



**SPI Podcast Session #122 -  
From Teachers to Totally Rocking it Online -  
Shane and Jocelyn Sams Share their Success Story**

Show Notes: <http://smartpassiveincome.com/session122>

This is the Smart Passive Income podcast with Pat Flynn, session #122

[Singing]

**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 likes to color outside of the lines, Pat Flynn.

**Pat Flynn:** It's totally OK to color outside of the lines, it really is.

Welcome everybody. Thank you for joining me today for session 122 of the Smart Passive Income podcast. Hello to everybody who is at the Podcast Movement right now, this is the very first year of the podcast movement conference. Jared Easley and Dan Franks, great job both of you for putting on a great show, or what I suspect will be a great show based on everything I've heard about you guys planning it.

Sorry I can't be there this year, I've got a trip to Australia coming up and I can't put those two things back to back. I will be heading to Australia soon to go to the ProBlogger conference in the Gold Coast and I'm so stoked about that. I can't wait to meet everybody there who will be attending that event.

The blog's still going to go up, the podcast is still going to be running and today's episode is going to be awesome. Today I have a husband and wife combo, two people who I've spoken to over email over the past couple of years. To see their progress and everything they've been doing and all the action they've been taking.

They were teachers before and now they're both doing online business. They each have their own respective website that they primarily focus on and both of them are doing extremely well. Jocelyn's site is at [elementarylibrarian.com](http://elementarylibrarian.com), which targets librarians. Shane's is at [coachxo.com](http://coachxo.com), which is a site that teaches football coaches some specific plays and there's a community around that as well.



This episode is chocked full of strategies and inspiration. I picked up a lot of information from listening to this episode. I'm not going to wait any further, I'm going to let them get into the story about how it all got started and what they're doing. They're making over six figures a month now. It's incredible, It's absolutely incredible. So here is Shane and Jocelyn Sams. Let's get right into it. Enjoy!

Hey everybody, what's up? I am so happy to welcome Shane and Jocelyn to the podcast today. Two readers and listeners of the SPI podcast who I've been keeping in close contact with over the past couple of years. Their success has inspired me so much and I wanted to bring them on here to inspire you and also give you some actionable advice.

First of all, Shane and Jocelyn, both of you, welcome to the SPI podcast.

**Jocelyn Sams:** Hey Pat, thanks for having us.

**Shane Sams:** What's up buddy? Thanks for having us man

**Pat Flynn:** For everybody listening, I actually got to meet Shane and Jocelyn just last month at Chris Ducker and I's One Day Business Breakthrough here in San Diego. We do those events every few months whenever Chris comes to the US from the Philippines.

We met Shane and Jocelyn and they are not only doing very, very well with their online businesses (incredibly inspirational) but they're two of the nicest people that I've ever met. I'm sure you're going to get that from listening.

Shane, we'll start with you. I know you have a story about how you came... How did this all start for you?

**Shane Sams:** Our story starts in 2012. We're from Kentucky, just a small town. We're normal people. We were teachers. I was a history teacher and my wife was a librarian. It's summer time and Jocelyn was inside with our little boy Isaac and our little girl Anna. We were just hanging out, going about our day. I was getting ready to go out to



mow the grass. I kind of got sick of the music and stuff on my iPod so I started flipping through the podcasts over on iTunes because I'm always looking at the business podcasts and stuff. I actually downloaded your podcast. The funny thing was, the only reason I downloaded the SPI podcast was because of your picture of you peeking over the thing with your little eyeballs...

**Pat Flynn:** Yeah.

**Shane Sams:** I saw that and I'm like "I don't know what that is but that guy seems funny so I'm going to download that podcast". It was totally random that I even stumbled across your podcast.

Anyway, I get on the lawnmower, I'm driving around cutting my grass, listening to you talking about passive income and online business. I don't remember exactly what episode it was but you were talking about the [Green Exam Academy](#) stuff and how you basically made this study guide for people taking this architecture test. I was like "Oh my gosh, this is crazy. People are paying you to send them an email!"

Jocelyn always laughed at me because I would drive around and say crazy stuff in the car.

**Jocelyn Sams:** Yeah, he'd always say "If I could just get 50 people to give me \$100"...

**Shane Sams:** That would be so much money! It would be - I wouldn't have to work for it - if they would just send it to me. I was listening to your show man and I was like "This is it! This is how I'm going to get 50 people to send me \$100!"

I was in the middle of the yard, I turned the lawnmower off, jumped off and ran inside. I burst into the kitchen and Jocelyn's just standing there. I'm a little excitable, I get a little fired up some of the time.

**Jocelyn Sams:** Just a little bit...

**Shane Sams:** I'm really... I'm rolling in like we just won a football game, because I'm a coach too. I said "Jocelyn, you've got to listen to this, this is our destiny, we're going to change our lives. This guy Pat Flynn is talking about making money online and passive income, I don't even know what that means but it sounds great!"



I'm just so fired up and I'm like "Let's do it!" and Jocelyn was like "What?"

**Pat Flynn:** What was your first impression about that Jocelyn?

**Jocelyn Sams:** Basically I was like "Are you crazy? What are you talking about?"

**Shane Sams:** This is one of Shane's normal, crazy rants that happens about once a week.

**Pat Flynn:** Were you at all skeptical about what he was saying?

**Jocelyn Sams:** Definitely. I was just like "How are you going to do that? These are not normal people, maybe they're just lucky or something like that."

**Shane Sams:** Basically, Jocelyn totally shot this down. She was like "No, go back outside and mow the grass, forget about this, you've got to go back to school in a couple of weeks". So I went back outside to cut the grass and I kept on listening. I downloaded every podcast that you had out at the time. That was in 2012 so it was a lot of podcasts ago.

I downloaded a bunch of other stuff. I started learning about it and I set out, I set a goal for myself - I'm going to prove to Jocelyn that this is possible and that these are real people doing this. In the summer of 2012 I started a couple of websites. I did well in the SEO stuff and I actually got on the first page of Google but I wasn't making any money. The only thing I had monetization wise was Google AdSense at that time.

**Pat Flynn:** What kind of site did you create?

**Shane Sams:** It was a site that was giving free worksheets to teachers. Basically what it did was, I would create these worksheets, put them online - people could download them for free and I wasn't even collecting email addresses for them but I put Google Ads around them so I was hoping maybe they would like the worksheet and then something else would pop up, they'd click it and I'd get some money. That was not happening at first, it was awful!



**Jocelyn Sams:** So I was like "I told you so!"

**Shane Sams:** That's right, I heard that every day! "See!", "You're crazy!", "Stop doing this, you're wasting time."

The turning point - and we always tell people this story, this is how 11 cents changed our lives - I'm talking a dime and a penny - we're sitting in bed and I'm really about to give up, I'm so depressed, I'm like "This is terrible, I can't do this" and I'm literally hitting refresh over and over and over again, watching my analytics, seeing what's happening...

**Pat Flynn:** We've all been there.

**Shane Sams:** Yeah man! Jocelyn's like, what were you doing?

**Jocelyn Sams:** I don't know, just laying in bed reading or something.

**Shane Sams:** I don't know what she was doing, but anyway, I hit it one time and in disbelief, I'm staring at this computer - someone had clicked an ad and we got paid eleven cents. I literally hit refresh at zero, it updated, I don't even know what time it was and I saw 11 cents. I went bonkers. I went absolutely berserk! Jocelyn's like "What are you doing? Why are you so excited?"

I'm like "Look at that, I put information out and somebody gave me money back, boom! There it is!"

**Pat Flynn:** So 11 cents, you could've found that in your car or underneath the couch or something, what makes you so excited about 11 cents?

**Jocelyn Sams:** I think it was just that he had finally proven to me that this was possible, that you can make money on the internet without physically being there to sell something to someone. I guess that's what opened my eyes.



**Shane Sams:** I didn't know if she was staring at me because I was acting crazy or if she was shocked and bewildered that someone had given us money from the internet, but you could see a light in her eyes like "Wait a minute, how can we do this more?" you know what I mean?

"How can we turn that into \$11 or whatever?"

**Pat Flynn:** So what happened after that?

**Jocelyn Sams:** At that point, Shane and I already had a couple of websites that he was working on and I had one in mind because I'm a school librarian and there's just not a whole lot of resources out there for school librarians.

**Shane Sams:** I kept buying domains for Jocelyn, even though she was like "Stop doing this!", I was like "This would be perfect for you, I'm going to buy this one for you".

**Jocelyn Sams:** So I decided that I was going to start a blog for elementary librarians and my principle at the time had been wanting me to write these very specific lesson plans that had common core and American Association School Librarian Standards, just special standards that we use in education.

I really didn't have time to do that at school so I was like "You know what, if I'm going to spend time during my summer writing these lessons, I'm going to see if maybe somebody wants to buy them" so I put them out there and the very first month, I think that site made over \$2000.

**Shane Sams:** It was mind-blowing. It was such a quick jump. We got 11 cents and then we actually started brain storming right after the ad clicks and we were like "This ad thing is cool but it's not enough" so we were like "Let's do what Pat did, lets make a digital product and see if people want to buy it".

We learned that process in about a month and then we both started making digital products. When Jocelyn put hers out there, all of a sudden we had \$2000 extra dollars, we were like - woh! We might be onto something.

**Pat Flynn:** Jocelyn, you created this site, can you share the URL with us?



**Jocelyn Sams:** Yes, it's [elementarylibrarian.com](http://elementarylibrarian.com).

**Pat Flynn:** OK, so you created that site, how did you get \$2000? A lot of people create digital products, what do you believe made it work for you?

**Jocelyn Sams:** Right. The thing about it is, during all this time when Shane was doing all this research, he's telling me a lot of different things, so basically I'm getting the Cliff-Notes version of all of these SEO strategies and email list building strategies and different things that he was learning about. He's telling me about it, I'm listening but I was still sort of "Yeah, this is not going to happen".

Anyway, when I built my site, I put a lot of those things in place right away. One of the very first things I did was collect emails. I had that on my site right away.

**Shane Sams:** Which I did not. I failed miserably at that.

**Pat Flynn:** We'll get into your site soon Shane!

**Jocelyn Sams:** I did start collecting email addresses right away. There was not a whole lot of information out there for elementary librarians and so I think that people just found me because there's not a whole lot out there. I also used some strategies, I would look up the number one site in Google for the terms that I was wanting to target and I would comment on there or sometimes it would be a Wiki and I could add my site to the Wiki and so that's some of the things that I did to build that traffic in the very beginning.

**Pat Flynn:** OK so you were getting direct traffic from this outreach but also that was improving your SEO. I'm guessing a lot of the traffic you had initially was from both of those things, so SEO did play a huge role.

**Jocelyn Sams:** Yeah, I would say so.



**Pat Flynn:** Cool. So you put out those products, how did you promote it? Were you just like "Hey, I have this product" and you just had it on your site or did you send an email out? How did that all work?

**Jocelyn Sams:** What I decided to do was I started thinking about my lead magnet, my opt-in magnet. What would I want if I were searching for lesson plans or anything about elementary librarians or elementary libraries on the internet? I thought "What would really be cool is if I had a full month of lesson plans" so on my opt-in was an entire month of lesson plans so you could see if you liked what I was doing and maybe if you wanted to purchase some more.

At the time that I started selling them, I actually only had two months of lesson plans complete because I didn't know if this was going to work or not.

**Pat Flynn:** That's a great strategy, it's similar to when you're coming out with a book, giving away a free chapter. You might as well give it away to see if people like it and if they want more then they can go ahead and purchase more.

**Jocelyn Sams:** Exactly.

**Pat Flynn:** That's a great strategy.

OK so let's continue on with your site Jocelyn, real quick. You sell this digital product, how did you grow from there and where are things standing now?

**Jocelyn Sams:** Basically I started reaching out to people in social media, I have a Facebook page, I have a Twitter page. Pinterest is absolutely huge for me because I do have a lot of mostly female customers and readers so I had a big Pinterest strategy, I really tried to pick nice pictures to use on there and I had a lot of people share my stuff on Pinterest. I give away a lot of things on my website, a lot of free resources, so I think a lot of people print those.

Recently I've been reaching out and doing webinars, I've done a couple of those this week.





**Pat Flynn:** Wow, OK. So really quickly, let's talk about your Pinterest strategy. This is something I haven't really talked about much or had anybody talk about much on this show. How are you using Pinterest to drive traffic?

**Jocelyn Sams:** What I do is I try to make a nice picture for every blog post that I do on Canva, that's usually what I've been using recently.

**Pat Flynn:** [Canva.com](https://www.canva.com)

**Jocelyn Sams:** I've been using Canva and it's really easy to use and it really makes your pictures look nice. Like I said before, I do make a lot of free resources. Pretty much all of my worksheets, PowerPoints, anything that I use in my lesson plans I give away for free.

We also have a [plugin](#) on our sites, that puts a 'pin it' button on every picture. That's really good, it makes it really easy and reminds people to pin things when they're on the site.

**Pat Flynn:** That's really cool. Do you happen to remember the name of that plugin?

**Jocelyn Sams:** I'm not sure, I can maybe get back to you if you want to put it on the show notes, but I'm not sure off hand what it's called.

**Pat Flynn:** OK, I'll have it in the show notes for everybody. Make sure to go to the show notes, the link will be mentioned after we hang up with Shane and Jocelyn.

Shane let's go to you. You see Jocelyn doing well with elementarylibrarian. You're like "Yes! I was right!"

**Shane Sams:** Exactly! And I said that every day and still do.

**Pat Flynn:** It sounds like you created your own site. You had sites already...



**Shane Sams:** Yeah. They weren't really going well. What I did was, when I saw that the digital product thing worked really well for Jocelyn, that's where I've got to re-vamp everything and go towards.

I had a coaching site where I was blogging about football because I coached football. I run this really unique defense that a lot of guys don't run. It's kind of like a cult following, this defense. I had a site about this defense and I started saying "I've got to create a digital product too".

I saw how well Jocelyn's opt-in went, where she was giving away that free month. I started this coaching website and I wrote an entire 100-page play book and I'm talking Amazon published book-quality play book and that was my opt-in. I gave away my play book. What I figured was people would see the defense and if they adopted it, then I could sell them more advanced things like how to beat other teams with it and how to practice it and things like that.

That really took off for me and once I was able to build up an email list, I actually created a product of my own that was 10 practice plans on how to run my defense, how to use that play book and teach it to your kids. The first month that I offered that, I think it sold \$7500 in a month, the first month.

Once we figured out this digital product system, it was kind of... I won't say 'rinse and repeat' at this point because we were still struggling to figure out exactly how everything worked but we knew that if we could give something awesome away free, get their email then they would come back and buy things from us.

Our first couple of digital products worked really well that way.

**Pat Flynn:** That's awesome. I want to talk about the lead magnet really quick.

You gave away a lot. You gave away the 100-page play book. A lot of people might be like "Wow, that's a lot of work". Essentially what you're doing here is you're giving away all the ingredients but people still have to know how to cook it.

**Shane Sams:** Exactly.



**Pat Flynn:** If they enjoy it and they see what it could do, in order to implement that correctly they're going to pay for that. If they aren't then that's not really your target audience.

**Shane Sams:** Another reason why we did this was because we were working full time jobs, we've got two little kids, we've got grass to mow and a house to clean and things like that. We had to do things that we were already doing. I knew that I had my play book skeleton from my football team but I knew that if I could just sit down for a couple of weeks, I could do something that I needed to do right then. It was something that I was already going to do, but if I did it a little bit better, I could turn it into a product.

That was kind of a strategy of ours early, let's look at what we're doing now and what we know and create that kind of digital product, not only to save time but it will come out better because we're experts at what we're doing. That's why we made such a detailed product, we were already doing it for ourselves.

**Pat Flynn:** It sounds very similar to when I first started my site to help people pass the exam. I created that site first for myself. I was going through the process myself already so I knew it. I just created a product out of it.

**Shane Sams:** After that, once it started doing well - it was just kind of a blog but I turned it into a social network using [Buddy Press](#) for football coaches. I think there's 4000 or 5000 members and I get 50,000 hits a month. It's people that come there to talk about football.

**Pat Flynn:** That's so cool. Not only are you building an email list and selling digital products, but you are creating an area for people who enjoy those things that you're talking about to talk to each other.

**Shane Sams:** Yes.

**Pat Flynn:** What is your domain if you don't mind sharing it?

**Shane Sams:** It's [coachxo.com](#).



**Pat Flynn:** coachxo.com. Shane mentioned Buddy Press. Can you talk about Buddy Press and what it does, essentially and how that's helped with your sales?

**Shane Sams:** Buddy Press is a plugin basically. It's a bunch of plugins put together. Kind of like Facebook, you can turn a WordPress site into Facebook, where users can create an account, they can have their own wall and you've got a News Feed and things like that.

The reason I did that was because I noticed that a lot of the most popular coaching sites were forums where people could go - but they were like old school 90s bulletin forums. When I looked up and studied Buddy Press, I was like "This is how I can make myself unique, I can create an environment that people are used to, like Facebook or Twitter and that way people can come and talk in a way that we're used to with modern social media".

That's what I use Buddy Press for. I wanted people to have a familiarity and not be locked in old school forums.

**Pat Flynn:** That's cool, I'm on your site now. It looks great, people can create their own little avatars for their username, I'm guessing with Buddy Press people can message each other and you can create small groups and stuff like that?

**Shane Sams:** Yeah, and groups are big too because when people register on Buddy Press you can use very limited information but what happens is, instead of having a big forum like 'what school do you teach at?', 'what grade do you coach?', 'what defense do you use?', they join the groups organically and if I have a product that's one certain specific offence or defense, I can go to that group and advertise it, without having to ask all that information upfront. It helps you get the opt-in quicker basically.

**Pat Flynn:** So the groups are essentially a way for you to discover interests of certain people.

**Shane Sams:** Exactly, it's just like Facebook does, they know what groups you're in, they know what you like. I know that too in the back end of Buddy Press. I can see everyone that's joined the 4/3 Defense group and I can only show products to them based on what they've actually done on the site.



**Pat Flynn:** Wow that's huge. That's absolutely huge. The sort of customized experience for each and every individual on your site is sort of the trend that's happening now in online business. We notice it on Facebook now, we have ads that are specific for us. I think this is a great way to implement that on your own site. Is Buddy Press a free thing, what's the cost of that?

**Shane Sams:** I'm pretty sure it's free. I just downloaded it and put it in. There's some plugins that support it, like the functionality of Buddy Press. It uses BB Press forums on the back end of it a little bit. That stuff is free but to do things like if you want to add images or videos, you can change the way the News Feed works, you've got to get a few extra support plugins.

**Pat Flynn:** That's cool. Jocelyn, are you implementing some sort of strategy to bring your librarian community together as well?

**Jocelyn Sams:** I have in some ways. I'm not doing the Buddy Press things just yet, I'm not quite ready to jump into that, but I have started a private Facebook group for some of my customers that have purchased my new year of lesson plans, so that's going really well. They're really liking that.

I also just started doing webinars, I mentioned that earlier. People are loving the chat roll on webinars.

**Pat Flynn:** Let's talk about that. Can you take us through a webinar, like how do you set it up? What do you promote and what's it like to be on one and conduct it?

**Jocelyn Sams:** What we do is use Google Hangouts on air and we use [LeadPages](#) to generate a webinar...

**Pat Flynn:** Registration page or something...

**Shane Sams:** Yeah, it's like a template and it has the video and the chat roll, basically.

**Jocelyn Sams:** They actually go to that lead page on my site during the webinar, so the chat box and the webinar play in the same page. I just start the Google Hangout



and people come and get in the chat room. My first three webinars have been insanely attended. I have like...

**Shane Sams:** 500...

**Jocelyn Sams:** Yesterday's I think I had over 400 people signed up for it.

**Pat Flynn:** Wow.

**Shane Sams:** What we do is, Jocelyn is doing the webinar and I moderate the chat room. So I'm talking to people and if we're promoting products, I gather questions for Jocelyn to do a Q&A. Later tonight I'm going to do a webinar for football coaches, Jocelyn will man the chat room and help spur conversation on while I'm talking on the screen.

**Pat Flynn:** I know that John Lee Dumas and Kate sort of tag-team with each other on webinars as well. I think it's really smart. I've done Google Hangouts before, just free, live Q&As. I struggle with keeping up with all the questions. With hundreds of people asking questions and even talking to each other in there, it's easy to miss stuff so I think that's a really smart strategy.

Walk us through a webinar. What do you talk about and what's your pitch like, if you pitch at all?

**Jocelyn Sams:** What I did is I created a Prezi and that's on [prezi.com](https://prezi.com), sort of like PowerPoint but it's like a Flash thing...

**Pat Flynn:** It's much fancier and better looking for sure.

**Jocelyn Sams:** Yeah and just more engaging I think. I created a prezi and the one that I did yesterday was about library centers, so it's about setting up several stations in your library and the students rotate through the stations. What I did was I explained what that was, I told reasons why I like to use them and I gave some examples of what you could do.



I did talk a little bit, I sprinkled a few things about my products in there. Like I have a book called 101 Library Centers, so of course if I'm talking about library centers, I'm going to talk about my book. I did mention that briefly but most of the selling came through - I would do several Q&A sessions throughout, so I would do 5 or 6 slides, take questions, do another 5 or 6 slides, take questions. Most of the selling actually took place through those questions.

**Shane Sams:** During the webinar, the biggest selling point to keep it from sounding too pitchy, what we do is we have a contest during the webinar. We have a link to the sales page that we want them to go to during that webinar and we say "OK, anyone that makes a purchase during this hour is not only going to get a discount but we're going to give away - whatever - at the end of the webinar".

It really spurs people. I'm in the chat room constantly reminding people about the contest, so Jocelyn doesn't have to be too pitchy with what she's saying, she can just give good content and help them learn something. That way if people are constantly buying stuff to get in the draw for the free product.

**Pat Flynn:** That's really cool.

How are you getting people registered for these webinars? Is it just through email or are you doing any paid out reach?

**Jocelyn Sams:** So far I've just used my email list. My email list has over 8000 people so I was able to get a lot of participants through that. I've also done some Facebook. I did not do any paid advertising for my webinar but I think Shane did.

**Shane Sams:** Yeah, I'm using Facebook and Twitter to do it. I have a lot of engagement on Twitter, the coaches love Twitter for some reason. We buy sponsored tweets on Twitter and also mostly what I do is boost posts in my actual page...

**Pat Flynn:** So your fans can see them, right?

**Shane Sams:** Exactly. Right, yeah. That's how we promote basically.



**Pat Flynn:** That's cool. I'd love to talk about that Twitter strategy. When we met in person you were talking about how well you were doing with the Twitter sponsored ads.

**Shane Sams:** coachxo actually gets 38% of it's traffic from Twitter. It's insanity, it really took off for me.

**Pat Flynn:** That's cool. I think the big, important lesson there is to know where your audience is.

Great. Can you share some numbers? How is everything going recently? Jocelyn, you're doing these webinars, you have lesson plans that you're selling. Shane, you are doing promotions as well, you have your Buddy Press community. How is it going?

**Jocelyn Sams:** It's actually going really well. This month has been a little insane. We actually started a launch on the 14th and it's the end of the month now - we just crossed well over 6 figures for this month.

**Shane Sams:** We've made \$142,000 in July.

**Pat Flynn:** That's unbelievable.

**Shane Sams:** It's insanity. Last year, we quit our jobs. In August 2013, we made \$36,000 in a month and that was a teaching salary basically. We were like "Oh my gosh". We literally walked in a week later and quit our jobs. Now we've quadrupled it... \$142,000 in a month...

**Pat Flynn:** It's a lot! I'm just...

**Shane Sams:** Next month's going to be bigger and we know it for sure.

**Pat Flynn:** From the One Day Business Breakthrough events, Chris and I always put a little private Facebook group together to have all the people who attend these events, it's just about 20 people, so they can meet each other before we meet in person and





the group stays alive - you guys are definitely the most active there because you have so much amazing things to share. You're sharing every milestone along the way.

It's so incredible. Even before the group, even before One Day Business Breakthrough, we've been talking on and off for a couple of years now, via email and every email I get, I'm so excited, I'm like "What else did Jocelyn and Shane do this time?" and I'm learning from you guys.

This is so incredible.

Rewinding a little bit, yes you guys are doing extremely well. What are some mistakes you made or things you wish you did differently, if anything?

**Jocelyn Sams:** One thing is that we wish that we would have gotten help earlier. We are just now starting to hire some Virtual Assistants and even some 'real life Assistants'. We're just starting to do that. This business is getting crazy. This month has been really stressful for us because we did not have those things in place and we're trying to do everything - Superhero Syndrome as Chris Ducker says.

It's not working, so that's been kind of frustrating.

**Shane Sams:** Another thing that we didn't do early on, we tried to boot-strap everything. Everybody tries to do the free resources and free tools. I've noticed that the more we're willing to spend money on plugins or anything to beat the learning curve - like [LeadPages](#) was a game changer for us because it lead us straight up.

I think we've made probably 50 lead pages in the last 2 weeks. Things like that, when you're willing to put the money down for them, it gets you so much further head than just trying to save a buck or two here and there.

The other day when we got in that chat, we had the free chat roll but there was only 50 people allowed in it. We had 500 people watching - people couldn't get in the chat room, so while Jocelyn's talking I'm typing in my credit card to pay \$50 a month for chat roll. I'm like "Man, I should have just bought this an hour ago". We're learning to buy things and just beat the learning curve and start making money off of what we're doing.



**Pat Flynn:** That's awesome. What are some of the big lessons learned that you could share for everybody else out there that wants to get started, they have great information to share, they're trying to build a community, they're starting websites and it's just not working out for them. What are some of the big things that really helped each of you get to where you're at now. We'll start with you, Jocelyn.

**Jocelyn Sams:** I think that a big thing is just be who you are. I have done that from the very beginning. I've not gone out there and said that I'm some awesome librarian or something like that. I just went out there, I was really real in my blog and I just said "My job is really hard, I know your job is really hard too, let's work together, let's talk to each other and see what we can work out together", I think that it's really helped me.

**Pat Flynn:** Shane?

**Shane Sams:** I think the same thing. Just being very honest with who you are. I didn't try to put myself out as Bear Bryant, the greatest coach that ever lived. I just said "I'm a high school coach, I've been around the block, I've won a lot of games, I've lost a lot of games, I'm like you, I just want a place where we all can come together and talk football", so just keeping it real and not trying to be something we weren't, I think has really paid huge dividends for us in the end.

**Pat Flynn:** That's cool. I know you guys listen to the podcast. I'm curious, what things did you learn from SPI that have helped take your business to where it's at today?

**Shane Sams:** The first thing for me was just do it. Don't be afraid to do it because there's other people like you out there doing it and you just don't know it yet. Just the resources that you shared have been incredible. Our podcasts exist because of your podcast tutorial.

The mic we're talking on right now is from your affiliate link.

**Pat Flynn:** Thanks man, you guys sound great by they way.

**Shane Sams:** This microphone is amazing for what it costs.

**Pat Flynn:** Is that the ATR2100?



**Shane Sams:** Yes it is, it sure is. And it's on that boom mic that you got with it, I don't even know what this thing's called. The resources that we got from your resource page, where we found everything. Just knowing that I had a place to go and calm down when everything was getting overwhelming and just being able to listen to someone else's story and relax and hear that, really helped me at the beginning.

**Jocelyn Sams:** For me, my favorite thing that you share as to be what we talked about at the One Day Business Breakthrough meeting, working on one thing at a time. It's not necessarily for me because that's the kind of person I am, but Shane is all over the place!

**Shane Sams:** Jocelyn used to always tell me, "Shane, you've got 15 things going, stop and do one of them and move on". One day, I heard you say that on a podcast and this is another moment where I turned the lawn mower off, walked inside and I said "Alright, Pat says it and you're saying it, there's a sign here".

**Jocelyn Sams:** I'm like "Thank you Pat".

**Pat Flynn:** Thank you guys.

What I want to finish up with is the beginning. Yes, you guys are doing well now, you have your big lists and it's - I wouldn't say 'easy' but it's set up for you guys now and I cannot wait to see what's going to happen next. Five years from now you'll have this seven figure month, perhaps.

Going back to the beginning, that's where a lot of people are at. They are just like you guys, passionate and energetic and have this great information but they can't just yet break through and I appreciate what you guys said earlier, just be yourself - but even then, people are being themselves and aren't seeing results. What can they do to get those results?

This is something that - I know it's a tough question because I get this question all the time, "Pat, I'm doing all these things right. Why not me yet?"



**Shane Sams:** I think the best advice that I could say in this situation is this - and we say this all the time, there's an information overload, especially at the very beginning. I think the problem is yes, you're doing everything but you're doing everything. You have to step back. You don't have to do everything right. Our business is very imperfect. We don't even have an auto-responder set up on anything.

**Pat Flynn:** You guys listen to SPI, right?

**Shane Sams:** I know, but that was so far down on the list of things to do.

**Pat Flynn:** That's great, you put it on the list but you're working on one thing at a time.

**Shane Sams:** Exactly. I would say you don't have to do everything perfect, you just have to keep grinding and look for those 11 cent moments. Look for that one message on Twitter where someone's like "I read your blog post and it was cool", even if you've only got 100 followers or whatever. You have to build on those small wins. You can't hope for \$142,000 in a month. This is two years later that this is happening. Take those small wins and find them and latch onto them and try to double it. Try to make it a little bit bigger the next time.

**Pat Flynn:** Double it. That was our theme for One Day Business Breakthrough.

I know Chris is listening to this and he's probably smiling right now. Now that I've said that, he's probably smiling even bigger.

**Jocelyn Sams:** Definitely.

**Pat Flynn:** The small wins are huge. I've talked about my first dollar online before. I've talked about my first sale before. A lot of people who I look up to have talked about how their first sale made a huge impact on everything. I think going for those first dollars is really important, your first customer.

Understand that OK, maybe you only have 100 people that read your site a month. That's 100 people that read your site a month! Talk to them, understand them so you



can have more people like them come your way. When you're in the beginning, that's your opportunity to really shine to those who are on your site.

Guys, Jocelyn, Shane, this has been amazing. Again, [elementarylibrarian.com](http://elementarylibrarian.com) and [coachxo.com](http://coachxo.com). You're sort of known as Coach XO now right? They just call you that?

**Shane Sams:** Yeah, people will be like "Thanks Coach XO!", and I'm like "My name is Shane".

**Pat Flynn:** That's awesome though.

**Shane Sams:** Guys, thank you so much. Besides those places, where can people go to get more information from you? Actually, I do want to mention [flippedlifestyle.com](http://flippedlifestyle.com) since this incredible success, like me, wanting to give back you've created this amazing resource. Talk about this resource really quick for everybody.

**Shane Sams:** flippedlifestyle.com is a blog that we created to chronicle our journey and help people because a lot of people around us are seeing the success we're having. We can't go outside without people asking us what we're doing. What really sparked us to start this blog was the same months that we made \$36,000 in 2013 and then quit our jobs, we had a friend named Lindsey who wanted to stop being a teacher and go home to be a stay at home mom.

She approached Jocelyn and said "What are you doing?" and Jocelyn's like "We're selling digital products, let me show you how" and that same month that we were able to do that, we were able to write a check to Lindsey - she started selling digital products on Jocelyn's website and we wrote them a check for \$1000 and that was very life changing to them. In Kentucky \$1000 is a lot of money.

We started looking at each other and saying "Wait a minute. If we can make money with digital products and we can teach other people to make money with digital products then we could turn their world upside down, we could flip their lifestyle and give them freedom that they don't have".

**Pat Flynn:** Yeah, that's awesome. I've listened to the podcast, it's great. Check it out, [flippedlifestyle.com](http://flippedlifestyle.com).



**Shane Sams:** We have a special gift for everyone listening to SPI right now, because SPI has given so much to us that we want to give back. I know there's a lot of people out there that are just starting out, if you go to [flippedlifestyle.com/pat](http://flippedlifestyle.com/pat) we've created a 6 video e-course teaching you how to sell digital products online. It is 100% free.

**Pat Flynn:** Awesome, thank you both. Really appreciate it. I didn't even know you guys were doing that so thank you so much.

Best of luck to you both, we'll have to have you back on in the future to see how everything's going.

**Jocelyn Sams:** Definitely, it was a lot of fun, thank you so much.

**Shane Sams:** Thanks for the One Day BB too, that was a spark for our business that took us to the next level.

**Jocelyn Sams:** Yes, if you're thinking about it, don't hesitate, it was awesome.

**Pat Flynn:** Thank you. Well you only made a record month the month after One Day Business Breakthrough.

**Jocelyn Sams:** Exactly, cause and effect.

**Pat Flynn:** I'm not taking full credit for that but we did push you guys to do a lot of cool stuff.

Amazing success story, thank you guys so much, we'll see you on the flip side.

Alright everybody, I hope you enjoyed that interview as much as I did with Shane and Jocelyn Sams. Again, Jocelyn's site is at [elementarylibrarian.com](http://elementarylibrarian.com). Shane's can be found at [coachxo.com](http://coachxo.com). They dropped that awesome resource at the end there, if you go to [flippedlifestyle.com/pat](http://flippedlifestyle.com/pat), you can get access to all that for free.



Again, thank you Shane and Jocelyn, I know you're listening to this, you might be on the lawn mower perhaps. If not, thank you guys so much.

Thank you to all the listeners out there.

I also want to thank today's sponsor, the awesome [99designs.com](https://99designs.com). For those of you who don't know, 99designs.com is the number 1 marketplace to get designs done for whatever design needs you might have. Let's say you need a new logo or you want a new website design. Instead of finding an individual designer, which can get a little pricey and take quite a while, with 99designs, the world's largest graphic design marketplace, you go to the website, you tell them about the design you need and you pick a price that works for you. That's when the fun begins. Designers around the globe will submit awesome designs and you'll give them feedback. You can vote on them, have other people vote on them and pick the best one that you like.

Within a week, you'll pick your favorite one and you're good with your design. That's how it works!

I've used it myself several times for niche sites in the past, it's a great, inexpensive solution for design with thousands of designers at your fingertips, there's no limit to what you can get designed. If you go to [99designs.com/spi](https://99designs.com/spi), you will get a \$99 power pack of services, free.

Thank you so much for your support and the time you spent with me today. As always, you can head over to the blog and get the show notes, the links and the resources mentioned in this episode at [smartpassiveincome.com/session122](https://smartpassiveincome.com/session122).

You can also check out some of the other blog content on there, including some recent updates on [FoodTruckr.com](https://FoodTruckr.com), a niche site that I have been building for over a year now. The site's doing extremely well and we're actually about to launch our first product on the site. Look out for updates on that on the blog.

I'll see you on Twitter, @patflynn and I'll see you around.



Cheers, take care. Don't just finish this episode and be like "Oh that was pretty cool and that was inspirational". Take that inspiration, take everything that Shane and Jocelyn said and put it into action, just take one thing. That's a book I've been reading lately, it's called The One Thing, it's awesome.

Pick one thing from this episode that you learned, and do it. That's my challenge to you.

Talk to you later. Peace.

**Announcer:** Thanks for listening to the Smart Passive Income podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com).