



**SPI Podcast Session #183–  
Listener Success Story, From Master’s Degree to  
Maestro of Online Business  
with Julian Bradley**

Show notes: [smartpassiveincome.com/session183](http://smartpassiveincome.com/session183)

This is the Smart Passive Income podcast with Pat Flynn, Session #183. This is the first instrument I ever played. [recorder interlude]

**Intro:** 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 listens to pop songs while washing the dishes – Pat Flynn.

**Pat:** Hey, what’s up everybody? Yes, that was me playing the recorder earlier. I was recording myself playing the recorder, which is kind of weird. Anyway, my son found it in the garage and we played it for a while, and he was playing it. It was kind of cool, actually. Music has always been a part of my life. I feel like it’s very important to have.

Today we’re talking with Julian Bradley, who has a Master’s degree in music and he’s turned that knowledge into a very successful online business career. It wasn’t an easy task for him. It was a very rocky road getting started, and he had a lot of things happen to kind of make sure that he had to keep pushing forward to succeed, and we’ll talk about those things in this episode.

This is an SPI listener success story. Julian had listened to the podcast before. He’s a fan of the show and a fan of the blog and somebody very much in your shoes, so hopefully this will inspire you.

I know a lot of you prefer these types of episodes where it’s somebody like you who’s gone through the journey. We’ll be having more of these types of episodes in the future as well, just because I know you guys resonate with them very well and a lot of you take action more based off of what you heard other people do, as opposed to the experts.

I definitely am paying attention to what you like. I love hearing about what you like and dislike. That’s how I know that I’m doing a good job, or what I can do to do better. So let’s get right into it. This is Julian Bradley from [TheMusicalEar.com](http://TheMusicalEar.com), or you can check him out on YouTube at [YouTube.com/jazztutorial](http://YouTube.com/jazztutorial).



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**Pat:** Hey, what's up everybody? Pat Flynn here and I am chatting with Julian Bradley. He has an amazing success story to share with you, but first of all, Julian, welcome to the SPI podcast. How are you?

**Julian:** Thanks Pat, I'm doing great. Thank you very much for having me on.

**Pat:** Absolutely. You shared a really cool and very, very interesting success story with me when you first contacted me a while back, and I would love for you to share that story. Then we'll dig deeper into what's working for you now and your business model and all that stuff, but start from the beginning. What were you doing before you got into all this online stuff?

**Julian:** My background is in music. I'm a jazz piano player and a composer. I studied music at undergrad and post-grad, I just did my Master's degree, and then after that is pretty much when I started getting into online business.

I did have a year out after the Master's where I was trying various different things – internships, a record label, working at a theater with audio and stuff – but ultimately it was the online stuff that eventually stuck.

**Pat:** Now, I've done jazz before. Jazz is awesome. It's also very hard, but I was in a couple jazz bands back in the day playing my trumpet. I had a lot of fun with that, so that's really cool. I love music.

So I'm curious, from the time you did undergrad and then graduate school, what caught your attention in terms of this online space? Then how did you kind of put what you learned into that?

**Julian:** I sort of stumbled upon it. I didn't really intend to become an entrepreneur or start my own business. I was sort of forced into it when I immigrated to the US. I'm from the UK originally but now actually live in Los Angeles. I'd been dating a girl from the US for several years, and ultimately we decided to get married. I was approved for a fiancé visa which allowed me to come into the US, and we got married back in September 2011.

The thing is, after you get married you can't work straightaway so I had to wait an additional five months for my green card. Basically that put a lot of pressure on us.



We'd both just moved to LA and neither of us had jobs. I was basically starting again from scratch.

I had zero credit score, no contacts there, even had to learn to drive on the other side of the road. Everything was just having to start again. But the fact that I couldn't work in the first five months really forced me to find an alternative way to make money.

I'd started a YouTube channel before I came to the US. It was really simple, basically just 3 jazz piano lessons which I'd uploaded to YouTube, but I noticed that the videos and the channel was getting subscribers, and that's when I started looking online for ways to monetize a YouTube channel.

That's when I found you, Pat. I read your ebook, [The Smart Way](#) – an excellent, excellent book, by the way. That told me everything I needed to know, how to create my first ebook. So I took your advice, made an ebook, and I started promoting it at the end of videos. I'd keep making these free jazz lessons and at the end I'd promote this ebook that I'd sort of put out on a website.

**Pat:** What was the ebook called?

**Julian:** It was called The Jazz Hero Collector's Edition. It wasn't a written ebook, it was actually several jazz piano compositions that I'd written, and it came with some backing tracks and everything. So that ebook did okay. It started selling and it certainly got us through several months during that time. However, it wasn't quite enough, and ultimately there were several bills which were building up.

I delayed paying them as much as I could, but there came a point where some of these bills were going to go to collections, which is really serious, and basically I found myself having to raise \$4,000 in a 2-week period. I had a 2-week deadline to come up with something.

That's when I decided to write a second ebook, and I basically committed to it. It took me 10 days. I wrote a complete book on jazz theory and called it *Jazz Theory Explained, Once and For All*, and it was over 100 pages, images and everything.

Then with 3 days to spare I just created a simple WordPress sales page and then I just sent out an email to my list of previous buyers from the first book. It was about 1,000 emails at the time. I would have been so happy if it had just made \$4,000 or anything close to that. That's what I was praying for. However, within two hours of sending out that email it had already made \$4,000.



The next day I sent out another email, and then on that Friday I sent out a final email with a deadline with this promo code. By the end of that launch it had done \$12,000 and basically that's how my business got launched. I never intended to be an entrepreneur or start my own business, but I was basically forced into it because of this immigration situation.

**Pat:** Wow. See, I told you guys. That was pretty incredible. It took us a couple minutes to get there, but wow. So you had this deadline and you built this list. I think that was the saving grace here, was this mailing list that you had. I can't stress enough to everybody out there, you have to have an email list.

I talk to a lot of entrepreneurs who don't have one, even when they're just starting out, and this is why you have it. When you build that list, especially with the relationship that you're creating with people on YouTube and you're getting people into these products and they're existing customers already, then you have this other list, this is fantastic. This is exactly what we want to happen.

What were your thoughts when you had surpassed your \$4,000 goal and things just kept rolling?

**Julian:** It just completely blew me away. Usually you have expectations, and usually the reality doesn't reach that expectation, but in this case it exceeded it, which doesn't happen that often. It completely blew me away.

Also with the email list that you just mentioned, I didn't actually realize I had an email list, but luckily [E-junkie](#) saves the emails of everyone who's bought from you in the past, so luckily I discovered that I could send out an email. I'm just really grateful to E-junkie that they keep those emails, because otherwise this wouldn't have worked out.

**Pat:** That's great. E-junkie is what I used to launch my ebook too back in the day. That's what's mentioned in [Ebooks the Smart Way](#). I also use [Gumroad.com](#) now to deliver a lot of the electronic ebooks and things like that, which also hold those emails and you can send through those platforms as well. That's fantastic.

Why do you think this worked for you? I think a lot of people could write an ebook in two weeks and maybe they have a small list, or even a big list, and they could put these books out there and maybe they wouldn't get anybody to buy, or just one or two sales. Why do you think it worked out so well for you in your own words?



**Julian:** I think that my expertise in jazz theory was a huge part of it, the fact that I didn't have to research it at all. I had all of that knowledge at my fingertips. In your case, Pat, you could probably write a book on all sorts of things in the same amount of time.

I'd been studying music theory really intensely for many years, at least 10 years. I'd been reading every book I could find on it, so all the information was fresh in my head. It wasn't a big task to just sit down and write that. I was quite inspired. I really poured my heart out, and actually I think that's what people really wanted from me, because the first ebook, which as I said was just my jazz piano compositions, in comparison that wasn't very popular. I think the second ebook I wrote was actually what people had wanted all along, which was a sort of how-to book instead of just compositions.

**Pat:** Did you do anything to grow your YouTube following, which was of course your email list at the time? Were there any specific strategies you used or was it purely just putting these lessons out there and being consistent with it?

**Julian:** Really it was the consistency. When I released that first ebook I found myself having to put out a new video every single week just to create enough sales to pay bills and everything. That actually went on beyond the five months that I mentioned. It went on for about 12 months in the end, and really that's when most of my channel grew was when I was putting out a new video every single Friday. It was a ton of work. I put out about 50 videos during that first year, so the consistency is when the channel really grew.

The other thing though is that I always ask people to subscribe in every single video. I pretty much have a standard call to action at the end which is, "If you enjoyed this video I'd really appreciate a thumbs up. Leave a comment if you want to request future videos. And if you don't want to miss out on future videos like this, subscribe to my channel." So the fact that I was in the habit of always asking people to subscribe, that's another key reason why my channel was able to grow in subscribers.

**Pat:** I think that's great information and very easy to do. You just have to know to do those things, so it's great that you started putting those things into practice right away. Obviously they paid off for you down the road when you came out with your jazz theory book, which is fantastic.

Now, about this book, you said you wrote it in 10 days. Obviously you knew the content and it was fresh in your mind, but mechanically how did you write it so fast and what tools did you use?



**Julian:** I use Pages to write my ebooks. It's really nice. Pages is a Mac application and you can create really nice images and visuals. I have my own fonts which I like to use which are sort of congruent with the videos and my video style, so the whole thing felt very similar to my YouTube video style.

I mapped out a plan for basically 5 sections in the book. Each section had several chapters, often 7 or 8 or 9 chapters. I basically set myself to finish a section each day, which meant I would just write for two sort of sit-down sessions where I would just get a coffee and just pour my heart out on that subject. One section would be melody, then the next section was chords, then jazz styles, improvisation, things like that.

I just made sure that by the time I went to bed I had finished that first draft of each section, so it was really inspired. So that's 5 sections. I was trying to do it in 5 days. As it happened it took about 6 or 7 days in the end. It usually takes a bit longer than you expect, but then I just sent that book to my dad and asked him to proofread it, and I started creating images for it because it needed manuscript all throughout demonstrating this notation.

Then I do like a second draft like "If in doubt, leave it out." I just ruthlessly cut every single paragraph that doesn't need to be in there, every single sentence that doesn't need to be in there, every single word that doesn't need to be there. By the time you've done that and you've just cut everything that doesn't absolutely need to be in there, you have a really punchy sort of concise book and people just read it and it's a lot of information very quickly. It flows. That's been my formula for writing books from then on.

**Pat:** I love it, so it sounds like you've written more.

**Julian:** Yeah. I wrote an ear training book after that.

**Pat:** Nice. We'll talk about that in a second. I love how you've taken this big idea of writing a book, and this is something I continue to struggle with because a book is just a completely different beast for me as opposed to blog posts and other types of content I create, but I'm getting there. I'm waking up every morning and writing about 2,000 to 3,000 words. I'm getting there finally and it feels really good after you finish and you go to bed, like you said, knowing that you've completed something. You just wake up the next day ready to keep going.



I like how you broke it down and said, "Every day this is what I'm doing." I love that. I think a lot of people could benefit from taking these big projects – whether it's a book or a course or things like that – and breaking them down like you did, and just doing it, just getting it done.

Then you said you have been doing some other things as well. You told me in this email that you had another kind of "deadline" come up that put the pressure back on you. What was this that you were talking about?

**Julian:** Yeah, I had another little deadline come up again. Eight months ago Jen and I found out Jen was pregnant.

**Pat:** Congratulations.

**Julian:** Thank you very much. We're about six weeks off, and that certainly put the pressure on again. I wouldn't say as much pressure as the first time. That first situation where I couldn't accept employment was the most pressure I've ever experienced, but when you find out you're going to have a baby your mindset changes overnight. I didn't get much sleep that first night.

The next day, though, it changes your mindset. You're very aware of your time. You're very aware when something's wasting your time. I noticed it straightaway, so that really pushed me to increase my work rate again. More than work rate is my output rate. I can be a perfectionist on things and take a long time doing things, but this really forced me to not be a perfectionist.

I had an ear training course which had been in the works for a long time actually. Thinking about it now, I was resting on my laurels from this successful ebook which was doing really well with the YouTube channel. I was taking my time with this ear training course, but finding out you've got a baby due – 9 months is a nice amount of time, I would say, to really turn things around.

So basically I had this ear training course. I had filmed it all, but I was taking my time in finding a website developer to create the website for me because it needed to be on a website and that's not my skills at all. Very luckily through a friend I got put in touch with a guy, Jason, who just did an amazing job. He gave me a quote, though, and it was \$6,000 for this website, and that was quite a big risk for me, especially with this baby on the way. I had to think about it for a while.



Ultimately, though, he said in the contract he would do it very quickly in four weeks, which was a definite plus. Also when I looked at my previous launches of these ebooks, they'd always done more than \$6,000, and also this ear training course was going to be a more expensive product anyway. Plus I didn't have any other alternatives, so I took a slight gamble paying this amount of money, but it totally paid off. He did it so quickly and I got on so well with this guy. We were just on the same wavelength and everything, and he got it done for me.

I did the launch and he was there while I was sending out these emails because you can expect something to go wrong along the way, and that launch did really well. It certainly paid way more than the \$6,000 I'd spent.

**Pat:** That's awesome. Can you share how well it did?

**Julian:** Yeah, and this was just the initial launch to my email list. It did \$22,000 on the first launch, which for me was the biggest launch I've done till now. Really my goal is when I open it up to the YouTube channel and I start promoting it through the free videos, that's mostly where I'm aiming with it.

**Pat:** So you're promoting it at the end of your videos now, instead of the older ebooks that you had.

**Julian:** Exactly. I tend to just promote the most recent product. I create the product and then follow up with some free videos on YouTube, which give a lot away, some really good content. Then at the end for the people who are still watching I'll just plug my more premium course, and that's basically what funds the free video making anyway so I think people sort of understand the business model.

I love doing these free videos and I wish I could do it all the time, but you sort of have to sell something to fund the whole thing. I think the audience understands that as well.

**Pat:** I love that. Are those older ebooks still selling, because you had those on the older YouTube videos?

**Julian:** Oddly enough, they're actually selling better since releasing this ear training course, perhaps because the ear training course is more expensive. I've wondered if the cheaper ebooks seem like a better value or something.





**Pat:** I think that's a reasonable theory for sure. So I think people are going to be curious when listening to this what these things look like and where they're at. Can you share the URL to your YouTube channel and your ear training course?

**Julian:** Absolutely. [YouTube.com/jazztutorial](https://www.youtube.com/jazztutorial), or you can just search *jazz tutorial* on YouTube or Google. One thing I should say is that I started that channel quite early back in 2010, and I think it might be different starting a YouTube channel now. I definitely think it's still possible, though. I just think the bar might have been raised now. In the early days you could put anything out and people would watch it.

**Pat:** Right, so what would be your advice for people who are putting out a YouTube channel now? I know a lot of people in the audience who do have something similar, not jazz or not even music, but just something where they have an expert knowledge in something and they want to continually come out with this content.

What are the things that people can do today to make sure that they're going to be seen and build their email lists and their business on something like YouTube?

**Julian:** I'm teaching music theory, so first of all that's a certain category of video that I'm putting out, educational. It might be different if you're doing entertainment, for example. Maybe different rules apply, but if you're teaching I put myself back in the mindset I had when I was learning music for the first time when I was about 16 years old.

I think back to what were the things I was Googling? What were the things I was looking for? What was the exact phrase that I was typing into Google to find out? Was it *sweet jazz piano voicings*? Was it *chord inversion lesson*? I'll remember those things that I used to be really inspired by and trying to find out, and I'll try to make a video on that specific thing that I know I was really interested in. Usually it turns out that other people have that same interest.

I'll research what's out there already, and then I'll just set myself to explain everything I have to say on that specific topic. I've tried it where you don't quite give everything, or you try to keep it short or really cut it down, and I've never found that those videos do that well.

The best videos for me have been when I've really started from assuming the person's a beginner, and then just on that one topic just building them up. If there's any jargon I'll explain what this term means at the beginning, and I'll just build it up and up and get really advanced.



They're usually 10-15 minutes long, the videos, and I'll just build it up. It usually just has a really nice flow of progression, and that's what I'll do. Then the title will be the exact search term that I would have searched for as an 18-year-old interested in music.

I've got some other tips, and I guess we can get into them as we go, but that's pretty much the starting point. Then always have a call to action. Be clear what thing you want people to do at the end.

**Pat:** That's great. You're not even making it super complicated for yourself. You're just putting good stuff out there, doing all the basic things like making sure there's a call to action, being consistent, driving people to your email list, and that's been working really well for you.

I know a lot of people who try to get into YouTube or other things and they worry so much about all these tools and keyword research things, and that stuff can be helpful, but I've seen those things also slow a lot of people down.

**Julian:** Yeah, exactly. Listening to your podcast sometimes it can feel intimidating when you hear about all these autoresponders and all these complicated things, but you can certainly have a really simple business model. To date mine has been really simple. It's just make a free video and then plug a sort of premium product at the end, and that's been it for a long time.

**Pat:** That's awesome. In terms of taking the knowledge in your head and turning it into a video that's easy to consume and easy to learn from, how difficult was that for you? Did you get any training for that or how did you figure out how to best share that information on video?

**Julian:** I think that might be my natural sort of skill that I was born with.

**Pat:** Is there anything you've learned over time that has made them even better?

**Julian:** Certainly if you can go through the video once beforehand, usually the second take is the best take. You're much more concise, much more snappy. In my piano lesson videos I've noticed getting a really nice balance between talking and playing the piano is where my best videos are, when it's sort of a 50/50 split between talking and then demonstrating and playing the piano really nicely. If I talk too much then it starts to drag, and if I play too much then it starts to drag, but there's a sort of nice balance you can get going back and forth between the two.



**Pat:** Very nice. You said you had some other tips in mind. Can you share what those things are?

**Julian:** Absolutely. Making a video is a lot of work, but it doesn't have to be. You can just film on your iPhone. For some topics that works, but in my case making music lessons, a lot of work goes into the audio and making sure the audio is good, then text and things, writing the notes on the screen, so in my case making a video takes a lot of time.

When I upload a video I want to make sure I get the maximum mileage from all of that work that I've done, so there are a few little things that I'm just in the habit of doing generally when I upload a video.

First, you can create playlists. I don't know if you've seen, Pat, on your YouTube channel but it's very easy to create a playlist. It's literally just two clicks, I think. I might be out of date with this, but certainly this has worked for a while. I know YouTube changes the interface now and then.

What I do is I create all these playlists. I've probably got 50 or 60 playlists and I title these playlists with search terms which I would also look for. Maybe I haven't created a video yet on a topic, but in the meantime I can at least create a playlist. In my case it's things like *ear training videos*, *ear training master class*, *learn to play music by ear*, things that people are already searching for, and these things do come up in YouTube search.

The other thing is that when you add a video to a playlist, it shows up in people's news feed. There are several things that show up in my subscribers' news feed. There's when I upload the video, so I'll do that usually on a Friday. Then maybe I'll wait a couple of days, and then on Day 3 I'll Like that video, which also shows up in people's news feed. On Day 4 I'll start replying to comments.

**Pat:** I noticed that. I'm in one of your videos right now and you are very active – not super active, like you're not replying to every single one, but you are there responding to questions. You're getting a lot of great feedback, too.

There's this one person in one of your videos who says, "Oh [snap]! You are so legit. Oh my god, wow, the best piano teacher I had so far! You are like, man, I don't know, you are awesome, man!" so these guys are raving about you. That's so cool. So I love that you're in there.



**Julian:** Yeah, it has got less. Now the comments are a lot every day. I used to try to respond to every single one, but now it's not as much. But certainly when I upload a new video I'll spend a few days just going through and replying to 3 comments a day, and those comments do show up in people's news feed on YouTube.

When you log in on YouTube.com you'll see, "Oh, this person I subscribed to just Liked this video or they just commented on this video or they just added this video to a playlist."

So after uploading a video, that's not the end of it. I'll just get in the routine of just every day replying to a comment or adding to a playlist, and that's quite easy to do. Obviously the return on investment in doing that isn't huge, but it's just something you can do very easily.

I tend to do that a lot around Friday, Saturday, Sunday, and Monday because I get more views on those days and I get more sales on those days, so that's also when I do that sort of activity.

**Pat:** I like that. Again it's this theme of taking things that are big, but then breaking them down and making it easy for you. Every day you kind of know what you're going to do. I think it just makes it so much easier for you.

You had touched a little bit just now that you've noticed when you're getting the most sales. In terms of analytics and stuff, how deep are you getting into that and what kinds of things are you pulling away from what you're paying attention to?

**Julian:** I'm not that tech savvy, but I understand the YouTube analytics which are very friendly to people who aren't tech savvy. You can see how many views you get each day. You can see how many subscribers, Likes, and Shares. Then on the other end I can see the sales on my PayPal, and it tends to be Friday, Saturday, Sunday and Monday where most people buy products. During the middle of the week there's a sort of lull, so that's pretty much the analytics that I do. It's pretty basic.

**Pat:** Keeping it simple.

**Julian:** Yeah, just because that's not really my skill set.

**Pat:** That's awesome. I love it. You mentioned earlier that you didn't know how to build your own website, so you found somebody to do it. It was a similar story to me



when I first started to do audio for my ebooks. I had just tried to do it myself but it didn't work out so I hired somebody, a voice-over person, to read my ebooks for me to then sell them.

Even then it felt really risky up front, but I made up for those sales quite quickly, and it just shows you what you can do when you connect with the right people who can fill in those gaps and those weaknesses that you have for you. As long as you know you're always providing value to your audience and you have that following, which you have created on YouTube as well and through your email list, it's going to work out for you.

**Julian:** Absolutely, yeah.

**Pat:** Any final tips before we finish up? This has been great. Even in your voice you're very calm and it's like, "Wow, I could do this too," so I feel like this is going to be a great episode. A lot of people who are just starting out especially are going to relate to this too and get inspired by it. Any more tips for people out there who are listening to us right now, Julian?

**Julian:** Absolutely. I actually have two more. Again, try to get as much mileage as possible from each video, which usually takes a lot of time.

Something I like to do each year is make a "Best Of..." video, which is a compilation of maybe 5 or 10 of my best moments from videos. That way you can just take your previous videos which you already made and you can put them all together.

People see that *Top 10 Jazz Moments of 2015* or whatever, and hopefully those clips that you choose are quite intriguing so they'll watch a 2-minute clip, and then you put a link. "If you want to watch the rest of that entire video, click here." So that's something I do. I make a "Best Of..." compilation every now and then.

And then the other thing is YouTube ads. Just to let you know that you would have a hard time to make a living from YouTube ads. That's not how my business runs. My business runs by selling ebooks and the ear training course. There's very little income from those ads.

**Pat:** You mean the partnership you have with YouTube in terms of like AdSense?

**Julian:** Exactly.



**Pat:** Okay. I thought you meant putting YouTube ads on other videos to drive traffic to your own stuff.

**Julian:** No, sorry. You know YouTube gives you the choice to put ads at the beginning of your videos, like that 5-second sort of thing. I'm just saying there's not much income from doing that.

**Pat:** So you'd rather just kind of make the viewing experience seamless into the calls to action at the end, which is going to make you more money down the road.

**Julian:** Exactly. Your goal if you want to do YouTube I would say is to create your own product and promote that either at the end of the video or as product placement within the video, or some people even do it at the beginning. That's really how my business runs.

I've tried putting on the ads and it's very little. You don't get much, and plus it's very disruptive to people. A lot of people have to wait for 5 seconds for you to get \$1, so for me I just think you're not making the world a better place when you have those ads on, so I tend to take them off.

**Pat:** I love that, and I love the phrase you mentioned there, because that's something that I mentioned a long time ago in the podcast, this theme that comes up of just trying to make the world a better place. If it doesn't fit in that theme, it's probably not going to help you in the long run.

Julian, this has been so fantastic. Thank you for sharing all of this and your story, and congratulations on the success. You were very close to some things that you didn't want to happen, and I think that definitely pushed you. The baby, of course, you want to happen but it's just another pressure point is all I was saying.

I think a lot of us work better under pressure, like me when I got laid off. It forced me to do certain things that I wouldn't have done otherwise, and I think it's kind of the same way for you. So the big takeaway is what is that thing that we're looking to do, and how can we create those deadlines?

I'm not saying you should try to get fired or laid off, and this baby effect is real. I felt the same thing, but that doesn't mean you should go out and have a baby just to be more productive. Let's see what we can do to be more productive overall, and I love how you focused on output and things like that.



Julian, thank you so much for your time. Once again, where can people find out more information about you?

**Julian:** There's two places. The YouTube channel is [YouTube.com/jazztutorial](https://www.youtube.com/jazztutorial). I teach music theory, jazz piano, and even a bit of ear training. Then secondly there's my ear training course. There's a special page I set up at <http://themusicalear.com/spi>. You can get a free ear training ebook there and you can also watch Episode 1 of the ear training course.

**Pat:** Cool. I'm going to go check it out because I have relative pitch but I don't have perfect pitch.

**Julian:** That's actually what I'm teaching. There's perfect pitch, which you're generally born with, and relative pitch, which everyone else can learn. I have relative pitch and that's what I teach.

**Pat:** Cool, because I have somewhat relative pitch, but I can probably improve so I'm definitely going to check out your course. Julian, thank you so much. We appreciate your time.

**Julian:** Absolutely. Thanks very much, Pat.

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I hope you enjoyed that interview with Julian Bradley who's one of you, a listener of the SPI podcast who had taken action and found success and is doing even more now since this recording, which is awesome.

You can find him again at [themusicalear.com/spi](http://themusicalear.com/spi), and you can check him out as well on YouTube at <https://www.youtube.com/user/jazztutorial>.

Julian, I know you're listening to this. Thank you so much for your time, sharing your story, and all the advice as well.

You can get the show notes for this episode and all the links we mentioned at [smartpassiveincome.com/session183](http://smartpassiveincome.com/session183).

As always I want to thank the sponsors, which are really important to the show. [99Designs.com](http://99Designs.com) makes it incredibly easy for you to get any sort of design needs done for your business – anything website related, print related, anything you need done.



Head on over to [99Designs.com](https://99Designs.com). It's very economical, and within 7 days you can have a design that you love.

What happens is you put the design description of whatever it is you're looking for, and then within 7 days you're going to have potentially hundreds of designers around the world competing for your favorite design. If you're not happy with any of them you can get your money back, which is awesome, but more than likely you'll find one that works for you.

You can even have your friends and your audience vote on their favorite design based off the choices that you have, and you can even work with the designers along the way if they're kind of close and you want to change things a little bit, it's great.

Head to [99Designs.com/spi](https://99Designs.com/spi) to get your \$99 Power Pack of services for free that you can use and put towards your next design project. You'll get even more designers working for you. That's [99Designs.com/spi](https://99Designs.com/spi).

I also want to give a big huge shout-out to [AthleticGreens.com](https://AthleticGreens.com). You may have heard me talk about this before. I first heard about this company hearing them sponsor Tim Ferriss's show. I listen to Tim's podcast all the time. He had talked about Athletic Greens and how he uses it every day.

I've incorporated it into my morning routine. It's an important part of my day because it helps fuel me and it gives me the greens I need. It's sort of like what Tim Ferriss calls health insurance, not in the form that we traditionally know but the kind you ingest, because it really gives you what you need to help fuel you throughout the day.

You can actually check it out for 50% off right now. It's a limited time offer for SPI listeners. Get on over to [athleticgreens.com/pat](https://athleticgreens.com/pat) and you'll get it for 50% off for a limited time only. Again it just helps fuel me throughout the day, keeps me energized, it's exactly how I want to start my day, and it's actually great-tasting too. I've tried a lot of green supplements before, and protein powders and stuff. This one actually tastes really good. Go to [athleticgreens.com/pat](https://athleticgreens.com/pat) and you can see what that's all about.

Thank you again for listening in. I appreciate you and I can't wait to serve you in next week's episode, where we bring on a guest who's a fan favorite here on the show, Derek Halpern, to talk more about some psychological strategies you can use to actually get people to click on links and actually open those emails that you send out. So look forward to that in Episode 184.





In the meantime, head on over to the blog and let me know what you think. [smartpassiveincome.com/session183](http://smartpassiveincome.com/session183) will get you access to all the links and resources mentioned here in this episode. Thank you guys. I appreciate you and I'll see you in the next episode. Bye.

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

### **Links and Resources Mentioned in This Episode:**

[TheMusicalEar.com](http://TheMusicalEar.com)

[Jazz Tutorial](#) YouTube channel

[eBooks the Smart Way](#)

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