



**SPI Podcast Session #128 -  
[CASE STUDY] Manu Kalia –  
Taking an Offline Business and Productizing it Online**

Show notes: [www.smartpassiveincome.com/session128](http://www.smartpassiveincome.com/session128)

This is the Smart Passive Income podcast with Pat Flynn, session #128.

**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 can spin a pretzel like a champion, Pat Flynn.

**Pat Flynn:** What's up guys? Thanks so much for joining me today. This is episode 128 of the Smart Passive Income podcast, a great interview. We'll talk briefly about what it's about and then we're going to get right into it. Not going to waste any time today. Today's interview is with Manu Kalia, somebody who came to one of mine and Chris Ducker's one day Business Breakthrough events.

He's doing some amazing stuff. He has a site at [TridoshaWellness.com](http://TridoshaWellness.com) and he's a Physical Therapist, a Clinical Herbalist and an Exercise Science Specialist. He's taken a lot of the advice from the Smart Passive Income podcast and blog and has applied it into his business. He's doing really well. He actually quit his job last year to go full-time with this. So without further ado let's introduce Manu. Manu, what's up? Welcome to the Smart Passive Income podcast, how are you?

**Manu Kalia** I'm doing great Pat, thank you for having me on.

**Pat Flynn:** This is great, we recently connected like I said here in San Diego with Chris Ducker at our one day Business Breakthrough event. You're doing amazing things, a wonderful job and we're going to get into all that today. Why don't you take a second to introduce yourself to everybody out there listening. What is it that you do?

**Manu Kalia** My name is Manu Kalia. I'm a Physical Therapist. I'll just tell you a little bit about myself. Ayurveda herbalist, which is Eastern and holistic medical system. I've been working for a while in the physical therapy field, about 15 years or so. A few years ago I initially started an online herbal products company, which is going well. That was my first foray into the internet marketing arena because I was primarily selling my products online.



The journey initially started when as I was working as a PT, I decided to put up some videos for some of my patients. They were mainly some exercise and educational videos so they could go back and refer to them when they finished their physical therapy. After a while, I noticed that I was getting quite a bit of a response on those videos. They were just on YouTube and they weren't shot professionally or anything. But the content was good and it was relevant. I started getting a lot of responses back from patients as well as people on YouTube.

Over time I realized people wanted me to shoot more videos. As I started shooting more stuff and getting more questions, I started spending more time answering a lot of these questions. I must have answered hundreds of questions initially. That kind of led me to see that I really enjoyed doing that. The second thing I realized was that this will allow me to have an independent online business possibly. Plus I could get my message out to a much larger audience. That's what initially led me down that path.

**Pat Flynn:** OK, so Physical Therapist and you have clients that you work with and you just started putting up these videos for them after they started working with you. You never really thought that these would take off or other people would see them necessarily or you would end up turning this into a business, is that right?

**Manu Kalia** Yes. It was just for my patients initially. For example, I've been following a lot of your work for a number years. It wasn't like I was planning this, it just happened that I was getting a lot of response back and a lot of people were interested in this. The positive response made me realize that I could probably create more content for people and I could get the information out to a much larger audience. That led me down that path. There was no plan initially. As I started getting a better response, I decided to create more video content.

**Pat Flynn:** Actually, when I checked you out for the first time and went on your website and saw your videos - actually it was Matt Gartland who introduced me to you - I saw your videos, I'm not even in your target audience and I was like "Wow these are really well done!" and I was engaged, I was like "Let's do this!"

I want to talk about your video strategy but before we get to that, I'm on your homepage right now at [TridoshaWellness.com](http://TridoshaWellness.com) and I'm looking at one of the first videos I see on the page and it's about shin splints. Shin splints massage treatment. I've had shin splints before and it's terrible, it's the worst pain in the world. But this was put up less than a week ago and here you are getting a ton of comments already. I already see 17 comments on your blog about this video, people coming in saying "Wow this is great, I'm not even a runner but this is very useful, thank you very much" and then you're coming in and responding. This is so cool.

The big lesson here for everybody is you're teaching stuff out there, you're building a community using yourself as an example, you're bringing other people in as well. It's really cool. You wouldn't think that there would be people actually responding and



leaving blog comments on a site like this, but here it is. I think this is a part of the reason why you are doing really well. You happen to strike a nerve or hit a chord with people out there who are going through these troubles and they're going to you to find those solutions.

**Manu Kalia** Yeah.

**Pat Flynn:** It's interesting because you said initially that your videos weren't very well produced. At what point were you like "OK, I've got some people watching videos, the videos are hot, let's actually put some production behind it". What did you do and how did you get started with that?

**Manu Kalia** Like I said, the initial ones were basic videos. The funny thing is that some of the initial ones - in fact actually, I think it's my first video has 300,000 or 400,000 views. I think it was primarily because of the content. Basically about a year/year and a half into it after shooting videos, I realized I'm going to start producing higher quality content. That's when I got a better camera and I started getting lighting and those things and started to invest more time into it.

That's when I really realized that I can not only create better videos but then also I started to get more feedback from people who were watching the videos and telling me "This one was good, this one will help me a lot". So then I could start tailoring with the responses I was getting. Also the questions I answered were getting a lot of feedback. Not only on YouTube and other social media platforms, but also on my site. I started getting a lot of questions on my site on specific problems. So I could start shooting videos on those specific problems that I was trying to address.

**Pat Flynn:** Absolutely, that's fantastic. When you post stuff on your site, on YouTube, through your podcast, you need to give your audience an opportunity to talk back to you. That's how you build a culture, that's how you build identity with you and your brand. That's what makes people keep coming back. It's also how you can listen and tap into that audience that you're building and not only further that trust but be able to serve them even better.

For example, I see very specific videos about very specific issues that people are asking about, whether they are runners or some different kind of athlete with certain problems, just listening to your audience and creating those solutions - I'm here on your YouTube channel and some of your videos have 300,000 views, 400,000 views and 10,000 subscribers. To be honest with you Manu, this is really surprising to me for this particular niche giving this kind of very specific advice but like I said, when you give great content like this and you give people an opportunity to talk back and you give and deliver to them, they're going to subscribe and come back to you.

It's not like you were doing keyword research, right? You were just producing content based on everything your audience was saying, is that right?



**Manu Kalia** Totally. Early on I was not necessarily doing keyword research, I was just posting comments. My clinical experience gave me some background as to knowing some of the subjects that people have issues with, so I knew what kind of content I'd create. Posting videos and answering questions on these channels as well as on my site kind of validated those things. Here's my clinical experience and this is what people online are asking me too. I was basically getting feedback and I was able to see that what I was thinking was in line with what people were asking me.

After that is when I really started to do more keyword research and tried to figure out - for example I would see some specific knee videos have more views or they have a lot more questions and also what I had posted has helped people the most, because they would come back and respond, whether from the answer I gave them or otherwise. They would come back and say "Hey, that technique was really helpful". Initially it did take a bit of time. I went back and I would look at the answers and I would see what people were saying. Then I started doing more the of keyword research part.

**Pat Flynn:** It's a very smart strategy to see what you are already posting and see what of that seems to resonate most with your audience. We should all be doing that. We should all be understanding what our most popular podcast episodes are, what our most popular videos are, what our most popular blog posts are, and talk more about those things as validation that those are topics that are hot for your particular audience. We should all be doing that right now, we should all go to Google Analytics, we should find our top and most popular posts and find and discover different ways to bring them back to light.

You shouldn't republish that post, obviously but you can bring it back in a different light, a different angle, talk more about it, more advanced strategies, more strategies beyond what you already talked about. I just recently did this. For example, I had Clay Collins on my podcast in [episode number 78](#), which was all about email list building and conversions. I had him on again and it's just become even more popular. We talked a lot about the same types of strategies but more advanced versions of those strategies. It's since done extremely well. So understand what you're talking about on your site that's working and talk more about it.

**Manu Kalia** Absolutely. I think that's definitely key, listening to your audience. I think keyword research is important but first hand responses coming from people, whether they come to your Facebook page or YouTube channel or wherever else, or they personally ask you questions, I think that is very important as the first stepping stone and then you can go down the keyword research route.

**Pat Flynn:** Totally. In terms of your videos and the structure of those videos in terms of what's working best for teaching people, I mean you're teaching stuff that will help improve people's lives, you're getting people to exercise and get down on the floor. You've done teaching a lot now through video, what seems to be working best? Are



there any tips or ideas you have on how to best structure or best teach on a platform like YouTube or through video?

**Manu Kalia** One of the things I realized - I know the general guidelines are like keep your video short, 3 to 5 minutes because of the attention span - but honestly one of the big things I found was besides giving the introduction and what I'm going to teach them that day, I tend to take a little bit more time. I'm taking a slightly different approach. I want to answer their specific question in as much detail as possible. I made a conscious effort early on not to limit myself and say "OK I'm just going to keep this to be a really short video, I'm going to really give them the maximum information". That was one thing.

Answering that question, whatever question somebody might have or a specific problem and then explaining that and demonstrating that, whether showing the technique or for that matter using a whiteboard or something and then explaining the problem to them.

**Pat Flynn:** Awesome. It's one thing to create successful videos with lots of views and build a big channel but it's another to actually turn it into a business. How are you turning these videos into an income generator for you?

**Manu Kalia** Once I started figuring out that I was getting a fair amount of traffic coming from there and there was a lot of response, that's what led me to designing a program. This is based on what the audience was asking for whether online or via email, I hired a VA to go through all the questions that we had on the site as well as on my YouTube. We organized them and basically did a bit of a keyword research to kind of figure out which were the common topics.

So we were able to get a better sense of the common issues people were dealing with, which ones were the most popular issues and which ones had the best response. It took a bit of time but it was a great learning experience for me. Can I truly translate what I teach people offline in the clinic, can I do it in this format here and then can people get a positive response out of that?

Once I got it figured out that the knee related issues were one of the most common things people were dealing with, those are the ones that had the maximum response, those are the ones that has the maximum questions. People wanted an answer to those questions. That's when I decided to design a program and I designed an information product. I wanted to go with a video based platform but also a book. I wanted to give them something comprehensive.

**Pat Flynn:** That's cool. What's the name of the product?

**Manu Kalia** It's called Build Better Knees. It's not just for somebody who has ongoing knee issues but it's for anyone who's looking to stay active, to run, or just for athletes





to prevent problems or improve performance. It's a comprehensive solution that I wanted to put together, which brings both my Eastern and Western medicine concepts together and gives something unique to everyone out there.

**Pat Flynn:** That's really cool. I'm on the site now, if you go to [buildbetterknees.com](http://buildbetterknees.com), that will redirect you to the page [TridoshaWellness.com](http://TridoshaWellness.com) with the sales page. It looks really good. I see a nice video there, your awesome face and you have this really cool headset on so you can do demonstrations, you are obviously working with a client or somebody who you're doing demos with in this sales page video, which is really cool.

I did notice one thing here, it says it's specifically for runners. I know being a runner myself that knee pain is a huge issue. I'm curious though because a lot of people have knee pain issues, I'm curious to know where this comes from in terms of narrowing down your niche specifically for runners here.

**Manu Kalia** Initially I decided to go with runners because that's one of the most common problems in runners. Also it was to target the market a little bit to bring some focus into it because there are a lot of different knee problems out there. If there is somebody who's elderly who has arthritic knees, they can get a lot out of the program but they might not be able to do certain things and they might not have the same goals. They might just have the goal of being able to walk for example or basic day to day activities like gardening or something else. This was to narrow it down and to focus myself so that the products stayed more targeted. That was the reason behind targeting runners or people who are athletic and creating a product specifically for them.

**Pat Flynn:** You could target the Cross-Fit community, because aren't they going through a lot of pain right now?

**Manu Kalia** Yeah! [laughs]

**Pat Flynn:** If you don't do the exercises right I hear you can be in massive pain in Cross-Fit. I think targeting the running community is great because there's obviously a big movement now for these runs, a lot of half marathons and 5k's and fun runs and stuff like that, that's going really well. I feel like this is just one of the many knee related niches you can get into. There's a lot of different possibilities. As they say, the riches are in the niches.

**Manu Kalia** Totally. You're absolutely right on both counts. That was one of the other reasons for targeting more towards runners because in the last 10 years the number of marathons, half marathons, all these events have gotten significantly larger. More and more people are running and engaging in those athletic activities, so there's a higher incidence of those problems. Though non runners can definitely use the product also and get the same kind of responses and benefits. It leaves me open to design things for different groups, arthritic knees or other problems.



**Pat Flynn:** For sure. I'm reading the testimonials right now, a lot of great feedback from your audience, which is cool. How's the product been doing? How's it working for you?

**Manu Kalia** The product's done really well. The launch was just at the beginning of June, so about two months now. The first month we had a five figure launch.

**Pat Flynn:** Nice!

**Manu Kalia** Which was awesome and it was something that I did not anticipate, honestly but it went really well.

**Pat Flynn:** It's a good surprise though.

**Manu Kalia** It is a great surprise. I attribute a lot of that to people that were supporting me. I had a great team. Matt Gartland's Winning Edits helped me not only with the design but with the whole strategy behind the launch too, their help was phenomenal.

Since then it's been four figure months. Now it's a matter of figuring out how we can continue marketing the product and how to build on that.

**Pat Flynn:** That's really cool. Can you walk us through how you launched it? You built this audience, you found a particular need in that audience, you built a product for that specific need, a solution for that problem. How did you launch it? Did you have a plan going in or were you just like after the product was done "Hey, here you go guys, here it is", was there an event? Walk us through how that went down.

**Manu Kalia** This is where I said I'd been following your work for so long and I learned so much from you and watching what you did with your launch of your book and other things, so I have to say I borrowed a lot of your stuff...

**Pat Flynn:** Good, that's why it's there!

**Manu Kalia** So that was awesome. We also decided, in terms of a strategy, I wanted to have a group of core ambassadors, which are people who like the work I'm doing, who are fans of my work and who have supported me all along the way. A lot of people helped also in the past too. I gave these people early copies of the book as well as the product so they could really look at it and let us know what they thought about it. They were also able to in turn spread the word organically through their social media platforms and on Amazon and various things. So that was one big part of the strategy as well as my subscriber list. They were also very helpful in getting the word out.



The second part we did was YouTube video marketing. That was helpful. I spent some time on Facebook marketing.

The third paid marketing that I tried was Bing and Yahoo ad words. I did not go with Google ad words. I tried it first but it was a lot more expensive. I chose the Bing Yahoo ad words route and it worked really well.

**Pat Flynn:** Really?

**Manu Kalia** Yeah.

**Pat Flynn:** So in terms of the YouTube marketing, the Facebook advertising and the Bing Yahoo advertising, which one worked out the best?

**Manu Kalia** The Bing Yahoo ad words surprisingly brought in a very targeted traffic back to the landing page. That worked really well and without spending that much money. The YouTube video marketing worked really well too.

**Pat Flynn:** That's really interesting. Why do you think the Yahoo/Bing marketing worked so well? Nobody talks about that, ever.

**Manu Kalia** I suspect a part of it is they have a smaller market share but there was still a significant amount of people that are on it. I think I was reading somewhere - I might not be completely accurate but Google has about 75% and Bing Yahoo has about 25% share. I found that I could advertise for cheaper on those platforms, my ads were listed better and my click-through rates were much better on that. I just suspect that there's so many people on Google ad words, it is much more expensive and it's harder to get yourself - unless you're spending a lot of money. Initially I didn't have that.

**Pat Flynn:** That's really cool. So a paid ad strategy using YouTube and Facebook and Yahoo/Bing, which seemed to work really well for you. You also had your ambassadors. I love hearing that. I love when people utilize those ambassadors, that core group of raving fans that they have, because those are the people who are going to market for you and do it without you actually having to ask very much of them. I use that for my own book launch. It's just utilizing these relationships that you've built with people that you've helped before. We put fancy words to it like 'Networking' and things like that but this is real life, when you help somebody, they're going to help you.

I'm curious in terms of the size of your ambassador group, what kind of numbers are we talking here?

**Manu Kalia** For my launch there were actively at least 60/70 people who were active ambassadors who were out there getting the word out. This was the first tier. The second tier there were other people too that were there who might not have been as





active but they also helped, meaning getting the word out on their social media platforms.

**Pat Flynn:** That's awesome. Those listening might think that's not that many people. You're right, that's not that many people but it doesn't take that many people to truly make a big difference for your business, for your brand, for that product that you're marketing. If you've helped somebody and they believe in you, if they believe in your product, they're going to be there and they're going to help you out as much as they can. It's just like having multiples of you out there, promoting and being evangelists for your product.

**Manu Kalia** Honestly, like I said there were other people I could have approached and they would have done, but I really wanted a core group of people who I wanted to be able to get the word out. For my purposes, that was enough for getting the word out to enough people out there.

**Pat Flynn:** That's great Manu. And you had a five figure launch to go along with it.

Beyond the product launch, just in your business in general, what were some of the mistakes (if any) that you've made along the way, things that you wish you could take back or do over. Any mistakes you'd like to share?

**Manu Kalia** There are a few, Pat! One big thing that I found - I'm sure everybody does that and I've heard you say this a hundred times, which is early on I was trying to do everything myself, which wasn't quite working. I think once I started to outsource some of the work out, that was a big thing. If you're able to financially, if you can do that, I would highly recommend. Or the tasks that you really don't like or the tasks that are difficult to do. For example, a lot of the website maintenance, coding, all these other things, I don't know these things, that's not my expertise. It's better for me to leave that to people who are good at that.

That was one big thing in the overall progression of me getting into internet marketing, that has been a huge help and it freed me up to think of the bigger vision and the other tasks that I'm good at and I can handle.

The other thing that I found was, early on I was doing a lot of writing and I realized that it took me a lot longer, partly because of the type of content, partly because I tend to be a bit of a perfectionist on things. It's taken me longer to get the book out because I want it to be just right and I wanted to spend a lot of time on it. I realized that the video format works really well. It's easy for me to do, it works well and in a day I can knock out ten videos and I don't have to think about it because I've done this for so long. The article writing was much longer. Work with your strengths first. Whatever you're good at, spend time doing that. Once that part gets moving, then you can go back to other strategies also.



**Pat Flynn:** Blogging obviously is a great strategy to do. Write stuff on the web, people find it, they share it, people can learn from it, it's great, you get found on Google. I think it's also important too, like you said explore other platforms and use your strengths to your advantage. Video might be more up your alley or podcasting perhaps. Your audience might respond better to that type of particular content.

I can imagine people watching your videos and getting these very specific things that they should be doing with their body in terms of helping them feel better and it just make sense that it's on video, so of course it would respond better than say a blog post where people would have to do the exercise and then get back up and then get back down on the floor and then get back up to see the next step. I can imagine somebody holding an iPad in front of their face while they're on the ground.

It just makes sense for you, Manu. It's going to be different for everybody. You need to think about it in terms of what you enjoy doing, what you're comfortable doing, but you might not be comfortable doing what actually might be working best. For me, it took me a little bit of time to get used to podcasting, but once you get strong with one you can move onto another, like you said.

The best advice I can give you for this part of the discussion is to test. Test it out, try one, get good at it and try another one. If it doesn't work you can always try other things, that's the beauty of this online business stuff.

**Manu Kalia** Absolutely. About the testing thing, I think you're absolutely right. It's definitely very important to try out different mediums and see what works for you and then you can build on your strengths and you can learn some of the other ones along the way as one gets moving.

The other thing I think with the actual product, getting my program out, I know there's a lot of talk with the minimal viable product, getting that out fast, getting it to the audience and seeing what they think and then improving on the product.

That's one other thing I think I might've done differently and this kind of goes to more of my perfectionist nature about certain things. I wanted to put everything in and make it so comprehensive that I did take quite a while to get it ready. I think what I could've done was, I could have gotten it out much faster to a core group of people who I'd actually approached initially and I asked them what they would want in the product. I could have created something early on and gotten it out to them and then developed it as I went along too.

**Pat Flynn:** Sort of like a user group that you could have tested things out on.

**Manu Kalia** Yeah, I think it would have been a good way. Although what I'm doing now after the launch is gone back to the people that bought the product - this again is going to take a little bit of time on my part but I think it is important, I've gone back



and I've approached the people who bought the product because I want to talk to them. I want to find out why they bought the product, what they found helpful, what they didn't like about it. My impression might be one thing. Maybe the person's coming for knee pain but maybe they're just coming because they want to improve their performance, they're an athlete and they think this can improve their performance too.

This helps me figure out, it gives me another level of information on how to improve on the product and also how to help with my marketing.

**Pat Flynn:** I love that. For sure. Too many people, when they sell a product they feel like that's the end, but that can be the beginning and it's a great opportunity. Those are your target customers. Those are people who can tell you other things about that product, not just to help make that product better down the road but to help make you make further products. You might even be able to work with those same people who are existing customers to help shape and create those products that are going to help them and everybody else in your audience who is hungry for the same type of stuff too.

**Manu Kalia** Absolutely. That's one thing I'm working on now to get more feedback so I can get even more information on how to improve things. And for goodwill. My purpose in that is not just to get my information but also I want to know, is it helping them. If it's not I can answer those questions one on one. I'm not charging them anything for this, it's another added benefit and service to them.

**Pat Flynn:** I love that. How do you think it makes the customer feel? "Wow, I just earned from the product owner, he's actually asking me for feedback, he cares". That's awesome.

Manu, this has been a wonderful conversation. Before we wrap up, I do want to ask you one question for everybody out there who perhaps are struggling with their online business. They are getting stuff going, they're getting minimal results. What one or two tips do you have for those people who need a bit of motivation or tips and strategies to get out of that funk?

**Manu Kalia** The big piece of advice is figure out what their strengths are and really looking at what answers can they give in their specific market or niche, whatever they're trying to do. More on a personal level, what questions can you answer based on your strength? If you can start helping people and addressing some questions, you will start to get some response back with that. That's one big thing, I think.

The second part, I think I mentioned, don't try to do everything yourself. The importance of building a community of people who can help you out.

**Pat Flynn:** Awesome, thank you Manu. I want to mention somebody who you just reminded me of, her name is Sally Hogshead and she wrote a book called [How The](#)



[World Sees You](#). I saw her speak live and she had us all do this exercise before she came on stage, it seemed like a survey question but it was more so to understand our types of personalities and to give us this data about how other people see us and the other types of people that we and our different personality types work best with. It was fascinating to see in data form how other people might view us or where our strengths are and what we should be doing and what we should not be doing. If you're not quite sure, that could be a good book to pick up. Sally Hogshead, [How The World Sees You](#). I saw it at the book store the other day actually, it's really colorful, it's cool. I'll put a link in the show notes for everybody.

To close up, Manu, again thank you for coming on the show and sharing all of this, it's very inspirational and very cool. Thank you so much for sharing all the tips and strategies. Your launch tactics too are really extremely helpful. Where can people find out more information about you? Feel free to drop in any websites or anything that will help people find you.

**Manu Kalia** [TridoshaWellness.com](#) and I'll send you the link, it's hard for people to spell. They can always punch in my name on YouTube, Manu Kalia. I'll pop up there too. Those are some of the places they can find me.

**Pat Flynn:** And if you have bad knees, [buildbetterknees.com](#), right?

**Manu Kalia** Right! That's right! Thanks Pat.

**Pat Flynn:** Dude, this was awesome, I'll have all the links in the show notes. You're great, just keep doing what you're doing and we'll talk soon.

**Manu Kalia** Awesome Pat, thank you.

**Pat Flynn:** Cheers.

Alright, I hope you enjoyed that interview with Manu Kalia from [TridoshaWellness.com](#) and also [buildbetterknees.com](#), a product I might actually need in the near future if I keep running the way I do because after my last race, my knees hurt like mad. But I got 1 hour 58 minutes for a half marathon, so that was awesome. I have another half marathon coming up in LA at the end of this month. I'm also heading to the Avengers half marathon through Disneyland in November and then in January I'm doing the Star Wars half marathon, which is going to be really cool, the first one ever.

Again that's also through Disney because Disney bought the rights to Star Wars. It's pretty crazy and awesome and I don't know if I'm going to dress up because it's going to ruin my time. Anyway, I'm rambling now. Just so excited that you're here listening to the show. I just want to thank you so much for all your support. The podcast just



passed 10 million downloads, which is just insane and I can't wait until the next 10 million.

I'm going to continue to do what I do here and what I love best, which is just be here for you and try and deliver as much free content as I can on the podcast and the blog.

Don't forget the blog, [smartpassiveincome.com](http://smartpassiveincome.com), I'm writing a lot more content now. I've sort of reignited my love for writing and just writing after coming back from Australia.

I also have some videos coming live on SPI very soon and just yeah - you rock!

Before I go, I want to thank today's sponsor for this episode, that is [99designs.com](http://99designs.com), an awesome site that I've used many times in the past and I know a lot of the SPI audience has used in the past. For any sort of design work you might need on your site from logo design to T-shirt design to landing page design. Whatever the case may be you can get it done at 99designs.com.

Typically I recommend working with a designer one on one. The only problem with that is it can cost quite a lot and you're working with just one person. Unless you find that right person who understands your brand it can be difficult because there can be a lot of back and forth. That's why love 99designs.com as an affordable and fast solution for your design needs. You can get multiple designers designing your particular project and you get to pick the one that you like best. What's cool is you can get your friends and family to vote on the ones that they like and get feedback from them. Anything, it's really cool. There's over 300,000 graphic designers there available to potentially work on your project and give you the design that you need.

Today, if you go to [99designs.com/SPI](http://99designs.com/SPI) you can get a \$99 power pack of services for free today. Awesome. Thank you so much.

For those of you who are flying to Portland, Maine this week, I will see you there at Agents of Change. I get to share the stage with a lot of awesome people and I get to do the opening keynote for the event, which is great.

Hope to see you there. If not, hopefully at a later event or online.

Either way, love you guys, thank you so much and I'll see you in the next episode of the Smart Passive Income podcast. Peace.

**Announcer:**

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





## LINKS AND RESOURCES MENTIONED IN THIS EPISODE:

- [TridoshaWellness.com](https://www.tridoshawellness.com) (Manu's Primary Website)
- [SPI Podcast Session #78 with Clay Collins](#)
- [Build Better Knees](#)
- *How the World Sees You* by Sally Hogshead
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