clay: The best thing that I've seen to get people to accomplish this, before I sold software and did consulting and created scalable businesses, I helped small businesses and online businesses with their marketing. What I'm about to present is how we accomplished this, and it's called the rule of five ones. Here is the rule of five ones. You should limit yourself to selling one product, whatever that flagship product is. You should limit yourself to one conversion mechanism. That's either a sales page, launches, sales videos, webinars, telephone if you are doing one on one sales. You get one product, you get one conversion mechanism, you get one traffic source, so that's either SEO, it's partnerships, it's pay per click, but focus on one and limit yourself to one.

You might get others for free without trying but limit yourself to one. It's going to take one year to find the right ones. The right combination of product, conversion mechanism, and traffic source. Then it's going to take one more year after that to get to 1,000,000 in revenue. Rung two is about sort of this rule of five ones. One product, one conversion mechanism, one traffic source. That's it, don't get ADD. There is a lot of reasons for this. This is where most people start breaking down, but if you start thinking about the combinatorics of messing with different configurations here, you can start to see how things get really complex really fast.

If you have two products, two sales to make . . . Say you have two products, you've got an entry level product and a high level product. You have two sales mechanisms, a webinar and let's say a sales page, and you have three traffic sources. Maybe you are

doing joint venture partnerships, pay per click and SEO. That's literally 12 different combinations. It's super hard to do, and even if you can accomplish this by being somewhat ADD, even if you can get to six figures by being somewhat ADD after this first year, I don't believe you are going to be able to get to seven figures the next year unless you go super deep like I'm advocating. Being focused here isn't just about hitting your goal in these 12 months. It's about hitting your goal during the following 12 months and building something that you can scale.

Pat: I can feel the passion and I can also hear. I think you are banging on the table as you are speaking.

Clay: Sorry about that.

Pat: No, I love it. It's like, you know when you clap when you say things to emphasize? It's almost like that. I think it's resonating with people. I love this focus of the one thing, which kind of reminds us all of the book that I always talk about, *The One Thing*, by Gary Keller and Jay Papasan. This is the idea of sort of essentialism even in marketing, just focusing on the one sort of funnel, the one path, and I really loved that idea. To clarify, just really quick in terms of how long this should take, product conversion, traffic source, one year ... You had first mentioned one year to get to seven figures?

Clay: In rung two, the goal is to get to six figures.

Pat: Six figures.

Clay: To get to a six figure annualized revenue by the 12th month. Let's say it takes you three months to get a minimum viable audience of 2,000 people. Then 12 months after that, that's 15 months out, by that 15th month you'll be making 8,000 to 9,000, that's the goal.

Pat: Truly funny because that is the exact amount of time that it took my very first website [greenexamacademy.com](http://greenexamacademy.com) to begin monetizing after it was first started. When I first started using it, it was just simply a tool, and then I started to build an audience from there.

Then about 15, 16 months later that's when I began to monetize and I had about \$1,000 at that point. It does take that long. Even with Smart Passive Income, which was built, not even to ever make a dime, it was just to kind of share everything at some point in the year and a half mark with affiliate marketing and with the sort of authority that hard gained over time, just proving a ton of value. It took about that much time to get to significant level where I was making about six figures from that particular property.

I would agree with that in terms of timing. For some of you that might be like, "That's a long time. It's a year from now. I need to make money now." It's not that much at the start. You kind of work your way toward that. Then also it's actually is a very short amount of time in the grand scheme of things. I think a lot of people in other industries would just die to get a chance to earn six figures within a year.

Think of everybody investing in the stock market and all that stuff, and this I feel is a better route because you are in more control of this. In terms of, let's talk about these individual parts actually. The product, how do we . . . ? You had mentioned that first, is that because that's where it starts, even before you determine conversions, I guess it doesn't make sense. Even before you determine conversions into that product, you have to know what that product is going to be.

Clay: Yeah, by one product I really mean one offer. It's the whole packaging. It's not just what is the product, it's what is the product, how is it delivered, what's the guarantee behind it?

Pat: One promise.

Clay: One promise, yes. What's the pricing plan behind it? It's really that whole package. Another way to say it would be one offer. It's really, I don't want to prescribe here exactly what it should be. For some folks this will be a membership site. For other people this will be software, for other folks it'll be a physical product that's shipped to you. For other folks it might be a three month coaching program.



I guess the purpose of the first rung of the ladder is to have a foothold into the psychology of a given market, and to understand at a pretty deep level what makes that market tick, what gets them excited, what products they are buying, what ideas are changing their life? At the second rung on the ladder you are leveraging that knowledge to try and to monetize that audience while serving them.

Pat: Let's talk about the mindset of selling. I think this is what holds a lot of people back. I know a lot of people who are in ladder rung two right now, who the only part that's missing is they are not selling their product that they probably know they should build, or maybe they've built it already, but they are just not selling it with confidence. How do you confidently sell something to this MVA that you've built?

Clay: Great question. What's interesting is, for me, ladder rung number two for me was not, I wasn't selling with a sales page. I wasn't selling with launches. I was selling via webinars. I started out just doing Q&A on my topic. I would get on my webinar every single week, sometimes twice a week and I would answer questions and I would offer my product as a solution to folks when I could.

That allowed me to cure objections, to understand exactly how folks were considering buying my product, but I would absolutely set up a . . . You've got 2,000 people at this point. You probably have access to an audience that takes action on your calls to action, if you invite them to a webinar they are going to show up. You probably have access to affiliates at that point maybe.

I would encourage folks just to do webinars. The reason for that is because it's a short till cycle. You know after the webinar if there is 100 people on the webinar and only two people bought, you know you are not doing that great of a job. If you are getting a quarter of the purchase, you know you are doing a great job. What I would encourage folks to do is what I did, set up a weekly webinar, measure the conversion rate of that webinar and try and ensure that that conversion rate goes up over time. You might want to, before you start even doing webinars, you might want to just use Calendly, use a tool like Calendly and set up one on one sessions, and start

selling to folks one on one.

I think the mistake so many people make is to really sell from their heels and to try and sell by not selling. I think if you want to make sales, then you need to sell the folks. There is no substitute for having another person on the other end of the phone considering your product and being really upfront about selling it to them if that's what they want. I would just do it. I would just try and make sales.

Pat:

I think it still scares a lot of people, like how do you speak to the people who are like, "I'm not comfortable selling like that. It's hard. I get nervous. I get scared." My advice would be to realize that hopefully what it is that you are building is something that's going to help them. You know about their pains and problems and you almost are, this is almost your duty, because you are coming from a place of serving hopefully, and you've built this thing or you were building this thing if you want to, for example do a beta launch, which I would recommend if for example the product that you are creating is a membership site or a course of some kind. That way you can just kind of have a validation iteration in there.

Either way, what got me over the hump of, I'm too scared to sell, or I think I'm selling out, I'm afraid of what people will say. It's like, if you come from a place of serving and you really truly believe in this thing that you are building, then there is not going to be an issue.

Clay:

I completely agree with that. I think it really has to do with what your mindset is. If you are building an audience, simply and purely to sell to them, to "monetize your audience," then I think you are going to feel icky about it because that is kind of icky. If you are creating a blog because you are passionate about a group of people and you are really trying to serve them, and you are delivering enormous value, then your customers will likely feel purchasing your product is a small way to repay you for what you are delivering to them for free on a daily basis.

If we take LeadPages for example. We have now about eight free courses, each of those courses has eight plus videos that have transcripts, we have two full time people whose entire job it is to

create free courses for our own market. We don't charge for them. We are not trying to get anything out of it, other than rapport with our market, and an introduction to our tools.

Everything we do is about providing economic empowerment to individuals in small and medium sized businesses and selling a product is just one component of that overall mission. It's not, it's just not weird. I think a good analogy to this is maybe dating. If you meet someone at a bar and, I don't want to be crass here, but if you meet someone at a bar, you are going to feel icky if every interaction you have with them is to try and get them to sleep with you that night.

If you meet someone, you actually find that you like them, you enjoy them as a friend, and you care about them deeply, then at some point, asking them out isn't that gross of a thing, it's just kind of where the relationship is naturally leading. I would encourage you to just provide such tremendous value to your market, that it's just not a weird, awkward thing to charge them.

Pat: I love that you mentioned the sort of natural thing that just happens as a result of the value you've provided. I think it was my buddy Chris Ducker, who you know obviously, who said that the sales process is everything that happens in terms of building the relationships, and serving and building value. Then the actual pitch just becomes the natural conclusion to that whole process. It just becomes part of the flow. It shouldn't ever feel icky if you do all those other things right. You have just kind of validated that. That's awesome.

Clay: That's spot on. I also think that if you are doing a great job serving your market, you'll start to hear with this minimum viable audience, you'll start to hear them asking you if you are going to have a product, or you'll start hearing product recommendations. They'll start coming to you and saying, "Hey, I just bought product X or product Y. I didn't really like it that much, what would you suggest that I purchase to help me attain this outcome?" I believe that if you care quite a bit about your market, and you care about products in your market, what will likely happen is you'll get pissed off that people are buying crappy products that you don't think are serving

them very well.

It almost will be like a response to the buying behavior of that market to provide an alternative that really saves them from crappy solutions in their space. I hope that's how you feel about it. I hope it's not like you are a wolf, and buyers are sheep, and you are somehow isolating them one by one, and picking them off and killing them. That isn't what it should feel like. It should feel like they are going in a direction that isn't serving them, they are buying other products in the markets they are in, and you know a better way and you are actually doing them a favor. I think that's the best way to approach it, or you are serving them. It should come from this kind of higher place. That's how I got started.

Pat: When you started, did you feel any of the 80-20 rule and all that stuff? I think this is another important thing that people in ladder two should focus on is like, you are going to be doing a bunch of things, and hopefully you'll be focusing on sort of rule of five here, or the rule of five ones, excuse me. You are going to have a hand in many different things, and you are going to try different things.

Some things are going to work better than others. I think it's important to, during this process also pay attention to, what is providing you the most results? How conscious should people be of sort of that thinking and traffic and conversions like, and based decisions based off of those kinds of things? Or is it really just, "I'm going to pick one, and I'm going to stick with it"?

Clay: Yeah, it's, focus is so important here. In addition to the rule of, there is two fives here. There is the rule of five ones, which we've talked about and we can write out for folks. If you go to the section notes for this podcast, I'll make sure Pat has all of these. You can get the reference material.

Pat: Thank you.

Clay: In addition to the rule of five ones there's also the five commandments. Here are the five commandments that go with ladder rung two. The first commandment is thou shalt only have

one business. If you are going to have a second business you need to shut down the first. Thou shalt only have one business at this stage. Maybe as you get more advanced down the road you can have multiple businesses, but at this stage thou shalt only have one business. Two, thou shalt only have one offer.

Commandment number three, thou shalt not spend more than one day per month creating products after you've launched. Before that you'll spend more time but after you've launched it, you can't spend more than one day per month on product creation because you need to focus on selling your product, not on continually making it better or thinking that if you refine module three of your product for the 20th time, that that will be the one thing that gets people to buy.

Pat: Similar to blogging, people are blogging every single day, and they are not even getting a chance to have their blog posts as they come out be shared and really get in there and be spread around. For most people the blog is just about creation and not the actual, getting people to see their stuff.

Clay: Exactly. Rule number four, thou shalt not spend more than one day per month on content marketing unless content marketing is your one traffic source. Five, thou shalt find beauty in depth rather than breadth.

Pat: Can you expound on that one?

Clay: Yeah, I have found that when folks are new to something they tend to get pulled in a million different directions and engage in a lot of very ADD-like behavior. It's really detrimental, and what I encourage folks to do at this phase is to find beauty in going deep on a few things that interest you, rather than going wide.

You might think that you have a traffic problem. You simultaneously buy a Pinterest marketing course, an SEO marketing course, affiliate marketing course and a pay per click marketing course. You are trying to learn them all simultaneously. What I would instead do is like the rule of five ones, I would find one traffic source, one conversion mechanism, one product. I would find beauty in the

subtleties of each of those art forms.

I would go deep learning the nuances of how to create results there, than finding meaning in being able to go into forums and list off 20 different things that could work. It's really funny, I hear a lot of people who sound like experts in forums but don't have a lot of results in their business. Then the people that usually seem to be having a lot of results really can't talk fancy in forums because their knowledge is just a lot more nuanced in a few places and that's not sexy.

Pat: We've got the rule of five ones, the five commandments. We are still in ladder rung number two but as a reminder, at the end of the year, after you've built your MVA, you do that for three months, and then you are going to for a year build up this business. You are going to have a plan with one product, the one traffic source, the one conversion mechanism. Then by the end of this year you are going to hopefully have sort of what's called a monthly run rate, if that's indeed your business model. Get to a point where you are generating that six figure income at the monthly level.

Clay: Absolutely. I would say to folks that if you are wondering what your one conversion mechanism should be, and what your one traffic source should be, I would go with what you personally buy from this. If you find that you really love webinars and that you attend a lot of webinars, then I would make webinar your conversion mechanism. If you find that you read a lot of blogs, and you are really interested in being a participant in the blogging community, then I would focus on blogging. I would really focus on one of these. That really is the way.

The order here is, for executing against this is step one, create a product that you'd go to bat for, that you are passionate about, that you believe is a better alternative than the products that your blog subscribers are already asking you about. Create a product around that, that's step one. Step two, create an offer around that product, namely, what's your guarantee going to be, what's the payment plan is going to be, what bonuses are you going to offer, and what's your price point going to be.

Step three is to get a conversion process that you can tell the world about. If you are passionate about talking about your product, a webinar might be a great way to go. If you are more of an introvert, and you are a writer, then you might want to create a sales page. If you have more of a sales background, and you don't mind picking up the phone, 15-20 times a day, then maybe use the phone, but get something that you feel really comfortable with.

Step four is get a traffic source that reliably buys via your conversion process. If content marketing is working really well, stick with that. If you are an analytical person and you like quantitative methodologies, and you are really handy with spreadsheets, you might want to do something like pay per click marketing. If you really are great at partnerships and getting people to partner with you, then you might want to go through an affiliate route, but that's find something that's authentic and good for you.

Pat: When does the transition to sort of ladder rung three happen? If we've gotten to that point, I also feel like some people at that point would just kind of be complacent, they would just be like, "I've made it. I'm done. I'm doing great." Is that the right way to think. How do you check in with yourself at that point so that you can then sort of make the commitment to get to ladder rung number three? Because it's not going to be an easy jump I would assume to get from number two to number three. I'd love to hear your thoughts about that.

Clay: Great question. I really think it has to do with what motivates you. I got into marketing because I wanted, I was very away motivated. I wanted freedom from graduate school. I wanted to opt out of the system. I have ADD probably, I am dyslexic probably. I just didn't like the structures that were in place, and I wanted to escape.

At first, I was very, it was about what I was getting away from rather than what I was going towards. What I found for me personally is that the more I got into the craft that is online marketing and the craft that is business, the more competent I felt, the better I knew the players in the space, the more confidence I had about a different way. I realized that probably about 18 months into this that

I was no longer driven away from the things that I had left, but my motivation was now about economic empowerment and gaining competency in traction in a new way of operating in the world.

I kind of discovered along the way that my, what is lifestyle designed for me is not traveling around the world running a business from a laptop is traverse the globe in a balloon, that instead my version of lifestyle design was hiring the best engineers I could to tackle huge problems. That it was a privilege and an honor, and all that I could ask for to spend 16 hours a day unencumbered, working on the largest projects that I could imagine at the time. Lifestyle design for me was having the resources to hire amazing people and to invest in solving large problems. That's what shifted for me but it isn't going to be that way for everyone.

If you find that you are on ladder rung two, and you are not inspired to go to the next rung of the ladder, then that's fine. I would just continue to invest in what's working because if you don't there is going to be four kids sleeping on futons in Silicon Valley eating ramen that are working 16 hours a day for like almost no pay that are going to eventually eat your lunch. Make sure that you continue to do at least a maintenance amount of work into your business.

Pat:

The maintenance part is important. I feel like I was on ladder rung number two for quite a bit, and just quite happy with where I was. There was no reason to not be happy, but certain things have changed over the past couple of years where I've really wanted to step it up for bigger reasons. I've talked about these already earlier in the show, related to philanthropy and education and what not. This is why I'm going big now because it's going to be this rung that leads me to the next one.

You can't predict those things, you kind of reassess where you want to go and your motivations like you said, as you climb up this ladder. With every step what's cool is you have the freedom to do what you want when you want. It's really a matter of being aware of yourself and your motivations along the way. It's where you kind of are on autopilot all the time where it starts to get potentially dangerous



because then you might end up in a place that you don't want to be.

Clay:

I think that's absolutely true. I think that most things in life are either getting bigger or they are getting smaller. I don't think there is such a thing as stasis. If you get to ladder rung two and you find that you don't have visibility on the next rung of the ladder, then it could be that you've established a nice little nesting for yourself that you have a nice way of operating. I would try and figure out what the next thing is going to be in your life. This might buy you three to five years of exploration time. That might be when you need to find what's next, but if you don't want to make it bigger, it's probably going to get smaller.

Pat:

What made you want to go bigger? You kind of mentioned it already but I'd love to hear kind of a little bit more deeper about kind of why you wanted to go really big with LeadPages. Even when you started with Lead Player, I remember that's when you and I first connected actually. We were in this little Google group, and you had talked about this new software that you came out with which I thought was kind of cool. It was a like a player that plays YouTube videos on your website, but also collects people's email addresses, and I was like, "I want to try that." I tried it, it was awesome.

Then we had that lunch, no, it was a dinner in Vegas you had invited me to and that's kind of when you revealed LeadPages to me. That was a big moment obviously. It kept getting bigger, bigger and bigger, and I'm curious what's the motivation, what's ... Then also, what's the next rung for you from here? Because you are obviously on ladder three right now. Is there a rung number four?

Clay:

Yeah. There is still plenty of exploration around rung three. We've got some stuff here but, I think there is always, if you are on the path that is your life purpose, there is always the next rung of the ladder. For me, it was a combination of a few different things. First and foremost, I had found a set of ideas and tools and methodologies that allowed me to opt out of a system that would have ground me down to nothing. The economic empowerment that came from a set of entrepreneurial principles in a way of viewing the world, freed me up in a way that, it just made such a

huge impact on my life. That was the first thing. The second thing was the team I was working with. I loved working with my team. I still do. We have some of the best technologists, some of the best thinkers. Some of the best writers and creative people I had ever met. A lot of the nourishment came from, if we are able to win at the state level, what does it mean to win at the national level, or what about the super bowl, can we win there? I think every single success allowed us to set bigger sights, and it was really just about doing bigger things with the same team.

That was the second thing. I think the third piece was just the sheer day in and day out joy that the logistics, and sort of the tactical in the trench elements of running the business provided me with. I loved getting up in the morning and doing the things that I was doing, even if the mission wasn't there, which I loved the mission, and even if the team wasn't there. I loved the work that I was doing. I think it was that combination for me that allowed us to, or that allowed me to kind of, to think bigger. I think everyone wants to expand.

Pat: I think so too. That's awesome Clay. Thank you for sharing that. It's really awesome to hear you delve into that a little bit. I'd love for you to speak on, we are at rung two ready to go to rung three. What are the steps to make that happen? This is going to be obviously much different than from one to two?

Clay: Yeah. The third rung is all about doubling down on the things that have worked. What I call the key for success at rung three is really I call it the rule of three twos. We have the rule of five ones. Now we've got the rule of three twos. At the third rung you go from having one product, which is your current product to having two products, which is the first product and then an upsell on your first product.

The funnel stage is essentially the same, you are just adding another step to the funnel. After people purchase your first product you offer them, it could be a one click upsell, it could be something you sell to them on the phone, it could be something that's available later but you have a higher end product. Maybe you have a membership site that's \$50 a month. You might have a \$2,000 coaching offer.

Maybe you are selling folks like compost pills. You might want to offer them some sort of comprehensive green gardening package or bundle they can get. If you are selling for you eating plans, you might want to offer fitness plans as well. Whatever that upsell is, it should be more expensive, and it should be something that folks can only get to after buying your first product.

Pat: How much more expensive?

Clay: Generally speaking, it should be from five to 10X more expensive than the first products. You've got two products now. You should allow for two traffic sources. Let's say you spent a year really mastering content marketing. When you get to rung three, you might want to expand that into partnerships or a JV program, at that point. From one to two products, from one to two traffic sources, and from one to two conversion mechanisms. Let's say you are selling most of your products via a sales page, you would want to expand that to include maybe webinars, or you might want to expand that to having an inbound sales process where you have one or two salespeople that take calls from your community, sort of close those deals over the phone.

In addition, in this third rung you are adding automation. You are taking your automation to the next level. You might have an email sequence with seven emails during rung two. In rung three, you'll probably want to add forking logic and workflows, the kind that we offer at drip.co, which offers a free account by the way. You'll add that kind of automation. You might want to add like chat bots to your website. You might want to introduce automated webinars. If you have a webinar that's working, you might want to introduce automated webinars, which you should probably disclose as being not live webinars, just to be honest, but you can make them available to people in other time zones who want to get access to that content.

You are adding automation and you are also adding tests. You are adding conversion tests, like A-B split testing, and you are adding traffic test. You want to find out, and Google Analytics allows you to do this, you can see which segments convert better than others.

You might find that people that come to your website for one keyword term convert better than people who come to your site for another keyword.

You might find that people that come from social convert better than people that come from the organic search rankings. You might find that people who click on ads with one version of your value proposition convert better than people who come to your ads from a different value proposition. You might find that some states or some countries convert better on your offer. It's about tweaking traffic, and tweaking conversion rates. At this point we could probably descend into marketing nerdily, but I think this is the basic outline.

Pat: What's the goal? I guess it differs.

Clay: The goal is to get to seven figures this year. Minimum viable audience, you should invest the time that takes as long as it takes. I would aim for three to six months. That's a rung one. Rung two is getting to six figures. Realistically, you should be able to do that within a year of getting your minimum viable audience. Rung three is takes an additional and that's to get to seven figures.

This is the path that I personally followed, and this is the path that I've seen so many others follow. Pat you mentioned it took you 15 months to get your first website, to get your business here. This is sort of a pattern I've seen over and over again. It does take an incredible amount of passion and persistence and frankly obsession. This isn't something that's going to happen if you are open to working 45 minutes in between watching episodes of Lost on evenings.

This is kind of an . . . This is the all-in path, this is your working late into the night, you are working weekends, and you are working on problems that you can't stop talking about because you care about them so damn much. This is the path for someone who almost is obnoxious when they are at parties because they don't want to . . . People don't want to hear them talk about Bitcoin again, or talk about the spiritual path they are on or talk about a new approach to

growing food or health.

This is the path for people who are obsessed. Honestly, it's hard to know if you are going to be obsessed until you've had some initial success, because often it is being unlocked and being unchained by a new path that sort of lights the way to the next stage. I wouldn't count yourself out after hearing what I just said.

Pat: In terms of business models at this point, would you just continue scaling the model that you have or is there room to potentially change your different one? I can imagine kind of like yourself starting with info products and then really seeing a software need. I know a lot of other people who have done this as well, Laura Roeder from Edgar and a few others. It just seems to be ... Software seems to be, I don't want to say easy, I definitely don't want to say easy. I have a little bit of foot in the door in the software world, and it's definitely not easy at all. There is a lot of things that go along with it, but it seems to be a natural, I guess you could say, progression. Once you find an audience obviously and you are providing value to them and you are offering them products, you are consulting with them. You are going to find some things that are going to be done repetitively that a piece of software could help solve. I feel like that's potentially a business model that I would say be easier to reach seven figures, obviously putting in a ton of work into it than others. Is that true or is that kind of a misstatement?

Clay: Yeah. I'd say the way I think about this is as a movement from low cost of product creation to high cost of product creation. Generally speaking, when it costs very little to create a product, you'll have a lot of competitors, but that's where the relationship with your audience comes in. When you are just getting started you've got 2,000 passionate followers hopefully.

The differentiator there is your unique approach to solving their problem, your unique personal brand, how you've historically taken care of your audience. That is what really differentiates your product and your offering in a crowded space. As you get bigger and you have more resources, you are going to enter spaces where the cost of product creation is much higher. It costs a lot more to product

software than it takes to produce a membership website.

It costs a lot more to produce a custom made physical product than it costs to create, than it costs to sell an affiliate product or it costs to sell an ebook or consulting. Generally speaking, the more it costs to produce a product, the greater moat you have around your business. For someone to replicate LeadPages is super hard to do at this point or to replicate drip.co. Super hard to do.

There is already entrance in the market, there is a huge talent-ware for software developers but that's also true. A physical product that's also true, of like consumer electronics, that's also true of things that have a huge logistics component. I would say, as you get more resources and as you have a better understanding of your market, you can afford to spend more on product R&D. For some people, that's going to be software. For other people, it's going to be physical product, electronics. Whatever it is, it's going to be harder to do, but once you can get there, there is a lot more money to be made because there is just a lot fewer participants.

Pat: Final thing before we finish up, we've already been talking of over an hour, I can't even believe it. You could tell with just all this kind of amazing information, I just don't want to cut you off because it's just so great. I imagine a lot of people are really getting a lot of value out of this. Thank you Clay, I really appreciate it. The last thing I want to talk about are, some of the biggest mistakes that people make while trying to climb this ladder. What makes them slip off and how would you recommend they get that tight grip on that rung so they keep climbing high?

Clay: I think the biggest thing I see people do, and this is an internal thing, is they start doubting what they know. They start getting pulled in a whole bunch of different directions. They have little bit of success and next thing you know they are in same masterminds and they've bought 20 other ebooks, and they've spent a lot of the profit they have on some kind of fancy car, or they are 3Xing the number of vacations they used to take.

They end up falling off the ladder. It's really doubting yourself and

ADD are the biggest distractions that I've seen. I think that generally speaking at rung two of this ladder you should be maintaining the same lifestyle at rung three that you had at rung two, and you should be working just as hard at rung three, and at rung two as you were at rung one. It's really letting off the gas pedal, getting distracted, not having confidence. That's really what I see. I wish I could say more about, it really comes back to the fundamentals like try and meditate every day if you can.

Pat: Do you practice meditation?

Clay: I do yeah, it's changed my life. It really has changed my life and I think had a bigger impact on my business success than just about anything, any tactic I could talk about or anything I could bench in. It really has, meditation allows me maybe another quarter of a second of willpower, and between saying that stupid thing I should never say, and saying like maybe I shouldn't say that. There are just so many instances of things like that that occur every day that meditation saves my butt.

Pat: I practice meditation too, it's done amazing things for me and my focus and creativity and what not, and just allowing me to breathe a little bit between all the crazy stuff that we do in our personal life, in our business life. It's definitely a much needed thing, and I can see why a lot of entrepreneurs, especially very successful ones make it a priority to do every single day. Clay, this has been amazing. Do you have any final words before we finish up or have we sort of covered everything?

Clay: Yeah, I'd say, the final words are, if you are listening to this in audio only format, be sure to go to the show notes, we are not going to put it behind an opt in wall or anything like that. I'll provide some really thorough notes, a transcript, a mind map, and some worksheets that will benefit you in quite a few ways. Don't just hear this as a bunch, as like several general concepts. I would take this as an actual blueprint to get started. I would for example sit down this evening or next evening, pull out a worksheet, and say, "The one traffic source I'm going to focus on is X. The one conversion mechanism I'm going to double down is Y."

The one product that I feel I should create is document your assumptions, plot out where you are at now, when you think you can be at rung two, when you think you can be at rung three. Start making these things very concrete for you because unless you do that you are never going to move into action and this is just going to be a series of entertaining ideas, where you can debate the finer points of some nuanced thing I said in the 15th comment on here. I would try and get away from your monkey minds, obsessing about that and start getting into action.

Download all that stuff. We've got a bunch of materials here that can help you out and make all this very concrete for you. I'll just say, take that stuff, start documenting your assumptions, start documenting the options you are going to take, and just move forward.

Pat: Golden information. Thank you guys so much for listening in all the way through. Clay, thank you so much, we always appreciate you coming on the show and sharing your amazing wisdom. Is there a question that you would like people to answer perhaps related to all this in the comment section? I'd love to have people have another reason to come over to the comment section to visit the show notes and get all the great sort of downloads and what not, but also so they can kind of participate and maybe kind of start their journey off right. Do you have any ideas for maybe a prompt that they can answer in the comments section for this post?

Clay: Yeah. What I would encourage people to do is come into the comment section and tell us the conversion mechanism that you are going to focus on. If it's one on one selling, I would say that if it's a sales page and you really enjoy sort of sort writing out the case for purchasing your things, say that. If it's video, say that, if it's webinars, tell us but just tell us how you plan to convert members of your audience into buyers, and tell us why. Leave that in the comment section, and I can give away actually two lifetime memberships to LeadPages to two randomly selected commenters. I think that would be fun indeed.

Pat: Dude, that's awesome. I wasn't like . . .



- Clay: You weren't fishing for that?
- Pat: No, I wasn't. That's super cool. Thank you Clay. I appreciate that. That's a huge value in terms of what you are getting there. Two lifetime accounts to LeadPages. Does this count even for people who have LeadPages already?
- Clay: Yep, absolutely.
- Pat: Come to the show notes, I'll give you the short link shortly after this, and leave that comment there. If they don't have an audience yet, still kind of have them comment on what they would consider to be one that would work for them and their personality?
- Clay: Sure. I'd say if you don't have an audience yet, tell us the general topic of the blog that you would generate a minimum viable audience around.
- Pat: Then we'll come back, I'll say in about a month, because people take time to listen to these episodes. We'll say a month after this episode goes live, Clay and I will get our heads together as we often do and kind of just randomly select a couple of people who will leave a comment there. Clay, that's amazing. Thank you for that amazing gift. I appreciate it.
- Clay: Absolutely Pat, it's always fun talking with you. Thanks for the opportunity and props to everyone who's listening to this podcast, looking to make their life better, looking to make the world a better place. Not only for themselves but also for their families and their communities. There is no better way to do it than entrepreneurship.
- Pat: Take care Clay.
- Clay: Take care.
- Pat: All right guys. I hope you enjoyed that amazing interview. Basically, lesson and tutorial and workshop with Clay Collins again. You can find him at LeadPages.net obviously. If you want to check out LeadPages through my affiliate link, head on over to [smartpassiveincome.com/](http://smartpassiveincome.com/)



leadpages. Before you do that, actually I would head over to the show notes [smartpassiveincome.com/session263](http://www.smartpassiveincome.com/session263), and leave your comment there, because you can win a lifetime membership in subscription to LeadPages, which is a huge value, absolutely, and two of them. The way you do that, go to the comment section and you leave your number one conversion mechanism.

How are you going to convert your audience into buyers? Pick that one mechanism. I love that strategy because it's not even a strategy, it's just essentialism in marketing. Pick one that works or that is going to be the one that works for you, and focus on that one, use all your resources for that one and not spread yourself too thin. Come over to the blog [smartpassiveincome.com/session263](http://www.smartpassiveincome.com/session263), leave a comment there, and in some point in the future like I said we will come in and we will randomly select two commenters to win those lifetime subscriptions to LeadPages. Just come on and let us know what you think as well. Thank you so much Clay for all of that. Thank you for all of you who listened all the way through. I appreciate you so much. Finally, if you haven't been at the blog for a while, come on over, [smartpassiveincome.com](http://www.smartpassiveincome.com) or if you want to get even more podcasts from me right now, head on over to [askpat.com](http://askpat.com) or look up my other show, Ask Pat, because that's where I answer voicemail questions from you, literally, voicemail questions from you five days a week.

We are approaching 1,000 episodes. I'll be giving away some really cool things later in the year when we hit 1,000. Make sure you subscribe to that show as well. We also do Ask Pat Live on Fridays on my Facebook page at 1:30 PM Pacific, every Friday, or most Fridays, just as long as I'm there. We do giveaways there too. Check out, [facebook.com/smartpassiveincome](https://facebook.com/smartpassiveincome). That's Friday, 1:30 PM Pacific I'll get your as many questions answers as I can and we'll do some giveaways. It will a lot of fun. Thanks guys. Take care, and I will see you in the next episode. Peace.

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

[1,000 True Fans](#)

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