



SPI 322

How “The Rideshare Guy” Created a Business Helping Uber and Lyft Drivers

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Pat Flynn: So I was on a business trip recently and I took an Uber from the airport. Just for fun, because I knew about the special guest that we have on the show today, I asked my Uber driver, “Hey have you ever heard of guy named Harry Campbell?” My Uber driver goes, “Harry Campbell, Harry Campbell, isn’t that The Rideshare Guy?” I go, “Yeah! The Rideshare Guy!” That’s exactly who we have on the podcast today, Harry, also known as The Rideshare Guy, helps people who drive Lyfts and Ubers, or people who are thinking of getting into ridesharing, how to have a better experience, how to make more money, how to have a better career. I had him on a recent episode of Tactics in a Tesla and I had to get him back on the podcast to talk about how he did this, the tactics he’s been using to grow his blog, and just serving 200,000 uniques a month. It’s pretty crazy what he’s doing, so we’re going to get into all the things today, but first let’s cue the music.

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. And now your host, he has 24 hours in his day just like the rest of us, Pat Flynn.

Pat Flynn: Thank you, thank you so much for joining me today in session 322 of the Smart Passive Income podcast. I’m very happy you’re here with me today. Make sure you stick around because not only are we going to get into some tactics that Harry has used to grow his amazing brand here and he’s got a book that’s coming out and all these amazing things are happening, but we talk about some strategies that I would use if I was an Uber driver, related to starting my new business. I wouldn’t be competing with Harry, I would be creating my own business and use Uber as a strategy for how to actually make that happen. Stick around, we’re talking about that at the end and some other great things. So, let’s just dive right in, here he is, Harry from TheRideshareGuy.com.

What’s up Harry? Welcome to the SPI podcast, thanks for being here man.

Harry Campbell: Thanks for having me on, it’s definitely a pleasure.

Pat Flynn: You have a really, really cool story. You went from workforce to just kind of driving Uber, to now being the Uber, Lyft, rideshare guy. That's your website right? TheRideshareGuy.com. You help, how many people, honestly I didn't even ask you this the other day. How many people are visiting your website, what's your reach at this point?

Harry Campbell: To the website alone, we're usually getting around 200,000 to 250,000 unique viewer a month. We also obviously have YouTube, and the podcast, and a new book coming out, so lots of different mediums that are probably reaching a lot of drivers or potential drivers.

Pat Flynn: So that's who you're serving, the people who when we call an Uber or Lyft, they're the people who pick us up.

Harry Campbell: Yeah, I think probably everyone has heard of Uber or Lyft by now, but what everyone may not know is a lot of sort of everyday drivers, like you or like me, sign up to drive with Uber and Lyft. Since Uber and Lyft didn't exist five years ago, they really have no idea what they're doing. A lot of them often go to YouTube, or Google, or even Facebook and are looking for information. That's hopefully where I come in.

Pat Flynn: You started out as an Uber driver. Tell us how you got from there to being the guy that everybody goes to now, for how to make it work.

Harry Campbell: Definitely. It's been sort of a long path because I was also sort of sitting in your listener's shoes or seat right now listening to this podcast because when I first started my blog, I was really a big fan of yours. It was honestly, I have to say, it was a big inspiration for me and I was literally in the shoes of a lot of your listeners right now, dabbling with little projects here and there, and I actually started driving for Uber and Lyft while I was still working full-time as an aerospace engineer for Boeing. I just wanted to try it out, just wanted to check it out.

Pat Flynn: I was going to ask, did you need the money from Uber? I mean,

aerospace, that, I'm sure, comes with a pretty good salary.

Harry Campbell: Yeah, no, I think I was making pretty typical. I had about five years experience, so I was making pretty typical salary. Probably around \$60,000 or \$70,000 a year. It was just a pretty typical salary. It's definitely good money, and probably above average, but nothing that's going to make you a millionaire in a few years or anything like that. I was happy, I was content, but I definitely knew that it wasn't something I was going to do for the rest of my life. I had people, my cube mates, there was someone who sat across from me who worked in that same building 35 years ago for a different company. He would kind of come in every Monday morning and complain about this and complain about that. I wasn't quite at that stage yet, but I definitely knew that, "Hey, there's other opportunities out there, and that's what I'm going to keep exploring and see what works."

Pat Flynn: Okay, so you drive Uber and for those of you guys who are interested in driving for Uber, it's a good side hustle. Some people make ... How much could you make driving Uber or Lift?

Harry Campbell: I think the way you described it is perfect. It's a great side hustle, especially honestly for people that are entrepreneurial in nature, and I think your audience specifically, there's so many benefits beyond the money. Of course a lot of drivers do it for the money, but at the same time, it's going to be practice for running your own business. You're going to get that customer service side of things, talking to people, dealing with people. The average driver, we surveyed over 11,000 drivers last year and the average driver reported making about \$16 to \$17 an hour before expenses. Drivers are responsible for their own expenses like gas and depreciation. You can imagine, that's why there's so many Uber drivers out there with a Toyota Prius. Gas is a big expense. You have to definitely think about that.

Pat, you and I are both business owners, so obviously income is one thing, and you could talk all about how much money you're making, but if you're spending just as much, then your net is zero.

That's kind of what I get into as far as why it's important and kind of understand that income and expense side of things.

Pat Flynn: That's cool. This is the kind of stuff you talk about on TheRideshareGuy.com and also, Harry and I took a little car ride yesterday, in the Tesla for Tactics in a Tesla, which, if you don't know, is sort of a series of videos that I have on my YouTube channel. We'll embed the video and put a link to it in the show notes, so make sure you stick around. We're going to have a lot of cool things to share with you guys. We'll have all the links and the resources in the show notes at the end of this I'll mention the URL, but come on the car ride with us, you'll learn more about ... We actually start that conversation with, "I'm interested in becoming an Uber driver, hypothetically, what do I need to know, what are the minimum requirements, what is it like. Make sure you check out that."

Harry Campbell: Did I convince you Pat? Did I convince you to become a driver?

Pat Flynn: You did. It's plan, I would say, Q in the whole list of things that I'm interested in doing.

Harry Campbell: Sounds good.

Pat Flynn: I'm still on plan D or whatever it is right now. Anyway, go ahead and check out that video if you want to learn more about that and see Harry and get to know him a little bit more. We're going to get to know him and his business even more right now. You drove for Uber, then at what point were you like, "I need to create a blog about this and just share this information?"

Harry Campbell: I mean, to be honest, I started driving for Lyft and Uber, right at about the same time, about four years ago and honestly within the first week or two of driving, it kind of hit me like a light bulb went off in my head, and I started thinking to myself, "Being a rideshare driver is not rocket science, but it's also not the easiest job in the world. It's kind of the ultimate combination of customer service, running your own business, dealing with drunk people, all of that

fun stuff, and figuring out how to make money while you're doing it." That's kind of the cool thing for me. I feel like I got really lucky with the timing, that I just happened to start driving for Uber and Lyft at the right time, when these companies were still growing. At the time, there were some Facebook groups with Uber drivers and Lyft drivers, but there wasn't anything authoritative yet. There were no YouTube channels, there were no blogs that I could find at least.

For me, I looked at it as kind of an interesting opportunity. Here I am trying to figure it out myself and I'm not an expert yet, but it's also not the toughest job in the world. I'm pretty sure with some hard work and some diligence, I can figure the best practices out and figure out how to make a lot of money doing it, or the most money possible and really just share my experience with people. That's kind of what I did from probably about that first week is really when that light bulb went off in my head and I started brainstorming about ideas.

Pat Flynn: Cool, so you're brainstorming about ideas, you're getting the entrepreneurial bug like we all get, but then you execute. What was execution like for you? You created a blog, what was the first week like after you set that up for you?

Harry Campbell: Yeah I was working full-time for Boeing at the time and we were living in Orange County and so, I believe, basically really kind of what it looked like initially, obviously I was sort of doing it all in my spare time or my down time, my wife was in med school because I had a lot of free time. I think it would be a lot tougher to start later on, if I had a wife who was always wanting to do stuff, or if I had kids or anything like that. Definitely timing wise, that worked out, but really the first steps that I took was, I know I saw this advice somewhere ... Honestly it may have been you, Pat, or it may have been someone else, but I remember I wrote down 50 article ideas because I wanted to make sure that this was something that I could write about forever, or not forever, but that I could write a lot of content about.

That was really kind of my first step. I wrote down at least 50 ideas

and just started thinking about, “Hey is this something that I’m going to be able to cover and I won’t get board of quickly?”

Pat Flynn: Mm-hmm (affirmative). You write down these 50 ideas and they come to you right?

Harry Campbell: Oh yeah. You know how I got all these ideas? Honestly it was out driving. That was kind of the cool part. I’m out driving, and I had some articles about how to sign up and how to do this more logistical stuff, but a lot of my best article ideas, came from while I was driving. I would end a ride, and then really quickly go into Evernote and write down a bunch of ideas. It’s like, “How to handle a drunk passenger, and this guy did this wrong, I did that right.” I was honestly just scribbling notes. I had a pen and paper too that I would take notes in sometimes too. That was kind of the cool thing. I wasn’t an expert yet, but it was all coming from my firsthand experience.

Pat Flynn: So you start writing these articles and, what’s that like for you when you’re writing something to a blog where there’s nobody visiting? What’s keeping you going and at what point did you finally start to see some results?

Harry Campbell: Yeah, I haven’t always enjoyed writing, but I did have a little bit of blogging experience. Before, I started a couple of personal finance blogs and I had done some freelance writing on travel. I had always written about topics that were interesting to me. I wasn’t extremely passionate about driving for Uber and Lyft, it was just something that was kind of new and exciting to me. It wasn’t a lifelong calling or anything like that, but it definitely was something interesting. For me, it was really just about detailing my experience, and I think I enjoyed the writing aspect in general. Obviously you want people to read your stuff, but that wasn’t necessarily ... I felt like I could go and write a bunch of articles and at the end of the day, if no one read it, it wasn’t the worst thing in the world because it was sort of a fun exercise.

I think that’s definitely good advice for someone that’s starting out.

You have to sort of think about now there's different mediums, there's blogs, there's podcasts, there's YouTube, and sort of which medium do you enjoy, especially at the start. You don't have to do everything, but which medium do you enjoy creating content in because I think that will help you go a long way.

Pat Flynn: Did you finally start to get traffic to the website?

Harry Campbell: Honestly, at the start, I used pretty much anything and everything that I could think of. I went on to all those Facebook groups and answered as many questions as I could. I probably answered thousands of questions in three to six months. I was every day going on Facebook. Really, my strategy at the start was thinking "Okay, where are drivers right now? How can I find them, how can I reach them?"

There were local meetups happening. Lyft was actually sponsoring local meetups between drivers. It wasn't a ton of drivers, but it was maybe 10 or 15. I also noticed these were really hardcore drivers, so I was hoping I could go there, meet with them, interact with them, see what challenges they were having, write about it, maybe share my articles with them, maybe they would share my site. I also noticed that Lyft was publishing blog posts and so I remember that I would comment. I set notifications so that I would ... I think I was using IFTTT, that service, so every time they published a blog post, I was getting a notification, then I would go and be the first comment. A lot of strategies like that, that were not scalable forever, but it was really kind of anything and everything that I could muster up.

Pat Flynn: That's what you need to do in the beginning. You were hustling and you were grinding. I like that when you said, you went into forums, you didn't say, "I went into forums and I just started spamming," or, "I went into forums and I started sharing my website." You went to forums, and you started answering questions. This is funny, I was telling you yesterday, this is exactly how my Green Exam Academy website got put on the map. I went into forums and I just started answering questions. I just became naturally over time, the guy that everybody went to for the advice and the same exact them

happened to you and then they eventually went to your website.

Harry Campbell: Yeah. I think that strategy probably wouldn't work as well today, but also I think it's really about standing out because if people are all doing one thing and let's say today there's people answering questions and then linking to their articles that they have further information. You don't really stand out doing that. I would almost say that you could probably stand out by just answering questions and maybe only linking to your site, one out of every four or five answers. So, you come a little bit more well known as the guy or the girl who is always answering questions, but they're not trying to promote their stuff. They're not trying to push their stuff. People will find you because you're still promoting it once in a while, but you look different than everyone else. That's always kind of been my approach to these types of what I call the hustling, the grinding promotion type tactics at the start.

Pat Flynn: Had you ever questioned like, "I don't know if I should keep going with this," or were you kind of all in no matter what?

Harry Campbell: Honestly Pat, the way I looked at it was, when I was first getting started with this, it was definitely a combination for me. It was something that I was very interested in. It was something where I thought there was good business opportunity, and it also was something that I thought I could help people, because there were a lot of people struggling and to this day, I'm sure we can progress and talk more, I get dozens of emails every single week. I'm sure you do and I'm sure a lot of the listeners that are helping others and honestly, that feels good. I would say that getting emails from people, even though it's just content, people say, "I love your stuff, I can't wait to read your next article or I can't wait to listen to your next podcast." I've even had people unsubscribe from my list and email me and say, "I'm bummed that I have to unsubscribe, but I'm no longer driving for Uber." I thought that was one of the coolest emails I got.

Pat Flynn: That's cool.

Harry Campbell: Good and bad right because they're unsubscribing.

Pat Flynn: Yeah. That's awesome I love that. At what point, when you started going, did you finally realize, "Wow this is a thing here, I need to go full-time?"

Harry Campbell: It was a while. I did it for about a year with my day job and sort of doing it on the side. Obviously towards the end of that year, it started taking up more and more of my time. Really, your next question, I think I might know what it is, so I'll answer it right now. What kind of inspired me, actually, to leave my day job, was that I got a media opportunity. Once I started doing a lot of that hustling and that grinding, I started looking for other opportunities where I could reach more people. Media was a big strategy that I used in becoming an expert in the media. I actually got an invite to sit down with Lyft's CEO on CNBC and I had to turn it down because I was working. I never got that opportunity again.

Pat Flynn: You turned it down?

Harry Campbell: I had to turn it down because I had to work. I had a very important meeting or something like that at my day job and couldn't go. It was a last minute thing. They said, "You have to fly up to San Francisco." That would have been a no-brainer to fly up to San Francisco and go on CNBC with Lyft's CEO and talk to them about what it's like to be a driver. I had to turn it down because of my day job and that kind of pushed me over the top, for sure.

Pat Flynn: I would've just quit that day. Sorry guys, can't make this meeting, I've got to be on TV with Lyft's CEO.

Harry Campbell: What's ironic is that I've never gotten that type of high level media opportunity since I sort of figured, "Oh I'll get another one down the road, but nothing quite like that has happened."

Pat Flynn: Even though you hadn't gotten another opportunity like that, here you are, incredibly successful. The site is successful, can you define that for us? You told us some of the numbers in terms of traffic.

How's it making money? How much money is it making, if you want to share just even range?

Harry Campbell: I'm definitely happy to share. I think on of the things that I like about your podcast and all the guests you have on is that they are transparent. I don't like just saying here's how much money I'm making or here's how much traffic I'm getting, I sort of want to share the tactics of how it got there. Obviously it didn't happen from day one. Just a couple quick stats off the top, we're usually getting around those 250,000 uniques to the site and then we also have a YouTube channel that has around 26,000 subscribers. Our email list is 52,000 subscribers right now, I believe. I use ConvertKit. I signed up with your link Pat.

Pat Flynn: Thank you. Hey thanks for that.

Harry Campbell: Those are just some top line stats that kind of tell you, there are definitely a lot of people coming to our site every month. The first question people ask me that aren't in the internet or working online sphere is, "How do you make money? How did you afford to quit your job? How do you have people working for you?" Actually, it's just a few main sources, but some of the ways that we make money are through driver referrals, so signing up new drivers for Uber or Lyft. We also work with Postmates and DoorDash, so that's about 30% of our revenue.

Then we also do direct advertising. This would be things like sponsored posts, we put a little ad at the top of every email that we send out. We release four articles a week, Monday, Wednesday, Friday, and Saturday. We actually put just a little simple textual ad at the top and bottom of our email and that brings in, alone, about \$5,000 a month in passive income because it's very easy to set up and we sort of just have continuously raised the prices based off supply and demand. I have one guy who works for me almost full-time and he handles a lot of those direct advertising deals. The direct advertising is a big source.

Another cool one that we discovered kind of by chance that might

be cool to talk about is our insurance marketplace. So, drivers actually need this little addendum called rideshare insurance to be fully protected while they're driving for Uber and Lyft. It's actually a new policy and so we started off by just creating a resource for drivers, just explaining which companies are available in which state, because insurance is a state by state issue. In California, it might be State Farm, Farmers, and Geico, but in Arizona, it's different states. We just sort of created that database, very simple, just all textual and we have a simple drop down menu where you can select your state, but no fancy maps or anything like that. Insurance agents started reaching out to us and saying, "Hey can we be listed on your marketplace?"

I quickly discovered that insurance is usually a pretty high commissioned product. Now we have about 30 agents signed up across the country and we have a couple of national deals with Geico and USAA, that basically we're sending leads to these companies and we charge these agents anywhere from \$100, to \$300 or \$400, a month to be listed.

Pat Flynn: That's legit. That's cool because that's not an opportunity that you really sought out or even expected.

Harry Campbell: One of the cool things that I always tell people is honestly, if you can get to the point where you have the traffic, if you have just the credibility, and if you have that authority, honestly I think making money is the easiest part of all that. Getting there, to where companies like Geico are reaching out to me and saying, "Hey we want to advertise with you," that is the tough part, getting to that point, but that was what was so cool. Some of the monetization strategies we've discovered, have just been from becoming a resource, from providing such great information that people are coming to us and saying, "Hey, we want to give you money." Taking money I think is a skill all in of itself. Making sure that you're finding the right partners and not saying yes to everyone, but we definitely have found a couple of cool sources.

We also have a video training course that we released that we sell

about 20 to 30 courses a month and that's \$97 a course and that's been selling for two or three years. So, four or five major revenue sources basically.

Pat Flynn: That's awesome. Wonderful job. I wanted to dig in a little bit, because you mentioned you have some team members that are helping you, you said you started on your own, now you have a team. How big is your team currently?

Harry Campbell: Right now, I basically have two full-time people. One content manager who handles all of the coordination, scheduling, editing, some affiliate work. Then I also have a guy in San Francisco named Christian, who handles all of our direct advertising deals. These are a lot of the big companies that we work with and partnerships that I frankly don't want to deal with, because we'll hop on the phone and there'll be six people on the other line. So he handles a lot of that for me. Then just a host of writers. We have about three or four pretty consistent contributors on the blog and YouTube and then three or four more that might only contribute an article every month or two. Your typical sort of VA, who does five to ten hours a week, web developer, lawyer, all of that fun stuff basically.

Pat Flynn: At what point did you start building your team?

Harry Campbell: Honestly, I started ... I don't know why I keep saying honestly.

Pat Flynn: Yeah, I was like, are you lying to me at all, but now you're honest?

Harry Campbell: I'm not lying, I'll try to stop saying that.

Pat Flynn: It's funny. I interview a lot of people and they always have a, for me I always say awesome when I'm on another person's show. For some reasons I just happen to do that. Honestly, it's okay.

Harry Campbell: Funny. I'm sure I'm going to get a comment from someone that says, "Why do you say that so much?"

Pat Flynn: You know what, you addressed it yourself first. You did the Eminem

Eight Mile move and you got it before they can say it.

Harry Campbell: Boom, there we go.

Pat Flynn: Unless they've commented before they finish listening. I don't know if people do that.

Harry Campbell: Sorry what was your question? It was-

Pat Flynn: When did you start building the team?

Harry Campbell: I started building the team, pretty early on, because for me, I had experience doing content and I knew that I wanted to be releasing consistent content, so I started with three articles a week, Monday, Wednesday, and Friday, and that's a lot of content for one person to do.

Pat Flynn: Yes.

Harry Campbell: I did those three articles a week at the start, for the first three or four months, because obviously I wanted to kickstart things and I wanted to get that out there, but I also knew that it probably wasn't something that I could sustain. So I started seeking out contributors and this was before I was making any money on the site at all. I couldn't afford to pay anyone, but I started seeing that, I didn't have a ton of followers yet, but I had some that were pretty passionate about it and some people that were basically sending me blog posts via email. I would write something and then they would write me a huge email response. I'm sure you guys, if you have a website, I'm sure you've gotten that occasionally. A couple of them, I started reaching out to them and just asking them, "Hey are you interested in guest posting?"

I found a contributor that way, who actually ended up writing a weekly blog post for me, completely for free, because he was passionate, he was a driver himself, and of course I told him, once I start making money or if I start making money from this site, I'm going to look to reward you and pay you for these articles. It ended

up that he actually managed our insurance marketplace and I think I gave him a very healthy 30% commission of all the deals. The leads would come to me and he would just have to close them. It was pretty lucrative for both of us.

Pat Flynn: That's cool.

Harry Campbell: It ended up working-

Pat Flynn: He wrote for you, for free, at first.

Harry Campbell: He wrote for me, for close to a year, for free. I ended up rewarding him very well. I think it was a pretty fair deal when it was all said and done. After about six or seven months I found another guy, who was one of my friends from high school, who was an aspiring writer basically, reporter, and he was driving for Lyft to pay the bills. He started doing our weekly roundups, where we sort of round up the top news stories. He worked for free too. Kind of what it revolved around, I'm not trying to take advantage of these people, but I was just looking for people like me who were passionate about it and I'm not going to give them equity in a blog that may not be worth anything, but I was putting all my cards on the table saying, "Right now I can't afford to pay you, but I think that if you're passionate about this and you like doing this, we can contribute a few articles here and there and when I do have the money to pay you, I will."

Pat Flynn: Did you ever feel bad about that?

Harry Campbell: I didn't feel bad about it to be honest. I don't know if that makes me a bad person, but I think that I was also working for free, so I would've felt bad if I was making a bunch of money and I was hiring all these people for free, but honestly, I thought that the business was going to succeed. In my mind, I was thinking, "Hey, Uber is worth," at the time they maybe worth a few billion dollars, every six months they were raising more money. I said, "This company's going to be huge and there's no one else out there doing content like we're doing, sort of that first hand experience." We weren't just looking up these new products, "Uber releases a new product,

Uber Pool.” We weren’t just looking them up and writing about it, we were going out and actually driving Uber Pool and seeing what it was like and seeing how good or bad it was and then detailing our experience. No one was really doing content like that.

Pat Flynn: That’s amazing. Do you have a relationship with those companies, Uber, Lyft and the others?

Harry Campbell: Yeah, you know what’s really funny is that I actually, when I first signed up to drive with Uber, you could refer other drivers and you would get paid. Honestly, sometimes you could get paid a lot, up to \$500 sometimes for drivers in places like Los Angeles, San Francisco, and the bonuses are still pretty high today. You could make a lot of money referring new drivers. There’s definitely this incentive to refer new drivers. I started referring drivers, but I would more just drop a link at the end of all my blog posts. I kind of learned from you, I know you’ve talked about affiliate marketing in the past, in that there’s sometimes an incentive to oversell or over promote a really good affiliate offer. For me, I was trying to build more of a longterm business. I wanted to give people the realistic picture. I think if people want to sign up, they’re still going to sign up. That’s definitely been one of my goals from the start. I probably lost out on a little income in that first year, because I could have referred more drivers if I would’ve done more articles about the best nights to drive and highlighting, “On New Years, I made \$1,000.” You know what I mean? As opposed to, “I drove a week and I made \$400 or \$500 dollars.” Whatever it might have been. Something that just is more realistic. Til this day, even today, I still use the driver referral program for both Uber and Lyft, although I suspect at some point they’re going to try and make me switch to their regular affiliate program. It’s been kind of funny that obviously I do much higher volume and I don’t have any tracking or any kind of sophistication. I just refer, just like any other driver would, but probably much higher volumes.

Pat Flynn: Do you know people at those companies and can you call them up to get some insider information? What is that relationship like.

Harry Campbell: Yeah definitely. I definitely know quite a few people at Uber and Lyft. I've gone up to visit with companies multiple times. I actually had a really cool opportunity last week where Uber had this big new announcement that frankly was a little bit of a dud for drivers. They were expecting something more, but it ended up being a new driver app and the CEO announced it in Los Angeles and Uber invited me on stage afterwards to ask the CEO about 15 minutes worth of questions and take questions from drivers. I sort of moderated the panel, so that can maybe give you a sense of my relationship with Uber.

Pat Flynn: Cool.

Harry Campbell: It's a little complicated because my site is for drivers first, and we've honestly been pretty critical of both Uber and Lyft in the past. Uber had a terrible PR year in 2017 and we covered a lot of that. I think that the people at Uber who sort of understand that they're not a perfect company, like any other company, they have mistakes and there's a lot that they can improve. I think we try to do a fair job of balancing, like any job. There's positives and negatives and at the end of the day, I think both Uber and Lyft and myself, we want drivers to earn as much as possible and we want them to be as successful as possible and stay on the platform as long as possible. We have a lot of similar incentives. I'm sure there are some people at Uber who don't like what we always write. I think while I was onstage with the CEO, he sort of made a joke that he saw one of my articles that said, "The reasons why you should drive for Lyft, and he was not happy about it."

Pat Flynn: You also wrote an article about reasons you should drive for Uber.

Harry Campbell: Yeah. We had a cool series where we did, one of our contributors basically talked about all the reasons why you should drive for Uber. Then another contributor sort of fought back and wrote the next article on all the reasons why you should drive for Lyft. Definitely try to be balanced and fair, but at the same time, kind of the drivers are my audience and that's really who I care about most. I think it's fun to support the underdog. Uber and Lyft have some really smart

people working at these companies. A lot of these drivers though, they're just trying to make a buck and pay some bills. I like being on their side.

Pat Flynn: That's likely a huge reason why people follow you and they share the site and they come to you for advice and they know they can get an honest look at things. I love that a lot. We always try to please everybody and in doing so, we actually aren't the best resource possible. Wonderful job on that. I asked you in the Tesla, and you can watch us in the video in the show notes, I asked you what was your favorite experience as an Uber driver. You told this really cool story about an old guy you picked up once. I'd love to ask you here, what's been your favorite experience as The Rideshare Guy and what you do to help other rideshare drivers?

Harry Campbell: I would say that my favorite experience as The Rideshare Guy, I don't know if there's one thing that I could point to, but I think definitely, I like that my business, even though it's content based, I never would have guessed that people would have been so thankful for content, I guess is the way to put it. For the first two to three years of my site, I actually responded to every single email that I got. We were getting hundreds of thousands of page views at the time. I was still responding to every single email that I got.

Now I have one of my team members who actually helps me with that, but it wasn't something that I had to do, but I looked out and saw that Uber and Lyft are sort of known for providing poor customer service to drivers and you can't always get your question's answered. I just didn't like that and I kind of wanted to provide an opposite experience, and also just from the running the business side of things. I wouldn't say Uber and Lyft are my competitors, but if someone goes to Uber and Lyft and has a terrible customer service experience, and then they come to me and get their question answered, and get a link to a YouTube video with more information, that's a much different experience and it sort of allows me to stand out.

I would say, probably a lot of my followers would tell you that I

have much better customer service than Uber, a \$70,000,000,000 company. We're not working on the same scale, but I think that it's cool where this is a business that I've done full-time for three years and I have a few employees and I'm obviously doing a lot behind the scenes, but at the ending of the day, it's been very lucrative to be frank, but it's also been a business where we can help drivers and sort of provide value to them. I think I told you this in the Tesla, but it's not like I'm changing the world and doing something like that, but at the end of the day, I've been surprised that content is very ... People find and get a lot of enjoyment and a lot of value out of just reading or watching videos or listening. It's cool to help people. It's maybe a little cheesy, but I like that.

Pat Flynn: No. Everybody here who's listening knows, I like cheesy. I'm all for that, for sure. Book. You have a book coming out. Or it has come out by the time people listen to this. First of all, name of it, and why did you write it?

Harry Campbell: So the name of the book is The Rideshare Guide, not to be confused with The Rideshare Guy, but it's sort of, like you would imagine, it's kind of a resource for drivers. Really, the reason why I wrote it was because I got a cold email from a publisher, and the publisher had the exact same name as my brother, Michael Campbell. So of course I instantly spotted the email and said, "Why is my brother emailing me, he doesn't care about Uber or Lyft," but this publisher had actually heard about my site from a driver and he started looking around and basically saw that there was really no real book about driving for Uber and Lyft. There's been some self published titles and some stories and things like that, but nothing with the type of authority or credibility. For me, it was kind of cool, this publisher had come to me and of course, like any good online marketer, I've been thinking about creating an ebook or creating my own book for quite some time, but frankly it just wasn't at the top of my list.

When he reached out to me, and we sort of started going over the details, it just seemed like one of the things I really liked about the book idea and going through a traditional publisher, is that it

seemed like a good way to reach a new audience that might not be online, that might not be in Facebook groups, that may not be searching on Google, that may not be on YouTube. That was really the impetus for writing the book and why I wanted to go with a regular publisher for it.

Pat Flynn: It will be in Barnes and Noble and Amazon?

Harry Campbell: Yeah, it should be Barnes and Nobel, Amazon, I've already seen it on a bunch of online retailers like Target, Walmart, and all those types of stores. It's really kind of a guide. Over the past four years, I've written hundreds of articles, hundreds of videos, maybe thousands of articles to be honest, and I think we're up to seventy or seventy-five podcasts. I have a lot of information and knowledge about what it's like to drive for Uber and Lyft, but there was sort of not a great repository for all of that. The course was a couple of years old, so it's a little bit dated, so with the book, I kind of made it into something that was A to Z.

The first chapter, I believe, is about the requirements for driving for Uber and Lyft, should you pick Uber or Lyft, all the questions that are really the most common things we get. You can imagine that if you're a new driver, you can kind of start at the beginning and go beginning to end, or if you're a more experienced driver, you might like chapter five where we talk about all the best strategies to make more money while driving. That's sort of the way I set up the book and along the way included some cool stories and anecdotes from influencers in the space, there's a couple big rideshare YouTubers and people like that, and then just interesting stories that I've come across to kind of keep things interesting and exciting.

Pat Flynn: That's really cool. Congratulations on the new book, we'll definitely link to it in the show notes. I have a couple random questions I'd like to ask you, kind of actually going back to questions I wish I'd asked yesterday when we filmed in the Tesla for the series. Are you allowed to, as an Uber driver, share with your passengers, other business opportunities? You had just mentioned, this is what's triggering it.

I had a person who picked me up, I can't remember if it was an Uber or Lyft, because I take both, and the person after, as I was leaving, gave me his card and was like, "Hey if you need some air conditioning, I can do air conditioning for you." I was like, "Oh, well thanks." I didn't need air conditioning, but it was just a really interesting thing. I never had put two and two together that I could potentially use that as an opportunity to sell things. Could I sell swag? "Hey, welcome to San Diego, I just picked you up from the airport, by the way do you need a shot glass? Do you need a hat? Do you need pencils?" Are you allowed to do that, or no?

Harry Campbell: Yeah, one of the cool things, is that you're actually an independent contractor working for Uber or Lyft, so you can work for multiple companies. You will have to file a schedule C on your taxes and technically you're a business owner so there's obviously some additional paperwork that I like to say comes with that, but because you're an independent contractor, you can pretty much do anything like that. In my book, towards the end, we feature a couple cool stories of drivers, I think we feature one who's a masseuse and obviously she's doing Uber and Lyft, but also, when it comes up, when a passenger says, "What do you do?" She says, "Oh I'm a masseuse." You can imagine that, that leads to a lot of clients around Christmas time, I know she did gift certificates, which was kind of a cool gift.

Pat Flynn: Wow.

Harry Campbell: I actually interviewed a guy on my podcast, I want to say he was a beet farmer because I love The Office and Dwight's a beet farmer, but I don't think he was a beet farmer, he was some type of farmer and he would actually sell his produce out of his trunk to his Uber and Lyft passengers.

Pat Flynn: What?

Harry Campbell: Yeah and drinks.

Pat Flynn: I don't know how I feel about that. It's not related to Uber.

Harry Campbell: Right. That's why it's kind of cool. You sort of learn some of the tactics of selling. If someone gets in the car and you say, "Hey do you want to buy my produce?" Obviously you're probably not going to close that deal, but maybe there's other more subtle ways. I think what he did is he would actually leave a few samples on his dashboard.

I've seen this, there's kind of a famous story of a guy who sold jewelry and he would leave a bunch of samples of jewelry on his dash and that would encourage people to ask about it, say, "Hey, why do you have all these pieces of jewelry on your dash?" He says, "Oh in my spare time, I sell jewelry and I create custom pieces." He drove Uber Select, which is the mid-level Uber where you request a ride and you can get a Lexus or a BMW. Not posh VIP clients, but a little bit nicer. This was kind of his target audience. That's the stuff I think is really cool. A lot of drivers just want to go out there and drive and make their money, but there's some really cool opportunities.

One of the companies that I'm an advisor for is called Maestro, and he actually came up with the idea to build an app that allows you to drive for both Uber and Lyft at the same time. This guy was a driver, and he found his first investor that cut him his first check, while driving for Uber in San Francisco.

Pat Flynn: What? That is an awesome story!

Harry Campbell: Pretty cool, huh? Like I said, that's not going to be the typical scenario, or the typical situation, but if you're sort of looking for these opportunities, you might go read an article or you might have heard that I say you can make \$15, \$16 a hour driving for Uber. Maybe you make more than that in your day job, but I still almost say that it might still be a good opportunity because a lot of those side benefits, maybe you have a business that you're working on and you end up meeting your co-founder. I've talked to some Uber and Lyft drivers that were looking for jobs in tech in San Francisco and they went out and hung out at all the companies that they were trying to get hired at. Around five, six, seven o'clock when all these,

for example, Google employees were headed home and they were calling Uber and Lyfts, they were right there waiting to give them rides and trying to get into the company that way, as opposed to just submitting a resume online.

Pat Flynn: That's awesome. One idea that popped into my head was, I often tell people to go and when they have a business idea, talk to other people about it. Even in one of my courses I say, "Go to Starbucks, buy a coffee for the person behind you and just tell them about your idea. You're not selling them anything. You're going to get some amazing feedback and you never know what those relationships could potentially lead to. If anything you're getting at least a reaction to your idea, which is really important to understand what to do next." I was imagining what if I just had an idea and I wanted to see what people thought about it? I'll drive for Uber and just pitch it to every single person who comes in. I'm getting paid to validate my ideas.

Harry Campbell: Yeah.

Pat Flynn: Even if the idea doesn't work, at least I'm actually putting it out there, but I'm also making some money on the side at the same time.

Harry Campbell: Yeah, I think that's a cool thing. Obviously I'm a little biased because the more Uber and Lyft drivers out there, the better for me probably, but I think that there's opportunity for anyone and everyone to at least try it and see if it's a good fit. That's a nice thing. When I first signed up, as long as you have an eligible car, and in a lot of cities is 2002 or newer, four doors, and all you have to do is pass a background check and have a smart phone. It's cool because from day one you can actually be making money. It was months before I ever made my first dollar on The Rideshare Guy, but with Uber for example, from day one, literally your first ride, you're making money. You have a business and you can kind of learn from that.

Pat Flynn: That's cool man. Harry, man, thank you so much for coming on and sharing your story with us and how you did it, how you did what you

did and the evolution of it. This is so exciting. TheRideshareGuy.com is where you go, The Rideshare Guide is the name of the book, is there anywhere else people should go to see what you're up to?

Harry Campbell: Yeah, I think we're on YouTube and we also have a podcast, The Rideshare Guy, where I basically interview interesting people, drivers, people in the industry, academics, and people from Uber and Lyft, so lots of interesting interviews happening over there. Really anyone who's kind of interested in transportation, mobility, obviously that's our focus, but we cover lots of different topics. Anything that is interesting and exciting basically.

Pat Flynn: I love it man. Hey thank you so much. We appreciate you Harry and all the best of luck to you in the future.

Harry Campbell: Great, thanks for having me on. I really appreciate it.

Pat Flynn: Alright I hope you enjoyed that interview from Harry Campbell from TheRideshareGuy.com. Pick up his book if you want to check that out. You can also find him on YouTube as well. Of course you can get the show notes and all the links mentioned in this particular episode at SmartPassiveIncome.com/Session322. Once again, that's SmartPassiveIncome.com/Session322.

Finally, whether you're on the show notes page or you just want to go there right now, I need to give a big shout out to ConvertKit, which is an email service provider that's just kicking butt right now because they are on top of all the things. A lot of your heard about the recent GDPR stuff, well they were some of the first ones to come out with information about how to stay on top of all that stuff. I'm an advisor for the company and because of that, I have some special connections there, and I'm able to get you a deal that you cannot get anywhere else.

You can get a 45 day free trial to ConvertKit. I'm about to give you my affiliate link, but that means I get a commission if you go through that. If you stick around after 45 days, but that's enough time to see how great this tool is to help you get your email list up



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and running and using all the automation features that I love like tagging and segmenting, so I can send emails that make sense to those specific people on my email list that those emails are perfect for. So, if you want to get the 45 day free trial, all you have to do is go to SmartPassiveIncome.com/ConvertKit45. Once again, that's SmartPassiveIncome.com/ConvertKit45.

Cheers again, I appreciate you for listening in and I look forward to serving you next week on the Smart Passive Income podcast. My name is Pat Flynn here to help you make more money, save more time, and help more people too. Make sure you click that subscribe button if you haven't done so already. I'll see you next week. Bye.

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