



**SPI Podcast Session #65 -  
Go Mobile or Get Left Behind  
with Greg Hickman of MobileMixed.com**

show notes at: <http://www.smartpassiveincome.com/session65>

**Pat Flynn:** This is The Smart Passive Income Podcast with Pat Flynn Session #65.

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, his favorite flower is the one from Super Mario Brothers, Pat Flynn.

**Pat Flynn:** Hey, what's up? This is Pat Flynn from [SmartPassiveIncome.com](http://SmartPassiveIncome.com) and also now, PatFlynn.me. If you haven't checked out my new personal site at [PatFlynn.me](http://PatFlynn.me), check it out. I actually tried to get PatFlynn.com. I've been trying for over a year now. Several emails to the owner, he's not budging even after offering – actually, I offered 5-figures for it and he's still not budging. I guess it just wasn't meant to be. So, PatFlynn.me it is for now.

We're really heading off course here in this podcast episode. But I just want to say thank you for listening in. I am soaring over here. I'm super excited about today's podcast session with Greg Hickman from [MobileMixed.com](http://MobileMixed.com), mobile marketing expert and a really good friend actually.

He is going to give us a ton of important information and actionable tips on how we should think about the sort of mobile movement that's going on right now. Everyone with their smartphones, checking emails or websites, using text messages, podcasting, videos, all on the go, I mean it's crazy. And Greg is definitely the mobile expert in my eyes right now plus he's just super cool and down to earth.

But before we get to the interview, I just want to let you know. Get ready for Niche Site Duel 2.0, NSD 2.0. A lot of you heard me talked about the Niche Site Duel before. That's – we'll call that one, 1.0. If you don't know what that is, let me explain really quick.

Back in August of 2010, I was challenged by a friend of mine to create a website from scratch, rank it in Google, and start earning an income from it. And we decided to share the experience and process publicly. And I did that on Smart Passive Income. You can actually go to [NicheSiteDuel.com](http://NicheSiteDuel.com) to see all those posts where I documented the process. And this is what became known as the Niche Site Duel.



For a couple of months, I updated my blog readers on my progress until 73 days later, I hit number one in Google. And my income primarily from advertising on this particular website, which was interestingly enough, in the security guard training industry, the income started to climb to about \$1500 per month again, through advertising.

And since then, the site has generated a total, a total since then of over \$50,000. Again, you can look up Security Guard Training in Google. It's probably still there at number one right now. That site is [SecurityGuardTrainingHQ.com](http://SecurityGuardTrainingHQ.com), which is awesome especially after having done that so long ago and only having to upkeep it maybe a couple of hours a month now.

Now, a lot has changed since Niche Site Duel 1.0. Google has updated a lot of their algorithm many times to become more human-like I guess I could say. So, some of the strategies that I used to use to rank these previous websites that I did aren't working quite as well as they used to. They still work to some degree but not as consistently anymore. And you know what? That's OK. Why? Because I'm going to do the whole thing over again in a brand new niche site sort of challenger over at Niche Site Duel with new content, new strategies, and hopefully, a new income stream at the end of it.

And this is of course, going to help me because I'll have a new income stream but it's there and it's free and it's going to be public to help you too, to be the example, to show you that it can be done today. And also show you what to do and probably what not to do in some instances because I do make mistakes. I'm not perfect. In the first go round, I made a bunch of mistakes. But I still got it to number one. And hopefully, I'm going to do the same thing again. This is going to be awesome.

So, if you're down like I'm down, be sure to subscribe to the podcast, the blog, look out for any upcoming publications about Niche Site Duel 2.0 or NSD 2.0 for short. I'm currently, in a research mode. I'm interviewing experts who seem to know how to build and optimized websites in today's Google environment. And you may hear a few experts come into podcast in the near future as well. So to see again the first Niche Site Duel and all its related posts and see what you have to look forward to the second time around, head on over to [NicheSiteDuel.com](http://NicheSiteDuel.com).

OK. So, back to today's episode and today's regularly scheduled program. I had mentioned at the tail end of the previous podcast session, in [session #64](#) which is all about podcasting in a rerecording of my presentation at Social Media Marketing World that I would have Greg Hickman from MobileMixed.com on the show to give us all of his knowledge and thoughts about everything that has to do with mobile.

And I have to tell you, this is a very important, extremely important episode for anyone out there who has a website. That's probably most of us. Now is the time to pay attention to how people view our sites and interact with us through their phones, on the tablets. Now is the time to do it before it's too late and we're playing catch-up. You don't want to play catch-up.



So, I'm thankful, so thankful to have Greg Hickman on the show. So without further delay, let's all welcome my good friend, Greg Hickman from MobileMixed.com to the SPI Podcast. Hey, what's up Greg? Welcome to the Smart Passive Income Podcast. Thanks for being here.

**Greg Hickman:** Thank you so much for having me, buddy. It's a pleasure.

**Pat Flynn:** Dude, like so – you're probably the only person I know who is really just taking control of the mobile space online as far as providing information to people. And I think it's really important that people understand just how important mobile is for their business whether they're a blogger or they're a small business or they're a startup or whatever. But before we get into mobile and what that means and sort of what we can do online with mobile, just tell us a little bit about who you are and how you got to this point.

**Greg Hickman:** Sure. Well, so I got started in mobile marketing in early 2005. So, this is pre iPhone, smartphones weren't out yet really. And I was working for a small agency that represented a bunch of brands and professional sports teams and got to work with the New York Jets, which was really difficult because I was a New York Giants' fan and I'm still a New York Giants' fan.

**Pat Flynn:** Oh gee.

**Greg Hickman:** So, that was difficult. But it was a great experience working with the Jets, the Florida Marlins, and a handful of other teams. And really at that time, it was a lot of text-message-based marketing and really just trying to understand how can we connect with our fans and audience through the mobile phone? And through that, I had done some consulting with small to medium size businesses and really just felt like personally, I wasn't really learning anymore. Mobile was still very new to a lot of people and there weren't a lot of sources to consume, a lot of content on what mobile meant, how can you use it to grow your business?

And I started Mobile Mixed where I went out. And it originally started as an interview-based show where I interviewed brands and agencies. They were just doing cool things with mobile for their clients or within their own brands. And really, just saw an opportunity to build my own business online, after following you for such a long time and a handful of others.

And no one has been talking about mobile like you said. And for people that are out there building online businesses, creating really engaging content that in a lot of ways can change people's lives, you want to be able to connect with the largest audience possible. And with the way that we consume content now from our phones and a lot of different ways, I felt like talking to online business builders, mediapreneurs if you will, on how to go mobile to really better connect with their customers.



**Pat Flynn:** Yeah, cool man. That's awesome. And I think you are in a perfect niche. And you and I have talked before and you've given me some advice which we're going to get into a little bit about how to use my phone especially like during live presentations and also on podcasts. Great stuff. I mean I can't wait for everybody to listens to this.

But I want to go back really quick. You said you were working for the Jets, sorry about that, and the Marlins. No offense to Jets' fans. But just – you were transparent. But you were talking about connecting fans through mobile back then. How are you doing it back then?

**Greg Hickman:** Sure. So before, I mean for sports fans, nowadays, we get score alerts and stuff like that from ESPN or from an ESPN app and even text messages from ESPN. They do a lot with text messaging even still to this day. But back then, the Jets grew a database. They had people out in the parking lots pre-game, having people opt-in, download ringtones and wallpapers when all of that was really, really cool. So, they have the New York Jets like J-E-T-S, Jets, Jets, Jets. That was the chant that you could download as a ringtone which was super obnoxious. But tons of people downloaded it. And you could download the little wallpapers for your screen.

And so, what they did with, once people opted-in, they'd send out – you could opt-in to get score alerts at the end of every quarter, just at the half, or at the end of the game in addition to exclusive team updates, who's going to be playing that day, what their injuries, kind of what's happening in the clubhouse. And this was – I mean this is all essentially men-powered.

So being the agency that represented them, we would get a phone call at the oddest hour saying, "Hey," I can't remember the quarterback's name at that time but like, "He's not playing. He's injured. The number two quarterback is going to start. Like tell our fans as soon as possible because we need to tell ESPN." So they would tell us first. We then schedule out these messages to their audience, get those out as fast as possible so the kind of the insiders, the VIPs of the team found out even before the most public, publicized news sources did.

So it was kind of this, I'm almost in the locker room sort of thing, so all sorts of updates. Yeah. So I mean, without having – and there were mobile websites back then. They were called WAP sites. They were very text-based. And we would link out to some of those where this is some additional news. But primarily, it was, we want to get this information out to our most loyal customers and we want them to hear it from us first versus a new source. So, a lot of it was around that and then the score stuff.

**Pat Flynn:** I know things have changed as far as what mobiles for but it almost sounds like the way it's used is almost the same talking about how it's for your most loyal fans and your customers. I mean do you feel that that's sort of where it's headed and it's



sort of like an insider thing you can give whatever to people through your mobile phones now?

**Greg Hickman:** So I think yes and no. Yes, because it's the most personal connection you can probably have with anyone in your audience. I mean most of us carry our phone with us 24/7, sleep within three feet of it. I think it's something like 87% of American adults sleep within three feet of their phone. I use my phone as an alarm. I'm not sure if you do. I know I'm sure a lot of people do. So, it's just one of the most personal devices that we have. And it's always in our pocket. It's always in the palm of our hand.

Most people – there were some survey not too long ago that said, "Would you rather lose your phone or your wallet?" And everyone was like, "I'd rather lose my wallet. I'd rather not lose my phone."

**Pat Flynn:** It's interesting, wow.

**Greg Hickman:** Yeah. I mean your credit cards and everything, your license but, "No, I don't want to lose my phone." So, I think in that regard with how personal it is, the way that a lot of these businesses today are trying to use it or the ones that are, at least brands that are really successful with it, try to go above and beyond what you can get anywhere else when you connect with them because it is so personal. So how can we extend – add value and maybe offer some exclusivity that can only be delivered by this device?

So I think there are definitely benefits there. But with smartphones and podcasting and how much of social is now mobile, it's almost table stakes in some ways. Like people – your audience are going to be consuming your content from a phone whether you like it or not, and or a tablet. We can talk about what mobile is in a little bit but they're already choosing to connect with you in this way whether you know it or not. So, you kind of need to address that. But then how do you address that above and beyond that where that exclusivity can come in? I think it will take you to the next level.

**Pat Flynn:** Right. OK. So you're saying there are sort of like two levels of mobile. One, just the fact that people are going to be consuming your content somehow on mobile because we're all on phones all the time now. And then sort of the second level sort of exclusivity thing, maybe getting them text messages or MMS or SMS messages and stuff like that. So yeah, this is so huge, everybody. I'm so glad you're here kind of educating us about this.

So, let's just start from the beginning. What is mobile really? So I'm – I know a little bit about it. But say, I have a website and someone is like, "Dude, you got to go mobile." What does that mean?





**Greg Hickman:** Well, first of all, it's a good question. A lot of people are still really trying to define that. But I mean ultimately what it means is being able to connect with your audience using a mobile device or a mobile network which could ultimately be through a cell phone tower or Wi-Fi network or something like that, what enables us to connect our phones to the internet. So, however that manifest itself again, whether it's a tower or Wi-Fi, it doesn't really matter but using some sort of mobile device to create some sort of communication and connection with your audience.

So what does that ultimately mean outside of that sort of definition? There are a lot of different aspects to mobile and I think that's why people get confused by it. I mean when you talk about email, email only goes so deep. But when you talk about mobile, at the core, you have your website, which I know you always talk about the web, your website, the blog is your home. It's your home base. You're always driving people back to that. So first and foremost, having that being mobile-friendly is super important.

But then you start extending out to other channels within mobile like you'd mention the SMS which is short message service or really just text messaging and then MMS which is multimedia messaging which is sending pictures, video, audio, very similar to text messaging, slightly different technology. But from a consumer standpoint, it's pretty much all the same.

Mobile-optimized-video, podcast, I think people aren't considering how mobile-friendly podcasts are. I mean people are listening to your podcast in the car, while they're working out, while they're cooking, while they're walking around, they're not always necessarily at a desktop computer. So, audio, voice is very much mobile-friendly. Your Snippet app, *Let Go*, these new types of technology is most definitely mobile. I mean I have it on my iPad. I can take it anywhere. I can consume that content no matter where I am. I don't need my full-on desktop to participate.

You just launched your Kindle book recently of *Let Go* which is now number one. So congrats.

**Pat Flynn:** Thanks man.

**Greg Hickman:** But I mean e-readers can be considered mobile. And a lot of it is just that more and more we're going to be consuming content from a wide variety of screens not – and most definitely a wide variety of devices. But I'd rather people think about mobile as device agnostic and more focused on screen resolutions. So I mean, at some point, we're going to see screens on our refrigerators. I think there already are some out there. But like smart refrigerators that it knows what products you've taken out. Like we're engaging with this type of technology not necessarily in front of some sort of computer where we're stationary.

So, your in-car navigation could be considered mobile and that's just another screen, another way that we can access internet. So, all these different ways, mobile search,



the way people use their phone. Think about when you're searching. There's a lot of local intent when it comes to mobile search. I'm looking for a restaurant near me or something like that. But people use different keywords when they search. So depending on what your business is, if there is a local aspect to it, you might want to consider how I, as a mobile user might even find you from my phone versus how I would find you from a desktop just by using different keywords.

So – and I think really kind of to wrap that thought up is that mobile is so ingrained in almost every aspect of our media consumption to this day and age that that's why it gets harder for people to wrap their head around it because it's really the one thread that connects all of our media consumption throughout the entire day. It's that one device that stays with us throughout the entire day.

So if you're thinking about a particular person who has a 9 to 5 job, they wake up possibly to their phone alarm. If you're like me, you probably grab your phone and you delete a handful of emails right away just to like eliminate any sort of possible stress that you could have before you sit down at your desk.

**Pat Flynn:** Right.

**Greg Hickman:** Then maybe you get in your car and now you're listening to radio or maybe internet radio or podcast. And then you get to your office where you're at a desk stationary with a computer, maybe you're not reaching for your phone as much but to lunch, you're back on your phone, back to the office, stationary. Commute home or happy hour or what have you. You're back on your mobile device or sitting in front of TV with your tablet, kind of tweeting stuff out while you're consuming some sort of show.

So, it really just does connect all the different ways that we consume media today. So, it touches everything and I think that's why it makes a little bit confusing for people.

**Pat Flynn:** Yeah. I mean I think if everybody just spends a day thinking about how often they are on their phone or some other device, an iPad or whatever next to Samsung or whatever, I think you would start to realize just how much we are actually on mobile now and that is a good reason that we should be paying attention to it from our brand's point of view.

And just to give you some information here, everybody listening also and you Greg, I'm on my Google Analytics right now looking at the traffic from the last month, over 210,000 visits, unique visits to the site, about 40,000 of them were on mobile including a tablet. And the interesting fact about that is, that's like 20% of my visitors but the interesting fact is that for the mobile visitors, they're on my site 30 seconds longer than people who are on the desktop.



**Greg Hickman:** And I think that's the – and you can interpret that a lot of different ways. But I think a lot of people now, and when I say a lot of people, like content that I'm reading about mobile usage behavior and stuff like that, first, for all the listeners, don't get hang up on the fact that mobile means on the go because it doesn't necessarily mean on the go. Some recent studies have actually completely disapproving that and a lot of mobile internet usage actually is happening from home and happening from the couch right from the living room or maybe you're in the kitchen and you're cooking and looking at recipes or something like that.

So, don't just think that mobile means, I'm out and about. I'm walking to a store and taking pictures of products and stuff like that because that's not really the case. There's a lot of home usage, office usage of the mobile device. That's just how people really prefer to consume content these days. So, I think that's a great example. I mean they're spending more time from a mobile phone, smaller screen. They just prefer to do it that way. It's easier.

**Pat Flynn:** Yeah, dude. It's crazy. Now, what are the most important things that a blogger or entrepreneur or small business owner should worry about? I mean there are so many. We just listed website, text messaging, multimedia text messaging, video, podcasting, and e-readers. I mean what is – if you have to choose one or two things that we should all be making sure – like if we don't do it or we're doing things wrong like what are those things?

**Greg Hickman:** Sure. So – and I'm going to tell you one and then I want to take a step back for a second. So at the core, the first thing any blogger, podcaster, mediapreneur, online business owner, even if you're a local business owner, the first thing you should do when it comes to being mobile-friendly is mobilizing your website. And the reason I say that is because for all the SPI listeners out there, you constantly talk about being everywhere, right? So, that's a core part of how you got to where you're at. A lot of people have embraced that and a lot of the SPI, the Flynnatics if you will.

**Pat Flynn:** Yes.

**Greg Hickman:** We're all trying to connect with our audience in different ways because not only do we know that our audience likes to have a variety of content but we also know that there are different people in these different places. So, you have probably a certain amount of fans and followers that you always connect with on Facebook and Twitter and then there are probably people that you have that really only connect with you or prefer to connect with you on YouTube.

And there are people that are on your email list which you don't even send out that many emails compared to a lot of other online marketers that probably just are waiting like so excited to get the next email from Pat Flynn. And that's just how they prefer like





they don't always visit SmartPassiveIncome.com. They're waiting for that email for you to tell them the latest and greatest news.

So because of all – because we're everywhere and because we're extending ourselves and kind of have all these different outposts as you always tell everyone to do, just drive them back to your home base, you're creating more awareness of yourself in all these places but all of those places are still driving back to your website. So, making sure that that content is mobile-friendly is super important because if you look at the kind of the core areas of your outposts, you talk about Facebook and Twitter, over 60% of mobile usage from Facebook and Twitter is coming from a mobile device, 60%.

**Pat Flynn:** Wow!

**Greg Hickman:** So, even if you're, "Oh, I'm just going to focus on social this year. I don't need to worry about mobile." You have to worry about mobile because most of the people that are connecting with you on those platforms are doing so from the mobile phone. So, if you say, "Hey, guys. Check out my latest blog post on Facebook." And that links back to your site and it's not mobile-friendly and 60% of those people are on their mobile phone, they're going to get a poor experience.

So obviously, you don't want to do that. So that's important. Over 25% of global YouTube views are from a mobile device. I bet you, if you look at your YouTube channel analytics, you'd probably find similar statistics on how many people are actually consuming your videos from a mobile device whether that's from your website where they're pinching and zooming to watch the embedded video or it's the YouTube app or the YouTube mobile website so that there's another outpost where so much of the usage is coming from a mobile device.

And lastly, although you don't use email the way that a lot of other online marketers do, right now depending on who you're talking to, 41% of all email opens are coming from a mobile device. And it's supposed to surpass the desktop I think in like 2014.

**Pat Flynn:** Wow!

**Greg Hickman:** Depending on your email provider, you can probably find out some statistics on how many people are opening your email from a mobile phone. But that scenario we talked about earlier where I wake up, I grab my phone and I delete as many emails as possible just to kind of eliminate some stress because I sign up for however many newsletters. It's overwhelming. You just kind of hit that edit button if you have an iPhone and you click as many circles on that left side of that phone as you can find and you just delete all of them. And you probably don't consume – you don't really read the subject lines, you just see the sender and you're just like, "Nope. I don't need to deal with that today." And you get on with your day.



So, if email is a big part of your business, and as you know, a lot of online marketers, the money is in the list, the money is in the list, well, if you have 10,000 people and 40% of them are opening it from their phone, who cares if you grow another 10,000 people, you're missing out on a very good percentage of your list right there that you're not even capitalizing on. And again, all that drives traffic back to your site too.

So that's kind of why I say, even if you only do one thing this year, having a mobile-optimized site, you'll at least be giving all of your audience and your customers content in a way that they prefer to consume it.

**Pat Flynn:** Yeah. I think that's huge. And now that you've mentioned it, I mean I know I can do a better job because I am everywhere. I'm actually looking at my YouTube statistics right now. And it tells me, from mobile devices, about 14% of my audience which if you look at this, this is almost 10,000 people this past month who are watching on their mobile devices and yes, I typically give a call-to-action to either subscribe or go somewhere on my website.

**Greg Hickman:** All right.

**Pat Flynn:** And I'm not creating continuity in the mobile experience which obviously, YouTube on mobile, I mean they're optimized for mobile but is my site? Not right now, which is why having my website even mobile-friendly when my redesign comes up later this year is going to be one of the top sort of priorities.

Now, help us define a little bit what mobile-friendly means. I think some people and I've actually talked to some people about this, I've been like, "Hey, why don't you – have you ever thought about making your site mobile-friendly?" And their response is, "Well, most people are on their iPhone and the safari on iPhone looks pretty mobile-friendly. They just have to pinch and zoom and stuff and that's good enough." Is it? I mean what is mobile-friendly really mean? I mean is there a definition of that?

**Greg Hickman:** Yeah. So actually, this kind of even goes into one of the topics that we said we're going to talk about which is the hierarchy of mobile user needs, if you want to dive into that.

**Pat Flynn:** Let's do it.

**Greg Hickman:** OK. So, if you kind of look at – and this is not original content. This is from some mobile strategist that I actually follow; a guy by the name of [Brad Frost](#). He's a thought leader in the responsive design community. He's been a guest on my podcast.

**Pat Flynn:** What is responsive design just for everyone out there?



**Greg Hickman:** So yeah, so responsive design is essentially, depending who you talk to, it might be slightly different definition. But it's essentially the concept of using media queries which is a modern web technology that will kind of identify what screen resolution is accessing your site and then based on that, you can define certain breakpoints to optimize that screen real estate.

So, if you look at – a really good example is [ThinkTraffic.net](http://ThinkTraffic.net) by Corbett Barr. Obviously, the SPI fans pretty much know about. If you go to that site from your desktop computer and you take your mouse and you bring it down to the bottom right corner of the site and drag it inward, you'll notice that they have essentially three breakpoints.

One being the full width desktop then you'll see kind of halfway in, it will break again and by break, I mean you'll see some of the navigation maybe, it will be two levels of navigation. Things start to get a little bit more centered and you drag it a little bit more to sort of the width of a smartphone, you'll see the navigation, the text starts optimizing for the resolution, more layers, columns that were on the right are now tucked underneath and it's all one single column.

That's essentially responsive design. It's one set of code that uses these media queries to determine when to adjust the screen layout based on that resolution.

**Pat Flynn:** Right, right.

**Greg Hickman:** So, that's kind of at its simplest.

**Pat Flynn:** PatFlynn.me is actually responsive now too which is pretty cool.

**Greg Hickman:** Yes, it is. That's a great example. Shame on me. Shame on me.

**Pat Flynn:** No, no, dude.

**Greg Hickman:** PatFlynn.me is a great example actually. And we were just talking about it.

**Pat Flynn:** I mean I'm just sharing that because I want people to see another example. And basically, I mean my feeling is this, my definition would be it just looks good in whatever device it's being looked at – on.

**Greg Hickman:** Yeah. And that's actually a great point. And I know we're slightly diverting but I'll get back to mobile-friendly. Your audience doesn't care if your sites were responsive. All they care about is – they're not going to be like, "Oh, Pat Flynn is using responsive."

I mean some of the geekier people, they'd like to nerd out on that stuff like me. We'll get excited about it. But at the end of the day, they just want to be able to consume



your content from the mobile phone. And it needs to be mobile-friendly. And by mobile-friendly, that doesn't mean pinching and zooming. If you're making it complicated for your user to access your site, that's not friendly.

So there's kind of the notion of mobile-optimized, mobile-friendly, I think they're pretty much both the same thing. You want to make the experience as painless as possible. And when you look at those hierarchy of use needs that I was about to talk about, so if you look at – imagine a pyramid, at the foundation of the pyramid, you have access.

Access basically means, give your audience what they want. They need to be able to access what they want. So, if Pat Flynn is on this site saying, "Hey, click this link for the latest tutorial on how to get started podcasting." And I click that link. I expect to get the latest tutorial on podcasting. And if I don't, I'm disappointed.

So I need to be able to access what you're telling me I can access however I want to access it. So at the core foundation, and again, so having that mobile-friendly site again, being that first thing you should be doing, you're giving your audience the ability to access your content.

As you move up the pyramid to the next level, you have interaction. In most cases, this really breaks itself down or manifests itself as navigation, navigational elements. So traditionally, most blogs will have – you have your navigational elements right across the top. And a lot of us have some sort of navigation in the side panel. So, you frequently talk about, I think it's 19% of people that find Smart Passive Income find out about you because of the podcast.

So, say you mention the link to your show notes and I'm on my phone and I go into the – I just type in URL that you mentioned because you use Pretty Links and it's super short and easy to remember. I go there. My first experience with Pat Flynn is, within that specific piece of content, I may not know all about you. I may have caught you on your latest episode.

So naturally, I'm like, "Oh sweet. This content is awesome. Who is this guy?" If I can't find the about page easily, which again is where – how can I find that about page? How can I click through to find out more about this person or maybe sign up for the email? If I can't do that easily, you're not letting me interact with you anymore.

So great, I've accessed the content. It's friendly but if navigation is all junky, then it's going to be harder for me as a user to get more of what I want. And the reason that kind of manifests itself in navigation is really because this is how you get around the site. But if you use like WordPress plug-ins or I hear some people say, use a plug-in called WPTouch, which is great. It's free. It will make your blog mobile-friendly, not your entire site.



But if you actually look at a site that has that, you'll find that the navigation is not super intuitive. Through this plug-in, it's not very easy to navigate the site. And again, you can't really navigate throughout the entire site. It's really just confined to the blog. So at that next level up, you want interaction.

The third level is performance and this is really overlooked a lot. And responsive design is helping in some ways but also not helping performance in others. So, if you are going the route of response design, I would definitely do test on your site to see how long it takes it to load on a mobile phone. And mainly because statistically, there was a study, I think it was by Google not too long ago on their how to go mobile kind of site, talks about, "We expect sites – user expects mobile sites to load within five seconds. And if they don't, the odds of them leaving," I think 75% of people will leave if the site takes longer than five seconds to load.

So OK, my site needs to be fast. I get that. But where that really creates the impact is that if that's the first time someone is trying to connect with you from their mobile device, Google, I believe it's Google, it might be a provider named Gomez also, I always confuse these two, they did a study where if a user tries to get your site and it's not easily accessible from a mobile phone, 47% chance they will never come back to your site again. That's almost a 50% chance.

So, if it's the first time that they're connecting with you or any of us, and it's a painful experience and they really fully define what that painful experience is but I'm going to go as far as saying, one, the site is not mobile-friendly. Two, it takes really long to load. I can't find my way around the content. Maybe for some reason, I was using a Flash Player and for some – for your listeners, Flash doesn't play nice with iOS so iPhones, iPads. So if you're using some sort of Flash video or Flash Player, that's just going to be broken.

So if they're like – if you're driving them to a page with a video and you're using a Flash Player, and it just shows as a broken image, there's a really good chance that they're never going to come back to your site because they've lost trust in you being able to provide a mobile-friendly experience.

So again, with being everywhere, you're more likely to connect with more people, you're more likely to be driving awareness to yourself from new users not just returning users that you could be driving people away if you don't have this mobile-friendly site.

And then last one of the pyramid, so you have access, interaction, performance and last one is enhancement. And really, what enhancement means is that mobile browsers are different than desktop browsers. Period. And because they're different, you can access different aspects of your phone that you can't access from a desktop browser. So you may have visited a mobile website or a site where it said, can we use your location? Most people will probably had this happened. If you click OK, that website can now dictate what experience that person gets based on their location.





And things like some people maybe have or selling physical products and I'm going to try to buy one of your products and I'm going to enter my shipping information. When I click on a form field that is a ZIP code, obviously ZIP codes are numbers, because I'm on a mobile device, I can actually, within that field, tell the phone, tell the site to pull up the number keypad versus the alphanumeric keypad which if you've ever had to type in ZIP codes or information using the alphanumeric keypad, you got to click the number button.

**Pat Flynn:** Yeah.

**Greg Hickman:** And you have all the numbers across the top. So just like little things like that because the mobile browser is different, that you can capitalize on enhancing that experience for the user which comes at the top.

**Pat Flynn:** That's pretty cool. I mean it just seems that there's so much that we can do as someone doing business online or blogging or creating content online. What would you say would be the first steps – I mean, OK, I'm a blogger. I want to get my site mobilized. What do I do? Where do I go?

**Greg Hickman:** Sure. So right now, there are so many – a lot of us as bloggers, we're on WordPress. We use some sort of theme. There are plenty of responsive themes out there that will very quickly get you to kind of the foundational aspects of your contents now adjusting based on what screen size the audience is on. And so, I would say, look into any source, [ThemeForest](#) is a popular one. Just do a search within ThemeForest for responsive WordPress themes. [WooThemes](#) has a handful also.

And then I actually am on the Genesis Framework. I believe you're on the Thesis Framework. Both now offer responsive solutions. The Genesis Framework is by the folks over at [Copyblogger](#). They have a site called StudioPress which most of their themes are now responsive. So anyone of those themes – you purchase one of those 35 to 75 bucks, whatever, you're in the game getting started.

I wouldn't say that it ends there but for a starting point, you shouldn't think that you need to go find a custom or a specialized web designer. You can if you have the budget to get someone to create a custom theme. You definitely want to differentiate yourself. I mean that comes down to a branding play. But if you're really just looking to have a mobile-friendly experience, you're already using the WordPress, go to one of those three sources and look to purchase a responsive theme.

**Pat Flynn:** Yeah. I wanted to point out a theme that I thought was pretty cool. I think it's called [GetNoticed!](#), which is a theme that is being used on [MichaelHyatt.com](#) right now. And it is mobile responsive too. And so, that's another one to check out that I just discovered. I believe John Saddington who we had on episode 61 actually created that.



And if you go to MichaelHyatt.com on a mobile device, it looks really cool. You see the first post at the top underneath his logo, there's a little thing you click on the right-hand side which pulls up a menu that says, "Connect with me." And it says, "Follow me on Twitter, Facebook," and so on and so forth." Under that, it has the menu where you can navigate through the site, the different categories, which is really interesting.

This was custom-built. But I think you can download it through MichaelHyatt.com. And underneath the first post is his – is something you see on the side bar of his desktop which is pretty cool how to be arranged like that. And that's to sign up for his free eBook and then the second post under that. I mean it's really cool. I mean there are so many things you can do.

I'm working with someone right now to do a custom-responsive theme for Smart Passive Income. That's how it was done for PatFlynn.me. I know ThemeForest and WooThemes have stuff going on right now for that too. So I think that's definitely where I would start. I heard about the WPTouch plug-in too, which doesn't – it works. It makes it easy to read the content but it doesn't – it's pretty generic-looking and it just looks like a menu of posts and that's it. There's no way to brand it really or expand out of that.

**Greg Hickman:** Yeah. I think if you're blogging just for – and everyone is in it for a different reason, right? I mean some – a lot of your audience is probably trying to turn into a business, monetize the site where I would think you want to make sure that the site, the entire site is mobile-friendly. But if you're just maintaining a blog for personal reasons or for your family, WPTouch is free and really, if your whole site is just the blog, it's definitely something that you can use. It's super easy to implement that it's just a very quick way to get started.

But as you become more serious like a lot of the SPI listeners and readers and you really try to turn the audience into customers at some point in some way, shape, or form, you want the whole site to be mobile-friendly.

**Pat Flynn:** Right. Awesome. OK. So that's preparing for people who are coming to our site. What if they're on our site or somewhere and we want people to take action and they just have to be taking action on their phone? Is there a great way to convert people into our list using mobile and have people take action? I know you're doing some cool interesting things with text messaging now.

**Greg Hickman:** Right. Yeah. And so again, I think one key thing to mention or at least that I'd like to talk to is that when you start thinking about mobile or mobility, a lot of it comes down to a mindset. So, in your podcast or if you listen to my podcast, I now have a call-to-action that is clearly stating that my landing pages are mobile-friendly and then that you can text in a keyword to a short code to get a short video from me that's delivered right to your phone. It has a link then again that takes you to that landing page.



If they're already on your site though, a lot of us, we're taught to use lead pages, landing pages, sales pages, pages that are very specific to try and convert the user to taking action. So, if that is you and your business, you want to make sure that those mobile-friendly. And there is some sort of tips and tricks, I'll name a few here that you can look to use when creating mobile landing pages that will convert. And I actually, a guest post that I just wrote I think – it goes live sometime this coming week or by the time this goes live, I think it will be last week.

But kind of creating the content, making all of your blog posts, all of your tutorials, you're letting them, you're letting your audience consume that. But when you want to turn your site into a business, you need to have that call-to-action. And again, that just takes place on landing pages. So one thing, think about holding your phone, a lot of times, we're dealing with someone who is only paying attention to our site using one eye and one thumb.

So, when you have links, you want to make sure that if it's a key link on, "Sign up here. Click this link to go here and pay." or what have you. That you don't want anything else crowded around that link. You want to make it very easy for someone's thumb to click that. And ideally, you'd make it a button. And mobile standard best practices would be, it should be at least 44 pixels by 44 pixels. That's kind of been identified as the key thumb to touch ratio for a button. So, 44x44 pixels is super key on that.

When it comes to people converting on a mobile landing page, again, because they are maybe using one eye or one thumb or what have you, they might, and this is not everybody and this is something you're going to have to test, but typically you see with online marketers, super long, really in-depth landing pages, tons of bullets, tons of calls-to-action. Mobile users are not going to read a 5000-word landing page. Some of them will. Flynnatics probably will.

But for some of us, seriously though, and actually that's an advantage that I think online marketers have compared to brands. We can create such passionate audiences that they'll wait more than five seconds for our site to load. They will deal with our non-mobile-friendly site probably a little bit longer than they would if it was say, Target. But that doesn't mean you should take advantage of it.

So making sure that the call-to-action is as clear and as early on that landing page as possible is going to be critical in converting people from a mobile phone. So again, you see a lot of online marketers, you continue to read, you continue to read, who's this product for, who's this product not for, check out this video real fast, here are these five bullets of all these cool things you're going to get out of this, here are the ten bonuses you're going to get. I might never even get to any of that stuff because I just there from a mobile phone and I want to see what is this thing, do I want it, and can you sell me in such a short amount of time at the top of the page, above the fold that I'm going to convert.



So, when it comes to, do you want first name, last name, email, phone number, all this information, try to limit that as much as you can. So if you can just get away with using email for sign up, that would be – that gives you a better chance, less typing that that user has to use.

**Pat Flynn:** Right.

**Greg Hickman:** So, have a clear call-to-action. Have it very early on in the page, ideally, above the fold. Make sure your buttons and or links are very, very easily clickable, tappable with a thumb so you could even test this on your own phone. And I highly recommend that you do. And then limit the amount of information that needs to be entered in order to subscribe or register for the webinar or purchase the product.

**Pat Flynn:** Love it, love it. It's sort of reminds me, I have a chat with one of the owners of Gumroad.com, which is a sort of – a lot of you have heard me talked about E-junkie before which is how I sold and still selling my eBook at GreenExamAcademy.com. But I sat down. Actually, Caleb Wojcik was there, co-founder of [Gumroad](#). He was talking about how they've tested and have created such a user-friendly, customer-friendly user experience when it comes to making purchases online using this tool, which is like an E-junkie competitor.

So, imagine going to a site and purchasing an eBook for example. Right on that same page, a little popup shows up and all they have to do is enter their name and their credit card number and that's it. And that completes the transaction. As opposed to E-junkie which currently, I mean they could be working on something but I have to enter my name, my billing address, phone number, shipping address, all this stuff. And the less amount of typing I have to do, the more likely I am to follow through. So ...

**Greg Hickman:** Totally. And I'm actually going to be using them as well. And I've been looking for again, we're trying to create content that can be downloaded, eBooks, you obviously teach us how to do that, a lot of people are trying to do coaching and what not, a lot of these membership sites and plug-ins and tools that are out there aren't mobile-enabling these checkout experiences. And that's the critical part.

You got this person so ready to purchase and work with you or buy that eBook and now, I can't even simply pay you? Like coming out of that podcast, if you just tell me to go to a landing page, spend \$10 to get this awesome eBook that you just totally sold me on in this episode, and it's a pain in the butt to enter that credit card information, I might never come back and get it. You just kind of lost that sale. So yeah, Gumroad is awesome.

Did you ever have [Nathan Barry](#) on the show?



**Pat Flynn:** No, but I want to get him on the show because he's been killing it with Gumroad.

**Greg Hickman:** Yeah. So, I mean you can probably find the link to link to his page where he has the checkout with Gumroad.

**Pat Flynn:** Yeah, I'll put it on the [show notes](#).

**Greg Hickman:** Yeah. But that's a really, really slick execution. And I mean it wasn't even that hard to implement. I mean he designed a nice page and he used Gumroad. And that was pretty much it. But it's just so slick from an iPhone, from an iPad, desktop, super easy. So yeah, that's a great call right there.

**Pat Flynn:** And I think Gumroad, they do have a little higher fee. I think it's like 5% per sale but you're trading that for a really easy user experience. So you kind of have to test and maybe just understand that you're going to have more people purchasing because of the way it works. And again, I still have yet to experience it myself because I have yet to use Gumroad. But it is something that I want to test and it sounds like you're excited about that too.

**Greg Hickman:** I'm totally excited about it. I haven't seen anyone else make it so easy to purchase from a mobile phone at least from the online e-commerce providers that you frequently hear depending on which blog you read.

**Pat Flynn:** Right, right. Now, let's talk a little bit about text messaging because you ...

**Greg Hickman:** Yes.

**Pat Flynn:** And I talked about this in last week's episode and I am saying this way in the past. So, if the right episode comes out after the next episode and so on and so forth, the previous episode that just came out when I've talked about this tip that you gave me which was so awesome because – OK. So this is what happened, everybody. So Greg sent me an email – no. Yeah, he sent me a text message. He's like, "OK. Text 5858..." No, sorry. Text – God, what is it?

**Greg Hickman:** Text mixed.

**Pat Flynn:** Mixed, M-I-X-E-D. So text that to the number 585858.

**Greg Hickman:** 585858.

**Pat Flynn:** Yeah, 585858, right?

**Greg Hickman:** 585858.





**Pat Flynn:** Yeah, it's the same thing. It's 585858.

**Greg Hickman:** Yeah, it's the same thing.

**Pat Flynn:** OK. Nobody is going to do this anymore because we totally – part of being mobile-friendly is just making it easy and we totally just screwed it up.

**Greg Hickman:** Yup, we totally made it complicated. But very simply, "Open up your text messaging application, text the word mixed, M-I-X-E-D to the number 585858 and you'll get a short video right to your phone with a link that takes you to a mobile-optimized landing page where you could sign up for my email newsletter." You'll get a feeling for this is an MMS message. And you can go back to your story because you were using this in a presentation, right?

**Pat Flynn:** Yeah, I did some presentation. And at the very end, I said, "If you like my presentation, text Pat to 585858." And they would go through the same process. They would immediately get a message back from me that I had predetermined which includes a video about 30 seconds, just thanking them for watching the presentation and also, a call-to-action at the end of the video. And with the text to click on the bitly link below that, which takes them to a page on my site which was not mobile-friendly yet, unfortunately. So again, I'm still working on that.

But you're doing it right. So, if you want to check out how that works, text mixed to 585858, it's the same thing, and you can kind of see how it works. Now, tell everybody how you do that because I think it's really cool and they might be able to test that for themselves. And I think they could do it for free for a little bit, right?

**Greg Hickman:** Yeah. So there is a company by the name of [Mogreet](#) and they just came out – they've been working with a lot of big brands, James Citron, the CEO, is a good friend of mine who has been on my show now twice. And they started working with a lot of big brands using text message marketing and MMS where you can have videos or audio and pictures be sent very much just like a text message. The experience you just explained.

And they just came out with what they're calling their express product line, very focused on small business owners. The same kind of pricing models as an email service provider like an AWeber that you might be using. It's a monthly fee based on your list size – sorry, not your list size, the number of messages you're sending. So, super, super easy and intuitive platform.

I really think – the way that you use it, a lot of people depending on your business, you can use it in different ways, I think speakers and authors where you're in a physical location, in an offline environment, it's a great opportunity to bring people online just like you said. So, I don't know how many people texted in or what not. And I'm sure a handful did.



**Pat Flynn:** Quite a few like I think nearly a hundred.

**Greg Hickman:** Yeah. So I mean depending on the room that you're in, you could get a lot of people to opt-in. If you just delivered an amazing presentation as you always do, so first make sure you always deliver an amazing presentation, that's the important part.

**Pat Flynn:** Or else nobody is going to text.

**Greg Hickman:** Right. But they just – some of them might be new to you, other people were just like, "Oh wow! Pat just did this new thing. I got to see what this is all about." And they text in and now, you've taken this offline experience and you brought it online and you've delivered something that's new and unique, most likely that your competitors are not using.

And you have the ability to bring them to that mobile-friendly site, which you would have already done because we just talked to you about doing that and they would be able to convert into your email list or another product. And you can even follow up with them now by sending them more video messages or text messages right to their phone. So definitely a powerful, powerful technology.

And if you're a blogger, where your audience might actually be an older demographic, if your audience is like 55 or 65, maybe they're just coming for some of health-related content or what not, but totally stereotyping right now, but they might not have a smartphone yet. And they are the fastest growing demographic of people that are purchasing tablets and stuff like that. But that doesn't mean they're going to use all of the fancy features.

My dad is a perfect example. My dad is 65 years old, never uses his desktop anymore. He uses an iPad but doesn't use any of the crazy apps that you can get on iPad. He just emails like a madman and he just got an iPhone which he hardly ever keeps on except when he text messages me pictures of my niece.

And now, like I actually connect with my father way better than I ever have just because of text messaging. And just because you have the smartphone, just because you can download all of these cool fancy apps, doesn't mean your customer or your audience is actually going to.

So, identifying who your audience is, are they someone that might have – not have a smartphone, SMS is something that nearly 100% of phone in the market are capable of doing. So, it offers the widest reach. And those messages typically are read within four minutes 98% of the time.

**Pat Flynn:** That's crazy. That's just crazy.



**Greg Hickman:** Yeah.

**Pat Flynn:** But you have to be careful, right?

**Greg Hickman:** Yes, exactly.

**Pat Flynn:** Because for me personally, I don't want to get too many text messages. I'd rather – I get 300 plus emails a day. I don't want to get 300 text messages a day.

**Greg Hickman:** Exactly.

**Pat Flynn:** It's a little bit more personal. And because of that, it's more powerful. But also, it might be easy to get annoyed.

**Greg Hickman:** Right. And the first thing to know is that just like email, SMS and MMS marketing is an opt-in permission-based marketing channel. They need to text in, in order to be in that list. And kind of going back to that exclusivity, if you're sending out an email, you don't want to send out a text message with the exact same content. So think about – don't just use it because you can. Use it and try to take advantage of that immediacy.

A great thing for you I think would be outside of your texting. And we'll talk about podcast implementation here in a second but for the – when we were at New Media Expo, when we first met when you had that – the meetup, there were I believe at some point, you didn't know exactly where it was going to be. You want to let people know. I mean, you actively promote where – that you're going to be having a meetup and what not.

That you could literally build these little small lists of the people that are planning on attending just to let them know, "Hey, last minute, the venue totally cancelled on us. We need to go to this new place." And you could send that text message and let them know, "Hey, now we're meeting here." Something like that who's – I mean I came to the conference pretty much to meet you.

So, if I was coming to that meetup and that was the first time I was going to have an opportunity to meet you and like now all of a sudden, the place I was thinking it was going to be, no one was there. If I could get a text message like, "Hey guys, sorry. We're here now." What a great way to immediately notify every single person that was planning on attending that the location has changed.

So, just thinking about the implementation of it and don't spam people. Typically, you don't want to send more than one message a week if you're doing some sort of like daily health tip or daily exercise and that's clearly communicated when the person opts-in then that's fine. But you've got to create those – manage those expectations.



**Pat Flynn:** Awesome. Love it. Now, we just hit the hour mark, Greg. I mean I feel like we could talk about all this stuff forever because there are just ...

**Greg Hickman:** I want to mention one more thing though.

**Pat Flynn:** Yeah. I was just going to ask you, is there – what’s one thing we missed that we should have covered?

**Greg Hickman:** Well, so we mentioned that email is really important. But I want to give your audience a couple of tips on just a few things you could do quickly to make your email more mobile-friendly.

**Pat Flynn:** Perfect.

**Greg Hickman:** So, a couple of things really fast. Very similar to landing pages, you want to make sure your call-to-action is very early on in the email. But if you look at your phone, you’ll notice that your subject line actually comes, on most devices, comes after the sender. So most email applications on your computer, the sender is off to the left. The subject line is real big on the right.

The size of the text of the email sender is now actually bigger on your phone than the subject line. So, take that into consideration if you’re using some funky like news@ your domain name. Make sure that your name is very, very clear as the sender. And you’ll notice that the subject line, depending on the words you use, will get truncated after five to seven words tops, almost every single time.

So as you start writing your email subject lines, make sure that you’re convincing that person within five to seven words or enticing that person to open the email because they understand what that email is about to deliver within those five to seven words.

If it gets truncated and you haven’t really clearly told me what this is about, it’s way more likely to get deleted. So, that’s one major one. No technology – you don’t need any technology for this. It really is just think about how it’s going to be presented on a person’s phone. There’s no responsive subject line. So it really is – make sure that your subject line is clear in five to seven words.

**Pat Flynn:** Great tip.

**Greg Hickman:** And then I’ll stop.

**Pat Flynn:** OK. I’ve got another one. If you’re going to have a call-to-action, just based on that, I don’t know, I’m just thinking out loud based on the stuff you said earlier, in your email when you have a link, you want to have that isolated. Does that make sense?



**Greg Hickman:** Yes.

**Pat Flynn:** OK. So that means, if you're going to have a link, put it on its own line, space out the paragraph above it, the paragraph below it so that when people click with their thumbs, like I have a really fat thumb. I actually hate my thumb because they're way too big.

**Greg Hickman:** Yeah, people got fat fingering.

**Pat Flynn:** Yeah. But no, I really – I literally have like the nail is wider than it is taller. It's like someone took a hammer – anyway, there's just a certain percentage of people that have and I'm one of them. And I should probably post a picture of my thumb in the ...

**Greg Hickman:** In the show notes, put it in the show notes.

**Pat Flynn:** No, dude. If anyone wants to see my thumb in the future probably in the meetup or something, just – I'll show them to you. But yeah, it's kind of embarrassing. But anyway, so yeah, that's something I think would be smart too. I'm definitely going to pay attention to. I mean I think I do that already just because I want my links to be isolated in the email so they're clear and they're on their own line. But I think that's a good tip for everybody too.

**Greg Hickman:** Yeah, I agree. And you do, do a very good job of that. At least, the target – sometimes you have multiple links, not very often, you don't but sometimes other people do. The one that you want like the primary action, make sure that it has some space around it.

**Pat Flynn:** Dude, this has been an incredible educational podcast. Thank you so much for your time. And I'm sure maybe we can get you back on in the future when things keep changing because they will but definitely, if we're not utilizing mobile like we talked about, we're definitely missing out.

And we're not giving our customers the best experience possible because our customers, our readers, our subscribers, our viewers, our listeners, our sites are there to serve them. And if our sites aren't mobile then we're not doing everything we can.

So, where can we find out more about you, Greg?

**Greg Hickman:** You can find me at [MobileMixed.com](http://MobileMixed.com). And I created a little something special for all of your readers and listeners. So you can go to [MobileMixed.com/SPI](http://MobileMixed.com/SPI) and you can get a free video on how to mobilize your Be Everywhere strategy. And yeah, that's pretty much where I'm at.





**Pat Flynn:** Sweet. I hope that's a mobile-friendly page.

**Greg Hickman:** It will be a mobile-friendly page for sure.

**Pat Flynn:** All right man. Thanks so much. If people want to just say thanks on Twitter, where can they go?

**Greg Hickman:** It's @GJHickman and you can even email me if you want at Greg@MobileMixed.com.

**Pat Flynn:** Cool. @GJHickman.

**Greg Hickman:** Yup.

**Pat Flynn:** Cool man. Thanks so much. I appreciate it.

**Greg Hickman:** Thank you so much. Thanks for having me on the show, man. I really appreciate it.

**Pat Flynn:** Of course. Take care, buddy.

**Greg Hickman:** You too.

**Pat Flynn:** All right. Now, that was a podcast episode jam-packed with awesome content. Thank you so much, Greg. What I love about Greg is that even though Mobile is still sort of young in the space that we're all in right now, blogging and internet marketing, Greg knows. Greg knows how popular it should be, how popular it's going to be. And although his blog hasn't really sort of skyrocketed yet, I mean it's going to, I can just tell, I mean Greg knows his stuff. So he's got big things coming. Look out for Greg Hickman, people, in the upcoming months or years.

Greg, thanks again for your time if you're listening to this, which I know you are. And for those of you listening, if you're out there and you love the show today, give Greg a shout-out on Twitter. His Twitter handle is @GJHickman. Give him some love. And to all of you out there, thank you so much for your support. Episode 65 is a wrap. We're at 804, 804! It's awesome. 804 five-star reviews on iTunes. I would love to get to a thousand by the end of the year. I would love for you to help me make that happen.

And be sure to get the show notes where you can get all the links, all the items mentioned in the show. You can get the show notes at [SmartPassiveIncome.com/session65](http://SmartPassiveIncome.com/session65). In there, you will also see a link where you can leave a voicemail for me. I will get it directly in my inbox. If you have a comment or question, I'd love to feature you on the podcast. That comes in the form of MP3 which I can then drop into the podcast anywhere I'd like. And in each episode from this point forward, if there are any available questions or nice comments, I'll share one or two



voicemails during the show and leave a link back to your website on the show notes if you have a website. Sound good? Awesome.

Thanks again. Have a wonderful rest of your day. Be safe. And I'll leave you with this one very last question as you go off and do whatever it is that you're going to do. Whose life are you going to add value to today? Peace out.

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