



SPI Podcast Session 201: How Chef Allison Schaaf Built a Newsletter-Based Business – The Story of PrepDish

Show notes: <http://www.smartpassiveincome.com/session201>

Pat: This is the Smart Passive Income Podcast, Session #201.

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's a San Diego Charger's fan, poor guy, Pat Flynn.

Pat: Yo what's up everybody? Thank you so much for joining me today. This is session 201 of the Smart Passive Income podcast. I hope you're off to an amazing start of your day and maybe it's the end of your day. I don't know, but I hope it was great if that's the case, but either way I'm just so thankful you're here. We have a great episode today with somebody named Allison Schaaf. She runs a site called PrepDish.com and she is a chef who has actually found a great way to utilize her newsletter to build a business and I am subscribed to her service and I love it and I use it and we're gonna talk all about it and how she got started and it's amazing. I'm actually not going to waste anymore of your time and we're gonna get right in to the content right now so here's Allison Schaaf from PrepDish.com. Here we go.

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Pat: What's up everybody? Pat here with Allison Schaaf from PrepDish.com, one of my new favorite companies, a service that I've been using. We're gonna talk all about it, but first of all Allison welcome to the SPI podcast. Thanks for being here.

Allison: Yeah, thanks so much for having me. I'm excited to talk today.

Pat: So this is really funny how we got connected because somebody who is also a subscriber of your service told me about PrepDish.com and I was like "this is awesome" and I signed up and I told one of my friends in my master mind group, Jamie Tarney and she's like "no way because Allison who runs PrepDish.com is one of my students" and I was like "this is such an insanely small world". This is so cool that we get to talk and we obviously have a mutual friend with Jamie who is amazing. This is Jamie Tarney



from EventualMillionaire.com. So I'd love to know more about what you do with her, but first of all introduce yourself. Talk about what PrepDish is and how you got there.

Allison: Yeah, sure. So PrepDish is an online meal planning website and the idea started, by background I'm a chef as well as a dietitian and I had a personal chef company, actually I still have a personal chef company here in Austin and with that service I would go into client's homes once a week and do their meal prep basically for the week, at least 3-5 dinners and as I was doing that process I realized with that company the only way to grow, I kind of kept charging a little more and charging a little more and I'm like in order to grow I'm gonna have to hire a bunch of chefs and I didn't like that model. I didn't think I wanted to be supervising a bunch of chefs to go in and do this personal chef thing. It was great when it was just me, but then in terms of growth it just didn't make sense. So I started to kind of look online and what could I do there to reach more people and what would be a better business model when I have a family some day because cooking in people's homes all day every day isn't super sustainable if you're starting a family. That's when I realized this process that I was using with my personal chef clients, I actually started using it at home because I would get done cooking and the last thing I wanted to do was cook. So I started to do this prep ahead thing where on Sunday I would make all my meals in advance just like I did for my clients. So that was sort of where the idea came from and started writing it all down and figuring out a way to put that into a format to give out to consumers everywhere, everywhere across the country.

Pat: That's critical. That's what I love about the services. It's kind of done for you and it's not one like some of the other popular ones out there like BlueApron where they actually ship you the food. You actually go out and buy the food yourself and everything is listed though because I love to learn more about how did you refine this because this is a great idea and how did you kind of talk to perspective customers on what would be best for them?

Allison: Yeah, you know early on I had kind of like friends and family start and test it out and also you know one thing I've known all along too is you know there's something for everyone and there's some people who don't want to do the work, the prep. And that's something I had to kind of learn early on it is it's a specific person that is really into this. I don't know. Really the way it's set up is the way I think about things when I go into a kitchen. I'm a very efficient person by nature and so when I walk into a kitchen, I'm like "how can I get in and out as fast as possible" so when I'm creating the meal plans that's exactly what I'm thinking. When I go to the grocery store, list all the vegetables together and then list all the meats in one section so that way when you're in the grocery store you're in and out as fast as possible. Same thing when



you're in the kitchen prepping. How can you get in and out of there so that means anything that takes a long time, start with that and then move on to this and so that way you're just following each recipe step by step, you're really being more efficient with your time and getting your maximum results for the time you spend in your kitchen.

Pat: That's what I think is cool. Kind of Sunday is prep day. You go to the grocery store, you buy everything, you prep it and then everything is ready for you when you eventually cook it later that week, which I think is really cool. You as a business owner you don't have to actually get all those food items ready for people and kind of in a subscription box like service ship them out which I know BlueApron does, I'd done some research on them, I subscribe to them too because I'm getting into this space of food prep and I'm trying to decide which one I like better and they're both great for different reasons, but in terms of a business, yours seems just like to make complete sense because all you're doing is delivering a digital newsletter essentially.

Allison: Yeah, I have to send the PDF and that's it. I think some people even appreciate that more because they're able to make it more flexible and suit their needs. If I have a side of broccoli, my subscribers are usually savvy enough to say "my family does asparagus". They can swap that out. It's a really easy substitution so I think they still like having some control and there's also people with allergies and food intolerances. They're really able to make the food plans their own.

Pat: That's really cool. When you first started out, what was it like? When you had this idea, you were doing it with friends and stuff and you were like "this is gonna be my business", what were your first steps and were there any challenges?

Allison: Oh there were so many challenges! As you can imagine, with a personal chef company it was so straight forward. I went into people's homes, I needed a knife. There was zero overhead. I really didn't have to, everything that I made was basically profit, but then with the online part you know with doing this online PrepDish.com it was you know just challenge after challenge, but I think that's what I've enjoyed about it. At first I had to figure out how am I gonna send out these meal plans each week and I kind of went through a trial and error period of a few different systems and I'm still refining that. I actually just now signed up for Infusionsoft and now I'm switching everything over to there so it's just kind of as I've gone along has advanced to I don't know, I just had to make it work basically.



Pat: Now I'm sure you're still refining and I think that's really important. What were the numbers like in the beginning? How long did it take you to get this off the ground and also in terms of getting the word out there, how did you do that?

Allison: Yeah, it took a little while partly because developing these meal plans takes a long time. I don't just throw recipes together. I make sure if there's half an onion used in the soup, the other half is used in the spaghetti sauce or it's a very hand crafted product so the development takes a long time. A key thing for me was connecting with other influencers so finding some influential bloggers that were really complimentary to what I was doing so one was [100 Days of Real Food](#) and she has a really popular blog and so I worked with her in the beginning and that was, her audience was very similar to my target so that was one of the keys, reaching out to her and then finding other people like her to connect with and work with and also like throughout the process I've always been big on sending out surveys, getting to know my audience. Not just demographics, but you know their preferences. I even send out surveys to know what foods, what meals went over well and which ones don't so that way I can refine those to where they're more well liked, although people seem so spread out sometimes, it almost seems silly. Almost never consistent, but yeah so really just getting to know my audience is huge too in terms of figuring out how to target them. Like if I ask them, they can tell me where they're at and who they're listening to and that sort of thing so that's been really helpful.

Pat: How do you manage that process of communication? Is it simply through email and you get responses or do you have some sort of tool or third party software that you use for that?

Allison: I don't have a third party software so I have an assistant that helps a lot with that now and right now we're using Google Sheets is what we do to just sort of track who is in charge of communication, where we're at with everything. I have a list of everyone we've worked with in the past and the links and you know we track all of that. Right now it's just in Google Sheets.

Pat: Okay cool. And you had mentioned somebody that, you had mentioned Lisa from 100DaysOfRealFood, Lisa and Jason. They were actually featured in [episode 107](#) of the Smart Passive Income podcast.

Allison: Oh really?

Pat: Yeah, they're amazing. They're great and so I'm curious in terms of how you guys work together. You said you reached out to influencers. A) how did you reach out to



them and B) what does that mean for you and them? Is that some sort of deal you create, like an affiliate deal or what does that mean?

Allison: You know it's usually, I just reach out and say "hey look I'd love to partner or sponsor. What sort of opportunities do you have". Usually they have some sort of media kit or sheet already put together and they can send me sort of what the opportunities are. Although I've worked with smaller bloggers too. They're just kind of figuring things out so then I'll just make suggestions of things that I know have worked for me in the past. A lot of times I'll do some sort of dedicated email or really the best thing too with bloggers is I get them to jump in and actually do a week of PrepDish meal plans and write a review on that because that's the best way for their audience to really get in there and see what it looks like because they can, the blogger will post pictures and talk about it and then they really understand it, like "oh wow, I see what it is now".

Pat: Totally, yeah. Speaking of that, that's why I'm sure something like Instagram or Pinterest would be important to something like this and I know bloggers, especially in the food space, Instagram is the place to be and the place to share those things and for you as a business owner with this kind of model, does Instagram play a role for you or any social media platforms play a role for you in your marketing?

Allison: Yeah they do and Instagram is big, although I will say we use even more in terms of my audience, more of them are on Facebook. I think like 55-60% are on Instagram, but obviously Facebook is very popular. Pretty much 90% of them are on Facebook and we have like a Facebook group page and that's been huge in terms of just allowing them to get to know each other and have a group and prep day is this day where you spend 2-3 hours doing your meals and at the end that feeling is so amazing and being able to share a picture or just "hey I finished prep day" and have someone understand what that means is really helpful to have a platform to do that and to share that.

Pat: I think that's a great idea. I do this presentation about building raving fans and one of the top things you can do to build raving fans is give people a place where they can connect with each other and share these things. Essentially they're identifying themselves under you in terms of what they do. You gotta love how they're starting to create their own language of prep day and getting excited about it and working together. I think that's key. When did the group page come into play for you and your business?

Allison: Gosh, I want to say maybe it's been up for a year. It wasn't in the very beginning. I don't know, but in the last year I put that up and that's really been a big



help in terms of connecting people and also kind of they'll email me for substitution ideas and that's fine and we're happy to help, but I always say the best place is that Facebook page because me and Andrea will both monitor that and we'll both respond to that, but then you also get the response of all these other folks and maybe they've actually already made the substitution so sometimes they're almost a better person to contact.

Pat: Yeah I find the same thing with SPI audience when I have a question or even I share a blog post or something. The comments are usually a lot better than I share sometimes which is real interesting. I think for your business model too because it's, actually can you describe for everybody what the pricing model is like because it is a recurring fee to continue to get these newsletters, correct?

Allison: Yep, so it's \$14 a month or it's \$99 for the year, so that's about \$2 a meal, \$2-3.50 a meal and each week they get an email. They click on a link and it's a PDF with that meal plan which as we were talking about is a grocery list and then there's instructions on how to get prep day done on Sunday.

Pat: It's very well done and you know, like I said I get those emails every week too and I look forward to those emails and I think that's how your subscribers feel too and when you combine that with the group, you know as they say people subscribe for the content or they buy for the content, but they stay for the community and I think the group page is a key element of the success of the brand, of any brand really to continue those conversations within that community and to keep people paying month after month and I'm curious in terms of the pricing. Specifically the price. How did you land on those prices, so \$14.95 per week or \$99 a month? No it's not.

Allison: Ninety nine dollars for the year.

Pat: Ninety nine for the year and \$14 per month.

Allison: I just sort of looked to see what was out there. You know it's funny. In the beginning I was doing this and of course when I saw how much effort went into meal plans, my instinct was to price them higher than they are just to see who is spending all this time on them, but then I just sort of when I first started looked to see what was standard out there and I actually didn't go the lowest of the standard because I felt like I wanted to be seen as a quality product and sometimes to do that you want to sort of be at the upper end of their price, but within the range of all the other meal planning services.



Pat: That's cool. In terms of automation because there's a lot of things you do over and over and over and over and over again. How have you nailed down those work flows and processes? What are some systems that people who are listening can potentially put into place in their own business?

Allison: Well, I mean, PrepDish itself is sort of like a batching system so as you can imagine, I like to batch things as much as I can, whether it's the Friday newsletters. I'll do all of those in advance. I will go back there and kind of add in if there's something going on personally I can add my little note so that way it's current, but in terms of the meal plan tips I'll do, right now I'm usually doing about a month in advance. I'd love to do further out and gosh everything like that and blog posts. Andrea helps with those, but we try to do those a few months in advance and just sit down and do those again all at once because they're batched. Gee, I think everything sort of is set up that way where we can sort of do it. The meal plan and testing itself, that's what takes a lot of time to be honest and as each round of testing, I get better and better at "how do I make this a system, how do I get myself out of the process somewhat so I'm not doing all of that and that's the only thing I'm doing" and it gets better each time. Each time I kind of find one new little way to make it more efficient.

Pat: What does food testing mean? Are you actually creating these dishes ahead of time and sharing them with people to get feedback on it or what does that look like?

Allison: It's more just testing it in my kitchen and making sure. In the beginning from the years of cooking for other people, I kind of knew the recipes I wanted to use. The problem was I didn't have amounts written down so basically my process, it's already in my head so I start by writing down the recipe and then I just test it to make sure those amounts are correct and that it turns out okay, but usually it's all stuff I've made before and I just have to go through and follow a recipe and make sure all of the amounts are right because sometimes the spices and stuff can be off by a tablespoon or a teaspoon or something.

Pat: The PrepDish newsletters that come in every week, they look great. They look structured. They almost look like a blog post in itself in the way they're created. Are you doing that and kind of what software are you using to make that happen?

Allison: Yeah so right now everything is in [MailChimp](#). So the way things are set up right now, the site is on WordPress and the shopping cart is a company called [Cratejoy](#) and Cratejoy is actually targeted towards subscription boxes. It's a local Austin start up and they're great, but I don't have a physical product to ship. I have an e-product and so I'm not really their ideal customer and the further I've gotten in to that platform I've



realized there are things that I want and don't have and so just recently I decided to make the shift to [Infusionsoft](#) and we're setting that up. We're currently still on the Cratejoy MailChimp system and the day I decided to go to Infusionsoft, you had the podcast about your

Pat: Like how I switched away from it.

Allison: It's like "I'm gonna listen to this and maybe it will be" but then that convert thing, convert kit and that just didn't make sense for my business model so I'm like I guess I'm still gonna do it.

Pat: I was gonna say, the business model you have Infusionsoft is like the perfect solution for it. There's a lot of automation processes you can use and triggers you can set up and especially because there's physical products, actually there's not physical products involved. There's a lot of parts to the puzzle. It definitely seems like ConvertKit wouldn't work for you, but Infusion Soft will and my recommendation to you is to just beware that it's a little complicated to set up, but there's a lot of help out there.

Allison: Yeah, I've heard all the horror stories and my husband is also an entrepreneur and he's helping out a lot with PrepDish and that's sort of been his task, to figure out everything Infusionsoft.

Pat: So he's an entrepreneur too. Does he have his own businesses on the side too?

Allison: Yeah he does. He actually has affiliate marketing companies. One's called Shcaaf-PartnerCentric and the other is For Me to Coupon. He's had them for gosh like ten years or something. He just stepped down from his role of CEO and is kind of looking to maybe move on to the next thing and while he's figuring that out, he's sort of helping me out.

Pat: That's cool. What was it like when you first started? You were a chef before. I guess you had your own business as a personal chef so you were kind of on your own anyway.

Allison: Yeah you know and even when I went to culinary school and I would do grad school and nutrition, but I've always been an entrepreneur so it's like even when I went to school I was learning culinary and nutrition, I always knew I wanted to do something entrepreneurial and somehow combine food and nutrition and doing just sort of that standard desk job, I never thought I would do that and just knew I would do my own thing. Even in high school I was kind of doing these entrepreneurial little odd jobs here



and there and creating companies and selling cookies to my dad to take to his board meeting. I just always, I've always known I'm an entrepreneur at heart.

Pat: That's really cool. Now let's shift the conversation over to Jamie. This is Jamie Tardy from EventualMillionaire. She has a program, she has her crew of hustlers and she coaches a lot of people so she's primarily a coach and has been doing that for awhile and I guess we'll give Jamie a little plug here in this episode. Anyway I'm just curious to know how was she able to help you? What was the advice to you? What were your struggles and how were you able to break through those?

Allison: Yeah, working with Jamie was great. We just kind of wrapped up out 18 sessions, but it's been, there was a lot in terms of analytics and pulling numbers and tracking things that I wasn't doing and she right away was like "what's your number here, what's your number there" and we like laid it all out and I'm tracking everything now. So it's been huge to just figure out what works, what doesn't and now as we head into 2016 we can just really kind of tune into those things that we see based on the numbers that are working so that was the main thing, but just always, also like keeping more focused and more motivated to just push a little more.

Pat: Of course, of course. Absolutely. I'm curious about the numbers. I mean the numbers are so important and the numbers never lie. That's why when we watch Shark Tank for example they always are like "what are your numbers, how many sales did you have, what's the cost" and all that sort of stuff. It's so important. If you can, give us an example or two of numbers that changed or stuff you started to track and how that actually played a role in the growth of your business.

Allison: Yeah, she had me start using Lead Pages and that was huge because every tactic that I do is a separate lead page and I can very clearly see how many people arrived to that page and also how many people converted, whether it's joining my email list or doing a free trial of the meal plan or whatever, but having that information is so valuable and I don't know how I did it. Just now looking back, like how can you do anything without having that information. You have no idea what's working. I mean you can kind of get a sense, but the numbers are there.

Pat: So you said these different tactics, I love Lead Pages. I'm an advisor for the company and I'm obviously very supportive of what they do and they obviously work. In terms of these different tactics you talked about that lead pages played a role in and what do you mean by different tactics?



Allison: Yeah so like I said we work with bloggers, but then Facebook ads and those all run to the lead page and then I've also done a lot with sponsoring different podcasts so kind of track those too.

Pat: Oh interesting. Which one works best for you?

Allison: Out of those three?

Pat: Yeah.

Allison: It's not which one, it's which person. It's kind of like finding that 100DaysofRealFood person because I found it's really dependent on finding the right people and it's finding those people that really have a connection with their audience and that you can't really put into numbers, but I can sometimes sense when it's there. Like with 100DaysofRealFood it's there, like her audience, she has a good relationship with her audience and it shows. They know she's not gonna go and promote just anything. She's gonna promote things she thinks would help them and she feels comfortable promoting.

Pat: I think that's a really important lesson because you're right. It's great to connect to people who have this connection with their audience and when you're out there trying to promote your business, it's really tempting to just mass email as many as you can and not even really pay attention to that connection and the trust. I think it takes some time upfront to really do your research properly to get it into exactly who it is you're reaching out to and why they're important, what their likes and what their audience likes about them so you can really have these personalized messages and I'm sure you didn't just send a kind of boiler plate email to Lisa. You kind of knew already what she's about and you were able to make a connection in that way.

Allison: Yeah exactly, exactly.

Pat: Cool. What are some of the challenges you're having currently? You said you started with some challenges, you broke through those and the number thing with Jamie I think that's important too. Like what's next for PrepDish? What are you working on right now?

Allison: Well this Infusion Soft is definitely a priority. I want to get everything set up before January so the thing with meal planning is it's definitely sort of cyclical in terms of when people care about it. January is obviously one of those times, sort of January,



February and back to school time as well. So right now like in the immediate next month or two it's getting that Infusion Soft set up and working so there's no kinks.

Pat: Right, that's key and like you said the holidays play a big role and new years with the resolutions people have with their diets. Are you doing anything promotional wise during this time to knock it out of the park?

Allison: Oh yeah. I feel like 80% of what I do is in January.

Pat: Really? Is it like everything you used to do, but scaled up or are you doing anything special?

Allison: Yeah, I'm just, everyone we've worked with that has worked, we're reaching back out to them. What can we do for you in January? So anyone we've worked with and new people just based on, we just ran another survey with the customers so through that survey they kind of list out what blogs they read and what podcasts they listen to and that information is really valuable in figuring out who to target in terms of sponsors and partners.

Pat: That's really cool. I love that idea. We are recording this right now in November and you're talking about January. So you're planning ahead a bit for this which I think is key. So you're thinking about this like a real business and I like that. I really love what you have going on. Yeah, this is great. Where can people find out more about you and obviously PrepDish.com, but do you have a Twitter account or anything? Where else can people get in touch with you?

Allison: Yeah, I'm all over all the social media platforms. It's just @PrepDish or /PrepDish. That's the easiest way to find me and of course we were talking about lead pages so of course I have a special offer for the listeners and it's PrepDish.com/SPI for Smart Passive Income so I have that set up and because this is gonna be airing in the beginning of 2016, what we always do is a 50% discount on meal plans. That's really awesome and a great opportunity because it's really the only time of the year that we run that.

Pat: Awesome, that's awesome. Thank you very much. Just to finish off here because we have a few minutes left before the half hour. I'm curious. In these surveys that you do, which I think is very smart because I've recently gotten in tune with how important surveys are after reading Ryan Levesque's book *Ask* and writing a survey which is really determined the future of my business. In terms of like negative feedback is what I'm trying to get at, people who potentially don't like the service. Have you gotten any of



that and if so, how do you handle those kinds of things? I know you said earlier PrepDish isn't for everyone, but people might not know that until they're in the system and how do you handle those people who want to cancel? Do you do anything for example to try to get them back and what is that process like?

Allison: Yeah, I guess when someone cancels I don't worry too much about trying to get them back because I do realize like it is aimed to someone who is willing to put in that 2 hours on Sunday and that's just not for everyone. In terms of negative feedback, it's been helpful. I have Andrea and she responds to all the customer inquiries and I've had someone else do that for a long time. And it's really helpful to me because we don't get a lot of negative feedback, but it's really easy to get wrapped up when you read one silly negative thing and you put so much effort into making something that you just put your heart into and so it is sometimes hard to read those. I like having someone who filters them out for me because we do everything we can and sometimes someone can't find it in their in box. We always trouble shoot with that. She does a good job of sending me like all the glowing, beautiful positive reviews.

Pat: Isn't that crazy? That's entrepreneurship. I think that's just human nature math, which is like one negative comment is greater than 100 positive comments.

Allison: Yeah and that's like exactly probably what the ratio is, but I see that one and edits, we spend so much time doing editing. Sure enough there will be like one typo in one plan and every few weeks

Pat: How many emails do you get about that?

Allison: Like one silly thing and it's like oh my goodness.

Pat: Yeah, I get I mean every day people are finding new errors on the site and that used to bother me and now I have somebody who takes care of those errors when they come through, but you just have to remember why you do what you do and it's very clear with you and I just want to commend you for everything you've built and I think it's a really smart business and I just wish you all the best.

Allison: Thank you. It was great talking.

Pat: Thanks Allison. We appreciate you and we'll see you later.

Allison: Sounds good. Thank you.



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Pat: Alright, I hope you enjoyed that interview with Allison Schaaf from PrepDish.com. Awesome stuff. Thank you Allison for your time and thank you for those of you who listened. For those of you who would love the links and the resources mentioned in this particular episode, they are conveniently all laid out for you all on the website at smartpassiveincome.com/session201. Again that's smartpassiveincome.com/session201.

I also want to take a moment to thank today's sponsor of this episode, which is 99Designs.com, an awesome website you can use to get stuff designed if you're doing any business online and you need stuff designed and if you can't afford that one designer who is gonna work with you throughout the years as you build your online business, well you can start out by using something like 99Designs, which makes it really easy and affordable and a quick turn around for you to get a design that you like for anything from a logo to a website design, what have you. Everything in between. Go ahead and check it out. It starts at 99Designs.com/spi. You can also get \$99 credit towards your first design project from there. Again that's 99Designs.com/spi. I've used it myself. I know people like Tim Ferris and you have used it to great success too and again that's 99Designs.com/spi.

I also want to give a big, huge virtual hug and maybe a kiss to some of you too for all of your support for *Will It Fly*, my book that's just come out. It was released February 1. It's doing really well and I'm just blown away by how people have already been using the content in the book to help them move forward to validate a business idea. For those of you who haven't heard of this yet, maybe this is the first time you're listening to Smart Passive Income or maybe you haven't listened to an episode in awhile, my book called *Will It Fly* how to test your next business idea so you don't waste your time and money. It is available now if you go to WillItFlyBook.com or you can look it up on Amazon too. I'm just super thankful for those of you who have shown support for it and who have helped spread the word about it. It's something I've spend a lot of time and effort on and to see it launch successfully like it has. I'm just really excited, really excited and I can't wait for this to continue to help and serve people down the road and more great things to come to you. For those of you who want to check it out, head on over to WillItFlyBook.com.

Thank you so much. I appreciate you guys and I look forward to serving you in the next episode of the SPI podcast. Until then, keep moving forward. Keep pushing that dial and love you guys. Thanks. Bye.



Outro: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com.

Links and resources from this episode:

PrepDish.com

[100 Days of Real Food](#)

[Smart Passive Income Podcast Episode 107](#): How a Small Blog about Food Became a Big Deal – with Lisa and Jason from 100 Days of Real Food

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