SPI - Laddering Up Transcript

Pat: Let's get right into it. Three, two, one. What's up guys? I'm so happy to welcome back the person who has provided us the number one most downloaded episode in the history of The SPI Podcast, and that is Clay Collins, CEO and co-founder of LeadPages. Clay, welcome back to the show. Thank you for coming back.

Clay Collins: Pat, I am stoked to be here. I'm on a personal mission to beat the record download, that download number that we set for the last podcast episode we did together. Today, lots to get into, but we're giving people a full on course. I'm giving people not only a roadmap to building something really phenomenal with their business, but we're going to be giving away mind maps, transcripts, worksheets, outlines. There's courses on Udemy that they sell for 200 bucks. I want people to get at least $200 worth of value from this and to get something that would be at least as rich as something they'd pay a couple hundred dollars for.

Pat: Yeah. The first time you were on in episode 78, you had said similar things about building people's email lists, and since then ... That was years ago. I mean, I continually get messages from people saying just how helpful that particular episode was, and now, we're stepping it up even more. It's not just email we're talking about right now. We're talking about just building businesses because you've obviously done very well with LeadPages, and I was there right at the beginning, even before it started, and just to see how far it's gone.

Clay Collins: Yeah.

Pat: It's really inspirational. I think you're so, so successful with what LeadPages is now. This is going to be a nice rewind to talk a little bit about the history and how it all got started, but also be like you said a nice blueprint or a roadmap for people to shoot for because what we're going to be talking about here and a lot of you probably already know a little bit because of the headline, we're talking about creating something huge by not going necessarily that huge to start, but taking these steps along the way. Why don't we ... I think people already know who you are, and I obviously have an idea of how well LeadPages is doing right now and it's continually just blowing my mind with all the great things you guys are coming out with and what you're doing, but let's ... I'll let you take the reins and I'll interject, and I'll ask questions and put myself in the shoes of the audience as we're going, but I'll let you start and walk us through this process.

Clay Collins: Fantastic. The title of this podcast or of this mini course that I want your readers to receive and listeners receive is called 'Laddering up', how to build a seven-figure business by building a 7K per month business first. The first thing we're going to do is talk about laddering up and the whole notion of laddering it up and what that means for your business. The second thing is we're going to talk about how you specifically can start a seven-figure business by starting out with something really small, something really manageable that you can start implementing in the next couple weeks. I know there's a bunch of internet marketing guru courses. There's a bunch of scams out there, and as a background here, all of this is free.

I literally have nothing to sell other than a $37 per month landing page product and I'm not even going to be pitching that here. Everything here is free. I don't have some course on the back-end. There's not some webinar upsell, and the second thing is that I've done it. LeadPages started out as a blog back in the day, and we turned it into a business that's last year did 25 million in revenue. We've raised 38 million in venture capital.

Pat: Great.

Clay Collins: I'm not just speaking here as someone who's only done this with webinars or information products or stuff. Everything I'm going to be talking about here, we've actually done multiple times now, so please, please know that is the background. The main concept behind all of this is the idea of laddering up. I learned about laddering up by first watching Netflix. If you look at Netflix as a company, Netflix started off by distributing DVDs that they bought at places like Walmart, so they found these freely available DVDs and they just started shipping them to people.

They leveraged an advantage over Blockbuster that there were no late fees and that they could offer a much wider selection because they have these centrally located warehouses, and they went head-to-head with the Blockbusters, the world, and they won, but that was just the first rung of Netflix's ladder. They were essentially ... Rung one was like Netflix is the logistics company, so they had enough success there that they started a streaming service. Having worked in fairly large businesses, I can only imagine the turmoil that Netflix was experiencing at that time. They've got all these people in there that operate warehouses, that understand distribution logistics and how to ship things to different places at specific times, and all of a sudden now, they're hiring DevOps people and they're buying servers, and they need to figure out streaming technology, and so even though from the outside it looks like they're doing roughly the same thing, internally, they are undergoing a huge shift as a business.

The next rung of Netflix's ladder is that they become a streaming service and they still deliver DVDs, but they start streaming movies online and they develop a much larger audience, they develop an international audience, and they start just like raking in the customers. They then leveraged that position to become a production studio, so they start producing movies or series like 'Stranger Things' which they financed and they own all the characters. It's not like Marvel where Marvel owns a [character 00:06:07]. They own that whole franchise. Essentially, in a matter of decades, they go from a company that mails DVDs to a company that is competing with and starting to be HBO and private movie studios.

It's pretty fascinating and I'm sure there's a forth rung on that ladder, but there's a similar path that Apple took. Apple started with basically an MP3 player that was called 'SoundJam' that they bought. They turned that into iTunes. They leveraged that success there. They had this 'Rip. Mix. Burn.' campaign, and they came out with the iPod. Right?

They started out with an MP3 player, then they came out with the iPod, then they came out with the iPhone, and the rest is history. If you look at LeadPages or if you look at our business, I started off with a tiny self-help blog, and that did so well that I transitioned into selling affiliate products in the green niche, so like composting pails and stuff like that. That did so well that I started doing SEO and a freelance consulting. That worked out so well that I created a WordPress plugin app called 'Welcome Gate'. Welcome Gate helped us produce a WordPress plugin that was paid, so I went from a free WordPress plugin to a paid WordPress plugin called 'Lead Player'. That worked out so well that we came out with LeadPages.net, and that worked out so well that we acquired a company called 'Drip', so we went from a one-product company to a multi-product company.

I think when people look at building businesses, they often look at the business they want to build and not the business that they can start today, and then plot a course from the business they can start today to the business they eventually want to have, and that is essentially what I want to talk about. I mean, Pat, what's been your laddering up journey?

Pat: Yeah. I mean, Green Exam Academy, after I got let go helped me discover this world of online business which showed me all the different opportunities that were out there.

Clay Collins: Yeah.

Pat: I tried some other things just to experiment, and those didn't do so well, but of course I created SmartPassiveIncome.com which started, which then enabled me to try a bunch of different niche sites, and now I've leveled up to now doing software. Then also, on top of that, there's speaking which I never thought I would do, writing books, becoming a best-selling author, and now I'm doing philanthropy. I'm also getting involved with some policy-related things related to education and kids and stuff.

Clay Collins: Wow.

Pat: Of course that would have never even happened if I hadn't started small. Right?

Clay Collins: Yeah.

Pat: I love this idea of laddering up because I think when you can come up with a plan like this, it can help you take those steps that gets where you want to go. Now, my question to you is "Did Netflix, did Apple, did LeadPages ... Was this the plan or was it ... Did you have this goal backtracked and start at the first domino or did it just organically get shaped that way?"

Clay Collins: Yeah. I think what happened is that at every rung of the ladder as you're climbing up, your perspective, your visibility, your vantage point becomes enlarged.

Pat: Okay.

Clay Collins: When I first started, I just wanted to quit graduate school. I was in graduate school. I absolutely hated it. I wanted to get out of what felt like a rat race to me and I just wanted freedom, and so I just needed to make five to 6K a month. Actually, before that, I just needed to start making two to 3K a month, and I was able to do that, and every single time I got a greater deal of freedom, my vision enlarged. I don't think it's possible to know exactly what's like maybe five steps up the ladder, but you might know what the next one could be, and once you get there, you'll be inspired to bigger and greater things.

Pat: Right. Right. No. I love that. I think that provides a lot of inspiration for people listening because a lot of them are starting at the bottom or they're on maybe ladder rung number one or two, and who knows how far they can go?

I'd love to know how do we progress up this ladder? What are some of the signs to look out for? What's the next step or actually, where do they even start?

Clay Collins: Yeah. Let's talk about how audience ... People listening to this podcast can start on the ladder themselves, and so I'm going to suggest a path. It doesn't have to be your path, but I do think that this is a viable option for people listening to this content who just want to get started. Ladder rung one, I think for most people who are attracted to the kind of content that you produce and are interested in passive income and are interested in an online business or an online marketing, what has worked for me and what has worked for the majority of businesses that I've seen be successful here is to start by building a minimum viable audience. I've heard a lot of people talk about creating a minimum viable product, and a lot of folks start with product creation.

In my view, that's absolutely not the right way to go. You should start by learning how to build an audience, and then letting your interaction with that audience dictate the product you should create. There's three rungs of the ladder that I'm going to outline for folks. Ladder rung one is create a minimum viable audience, ladder rung two is start selling your first product and get to six figures, and ladder rung three is about optimizing and building a real business to get you to seven figures. Let's start with ladder rung one.

The purpose here and what I would encourage folks to do is take three to six months and get an audience of around 2,000 email subscribers. You can use something like Drip.co or something like ConvertKit, something like MailChimp which is free, but I'd say your first goal is to build the minimum viable audience. Now, most people before doing this waste time on a whole bunch of things, but I really truly believe this that building an audience is hands down the best marketing and best business education you can possibly get. Every single time you publish a blog post, you're essentially launching a new idea into your market and learning which ideas, which concepts take hold in which don't. You might find that sometimes you'll publish a blog post and you'll get a lot of comments, but you won't get a lot of shares. Other times, you might get a ton of shares, but you won't get a lot of comments.

Other times, that blog post might get a lot of click throughs to another site or it might sell a lot of an affiliate product or an affiliate offering, but you don't have shares or comments, and it's important to start identifying how your audience responds to concepts, ideas, calls to action, et cetera. The truth is this. If you can't get 2,000 people to follow your blog, the odds of you getting folks to buy your product are slim to none because you just won't have the marketing chops to make that happen.

Pat: Nice. Okay. Now, even rewinding before that, how do we choose an audience that's right because MVP, minimum viable audience, 2,000 is the minimum? How do we determine is this based on our passions? Is this based on market research? How would you recommend somebody even get started on choosing an audience to target?

Clay Collins: Yeah. I would say, and my experience has been having worked with thousands of businesses now at this point, you should absolutely go with your passion. There's six billion people in the world now. No. There's seven billion people.

There are billions of people online. If you're passionate about something, there are other people who will be passionate about that too, and I wouldn't get heavily involved in market research because at the end of the day, you want to build an audience of passionate followers and they're not going to be passionate about what you have to say unless you're passionate about it. That's thing number one. Thing number two is that eventually, you're going to need to sell them a product and it is so important when it comes to selling a product that you have a product that you can legitimately with the full force of your character and integrity that you're selling a product that you believe in, that you love, and that you truly think is the very best thing that your audience can purchase for them. The only way to do that is if it's connected to your passion, otherwise, you just won't be able to sell like you need to.

I have seen so many, like so many businesses that end up dying because the owners self-sabotage themselves because they're afraid to tell their family that they're selling this product. They're afraid to show up and they'll be sitting around with the circle of friends, and energetically, they're held back because they just can't stomach to tell their friends from graduate school or from high school that they're selling like a tinnitus product when they've literally never had that issue or if they're selling an eBook on how to do affiliate marketing, and they've never been successful as an affiliate marketer before. They're just not going to be able to bring the force of presence and passion to knock it out of the park, so I would go with passion first and foremost. What are your thoughts, Pat?

Pat: No. I like that, but passion with the criteria of, "Okay. Let's start with the passion. See if you can get 2,000 to follow you on that. If not, then you know that that's not the case."

Clay Collins: Yeah.

Pat: There's also a couple of other tests that you can do. I like the test of considering whether or not this is something you'd be comfortable sharing with your friends because then, you're always going to hold back if you're not even that, so there's a few things.

Clay Collins: Yeah.

Pat: First of all, I like what I call 'The Grandma Test'. It's almost the same thing, but would you be comfortable sitting at your grandma's house telling her what you're doing? If not, then maybe that's not what you should be doing.

Clay Collins: Yeah.

Pat: Also, number two is it helps also because typically, when you have a passion for something, you're also very involved within yourself, so you are your own avatar basically. You're building something that's sometimes almost for you or somebody just like you, and so to consider whether or not you would actually purchase this thing or use this thing, it really starts to make you think about the ethics of this and the morality and what not, so I think that's important too.

Clay Collins: Yeah.

Pat: Then, the final thing, you might be like, "Oh, 2,000, that's not very much", but some of you might remember Kevin Kelly's essay called '1,000 True Fans' which very much just knocks you over the head with, "Hey, you don't need a lot of people. You don't need a Blockbuster hit or a world-changing product yet or to start." What you need is to change somebody's world first and just a thousand people for example who just are absolutely in love with what you do which isn't very many people when it comes down to it can really help you support kind of this first leg of your journey. Yeah, I agree with you on all those things, so 2,000 for MVA if you will before any sort of product even comes into play. Right?

Clay Collins: Yup. The reason I like 2,000 is because in my experience, a list of 10,000 is a million dollar per year business. When your list is smaller, in the 1,000 to 2,000 category, I've seen people typically make $2 ... In the space, we're talking about selling their own product to a passionate audience. I've seen people make about $2 per subscriber per month, so if you're getting to at this phase one with the minimum viable audience, you're setting yourself up to make about 4,000 per month which is a decent start to liberating yourself and it's a nice runway and launching pad to the next thing.

Pat: Right. Now, in terms of the email list, obviously, there are going to be people in the audience who have more than 10,000 who aren't making a million, and so the question is it's not just about the number of the people on the email list, but it's about the quality of the person on the email list. Right? Just to say "Okay, it's not just about collecting email subscribers. It's really getting these people who have and follow the same passions as you who you really want to connect with", so I would say really high engagement on each of those emails that you're setting up. Right?

Clay Collins: Yeah. I think it's the quality of a few different things. First, it is the quality of the lead. The second thing though is it's about the quality of the business model behind the business. If you are an aspiring professional blogger and you have a list of 2,000 and you don't have a solid business model behind that or a mature and sophisticated online business model behind it, like you might not even be making a hundred dollars a month, so we're just on ladder rung one right now.

When we get to ladder rung two, we'll start to talk about how to create a mature business model behind that, so no. I actually, for ladder rung one where the goal is only to get 2,000 subscribers, you will not be making $2 per subscriber per month when you're at ladder rung one. As we transition into the second rung of the ladder, you absolutely can get to a place where you're making that kind of revenue.

Pat: On ladder rung number one in terms of the business model and preparing yourself for that, you've gotten this audience, 2,000 people, the MVA.

Clay Collins: Yeah.

Pat: I think a lot of people go or approach their audience with, "Okay. I'm going to sell an online course". Then again, they're going ... Even though they have the audience, they're still starting with the product in terms of how to serve their audience.

Clay Collins: Yeah.

Pat: How would you best utilize this audience that you've built to determine what kind of product to then create or what kind of business model have?

Clay Collins: Yeah. I wouldn't start selling a product at this stage other than something like consulting. I would encourage folks to have one page on their websites that offers an hour of your time that doesn't overpromise, that doesn't have crazy guarantees, but where you're selling an hour of consultation with you and sell it for something like 50 bucks or a hundred bucks, but I wouldn't focus too much on monetization at this phase because it can start to get really distracting, and the truth is it's not super hard if you are busting your ass. It's not super hard to get to 2,000 subscribers. You can set a goal like three subscribers per day, mail friends, find people on Twitter, participate in forums, but it's not super hard to get to that space. I don't see people hanging out at this rung of the ladder for like a year.

It's a short phase, but the purpose of this phase is to become absolutely obsessed with the ideas, with the concepts, with the phrasing, and formatting and presentation of ideas to a specific audience in a way that gets them to comment and subscribe. This is like your right of passage into this world. If you can't figure out messaging that gets shared, that gets people passionate enough to enter their email address, then you probably shouldn't go to the next level, so I wouldn't get too distracted here with product or monetization.

Pat: Right. It almost serves as a form of validation not just for building the audience, but for yourself. Like can you actually stay engaged with this audience?

Clay Collins: Yeah.

Pat: Does it still excite you after however many months does it take to build this audience? I love that you used the word 'Obsessed', because that's the mindset that you have to have to succeed, and I also very much appreciate the suggestion for consulting. I often suggest that people when they're getting started out also do freelancing, but it's the same thing. You're utilizing your time in the world or a new space that you're obsessed with. What that does is even though you might not be getting paid very much, you are there in that world putting yourself in it, learning about it, learning the ins and outs, and with consulting specifically, you'll be able to have those one-on-one conversations with people about specifically the problems that they're having, and you can actually utilize the time not just to help you get started and generate an income and help somebody obviously which is important, but you're collecting feedback at the same time. I mean, it's almost like a research for you at the same time, so I think that's a genius idea.

Clay Collins: Yeah. Yeah. I mean, and that's exactly why you want to do consulting is you want to find out people's fears, people's objections, what makes them tick. Generally speaking, the things you learn often won't be as exciting as you imagine them to be because you're going to hear people's roadblocks, people's objections, the things people struggle with at night, the things that keep people up, and if you're in a space where there's real need, there's likely to be suffering, pain, anxiety about different issues, and to talk to people one-on-one and to get paid for that is a true privilege.

Pat: Yeah.

Clay Collins: I also encourage people at this phase and actually at the two other rungs of the ladder that we're going to go through to respond to everything. When I was at this phase, I had a personal development blog called 'The Growing Life' a long time ago, and I responded to every single tweet. I responded to every single comment. I had to search for my name, and every time my name was mentioned in a forum, I would leave a comment, and I was so hungry to grow my email list and to grow my subscriber account that every time someone left a comment, I would actually personally email them, write something about their comment and how I was grateful, and ask them to subscribe. They didn't all subscribe, but many of them did, and so I was able to go from zero to 4,000 subscribers in three months, so it absolutely is possible. I think this is where I learned to write copy.

At the end of the day, you can take courses on copywriting. You can invest in all kinds of different training, but there is no replacement for seeing if people actually subscribe to your stuff, and I've found that most people overestimate how hard it is to get someone to subscribe to their list, but they underestimate how hard it is to get someone to buy their product. Most people think it's super easy to sell products, but harder to get people to subscribe to their list, and it's actually the opposite of that. It's harder to sell products and it's easier to get people to subscribe to your list, but certainly, this is true. If you can't get 2,000 people to subscribe to your audience or to your list, you're absolutely not going to get 2,000 people to buy your product. It's just not going to happen.

Pat: Yeah. Okay. Awesome. We're finishing up ladder rung number one I feel. Right? We're transitioning now into ladder rung number two.

Clay Collins: Yup.

Pat: Where are people at at the start of ladder rung number two and where do they go from there?

Clay Collins: Yeah. At the start of ladder rung number two, they have a minimum viable audience of 2,000 subscribers, and the goal is to within 12 months of ladder rung number two to get to the place where you're making six figures in terms of your annual revenue, so it's not that you need to make six figures within 12 months of getting to 2,000 subscribers. It's that by 12 months after you've gotten to 12,000 subscribers that the amount you make in that 12th month is at least a hundred thousand dollars divided by 12, so it's like 8,333 or something like that. You want to get to the point where you're making 8,000 and 9,000 on that 12th month.

Pat: 12th month after you have 2,000 subscribers?

Clay Collins: Exactly.

Pat: Okay.

Clay Collins: Yeah.

Pat: I think ... Yeah. Okay. Good. How do we do that?

Clay Collins: Okay. The best thing that I've seen to get people to accomplish this, and before I sold software and did consulting and created scalable businesses, I helped small businesses and online businesses with their marketing, and this, what I'm about to present is how we accomplish this, and it's called 'The Rule of Five Ones'. Here's the rule five ones. You should limit yourself to selling one product, whatever that flagship product is. You should limit yourself to one conversion mechanism, so that's either a sales page, launches, sales videos, webinars, telephone if you're doing one-on-one sales, but you get one product, you get one conversion mechanism, you get one traffic source, so that's either SEO, it's partnerships, it's pay per click, but focus on one and limit yourself to one.

I mean, you might get others for free without trying, but limit yourself to one. It's going to take one year to find the right ones, so the right combination of product, conversion mechanism, and traffic source, and then it's going to take one more year after that to get to one million in revenue. Rung two is about this rule of five ones, one product, one conversion mechanism, one traffic source. That's it. Don't get ADD.

There's a lot of reasons for this. This is where most people start breaking down, but if you start thinking about the combinatorics of messing with different configurations here, you can start to see how things get really complex really fast, so if you have two products, two sales ... Let's say you have two products. You got an entry level product and a high-level product, you have two sales mechanisms, a webinar, and let's say a sales page, and you have three traffic sources. Maybe you're doing joint venture partnerships, pay per click, and SEO.

That's literally 12 different combinations and it's super hard to do, and even if you can accomplish this by being somewhat ADD, even if you can get to six figures by being somewhat ADD after this first year, I don't believe you're going to be able to get to seven figures the next year unless you go super deep like I'm advocating. Being focused here isn't just about hitting your goal in this 12 months. It's about hitting your goal during the following 12 months and building something that you can scale.

Pat: Yeah. I can feel the passion and I can also hear it. I think you're banging on the tables when you're speaking because you're so ...

Clay Collins: Sorry about that.

Pat: No, no, no. I love it. It's like when you clap, when you say things to emphasize it. It sounds like that, so I think it's resonating with people.

Clay Collins: Yup.

Pat: I love this focus of the one thing which reminds us all of the book that I always talk about, 'The ONE Thing' by Gary Keller and Jay Papasan. I mean, this is the idea of essentialism even in marketing, just focusing on the one funnel, the one path, I really love that idea. To clarify just really quick in terms of how long this should take, so product conversion, traffic source, one year. You had first mentioned one year to get to seven figures?

Clay Collins: In rung two, the goal is to get to six figures.

Pat: Six figures. Okay.

Clay Collins: To get to a six-figure annualized revenue by the 12th month.

Pat: Like monthly [inaudible 00:31:50].

Clay Collins: Let's say it takes you three months to get a minimum viable audience of 2,000 people, and then 12 months after that, so that's 15 months out. By that 15th month, you'll be making eight to 9,000. That's the goal.

Pat: It's funny because that is the exact amount of time that it took my very first website, GreenExamAcademy.com to begin monetizing after it was first started. When I first started using it, it's just simply a tool, and then I started to build an audience from there, and then 15, 16 months later, that's when I begin to monetize and I had made about $8,000 at that point, so it does take that long. Even with Smart Passive Income which is built not even to ever make a dime, it was just to share everything at some point in the year and a half mark with affiliate marketing and with the authority they had gained over time just providing a ton of value, it took about that much time to get to a significant level where I was making about six figures from that particular property, so I would agree with that I mean in terms of timing. For some of you that might be like, "Oh, that's a long time. It's like a year from now. I need to make money now", but it's not that much at the start.

You work your way towards that. Then also, it actually is a very short amount of time in the grand scheme of things. Right? I think a lot of people in other industries would just die to get a chance to earn six figures within a year. Right? Think of everybody investing in the stock market and all this stuff.

Clay Collins: Yeah.

Pat: This I feel, it's a better route because you are in more control of this. In terms of ... Okay. Let's talk about these individual parts actually, so the product.

Clay Collins: Sure.

Pat: How do we ... You had mentioned that first, and is that because that's where it starts, even before you determine conversions. I guess that makes sense. Even before you determine conversions into that product, you have to know what that product's going to be. Right?

Clay Collins: Yeah. By one product, I really mean one offer. Right? It's the whole packaging. It's not just "What is the product?" It's, "What is the product? How was it delivered? What's the guarantee behind it?"

Pat: One promise.

Clay Collins: One promise, yes. "What's the pricing plan behind it?" It's really that whole package. Another way to say would be one offer. It's really I don't want to prescribe here exactly what it should be. For some folks, this will be a membership site.

For other people, this will be software. For other folks, it'll be a physical product that's shipped to you. For other folks, it might be a three-month coaching program. I guess the purpose of the first rung of the ladder is to have a foothold into the psychology of a given market and to understand at a pretty deep level what makes that market tick, what gets them excited, what products they're buying, what ideas are changing their life, and at the second rung of the ladder, you're leveraging that knowledge to try and to monetize that audience while serving them.

Pat: Let's talk about the mindset of selling. I think this is what holds a lot of people back. I know a lot of people who are in ladder rung two right now who the only part that's missing is they're not selling their product, the product that they probably know they should build or maybe they've built it already but they're just not selling it with confidence. How do you confidently sell something to this MVA that you've built?

Clay Collins: Yeah. Great question. What's interesting is for me, my ladder rung number two for me was I wasn't selling with a sales page. I wasn't selling with launches. I was selling via webinars, and I started out just doing Q&A son my topic, so I would get on a webinar every single week, sometimes twice a week, and I would answer questions and I would offer my product as a solution to folks when I could.

That allowed me to hear objections to understand exactly how folks were considering buying my product, but I would absolutely set up a ... You've got 2,000 people at this point, so you probably have access to an audience that takes action on your calls to action. If you invite them to a webinar, they're going to show up, and you probably have access to affiliates at that point maybe, but I would encourage folks just to do webinars. The reason for that is because it's a short sale cycle, you know after the webinar if there's a hundred people on the webinar, and only two people bought, you know you're not doing that great of a job. If you're getting a quarter of the folks to purchase, you know you're doing a great job, so what I would encourage folks to do is what I did, set up a weekly webinar, measure the conversion rate of that webinar, and try and ensure that that conversion rate goes up over time.

Before you start even doing webinars, you might want to just use a tool like Calendly and set up one-on-one sessions and start selling to folks one-on-one. I think the mistakes so many people make is to really sell from their heels and to try and sell by not selling. I think if you want to make sells, then you need to sell the folks, and there's no substitute for having another person on the other end of the phone considering your product and being really upfront about selling it to them if that's what they want, so I would just do it. I would just try and make sales.

Pat: Yeah. All right. I think it still scares a lot of people, like how would you speak to the people who are like, "God, Just I'm not comfortable selling."

Clay Collins: Yeah.

Pat: Like, "It's hard. I get nervous. I get scared." My advice would be to realize that hopefully what it is that you're building is something that's going to help them and you know about their pains and problems, and this is almost your duty because this is you're coming from a place of serving hopefully and you've built this thing or you are building this thing if you want to for example do a Beta launch which I would recommend if for example the product that you're creating is a membership site or a course of some kind.

Clay Collins: Yeah. Yeah.

Pat: That way, you can just have a validation iteration in there. Either way, I mean, what got me over the hump of, "I'm too scared to sell or I think I'm selling out, or I'm afraid of what people will say", it's like if you come from a place of serving and you really truly believe in this thing that you're building, then there's not going to be an issue.

Clay Collins: Yeah. I completely agree with that. I think it really has to do with what your mindset is. If you are building an audience simply and purely to sell to them to 'Monetize your audience', then I think you're going to feel icky about it because that is kind of icky. If you're creating a blog because you're passionate about a group of people and you're really trying to serve them and you're delivering enormous value, then your customers will likely feel like purchasing your product is a small way to repay you for what you're delivering to them for free on a daily basis.

Pat: Yeah.

Clay Collins: If we take LeadPages for example, we have now about eight free courses. Each of those courses has eight plus videos. They have transcripts. We have two full-time people whose entire job is to create free courses for our market, and we don't charge for them like we're not trying to get anything out of it other than rapport with our markets and an introduction to our tools, but everything we do is about providing economic empowerment to individuals in small and medium-sized businesses and selling a product is just one component of that overall mission, so it's just not weird. I think a good analogy to this is maybe dating. Right?

If you meet someone at a bar ... I don't want to be crass here, but if you meet someone at a bar, you're going to feel icky if every interaction you have with them is to like try and get them to sleep with you that night, but if you meet someone, you actually find that you like that, you enjoy them as a friend, and you care about them deeply, then at some point, asking them out isn't that gross of a thing. It's just where the relationship is naturally leading, and I would encourage you to just provide such tremendous value to your market that it's just not a weird, awkward thing to charge them.

Pat: Yeah. I love that you mentioned the natural thing that just happens as a result of the value you've provided. I think it was my buddy, Chris Ducker who you know obviously who said that "The sales process is everything that happens in terms of building a relationship and serving and building value, and then the actual pitch just becomes the natural conclusion to that whole process".

Clay Collins: Yup.

Pat: It just becomes part of the flow. It shouldn't ever feel icky if you do all those other things right, and you had just validated that, so that's awesome.

Clay Collins: That's spot on. I also think that if you're doing a great job serving your market, you'll start to hear with this minimum viable audience. You'll start to hear them asking you if you're going to have a product or they'll start hearing product ... You will start hearing product recommendations.

Pat: Yeah.

Clay Collins: They'll start coming to you and saying, "Hey, I just bought product X or product Y, and I didn't really like that much. What would you suggest that I purchase to help me attain this outcome?" I believe that if you are true ... Like if you care quite a bit about your market and you care about products in your market, what will likely happen is you'll get pissed off that people are buying crappy products that you don't think are serving them very well, and it almost will be like a response to the buying behavior of that market to provide an alternative that really saves them from crappy solutions in their space. I hope that's how you feel about it.

I hope it's not like you're a wolf and buyers are sheep, and you're somehow isolating them one by one and picking them off and killing them. That isn't what it should feel like. It should feel like they're going in a direction that isn't serving them. They're buying other products in the market they're in and you know a better way, and you're actually doing them a favor. I think that's the best way to approach it or you're serving them, and it should come from this higher place. That's how I got started.

Pat: Now, when you started, do you feel any the 80/20 rule and all that stuff? I think this is another important thing that people in ladder two should focus on. It's like you're going to be doing a bunch of things, and hopefully be focusing on sort of rule of five ones, but you're going to have a hand in many different things and you're going to try different things. Some things are going to work better than others. I think it's important to during this process also pay attention to "What is providing you the most results and how conscious should people be of that sort of thinking and traffic and conversions like in making decision based off of those kinds of things, or is it really just, "Okay. I'm going to pick one and I'm going to stick with it"?

Clay Collins: Yup. Yeah. Focus is so important here, and so in addition to the rule of ... There's two fives here. There's the rule of five ones which we've talked about and we can write out for folks, so if you go to the session notes for this podcast, I'll make sure Pat has all of these so you can get the reference material.

Pat: Okay.

Clay Collins: In addition to the rule of five ones, there's also the five commandments. Here are the five commandments that go with ladder rung two. All right. The first commandment is "Thou shalt only have one business". If you're going to have a second business, you need to shut down the first. Right?

"Thou shalt only have one business" at this stage. Maybe as you get more advanced down the road, you can have multiple businesses, but at this state, thou shalt only have one business. Two, "Thou shalt only have one offer". Commandment number three, "Thou shalt not spend more than one day per month creating products after your launch". Right? Before that, you'll spend more time, but after you've launched it, you can't spend more than one day per month on product creation because you need to focus on selling your products, not on continually making it better thinking that if you refine module three of your product for the 20th time, that that will be the one thing that gets people to buy.

Pat: Right. Right. Similar to blogging. Right? Like people are blogging every single day, and they're not even giving a chance to have their blog posts as they come out be shared and really get in there, and be spread around. For most people who blog, it's just about creation and not the actual getting people to see their stuff.

Clay Collins: Yeah. Yup. Exactly. Rule number four, "Thou shalt not spend more than one day per month on content marketing unless content marketing is your one traffic source". Five, "Thou shalt find beauty in depth rather than breadth".

Pat: Can you expand on them?

Clay Collins: Yeah. I have found that when folks are new to something, they tend to get pulled in a million different directions and engage in a lot of very ADD-like behavior, and it's really detrimental. What I encourage folks to do at this phase is to find beauty in going deep on a few things that interests you rather than going wide. You might think that you have a traffic problem, so you simultaneously buy a Pinterest marketing course, an SEO marketing course, a affiliate marketing course, and a pay per click marketing course, and you're trying to learn them all simultaneously. What I would instead do is like the rule of five ones, I would find one traffic source, one conversion mechanism, one product, and I would find beauty in the subtleties of each of those art forms.

I would go deep learning the nuances of how to create results there, rather than finding meaning in being able to go into forums and list off 20 different things that could work. It's really funny. I hear a lot of people who sound like experts in forums, but don't have a lot of results in their business, and then the people that usually seem to be having a lot of results really can't talk fancy in forums because their knowledge is just a lot more nuanced in a few places, and that's not sexy.

Pat: Right. Okay. We got the rule of five ones, the five commandments. We're still in ladder rung number two, but as a reminder at the end of the year after you've build your MVA, so about you do that for three months, and then you're going to for a year build up this business. You're going to have a plan with the one product, the one traffic source, the one conversion mechanism, and then by the end of this year, you're going to hopefully have what's called a 'Monthly run rate' if that's indeed your business model, but get to a point where you're generating that six-figure income at the monthly level.

Clay Collins: Yup.

Pat: Okay.

Clay Collins: Absolutely. I would say to folks that if you're wondering what your one conversion mechanism should be and what your one traffic source should be, I would go with what you personally buy from, and so if you find that you really like webinars and that you attend a lot of webinars, then I would think the webinar your conversion mechanism. If you find that you read a lot of blogs and you're really interested in being a participant in the blogging community, then I would focus on blogging, but I would really focus on one of these. Yeah. That really is the way.

Pat: Okay.

Clay Collins: The order here is for executing against this is step one, create a product that you'd go to bat for, that you're passionate about, that you believe is a better alternative than the products that your blog subscribers are already asking you about, so create a product around that. That's step one. Step two, create an offer around that product, namely, "What's your guarantee going to be?", "What's the payment plan going to be?", "What bonuses are you going to offer?", and "What's your price point going to be?". Step three is to get a conversion process that you can tell the world about. Right?

Like if you're passionate about talking about your product, a webinar might be a great way to go. If you're more of a introvert and you're a writer, then you might want to create a sales page. If you have more of a sales background and you don't mind picking up the phone 15, 20 times a day, then maybe use the phone, but get something that you feel really comfortable with, and step four is get a traffic source that reliably buys via your conversion process. If content marketing is working really well, stick with that. If you are an analytical person and you like quantitative methodologies and you're really handy with spreadsheets, you might want to do something like pay per click marketing. If you really are great at partnerships and getting people to partner with you, then you might want to go through an affiliate route, but find something that's authentic and good for you.

Pat: Okay. Great. Then so, when does the transition to ladder rung three happen if we've gotten to that point? I also feel like some people at that point would just be complacent, like they would just be like, "Oh, I've made it. I'm done. I'm doing great."

Is that the right way to think or how do you check in with yourself at that point so that you can then make the commitment to get to ladder rung number three because it's not going to be an easy jump I would assume to get from number two to number three? I don't know. I'd love to hear your thoughts about that.

Clay Collins: Yeah. Great question. I really think it has to do with what motivates you. I got into marketing because I was very away motivated. I wanted freedom from graduate school.

I wanted to opt out of the system. I have ADD probably. I'm dyslexic probably and I just didn't like the structures that were in place and I wanted to escape. At first, it was about what I was getting away from rather than what I was going towards, but what I found like for me personally is that the more I got into the craft that is online marketing and the craft that is business, the more competent I felt, the better I knew the players in the space, the more confidence I had about a different way, and I realized that probably about 18 months into this that I was no longer driven away from the things that I had left, but my motivation was now about economic empowerment and gaining competency and traction in a new way of operating in the world. I discovered along the way that what is lifestyle designed for me is not traveling around the world running a business from a laptop as I traverse the globe in a balloon, that instead, my version of lifestyle design was hiring the best engineers I could to tackle huge problems that it was a privilege and an honor, and all that I could ask for to spend 16 hours a day unencumbered working on the largest projects that I could imagine at the time, so lifestyle design for me was having the resources to hire amazing people and to invest in solving large problems.

That's what shifted for me, but it isn't going to be that way for everyone. If you find that you're on ladder rung two and you're not inspired to go to the next rung of the ladder, then that's fine. I would just continue to invest in what's working because if you don't, there's going to be four kids sleeping on futons in Silicon Valley eating ramen that are working 16 hours a day for almost no pay that are going to eventually eat your lunch, so make sure that you continue to at least invest a maintenance amount of work into your business.

Pat: Yeah. The maintenance part is important. I feel like I was on ladder rung number two for quite a bit and just quite happy with where I was. I mean, there was no reason to not be happy, but certain things have changed for the past couple of years where I really wanted to step it up for bigger reasons, and I've talked about this already earlier in the show related to philanthropy and education and what not. I mean, this is why I'm going big now because it's going to be this rung that leads me to the next one.

Clay Collins: Yup.

Pat: You can't predict those things. I mean, you reassess where you want to go in your motivations like you said as you climb up this ladder, so with every step, what's cool is you have the freedom to do what you want when you want.

Clay Collins: Yeah.

Pat: It's really a matter of being aware of yourself and your motivations along the way. It's where you are on autopilot all the time where it starts to get potentially dangerous because then you might end up in a place that you don't want to be.

Clay Collins: Yup. Yeah. I think that's absolutely true. I think that most things in life are either getting bigger or they're getting smaller. I don't think there is such a thing as stasis, so if you get to ladder rung two and you find that you don't have visibility on the next rung of the ladder, then it could be that you've established a nice little nest egg for yourself that you have a nice way of operating and I would try and figure out what the next thing is going to be in your life. This might buy you three to five years of exploration time, and that might be what you need to find what's next, but if you don't want to make it bigger, it's probably going to get smaller.

Pat: Then, what made you want to go bigger? I mean, you mentioned it already, but I'd love to hear a little bit more deeper about why you wanted to go really big with LeadPages, and even when you started with Lead Player.

Clay Collins: Yeah.

Pat: I remember that's when you and I first connected actually. We're in this little Google group and you had talked about this new software that you came out with which I thought was kind of cool.

Clay Collins: Yeah.

Pat: It was like a player that plays YouTube videos on your website, but also collects people's email addresses, and I was like, "I want to try that", and I tried. It was awesome. Then, we had that lunch or no. It was a dinner in Vegas you invited me to, and that's when you revealed LeadPages to me.

Clay Collins: Yeah.

Pat: That was a big moment obviously, and it just kept getting bigger and bigger and bigger, and I'm curious what's the motivation? Then also, what's the next rung for you from here because you're obviously on ladder three right now.

Clay Collins: Yeah.

Pat: Is there a rung number four?

Clay Collins: Yeah. I mean, there's still plenty of exploration around rung three. We've got some stuff here, but I think there's always ... If you are on the path that is your life purpose, there's always the next rung of the ladder. For me, it was a combination of a few different things.

First and foremost, I had found a set of ideas and tools and methodologies that allowed me to opt out of a system that would have like ground me down to nothing, and so the economic empowerment that came from a set of entrepreneurial principles and a way of viewing the world freed me up in a way that it's just made such a huge impact on my life. That was the first thing. The second thing was the team I was working with. I loved working with my team, and I still do. We have some of the best technologists, some of the best thinkers, some of the best writers, and creative people I had ever met, so a lot of the inertia came from, "Hey, if we're able to win at the state level, what does it mean to win at the national level? What about the Super Bowl? Can we win there?"

I think every single success allowed us to set bigger sites, and it was really just about doing bigger things with the same team. That was the second thing. I think the third piece was just the sheet day in and day out joy that the logistics and the tactical in the trench elements of running the business provided me with. I loved getting up in the morning and doing the things that I was doing even if the mission wasn't there which I love the mission, and even if the team wasn't there, I love the work that I was doing, and so I think it was that combination for me that allowed me to think bigger.

Pat: Cool.

Clay Collins: I think everyone wants to expand.

Pat: I think so too. That's awesome, Clay. Thank you for sharing that. It's really awesome to hear you delve into that a little bit. Now, I'd love for you to speak on, "Okay. We're at the rung two ready to go to rung three."

What are the steps to make that happen? I mean, this is going to be obviously much different than from one to two.

Clay Collins: Yeah. The third rung is all about doubling down on the things that have worked. What I call the 'Key to success for at rung three' is really, I call it 'The rule of three twos', so we had the rule of five ones. Now, we've got the rule of three twos. At the third rung, you go from having one product which is your current product having two products which is the first product, and then an upsell on your first product.

The funnel stays essentially the same. You're just adding another step to the funnel, so after people purchase your first product, you offer them it could be a one click upsell, it could be something you sell to them on the phone, it could be something that's available later, but you have a higher-end product, so maybe you have a membership site that's $50 a month. You might have a $2,000 coaching offer. Maybe you're selling folks like compost pails. You might want to offer them some comprehensive green gardening package or bundle they can get.

If you're selling a done for you eating plans, you might want to offer fitness plans as well. Whatever that upsell is, it should be more expensive and it should be something that folks can only get to after buying your first product.

Pat: How much more expensive?

Clay Collins: Generally speaking, it should be from five to 10X more expensive than the first, yeah, than the first product. You've got two products now. You should allow for two traffic sources. Let's say you spent a year really mastering content marketing. Right?

When you get to rung three, you might want to expand that into partnerships or JV program at that point, so from one to two products, from one to two traffic sources, and from one to two conversion mechanisms. Let's say you're selling most of your products via a sales page. You would want to expand that to include maybe webinars or you might want to expand that to having an inbound sales process where you have one or two sales people that take calls from your community and close those deals over the phone. In addition, in this third rung, you're adding automation, so you're taking your automation to the next level. You might have an email sequence with seven emails during rung two.

In rung three, you'll probably want to add forking logic and workflows like the kind that we offer at Drip.co which offers a free account by the way, so you'll add that kind of automation. You might want to add like chatbots to your websites. You might want to introduce automated webinars, so if you have a webinar that's working, you might want to introduce automated webinars which you should probably disclose as being not live webinars just to be honest, but you can make them available to people in other time zones who want to get access to that content. You're adding automation and you're also adding tests, so you're adding conversion tests like A/B split testing, and you're adding traffic test, so you want to find out and Google Analytics allows you to do this. You can see which segments convert better than others.

You might find that people that come to your website for one keyword term convert better than people who come to your site for another keyword. You might find that people that come from social convert better than people that come from the organic search rankings. You might find that people who click on ads with one version of your value proposition convert better than people who come to your ads from a different value proposition. You might find that some states or some countries convert better on your offer, so it's about tweaking traffic and tweaking conversion rates. At this point, we could probably descend into marketing [nerdery 01:04:52], but I think this is the basic outline.

Pat: Then, what's the goal? I mean, I guess the different [inaudible 01:04:59].

Clay Collins: Yeah. The goal is to get to seven figures this year, so minimum viable audience, you should invest the time that takes as long as it takes. I would aim for three to six months, so that's rung one. Rung two is getting to six figures. Realistically, you should be able to do that within a year of getting a minimum viable audience, and rung three is takes an additional year, and that's to get to seven figures. This is the path that I personally followed, and this is the path that I've seen so many others follow like, Pat, you mentioned it took you 15 months to get your first website or to get your business here.

This is a pattern I've seen over and over again. It does take an incredible amount of passion and persistence, and frankly obsession. Right?

Pat: Right.

Clay Collins: This isn't something that's going to happen if you are open to working 45 minutes in between watching episodes of 'Lost' on evenings. This is the all-in pack. Right? This is you're working late into the night, you're working weekends, and you are working on problems that you can't stop talking about because you care about them so damn much. Right?

This is the path for someone who almost is obnoxious when they're at parties because people don't want to hear them talk about Bitcoin again or talk about the spiritual path they're on or talk about a new approach to growing food or health. This is the path for people who are obsessed, but honestly, it's hard to know if you're going to be obsessed until you've had some initial success because often, it is being unlocked and being unchained by a new path that lights the way to the next stage, so I wouldn't count yourself out after hearing what I just said.

Pat: Right. In terms of business models at this point, would you just continue scaling the model that you have or is there room to potentially change to a different one like I can imagine like yourself starting with info products, and then really seeing a software need. I know a lot of other people who have done this as well, Laura Roeder from Edgar and a few others. Software seems to be, I don't want to say easy. I definitely don't want to say easy.

I have a little bit of foot-in-door in the software world and it's definitely not easy at all. There's a lot of things that go along with it, but it seems to be a natural I guess you could say progression. Once you find an audience obviously and you're providing value to them and you're offering them products, you're consulting with them, you're going to find some things that are going to be done repetitively that a piece of software could potentially help solve, and I feel like that's potentially a business model that I would say be easier to reach seven figures, obviously putting in a ton of work into it than others.

Clay Collins: Yeah.

Pat: Is that true or is that kind of a misstatement?

Clay Collins: Yeah. I'd say the way I think about this is as a movement from low cost of product creation to high cost of product creation. Generally speaking, when it costs very little to create a product, you'll have a lot of competitors, but that's where the relationship with your audience comes in, so when you're just getting started, you've got 2,000 passionate followers hopefully and the differentiator there is your unique approach to solving their problem, your unique personal brand, how you've historically taken care of your audience. That is what really differentiates your product and your offering in a crowded space. As you get bigger and you have more resources, you're going to enter spaces where the cost of product creation is much higher, so it costs a lot more to produce software that it takes to produce like a membership website. Right?

It costs a lot more to produce a custom made physical product than it costs to sell an affiliate product or it costs to sell an eBook or consulting. Generally speaking, the more it cost to produce a product, the greater mote you have around your business. Right? Like for someone to replicate LeadPages is super hard to do at this point or to replicate Drip.co. Super hard to do.

There's already entrance in the market. There's a huge talent work for software developers, but that's also true of physical products. That's also true of consumer electronics. That's also true of things that have a huge logistics component, so I would say as you get more resources and as you have a better understanding of your market, you can afford to spend more on product R&D, and for some people, that's going to be software. For other people, it's going to be physical products, electronics. Whatever it is, it's going to be harder to do, but once you can get there, there's a lot more money to be made because there's just a lot fewer participants.

Pat: Right. Awesome. Okay. Final thing before I finish out, we've already been talking for over hour. I can't even believe it, but you can tell, it just all this amazing information, I just don't want to catch you off because it's just so great.

I imagine a lot of people are really getting a lot of value out of this, so thank you, Clay. I really appreciate it. The last thing I want to talk about are some of the big mistakes that people make while trying to climb this ladder, what makes them slip off, and how would you recommend they get that tight grip on that rung so they keep climbing high?

Clay Collins: Yup. Yeah. I think the biggest thing I see people do, and this is an internal thing is they start doubting what they know. Right? They start getting pulled in a whole bunch of different directions.

They have a little bit of success, and next thing you know, they're in like 10 masterminds and they've bought 20 other eBooks, and they spent a lot of the profit they have on some kind of fancy car or they're 3Xing the number of vacations they used to take, and they end up falling off the ladder, so it's really doubting yourself and ADD are the biggest distractions that I've seen. I think that generally speaking, at rung two of this ladder, you should be maintaining the same lifestyle at rung three that you had at rung two, and you should be working just as hard at rung three and at rung two as you were at rung one, so it's really letting off the gas pedal, getting distracted, not having confidence. That's really what I see. I wish I could say more, but it really comes back to the fundamentals like try and meditate every day if you can.

Pat: Yeah. No, true. Do you practice meditation?

Clay Collins: I do. Yeah. It's changed my life. It really has changed my life and I think had a bigger impact on my business success than just about anything, any tactic I could talk about or anything I could mention. It really has like ...

Meditation allows me like maybe another quarter of a second of willpower in between like saying that stupid shit I should never say and saying like, "Yeah, maybe I should say that", and there's just so many instances of things like that that occur every day that meditation saves my butt.

Pat: Awesome. Yeah. I practice meditation too. It's done amazing things for me and my focus in creativity and what not, and just allowing me to breathe a little bit between all the crazy stuff that we do in our personal life and our business life. It's definitely a much needed thing, and I could see why a lot of entrepreneurs especially very successful ones make it a priority to do every single day. Anyway, Clay, dude, this has been amazing. Do you have any final words before we finish up, or have we covered everything?

Clay Collins: Yeah. I'd say the final words are if you're listening to this in audio only format, be sure to go to the show notes. We're not going to put it behind in opt-in wall or anything like that. I'll provide some really thorough notes, a transcript, a mind map and some worksheets that will benefit you in quite a few ways, so don't just hear this as like several general concepts. I would take this as an actual blueprint to get started and I would for example sit down this evening or next evening, pull out a worksheet and say, "Hey, the one traffic source I'm going to focus on is X. The one conversion mechanism I'm going to double down is Y. The one product that I feel I should create is Z."

Document your assumptions. Plot out where you're at now, when you think you can be at rung two, when you think you can be at rung three, and start making these things very concrete for you because unless you do that, you're never going to move into action, and this is just going to be like a series of entertaining ideas where you can debate the finer points of some nuance thing I said in the 15th comment on here. I would try and get away from your monkey minds obsessing about that and start getting into action, so download all that stuff. We've got a bunch of materials here that can help you out and make all this very concrete for you, so I'll just say take that stuff, start documenting your assumptions, start documenting the actions you're going to take, and just move forward.

Pat: Man, golden information. Thank you guys so much for listening in all the way through. Clay, thank you so much. We always appreciate you coming on the show and sharing your amazing wisdom. Is there a question that you would like people to answer perhaps related to all this in the comments section?

I'd love to have people have another reason to come over to the comments section to visit the show notes and get all the great downloads and what not, but also so they can participate and maybe start their journey off right. Do you have any ideas for maybe a prompt that they can then answer in the comments section for this post?

Clay Collins: Yeah. What i would encourage people to do is come into the comments section and tell us the conversion mechanism that you're going to focus on. If it's one-on-one selling, I would say that. If it's a sales page and you really enjoy writing out the case for purchasing your things, say that. If it's video, say that. If it's webinars, tell us, but just tell us how you plan to convert members of your audience into buyers and tell us why and leave that in the comments section and I can give away actually two lifetime memberships to LeadPages to randomly selected commentors. I think that would be fun and like motivation.

Pat: Dude, that offer, I wasn't ...

Clay Collins: You weren't fishing for that?

Pat: No, I wasn't.

Clay Collins: Yeah.

Pat: That's super cool. Thank you, Clay. I appreciate that. Okay, guys. That's a huge value in terms of what you're getting there, so two lifetime accounts to LeadPages. Does this count even for people who have LeadPages already?

Clay Collins: Sure. Yup. Absolutely.

Pat: Cool. Come to the show notes. I'll give you the short link shortly after this, and leave that comment there. If they don't have an audience yet, still have them comment on what they would consider to be when that would work for them and their personality?

Clay Collins: Sure. I'd say if you don't have an audience yet, tell us the general topic of the blog that you would generate a minimum viable audience around.

Pat: Cool. Then, we'll come back I would say in about a month because people take time to listen to these episodes, so we'll say a month after this episode goes live, Clay and I will get our heads together as we often do and just randomly select a couple of people who leave a comment there. Clay, that's amazing. Thank you for that amazing gift. Appreciate it.

Clay Collins: Absolutely. Pat, it's always fun talking with you. Thanks for the opportunity and props to everyone who's listening to this podcast looking to make their life better, looking to make the world a better place not only for themselves, but also for their families and their communities. There's no better way to do it than entrepreneurship.

Pat: Hear, hear. All right. Take care, Clay.

Clay Collins: Take care.

How did we do?