



**SPI 265**

# Shane and Jocelyn Sams and Their Awesome Advertising Strategy

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Pat: This is Smart Passive Income Podcast with Pat Flynn, session number 265. Y'all ready to go? Let's do this.

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, insert weird fact about Pat, wait a minute. What? Oh, oh, I get it. Pat Flynn!

Pat: What's up everybody, thank you so much for joining me today in this session of the SPI podcast. I'm really excited to bring back two people, amazing husband and wife combo who have been on the show before, episode 122. Which was actually published back in August of 2014. That episode has more downloads than when Gary Vaynerchuk was on the show. It has more downloads than when Tim Ferriss was on the show. The reason is, because Shane and Jocelyn are just, they were just two people from Kentucky, who had discovered the SPI podcasts. Shane was all about it right from the start, Jocelyn not so much. They talked about their journey, how they've taken these strategies on Smart Passive Income, put them into action and have since built this amazing empire.

Shane is, was a football coach. Jocelyn was helping librarians and teachers. They've been able to build these massive online businesses, passive income businesses in those industries. Now, they've since built out what's called flippedlifestyle.com, where they talk a lot about what they've been able to do. They also have a podcast where they, in a very unique way, walk new people who are in this world of online business through the process based on what they've learned. Actually, they're here today to teach us. That's me included. How they've been able to grow and expand still with advertising as one of their primary ways of getting new eyes and ears on their brands.

We're going to go right into advertising right now. Something I'm really looking forward to getting into, now that I finally have my own products as well. I know a lot of you are building your own products out now too, or you might have your own products already and you just want to get some more eyes and ears on it. Shane and Jocelyn

have some very specific strategies to share that's working for them, that may work for us as well. Let's get right to it. Here they are.

Hey guys, what's up? I'm so happy to welcome back Shane and Jocelyn Sams. Our spectacular guests from episode 122, way back in the day, who are back. Shane, Jocelyn, thank you so much for coming back on the show. How are you guys doing?

Jocelyn: Hey, we are great, Pat. Thank you so much for having us back on.

Shane: I'm so excited to be here the second time, because I remember when I started my online business, if we could just be on SPI once and now we get to do it twice.

Pat: Now, you get to do it twice.

Shane: This is double a dream come true, baby. Do you know what I mean?

Pat: I think, when I mentioned your names and people are like, "I don't know who that is," but then they heard your voices. If they heard that episode, they would recognize your voices, because they're just so distinct. Also, your personalities, that's one of the things I love about you guys. You're just so lovable. It's just so great to see how far you've come. If you haven't listened to 122 yet, that is by far the, one of the top most downloaded episodes, I think it's actually the top downloaded episode that's not from a Tim Ferriss or a Gary Vaynerchuk-type person. In my eyes, I feel like it's the most inspirational, because you told a story about how you found the show, the Smart Passive Income Podcast and took some ideas that you had and ran with it. Now, you guys, tell us an update. How well are you guys doing right now? If you could share just the barometer of that.

Shane: We're doing pretty good to be honest with you. We don't ever like to toot our own horn, because that's just like, it makes us uncomfortable. Do you know what I mean?

Pat: Yeah.

- Shane: We've made a lot of money in the last couple years. We've just had thousands of people buy stuff from us online. We just, the big barometer for us is our new home, because for those who may not be familiar with our story, when we decided to do online business, we knew we had to do a drastic change. We actually sold our house and downsized into a smaller house that had half the mortgage, just so we would have enough money to start our online business and to get this thing going.
- Jocelyn: We lived there for almost four years.
- Shane: Then, recently we just bought a 30 acre estate. We have a private lake. We bought a lake. Our house now, is twice as big as the one that we sold when we started out. We have all this forest and stuff around us. Our kids are just so happy here. When I wake up every morning and I get to go have coffee at my kitchen table and I look out at our lake, I'm like, "Man, how can this even be possible if it wasn't for online business?"
- Pat: That's awesome! Congratulations to you guys. Again, episode 122. We'll link to that, obviously in the show notes. I wanted to bring you guys both back on to not only talk about what you've been up to and how you've built other businesses on top of what you've talked about before. Before you had the coaching business and also the librarian business. Then you've since, created a podcast called Flip Your Life and other things going on. It's just incredible what you've built, but I also know that advertising has been a major part of the growth strategy. I'd love to dive into that in any which way this takes us. Shane, why don't we start with you. In terms of advertising, what made you want to do that in the first place, or how did you even know that was the right way to go for you?
- Shane: We always say that when you're doing anything online business, you only have two resources. You have time or money. Being parents with small children, we've got a lot of other things going on. We have four or five businesses that we're juggling at all times. We didn't think that we could grow everything if we just sat around and did it organically, or even did the podcast circuit. Did the YouTube circuit or whatever

you do to get your name out there. So, what we said was it would probably be better if we could invest money over time and just buy ads instead of waiting for the audience to come to us or really hitting the ground and going out and shaking hands and kissing babies. We would just buy traffic. That's basically, what we decided to do was, let's just buy traffic and let's buy as much as we can. Every time we spend a dollar and get back a dollar fifty, let's spend another dollar. It's just really worked well for us in our online business.

Pat: Jocelyn, in terms at the start of advertising, did you initially think it was a good idea too, or did you ever have any reservations about it?

Jocelyn: Not really. I usually am the person who's sort of pulling back the reins, "Whoa, boy. We, we gotta calm down here."

Shane: Whoa boy, me.

Pat: Whoa, boy.

Shane: I think you did. Whoa, boy.

Jocelyn: Whoa, boy.

Shane: Easy cheetah.

Jocelyn: That's a southern saying right there. I knew that we needed to do that to grow. It's definitely not something I was necessarily afraid of, it's just I am more, I guess, I want things to work, make sure that they're working before we go all in. Shane's more like, "Let's just put down like \$10,000."

Shane: Let's spend \$10,000 on this ad I just made and I've not even tested. Jocelyn's like, "Whoa. Stop there."

Pat: We'll get the "Whoa, boy" shirts made at some point. Walk me through the very first ad that you created and did it work? Did it not? What was it for?

Shane: The first ads probably were for our coaching and elementary

librarian site, because we knew, there's peak times in the both of those industries where people are really active on the internet, really engaged and really looking for that information, like the back to school period. Which most places in America's August, January, back to school from Christmas. We thought, "Hey, what a great chance to just double down this money and try ads like at all these teachers." Jocelyn started running them basically, at her audience.

Jocelyn: Yeah, but I made a mistake at the beginning, because I was always running them to the sales page. I was trying to get cold audiences, people who had no idea who I was and are trying to run them straight to a sales page. If you have any experience with advertising you know that that does not work very well.

Pat: What was the solution then?

Jocelyn: What I decided to do instead, is I've started running some ads to cold audiences for free things. No opt-in required, I just send them to something totally for free. Of course, there is an opportunity to opt-in on the page if they want to, but they don't have to to get the content that I advertise.

Shane: At the same time, when we send any traffic to this page, we're pixeling them with the Facebook tracking pixel so that once they've been introduced to our brands we can then follow-up with a whole separate group of ads that we call warm ads. People who have already discovered our content, already been there, even if we don't get their email, we can go show them better ads that are more, "Give me your email" or even, "Hey, buy these products."

Pat: Are you speaking about Facebook solely at this point?

Shane: No.

Pat: No?

Shane: Usually, no. What we found on Facebook and actually this came through Flipped Lifestyle, because over the last two years we've

worked with hundreds and hundreds of people personally. Helping them do online business. We realized that, on the online marketing space you can, if you want to start a podcast about interviewing entrepreneurs, you can target you or Michael Hyatt or other entrepreneurs. But, when we got down into some of these other niche markets, there were not personalities, there were not interests where it was easy to target people like, take our US history teacher website. It was hard for me to find US history teachers. I could find teachers, but that was a broad group. What we figured out was, let's go to Google. We know that people are searching for these resources in Google. Let's get them to click to free content, don't even ask for an opt-in through the search results, but then we'll pixel them and show them warm ads over on Facebook.

That is what really opened the door and opened our eyes to, everybody falls into a camp like, "I like Pinterest ads." "I like Facebook ads." You can blend them together. The goal is just to get a bunch of traffic and then follow-up as much as possible. That's how we built both the education businesses and that's we help people set up.

Pat: Here's a big mindset question related to advertising. If there was no follow-up after that initial ad worked, would it even have been successful for you?

Shane: No, probably not. You mean if say, one ad, what do you, say that again. What do you mean, like . . .

Pat: There's no retargeting, it's just that initial ad going to a page and there's no follow-up.

Shane: No, that does not work.

Pat: It does not work.

Shane: That does not work. No, we have to have exposure. You have to get people into your brand or they're not going to buy from you. You can't just hope for, that's why Google ads don't work all the

time, because people are like, “Oh, I got you in the search. Oh, you clicked my page, nothing happened.” But if you pixel them and you can go back to Facebook, where everybody’s on Facebook, or everybody’s on whatever, then you can follow-up and they see your ad seven, eight times they get more chances to get free content, eventually they’re going to buy.

Pat: Got it. So, just to clarify the technical aspect of this pixeling thing. You’re actually using a Facebook pixel on the landing page, but you’re sending traffic via Google. Is that Google AdWords?

Shane: It is, but it doesn’t have to be Google. It’s, where does your audience search for solutions to their problems?

Jocelyn: Could be Pinterest.

Shane: Yeah, where does your audience hang out? Buy ads there to get traffic and then we all have Facebook accounts, even Pinterest, you can follow back up again with them in other places so they see you over and over again. Let me give you an example, that’d probably be easier.

Pat: Cool.

Shane: Let’s say that, I want to target US history teachers. They may not be searching for the word, “US history teacher.” They may not join any groups online in Facebook that say, “US history teacher.” They’re just out there floating, living their life, but on Monday morning if they have to teach about Abraham Lincoln, they probably are going to search for “Abraham Lincoln worksheet,” “Abraham Lincoln crossword puzzle,” “Abraham Lincoln lesson plan,” “Abraham Lincoln PowerPoint.” If I go into Google AdWords and I know these history teachers are searching for these resources. I target them there and say, “Hey, click here for a free Abraham Lincoln worksheet,” “Click here for a free whatever.” They go get it, bam!

We put the tracking pixel on them. Now, we show them over on Facebook, anytime they log on they see, “Hey, did you know you



can get an entire year of lesson plans for free?” “Hey, did you know that you can get an entire Civil War unit? So you never have to plan your lessons again.” That’s the follow-up over and over and over again from the search traffic where we actually bought traffic to get the click to the page.

Pat: I like it. Did you do any research in terms of, “Okay, these are the terms that US history teachers are typing in?” I think a lot of people would want to get into a niche and at that point be like, “Oh, well, I don’t know exactly what they,” how much research are you doing? You guys were obviously teachers. Jocelyn was there, is this just stuff you knew that they would type in or did, was there any hard research before that?

Jocelyn: I’d say that we do research at times for the elementary librarian niche. This is something that I had been in for a really long time. I know their calendar, for instance, Dr. Seuss’ birthday is coming up. I would run ads to some Dr. Seuss materials. The month of April is National Poetry Month. I’ll run ads about poetry resources.

Shane: But what she would do is, you could go into the Google AdWords keyword tool. You could type in something broad like, “Black History Month.” Then, you could see all the little things that people are searching for. When we did the football website, I actually sat down one day and it took me like eight hours. I found, I typed in like, “quarterback” and then I typed in, found every word that I thought a quarterback coach was looking for like, “quarterback drills,” “throwing drills,” “how to grip a football,” all these things. Then I did, “linemen,” “defensive backs,” “linebackers” and I found everything I could find about that. Then, I bought, I call them keyword coalitions, I would buy ad packages targeting those words as a group. I would say, “linebacker drills,” “linebacker tackling drills,” “linebacker read drills” and that would be how I found a linebacker coach, if I had a linebacker playbook, basically.

Pat: Nice, that’s cool. You’re using their behavior actually to come and figure out, “Okay, this is a person that I’m actually targeting.” Then when they come to your website, they get pixelated and then they

go back to Facebook and that's where they start to see what ads at that point. Let's keep going with the US. You already mentioned the US history one, but they're getting drills already from you on your website. What are you serving them on Facebook? Where's the conversion to a product?

Shane:

If it was the history site, then what we do is we would say, "Okay, you clicked on a Civil War worksheet." You might see, "/We know you're teaching the Civil War right now." You can go back on Facebook and it might say, "Download an entire Civil War unit right now. That's 11 days of lesson plans." We give that as an opt-in and then we know the next thing you're going to teach is reconstruction or the Spanish-American War. So, I can follow-up with, "Hey, would you like to buy the Spanish-American War. Wasn't that awesome not having to work in your classroom." For football it might be, "Hey, get this drill manual." So, they got something for free, like five drills they can run in practice tomorrow, but then we might go say, "Hey opt-in for this drill clinic tape." Where I've actually filmed 20 drills that they can go run with their linebackers. Then, we would follow-up with, "Okay, here's the playbooks and everything you need to run this for your entire defense."

Pat:

Go it.

Shane:

They just expand out and get bigger and bigger and bigger. Same thing with elementary librarian.

Pat:

This is a long term situation that you're creating here. It's not a, just conversion on the immediate ad that you're serving right up front. I think that's the big thing, even for me, cause I'm impatient. I want things to show me that it's going to work right away. I think when people get on Facebook, because that's the hot advertising platform and they run ads and it's not converting. It's like, "It didn't work for me." They think it's obvious that it's going to take some thinking in terms of, "Okay, well, what leads to what? And where can I offer value?" Also, you're building relationship with those initial products that are free. You might be wondering, "Well, why would you give that away for free? Why not ask for the sale at that

point?” Well, you’re showing them that you have stuff that works. Then, when you ask later, then they’re more likely to say yes. That’s awesome. Jocelyn, on the teacher ones, how much were you spending per click, I guess is the right term?

Shane: You’re going to be sick, because it’s so cheap. We get away with murder.

Jocelyn: Yeah, the elementary librarian one, it’s pretty good. I can usually get cold clicks from around ten, eleven cents. Depending on what kind of ad it is, sometimes it’s a little bit more if it’s not something that people are actively searching for at the moment. That one is really good. Then, even the retargeted traffic to get opt-ins, I do pretty well on that also. It’s really inexpensive for that one. I just don’t have a lot of competition. I hate to say that, because I don’t want somebody to come and compete against me.

Pat: Right.

Shane: Also, too, there’s, the competition is an interesting word you use there, because there might, there’s competition for everything, but when you drill down into those keywords into the keyword tool you might find someone searching, go back to the history example. For Civil War lesson plan, maybe there’s a thousand searches a month, but everybody else is targeting history lesson plans. If you dig down in there and you can find ten words that each have a thousand clicks a month, then all the sudden, you’re not spending the \$5.00 an ad or the something in email. You know what I mean?

Pat: Mm-hmm (affirmative).

Shane: Because, you found words, it’s the words that people are using that you’re targeting. It’s not just the, “I’m in this industry, therefore, I pay \$10.00 an email.” Basically.

Pat: Right. Where did you guys learn all this? How did you figure it out?

Shane: Trial and error.

- Jocelyn: I follow just a lot of different people, just different places. I picked up things from podcasts, from blogs, from Facebook ads. You would be surprised of all the different things you can pick up. I just put all this stuff together and . . .
- Shane: Created a plan.
- Jocelyn: Made it work. It wasn't successful immediately. We had to refine it a little bit, but it's been going really well.
- Shane: What's interesting about the Flipped Lifestyle brand that we created in the Flip Your Life community, a lot of people come into that. I don't feel like it's the traditional online marketing space, because we don't have a lot of coaches. We don't have a lot of people that are focused on, the intricate parts about internet marketing and sales photos. We get people that are teachers. We have one lady that teaches keyboarding to worship instructors at churches. We had one guy come in and he sells Venus flytraps. All the things that you learn about in Facebook advertising courses, they don't apply, because how do you target someone on Facebook that likes Venus flytraps.
- Jocelyn: Because of that we have to get creative. That's why . . .
- Shane: We had to be a little bit more resourceful.
- Jocelyn: We had to come up with this Google strategy, because the Facebook targeting just was not working for some of our clients. We thought, "Well, if it's gonna work for our clients, so maybe it'll work for us."
- Shane: Low and behold, it was amazing.
- Pat: That's cool. When you started, was it the Shane approach of, "Let's just go all in," or was it the Jocelyn?
- Shane: Oh, yeah.
- Pat: "Let's, let's make their, let's make sure this works first."

- Shane: Oh, no. I started an ad and I was like, “I just spent \$400 on an ad this week.” She was like, “What did you do?”
- Jocelyn: I was like, “Uh, okay.”
- Shane: Usually, I get the ball rolling and then I see a shiny object and start something else. Then, Jocelyn comes in and figures it all out. That’s pretty much, of course, how it worked here.
- Pat: That’s why you guys are a perfect pair. In terms of somebody who’s listening to this and they’re like, “Okay, um, I want to get started. I don’t want to waste money while doing it, but I know I need to, you know, spend a little bit to experiment.” How much can they spend to get enough information that they can work with to move forward. What’s the minimum amount I would need to spend to make sure this is working or not?
- Shane: We have a couple of things we tell people in this situation. The first thing that we say is, “Don’t get married to the dollar amount.” Because, the more important thing with any ad, whether it’s Facebook, Google, or anything, is turn it on, leave it on, make small changes at checkpoints to try to make it better. What we don’t want people to do is, like you said earlier, try \$50, turn it off, didn’t work. Sit there and think about it. Start a new ad. You’ve got to be testing this stuff against each other and improving them over time. Then, we do look for certain numbers of clicks and things like that.
- Jocelyn: I like to start out, when I run my ads, I start out around ten dollars a day. You don’t have to run it forever, but just to get an idea of what you want to do. If I’m going to run ten dollars, I’ll do six on cold traffic, people who have never heard of me. I’ll do about three on warm traffics. That’s people who have hit my site, but have not opted-in. I always exclude people who have already opted-in.
- Pat: That’s number of days you’re talking about?
- Jocelyn: No, this is dollars.

- Pat: Oh, dollars. Oh, okay.
- Shane: Ten dollars a day. She's just breaking down the cold ad, the hot ad, the warm ad.
- Pat: Got it.
- Shane: Basically.
- Jocelyn: If you're spending ten dollars, I'd do six on cold traffic, three on warm, one on hot. That's people who have maybe seen my sales page, but they didn't check out.
- Shane: If it's \$100 a day, then you're spending 60, 30, 10, basically. Because it's, right.
- Pat: How long do you run them for?
- Shane: We just run them and, yeah.
- Pat: To that checkpoint.
- Jocelyn: It varies, because a lot of our things are seasonal, especially in the education fields. We can't run them ongoing, because it doesn't make sense.
- Shane: What we do is, in that case, we would switch to the next seasonal ad and then the next year we would have the data from the calendar like, "Oh, well this worked last black Friday." Right? Now, we're going to look at this data, start the ad again, but maybe we'll run a second ad beside it and change a headline, change a picture. Just to see if we can improve that conversion. As for numbers, you've got to let four or five hundred people go through to even have an idea of what's going on. We usually wait for that many clicks before we would change anything, because everybody gets gun shy, when they start ads. They're like, "Oh, I didn't, I spent ten dollars. I didn't make thousand and I was told that I would do that, so I quit." That gets people in an endless circle, so let five or six hundred people click through. Let people go all the way through

your autoresponder, like seven or eight emails. Then, look at those open rates and then go back and evaluate it maybe once a month or something like that.

Pat: Patience is going to be an important part of this.

Shane: Yeah, everything we do, Pat, is a long game. We're very much marathon, not a sprint people. That's why we switched over to, we only sell recurring products. We only sell memberships, because we want to know exactly what it costs to get a customer. Then, we want to know how long that customer stays. If we have a thousand people that are staying an average of six months and they're all spending \$50.00 and we know it takes \$25.00 to get a membership, then we have this amazing system of slow growth and predictability, which is way more important to us than huge hits all at once on a launch or something like that.

Pat: What justifies the recurring model in your eyes, instead of a course, for example that's a one time fee with a finite amount of information. Are you continually adding new content to these recurring products every single month or at various times?

Jocelyn: Yes, we do. That's the beautiful thing about the continuity model or the membership model is, because we are able to continue to serve our audience. Before we were always trying to pull, pull, pull, pull, pull people in. That's hard, because, especially in the education market it's, it is a big market, but it's a small market. There are only approximately 100,000 librarians in the United States. My pool is limited, but when I have these awesome customers and I provide value for them, they will continue to pay over and over and over again.

Shane: We found it was a lot easier to keep people paying than it was to go find new people. We got back to, we're parents, we have two little kids, we focus on lifestyle. I don't want to work 90 hours a week. I don't want to be launching every quarter. I don't want to be putting all that energy and it's so high energy to go run one of these launches, manage all your fill lists and do these things.

Whereas, we're like a glacier. We're just moving forward. We're this unstoppable force. We're just moving and moving and always getting bigger, always getting stronger, because we met, let's say we have 1,000 members. Maybe we lose 20. That means I only have to go get 21 to grow. You know what I mean?

Pat: Yeah.

Shane: I can click a button in my reports, Pat. It's called our future income report. It takes in things like, we know the average lifetime value of each customer. It looks at all the days of the year. It looks at all these different components and it can predict six months out, pretty much within five or ten percent what we're going to make. That is so much more powerful than I hope the next launch is bigger than the last one, because we can use that data to hire people, to buy more ads, to do whatever we want. For us, it's just been such a better way to run business. It's really helped us with our stress of, "Are we going to make money next month?" It's just nice to know that you've got that coming in and it's passive in a lot of way, because you have all this content and if you're smart, you make it as evergreen as possible. So, even when new people come in they've got a lot of stuff. You don't have to create things every day. Maybe every month we add a piece of content of something like that.

Pat: Cool. That's awesome. In terms of ads, you mentioned Google to start out with, which is great, because I know a lot of people, Facebook might not be the answer. Are there any other ad platforms you guys are utilizing? You had mentioned Pinterest. What about Twitter?

Jocelyn: I have tried Pinterest with some success. I've actually had about as much success with repinning to the top. I use a plug-in, it's called Viral Tag, I think. It continuously pins content back up to the top. I've actually had, in equal amount of success on Pinterest with paid ads. As of right now, I'm not doing any paid ads on Pinterest. Twitter we had tried in the past and actually had had some success. At the time we recorded last time, I liked Twitter's targeting better than Facebook ad targeting.



- Shane: Then Facebook got really good.
- Jocelyn: Then Facebook improved a lot. That's why we've been primarily sticking with that.
- Shane: Also, too, this goes back to picking your magic sauce. You can't do everything. You can't have Twitter ads and Facebook ads and Google ads. You can, but you got to hire more people, create more complexity and there's just so much to do. We've got a nail that hammers really good with these Google and these Facebook ads. Why add more ads until this dries up? We're on the wave and if this wave dies, we'll jump on another wave right now.
- Pat: Nice. That makes sense. I'm curious and I'm pretty sure some of the people in the audience are curious too in terms of the husband and wife dynamic, both working on their own online businesses, obviously, working on Flipped Lifestyle together as well. Take us through a normal day, if there is a normal day for you. Maybe I'll start with Jocelyn and then I'll let Shane, you can come in afterwards.
- Shane: This is dangerous, Pat.
- Pat: Yeah, I know.
- Shane: It's dangerous giving the wife the mic first.
- Pat: Always ladies first.
- Shane: That's true.
- Jocelyn: Well, I always say to people that usually we bring out the best in each other, but occasionally we bring out the worst. That's so true.
- Shane: It's happened at least twice today. I'm just saying.
- Jocelyn: A typical day would be, all right, during the school year, we get our children up. We usually wake up around, usually about 6:30ish. Everybody has their miracle morning. I say it's a miracle if we get everybody out of bed and out the door on time.

- Shane: It's a miracle if we make it to school on time in the morning. That's our miracle morning.
- Jocelyn: We're not big early risers really, but we get up around 6:30. We get our children ready for school. We get them out the door. We usually drop them off about 7:45. Some days we go to the gym right away and some days we come home. It just depends on what our workout schedule looks like that week. If we don't go to the gym, I usually come home. I have a desk treadmill, it's called. I will actually work on the treadmill. It has a surface you can set a keyboard on. I will a lot of times answer our Flip Your Life community posts. We have a community forum. I usually spend about an hour in there each morning.
- Shane: Then what we do is, it's like break up for an hour and half every morning. We just split and go our different ways. I go and work on my thing. We clear our inboxes. We get all of our stuff done. If I've got some fires to put out for one of the businesses that I'm most heavily involved in. Jocelyn's managing elementary librarian. Usually around 10:30 we come back together and we work on Flip Lifestyle till usually about 1:00 or 1:30. Lunch is somewhere in there. Then after that, we're ramping down, because we like to get a little rest before the kids get off the bus. We slow down, do something fun. Take a nap. I like to take naps, Pat. I just love naps.
- Jocelyn: Shane takes a lot more naps than I do.
- Shane: I take a nap every day. You know why? Because I couldn't take a nap for 13 years. So, I do now.
- Pat: I understand.
- Shane: Then we go pick the kids up off the bus. Then, it's a mad dash of basketball . . .
- Jocelyn: Kid activities.
- Shane: And dance and going to Chuck E. Cheese or Mr. Gatti's or whatever. Then, trying to get them all down for bed. Usually after that is,

we just wind down in the evenings and do our own thing. We're together so much, people laugh, because we'll go to live events and we won't ever be together at the live event. We'll be doing our own thing. Then, we'll come together for dinner or something and people are like, "Why aren't you together?" I'm like, "We're together every day, every minute of every day."

Pat: That's with my wife and I too.

Jocelyn: And it's wonderful.

Shane: It's great. In the evenings, Jocelyn has some TV shows. I like to watch mine. We just chill out and relax.

Pat: That's cool. I love it, man. It's just so crazy to hear, because I've been with you guys since the beginning. It's just really cool to see what you guys have built together. I'm curious, what are your plans from this point forward? At what point does passive income become "let's make it mostly passive and work on . . ." I don't know, is there any bigger ticket items on your list of things to do or what's the plan moving forward if you don't mind sharing.

Shane: I think that our biggest plan is to, like you said, just continue growing what we've got. We've got plans and we all have monetary goals and things like that, but our goal is to make it as passive as possible. Pull back, give as much out, as many hours back to each other and our kids as we can. One of my big focuses this year is our kids have launched their own YouTube channel. I want to be able to have time to put into that.

Pat: That's cool.

Shane: If we can just keep growing all the passive stuff, make that happen. The money is coming, that's fine. We can make the money, but I want to make the most of our time. Not just make the money.

Jocelyn: I would say, that one of our strategies for this year is what I call, layering. Basically, what that means is that we're trying to figure out layers of ways to sell things that we already have that maybe we

haven't already tapped into yet. For example, there's a third party marketplace for teachers. It's called, Teachers Pay Teachers. I'm going to put some of my materials on there, not all of them, but I'm going to put some of them on there. So, that I can not only sell more, but I can also get more exposure. I'm going to put some type of link back to my website in there, in hopes that people who might not have seen my website, will then find me through Teachers Pay Teachers.

Shane: The equivalent of this in the online space would be, you sell courses, but you're going to take some of those courses to you, to me, or something like that. Just leave more breadcrumbs back to what we've already created so we build more passive income. We build more, trails into our business and it keeps growing, but at the same time we can focus on other things.

Jocelyn: It's like for Flipped Lifestyle, we're going to open up a more passive level. Right now, we work with our clients pretty much one-on-one, but that's only scalable so far. One of the things that we're going to do is open up more passive level so people can use our content, but we don't necessarily work with them on a one-on-one basis.

Shane: A big thing to us, Pat, this is something that we struggle with when we look at the online community of entrepreneurs is, I think there's this dangerous mindset that people get into of endless growth. Whereas, we try to start everything with contentment. We're really happy where we are. We're really comfortable. We're really content. Yeah, could we grow to 50 million dollars doing something? Sure, but at what cost? How many people would we have to hire? What complexities would we have to add to our life to do that? I think we're more slow gradual growth and continue to move forward, but we just, we don't want to grow beyond a certain point right now, because we're really happy. Why not just stay here and be happy?

Pat: I love that. The last thing I actually, now that you were talking about that and going back to your kids talking about the YouTube channel, I'm curious. How old are the kids and what's exciting about the YouTube channel?

Jocelyn: Isaac is eight. Anna is six. So far, what we have done is mostly travel

stuff. We went to Legoland. We went to . . .

Shane: SeaWorld.

Jocelyn: SeaWorld.

Shane: Disney, places like that.

Jocelyn: It's been a lot of just behind the scenes of what we do. Just like in our day to day life.

Shane: But this was all prompted by Isaac, because Isaac is a, he's a YouTube fanatic. His goal in life is to be able to create games that other kids play online. He wants to be in that YouTube space, because he's there all the time. We want to let them game, do game videos. Anna Jo wants to open toys. Right now, it's just expose them. Get them involved. Let them do whatever they want and just see where it takes them. But along the way if they can learn how to edit videos, learn how to build a WordPress website, learn how to do whatever. They're just going to be light years ahead. I hope that they know at 28, what it took me to 38 to figure out, because then they're life is going to be that much better. That's our mentality of that going forward. We actually, launched a couple videos and they got three or four thousand views right away. Like their travel videos. Kids are liking them and commenting them and it's really, really been a good thing right now.

Pat: That's awesome. My son, Keoni started a YouTube channel too. We were just playing Pokemon, because that's what he's interested in. He wants to play boardgames and film that and teach other people how to play those board games too. It's the same thing, just putting him in that world, because he wants to be there and not doing everything for him. Yes, we had a three camera set up and all that stuff, but that was me. The other part of it, he's in there and he's watching me edit it. He's almost at that age where he can start to do those things himself, but he's directing it. He's telling me what to do. Giving him the ideas in his head now and telling him that he has all these options in the world to do whatever he wants and to just roll with it. It's a beautiful thing. I love it.

- Shane: We play Roblox. I don't know if you play that yet?
- Jocelyn: Yeah. Mm-hmm (affirmative).
- Shane: Which some people have a bad rap of that game, but we play with them. We watch them. It's all good. Roblox has a thing called Roblox Studio. They can actually go into Roblox and design their own game. Isaac actually made a shooter game. I put Camtasia on his computer. He recorded himself playing it and he saw random people go to this game and play it. He flipped out. It was the most amazing "aha" moment I've ever seen, because it was my eight year old going, "You mean I can create content and people will come use it?"
- Jocelyn: It's so awesome too, because they'll see that 13 people have viewed it. They'll be like, "13 people have seen it!"
- Shane: "13 people! I can't believe it!" If you could harness that and give it to everyone who gets frustrated at online business.
- Pat: Dude, right?
- Shane: "Dude, look at this kid. He's excited about 13 people. So should you."
- Jocelyn: It's a nice little humbling experience for us too, because we see that and we're like, "These are actual people. These are people behind these eyeballs that are consuming your content and it's pretty awesome."
- Shane: That's pretty awesome.
- Pat: We forget sometimes when we're so deep in the advertising and the numbers and the tracking and the email lists and stuff. I think that's a great lesson and probably a great note to finish off on. It's just to remember there, those numbers all represent people. Those are human beings. To keep in mind, just serving them the more it will happen to you. Guys this has been awesome. Thank you guys for coming on and I feel like this is a little mini reunion show.
- Shane: That's right.

- Pat: We actually haven't chatted in quite awhile, since Podcast Movement last year. I just want to keep the good vibes going and wish you all the best. Can't wait to invite you on for a third time to see how everything is going. Where can people or where should people go to get more info about what you guys are up to?
- Shane: If you want to check out what we're doing, you can head over to [flippedlifestyle.com](http://flippedlifestyle.com). That's F-L-I-P-P-E-D [lifestyle.com](http://lifestyle.com). You can follow us on Facebook or on Instagram at FlippedLS. I got one more thing, Pat. That I got to drop in here.
- Pat: Okay.
- Shane: Totally not going to make a sales pitch. I just listened, I just met a guy at a Funnel Hacking Live, we went to Dallas to Russell Brunsen's event. I met a guy named Jason Brown. Who I think you just had on your podcast.
- Pat: He was on the show, yeah. He was the one, for those of you who might remember, The Brown Report. He was doing the beginner stock market stuff.
- Shane: That's right, man. Jason Brown comes up to me with like, he just hugs me randomly. Didn't even say, hi. He goes, "Man, Shane Sams. Jocelyn Sams. Man." I'm like, "Hey, stranger. What are you doing?" He's goes, "Dude," He goes, "I was about to give up and I heard your interview on Smart Passive Income. I went and showed my wife and we went forward, man. And I just built my crazy business and if I hadn't have heard you and Pat and that interview, I wouldn't have done it." I was like, "Oh my gosh! That's like, that's . . ."
- Pat: That's so cool.
- Shane: "Like hakunah matata, man!" I told Jason, I said, "All right, dude." I said, "We're talking to Pat in a, in a week. I'm going to mention you on his show. You're getting double props."
- Pat: Yeah, he is.

- Shane: That's what I said. I just had to bring that up, because I was like, "Man, if I had never found you, and you had never had us on, and he had never heard that, he would not have started. And who knows who he's going to inspire." Dude, thanks for keeping all this going, man. That's awesome.
- Pat: That is awesome. Thank you for sharing that. Jason, I know you're listening to this. You rock, man. Thank you. We'll definitely hook you up with that extra link on the blog, on the show notes as a result.
- Shane: There you go.
- Pat: Man, guys. Thank you for telling me that story. It's always a pleasure to speak to you both, keep up the great work. Thank you for inspiring me and the rest of the community and we'll talk soon.
- Jocelyn: Thank you so much.
- Shane: See you, Pat. Thanks.
- Pat: All right, I hope you enjoyed that interview with Shane and Jocelyn, two of my favorite people. They just, they're so down to earth. You can tell their from Kentucky, right? From their voice. They're just, they have such a big heart. I'm very thankful to feature them here again and to offer [flippedlifestyle.com](http://flippedlifestyle.com) for you to check out at some point in the near future. So, you can learn more from them, as well. I just, I'm excited to start implementing some of their strategies too. Great stuff, Shane, Jocelyn. Thank you so much. Can't wait to catch up with you in the future and all of you who are listening in today. Just appreciate you so much.

If you have a moment to head on over to iTunes and leave a review for the Smart Passive Income Podcast, just type in Pat Flynn or Smart Passive Income in the search bar there. It would be really helpful for the show, for me. I get really inspired when I read them. I have a tool that allows me to get all of the reviews coming into my inbox that's called [mypodcastreviews.com](http://mypodcastreviews.com). It's great. If you're a podcaster, you should check it out. Anyway, that's not a paid ad, it's just a really cool tool.





Thank you guys so much. I look forward to serving you next week where we bring back a topic that we talked about in the past, actually it was from episode 99, that's a little hint. We get a little bit deeper into that. I actually run some of those experiments myself too. I'll just leave it at that. So, you can come back. Make sure you subscribe so you can get that right into your device next week. I look forward to serving you then, until then, keep moving forward. Keep pushing yourself. Keep getting a little bit nervous. Right? If you're getting a little bit nervous about where you're going, that's great. It means you're pushing yourself to the right extent. If you are working or building your business and you're not a little nervous, maybe it just means you're not going big enough. Think about that. All right, guys. Take care and I'll see you next week. Bye.

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