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## Introductions

*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with an authority blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I'm talking about one that will thrive no matter what gets thrown at it. I'm your host, Leslie Samuel, the authority blogger from LearningWithLeslie.com. And, I have another exciting interview for you today.

I have Rob and Kim Murgatroyd on the line, who - inspired by the book, The 4-Hour Workweek, took their hobby and turned it into a business sharing travel tips to what they call Jet Setters. Jet Set Life was created as a passion project of creating video guides for their family and friends about places to travel to and has since grown into a massive online empire.

Their flagship program Jet Set body teaches people how to get into the best shape of their life.

Today, we're going to talk about how they have built their business around their passions, how we can do the same and then they are going to give me an interesting... an entertaining challenge (I'm sure) at the end.

So, that's what we're going to talk about today.

**LESLIE:** Rob and Kim, thank you so much for joining me. How are you doing today?

**KIM:** We're great. Thank you for having us.



**ROB:** I just want to sit here and watch the show. I feel like I'm a part of it. You are a show in a box.

**LESLIE:** (Laughing) Man, this is so much fun!

**ROB:** The jingle... There's dancing. So many of these interviews we do are just "blah." What's this? What's that? You're dancing.

**LESLIE:** We got to spice it up a little bit. You know what I'm saying?

**ROB:** Actually, I'm going to go get some... We're going to do some shots. This is a party.

**LESLIE:** (Laughing) Awesome. By the way, this is the first interview I'm doing with two people at the same time. So, you guys are a first. That's awesome stuff, and I'm excited to do it. I know we have an interesting challenge that we're going to talk about at the end, but we're not going to say what it is. They're going to have to wait if they want to hear what this challenge is because it's going to be awesome.

**KIM:** Okay.

**ROB:** All right.

## **Living the Jet Set Life**

**LESLIE:** Let's talk about what you guys do online because you have this "Jet Set Life" concept that you work with at your blog. That's at [jetsetlife.tv](http://jetsetlife.tv), right? That's the URL?

KIM and **ROB:** Yes.

**LESLIE:** Awesome.

**ROB:** Yes, [jetsetlife.tv](http://jetsetlife.tv).

**LESLIE:** Awesome. Can you guys define for me what "jet set life" means?

**KIM:** Jet set life is... do you mind if I take this?

**ROB:** You're always talking, anyway. So, you might just as well describe that.

**KIM:** (Laughing)

**LESLIE:** Oh, this is going to be interesting, I can tell.

**KIM:** Oh yes. This is your first... kicking on me for joke.

**ROB:** Which one?

**KIM:** It's his first three-way.

**ROB:** It's his first three-way. Yes, that's right. Listen we've all had our first.

**LESLIE:** (Laughs.) Yes, hey. I'm so glad that my first is with you guys.

**ROB:** We will be patient with you.

**KIM:** We'll be gentle.

**ROB:** We'll be gentle.

**KIM:** (Laughing)

**ROB:** That's what I was looking for.

**KIM:** I know.

**ROB:** I lost it.

**KIM:** I know, so, living a jet set life, it's not about prodding product Gucci-smoochie whatever. It's about living life by your own rules, whatever that is. So, it's living life on your terms. Our tag line is "Excuses are over. It's time to live." Everybody makes the excuse.

"I have a cubicle job. I have the wife, the kid, and the pool in the house. I have to have 4.2 of this..." The perfect little everything. But, their real life gets sucked out of them often, I think, in America.

**LESLIE:** Mm-hmm. Yes.

**KIM:** Living your jet set life is what is your definition of your dream life is really what it is, and to stop making excuses today and to find a way to live whatever your passion is today.

**ROB:** Because conversely, if you think about being a "jet set-er" or you think about people that fall into the jet set category, a lot of them are pretty miserable. They're walking around with \$10000 purses, the women...

**LESLIE:** (Laughs)

**KIM:** They're miserable.

**ROB:** We see them. They're miserable.

**KIM:** Yes.

**ROB:** The guys are on the beach in Saint-Tropez and they're on their iPhones, and the girl is... They're not really engaged in life. It's not about materialism.

**KIM:** It's about finding your true passion, and for us, it happens to be travel. That's where it falls for us, which is why we chose jet set life.

**ROB:** If you will.

**LESLIE:** Got you. You guys are very much into travel, and I look at your website, and I see travel from all over the world. What's the most recent place you've been to?

**ROB:** Well, ironically, it was your country.

**LESLIE:** Oh, yes!

**ROB:** We were chatting in the green room before the show here, and it was St. Maarten. They have naked women there everybody. Two things that we will tell you about St. Maarten. One is the beaches are topless, which is big--

**KIM:** Yes.

**LESLIE:** Well, not all the beaches, but that one in particular.

**ROB:** Listen, all the beaches I'm interested in going to are topless.

**LESLIE:** (Laughs)

**ROB:** That's number one. Number two, they've got something called "Airport Beach," which is the, I think, the closest body of water to a commercial airline strip in the world.

**LESLIE:** Yes.

**ROB:** Which means, that--

**KIM:** Well, it's with the big jets --

**ROB:** Yes, like--

**KIM:** Because Saint-Tropez has it too, but they only have the little ones.

**ROB:** These were the commercial like massive L1011, 747s, like all that. You can stand there at the shoreline, and the jet will come over your head, and some people are like playing chicken with the jets. Some people just can't stand there because they think it's going to hit them. So, to answer your question, it was the Caribbean, St. Maarten.

**LESLIE:** Awesome. We were just talking about it before because I remember watching a video about a week ago where this girl, this tourist was there, the airport right in front where the jet was taking off from, and the power was so much that she flew back and hit her head on the concrete.

**KIM:** Yes.



**ROB:** So, funny. That was on Good Morning America, that clip, as well.

**LESLIE:** Yes, insane.

**ROB:** It came out the same weekend that we were there which was so --. Everybody had sent it to us because they knew that we were there.

**LESLIE:** Oh, that's always encouraging. All right. So, you guys are very much into-- Do you guys have any kids?

**KIM:** Yes.

## **Balancing Family Life and a Passion for Travel**

**ROB:** We do. We have one 14-year-old daughter. You want her?

**LESLIE:** Okay, no, no that's fine. You can keep her. My question is this, when you travel, because you guys do it a lot, do you travel with her? How does that even work? Because I know a lot of people, at least this is the concept that I hear a lot, a lot of people, when they get married and then, they have kids, well that's it. You can't do all that traveling that you used to, or you normally did, or you would like to do because now, you're tied down, and you can't do that. How does that work with you guys?

**ROB:** Put her in a cage. We just put her in a cage.

**LESLIE:** (Laughing)

**KIM:** No. That's one of the things. That's a part of our tag line, "Excuses are over." You can say, "We have kids now. We can't travel the way we used to. We love this, but we can't do that." The reality is, when they're little baby, baby, baby, probably not going to take off for three weeks to Greece and leave the baby. But, as they get just a little bit older, we were both raised with big families, so, our family life growing up for each of us was to spend time with aunts, uncles, grandmas, and all that kind of stuff especially in the summers.

So, we have some vacations that- her name is Demi , so we have Demi vacations, and we have non-Demi vacations. So, the Demi trips that we take with her like the Caribbean, we were

just on cruises... We'll go do certain trips with her L.A. and New York, and that kind of stuff. And then, the non-Dummy trips, she usually is somewhere. It's usually Christmas, New Year's like we're going to Rio, and she'll go see grandma and grandpa.

Or, in the summer, when we're gone for three weeks, she's at summer camp for three weeks anyway. So, we time it. She goes to camp, we go to camp.

**ROB:** I think the short answer is, one, you got to know your kid. For example, I know that if we take them to Europe, it's a waste of time, energy and money. And, there's a lot of people that feel contrary to that. But, I know my kid. And, I know that she's not going to get the value of the Eiffel Tower yet, but she will. And, that will probably be sixteen years old, seventeen years old, maybe a little bit older.

Right now, she gets a lot of value at seeing the US because she really has not seen it.

**KIM:** And, not just that. We live in Atlanta, and our families both live far away. So, she don't get to see her extended family that often. So, for us, like I said, we made the choice that we're not going to make the excuse about children. We're going to have some trips with her, some trips without her because it's important for us as a couple to connect without her.

**ROB:** So, for extended trips like she said, like if we go to Europe in the summer for three weeks, she's in summer camp, or for shorter trips, she's at this grandma or that grandma.

**LESLIE:** It's funny because I was briefly browsing your website, and I saw you said something about "Demi vacations." And, I thought you meant like smaller vacations, or something.

**KIM:** It's a half a vacation.

**ROB:** Like half a vacation.

**LESLIE:** That's what I thought it meant.

**KIM:** That's funny.

**They have twenty online businesses, yes twenty!**



**LESLIE:** These things cost money. Do you guys have jobs, or is it everything you do based on what you do online?

**ROB:** I was hoping that you could lend us some money for the next trip. Do you mind? Can we do this off the air?

**LESLIE:** (Laughing) Sure, yes. Let's talk about that afterwards.

**ROB:** Okay, yes, yes. Money, money, money. Yes, you need money.

**KIM:** We have both. We have- we don't have jobs. We have businesses. We have one brick and mortar business, and then, we have twenty online businesses. So, little websites, and different products, and some stuff that's non-passion related that just makes some extra money, and most of it though is Jet Set Life.

**LESLIE:** When you say, "twenty," are you exaggerating or is it actually twenty?

**ROB and KIM:** No.

**KIM:** No. Like there's like, I wrote an eBook on How to Get Married in Positano, Italy because I got married there, and legally married, not just like you show up, and you know...

**LESLIE:** Okay.

**KIM:** It's difficult. So, I wrote an eBook on exactly how to do it. So, am I going to retire on that eBook? Probably not because it's a very small, tiny, itty-bitty niche, but it does sell. So, we have twenty... I'd say close to twenty sites like that.

**ROB:** Maybe a little bit more. To give you an idea, look at Jet Set, because we get asked this question once a day, so I can answer it probably in this way. It's probably the best. If you look at Jet Set Life as an umbrella company, under Jet Set Life, we've got lots of sub-niches. One sub-niche is just websites that we have no interest in, no passion about, and they're literally just websites that we've





calculated based on Google rankings, etc. that we can make money via Google ads, eBook sales, affiliate sales, etc. Those are the twenty niche sites.

The next thing we have are guidebooks, which are on Jet Set Life. We've got twenty destinations that we sell guidebooks for. That's another sub-niche. Another sub-niche of that is we have Jet Set Body, which we're going to talk about a little bit, and that's a \$197 program. It's a 10-week program, and we sell those programs. Then, we have some passion things that we have websites for that we're really passionate about for things that we really know like the example that she gave you with How to Get Married in Positano.

So, there's lots of --

**KIM:** Lots of little fish.

**ROB:** If you got a big bucket here, there's some big fish that go in that bucket. You can call Jet Set Body, maybe a \$200 program that's going in that bucket, and then, you can call a small niche, which is like a Google adword, which goes in, or affiliate links.

**KIM:** It's multiple strings to make up.

**ROB:** It's multiple strings to make up. Every day, there's something coming in from somewhere in some way. You'd be surprised how you start small, and over several years, if you really create something of value, you will have, it might be \$100 a month, it might be \$10000 a month. But, there's regular re-occurring income that's coming in.

Of course, we also have product launches for different things that we do.

## **How did all the Online Businesses Stuff start?**

**LESLIE:** Got you. Just to give a kind of perspective, when did you guys first start with what you're doing online?

**ROB:** Tell them the dates. What would you say?

**LESLIE:** What year?

**KIM:** I have to say around 2005, we began, he was bored.

**ROB:** I think what you said was "born."

**LESLIE:** That's what it sounded like to us.

**ROB:** I'm so much older than that.

**LESLIE:** Once upon a time... (Laughs)

**KIM:** He was bored, and we were traveling a lot. We saw video podcasting coming out on iTunes.

**LESLIE:** Okay.

**KIM:** We decided we were going to shoot some travel videos. He had a map. He was going to make the videos, be creative. We're going to put them up on as a podcast, and just for fun. Just because we travel a lot, and people always ask us about our vacation so, we did. One of the first videos that we shot was our honeymoon, actually in 2006. It was a funny video. That was one of the first that was in there, and from there, people would contact us and ask us, so we ended up building a website and then, he read the 4-Hour Workweek, and we decided to turn this little fun passion thing that was really just for fun.

It turned a success and make money out of it.

**LESLIE:** Got you.

**ROB:** I've got some comments on that.

**LESLIE:** Go ahead.

**KIM:** Really? Shocking.

**LESLIE:** (Laughs)

**ROB:** Shocking, right? I'm very quiet.

**LESLIE:** Yes, I know.

**ROB:** You mentioned earlier that the premise of your podcast is to do things that you're passionate about. I'll tell you that, in the 4-Hour Workweek, Tim Ferriss talks about having a re-occurring online income or an income whether it's online or not that's automated and scalable whether you're interested in it, or not doesn't matter, and I personally disagree for myself with that statement because I did that after I read the 4-Hour Workweek.

If you're not passionate about something, when the going gets tough, or you're trying to... You're not getting any sales. You need to tweak it. You want to make it better. If you're not interested in hemorrhoid cream, there is no amounts of the effort that you can put in that's going to make it happen. But, conversely, if you're passionate about travel, and you're creating a guidebook, and you want to sell it, it's not hard to pump it up and make it better because you love it.

**KIM:** It's a labor of love.

**LESLIE:** Yes.

**ROB:** It's a labor of love.

**KIM:** Yes.

**ROB:** So, I think one of the questions you have to ask yourself, and I think this is a really important question, "If you were not getting paid, and you were not making money, would you still do it?" So, if you wait in your checking account, and there was \$10M in it, and you woke up tomorrow morning, would you still want to be involved in whatever it is that you think you want to get involved with?

If the answer is 'no,' then, it's probably not a passion. Does that make sense?

## **So, where does blogging come in?**

**LESLIE:** It does make sense. Okay, what role does blogging play in everything that you're doing because my audience are pretty much bloggers. What role does that play?

**KIM:** Well, it started as a blog for me because with him being bored and having the video aspect of it, I love to write. So, when we started our website, I was like I would love to have a blog. So, I had a blog. My blog is called My Jet Set Life, and ironically, Guy Kawasaki, who is in your opening, I had emailed him on getting me onto his Top Blog website that he has--

LESLIE and **ROB:** "All Top"

**KIM:** All Top, thank you. All Top Website. So, he and I had some exchanges on that. But, I enjoyed the blogging, and I think that's where people can really connect to you. I'm the worst blogger in the world in many ways because I'm the crazy artist-writer that like I just can't write unless it's in me. And then, all of a sudden, like I'll be doing laundry, I'll get a wild hair, and I'll write the best blog in my life. But, it may not be consistent, and I know that goes against all the rules.

But, if I know I have to write a blog every Monday at 8AM, that's just the bottom line, whereas he does it on a schedule and produces great content. I am not that way, but I'll probably produce better content.

**LESLIE:** (Laughs)

**ROB:** I think... That just went over my head because I didn't even relate to that.

**KIM:** (Cough) I'm so sorry for the coughing. I'm going to apologize for all that.

**ROB:** I think the short answer is blogging is critical, but I'll have these two caveats. The first one is don't get caught up, and do a research about whether or not you think it's a good topic for you audience to read i.e. Google, keyword searches, trying to manipulate the title so that, somebody is going to find it. I think once you enter into that world of seeing what the audience wants based on research, I think you're screwed.

I would say write in a way that you're passionate and excited about, and let the chips fall where they may because like you said in your opening, Google could wake one day, and have a different way of... their algorithms, and you're screwed.

**LESLIE:** It happens a lot.

**ROB:** It happens a lot.

**KIM:** Your passion is always there.

**LESLIE:** Exactly.

**ROB:** It doesn't matter because the words are in the text so, if they're searching and it's relevant, Google is smarter than you. They're going to figure it out. That will be the first thing. The second thing that I wrestle with is video blogging, or including video in your blog. The upside is that I think it's amazing to have it in there for people that like to watch video, particularly when you're traveling and you have a lot to show.

I think the downside is that video isn't really search-able in the same way that words are. You can find a video of Saint-Tropez, but that's it. You're just going to find the location. You're not going to find the words and the stories about what we did there. So, I think you need both.

The last one is, so many bloggers are so afraid to get out from behind the computer in terms of making themselves known on video.

**LESLIE:** Yes.

**ROB:** They just, they hide behind a moniker. They hide behind the words. Not all, but some.

**KIM:** Yes, but if they're not good on video then, they shouldn't be on video.

**ROB:** No, I have mixed feelings about that. I think sometimes people think they're not good on video, but they're just uncomfortable with it.

**KIM:** I think sometimes there are people think they are good on video.

**LESLIE:** (Laughs)

**ROB:** Maybe right. Maybe know thy selves.

**LESLIE** and **KIM**: Yes.

**ROB**: If you're not good, don't do it, but then, don't do it. Here's an example, do you blog...  
Sorry, I don't mean to ask you a question--

**LESLIE**: No, that's fine. You go ahead.

**ROB**: But, when you blog, do you ever or regularly video blog?

**LESLIE**: It depends on which blog you're talking about because I also, my main thing that I do, well, one of the main things that I do is I run a Biology site where I teach Biology. That's all video. What I do to overcome the second thing that you do, I have my assistant go through and transcribe all my videos, so I post both the videos and the transcripts so that, I'm getting the best of both worlds.

**ROB**: That's good. That's good.

**LESLIE**: And, that works very well for what I'm doing.

**KIM**: Yes.

**ROB**: (Unclear)... for bloggers

**LESLIE**: And then, with my regular at Learning with Leslie, sometimes, I do videos and usually I do audios, sometimes I do text. I just kind of mix it up.

**ROB**: It's good because I think you're great on video.

**KIM**: Yes.

**LESLIE**: Thank you!

**ROB**: Yes, I would really encourage you to do it. That's my long answer for blogging.

## Jet Set Body

**LESLIE:** Definitely. All right, let's talk about this one particular program, Jet Set Body. Can you tell me a little bit about that?

**ROB:** You want to go first Kim, or you want me to go?

**KIM:** Let me go.

**LESLIE:** Yes, I was about to say, I want Kim to go first.



**KIM:** Okay, Jet Set Body is a program that we created. It's a 90-day get shredded program that is designed for the over-achiever. This means if you're a person that either number one, has never worked out before or doesn't know where their local gym is; number two, you're eating pizza and cupcakes every day, and you haven't really even thought about what it means to have a healthy diet; or number three, you're just completely green when it comes to the world of fitness, this is not for you. Okay?

**LESLIE:** Okay.

**KIM:** This is designed for the person who probably is working out, maybe not getting the results that they want. They're probably okay, or they might be doing a lot of cardio, solve the belly, that kind of thing. You're putting in some effort, but you're not yielding the result. That's



what Jet Set Body is. It cuts through all the BS and gives you the 80/20 to use them first, gives you the 80/20 on what it takes to have an amazing body.

**ROB:** Let me add to that a little bit.

**LESLIE:** Go ahead.

**ROB:** From 45 going on 46, and I've been working out since high school. I think prior to learning all the information that we learn for Jet Set Body, I looked okay. I don't think I looked fat. I don't think I looked, I know I didn't look shredded, but I looked okay. And, I just, as I was aging, was not getting the pop that I wanted from the effort that I was putting in. I was working out 4 days a week, 5 days a week, doing cardio a couple of days, kind of watching what I ate. Every time I put on swim trunks, and went to the beach, I was like, I just like, I look okay I guess, but I don't feel great.

My wife did fitness competitions a few years ago, and she also has a degree in Exercise Physiology.

**LESLIE:** Oh, okay.

**ROB:** And so, I was talking to her about it, and she was showing me some of her competition pictures. I was like, "You are shredded here. How did you do this?"

**KIM:** I started competing again.

**ROB:** So, she got back into competing, and when I showed up in her competitions, I looked around and I saw all the guys at the competitions that were my age or were even older, who did not have the body I had. It pissed me off.

**KIM:** Yes. But, mind you, he also, they're in the hotel, the host hotel, there was a cupcake store, of all the things that we can be getting (unclear), where the fitness competition is?

**LESLIE:** Of course.

**KIM:** He literally, cupcake in hand, walking around, taking at the cupcake, taking a bite and these fitness model guys are walking by. So, if that's not a defining moment right there, I don't know what else is.

**LESLIE:** (Laughs)

**ROB:** True. I looked at it, and I started really, having, being a student of what works or what doesn't work and just identifying the 20%, that will give you the 80% results, I started to write down all of the things... Really, I became a bit obsessive about it, and I started interviewing people who were in amazing shape and ask them what they were doing, and I realized that none of the things that I was doing... It's all diet and exercise, but none of the things related to how I was dieting, or how I was training were the same at all. And so, I realize that if I wanted to facilitate the change that I was looking for, then, I needed to radically change everything.

**LESLIE:** Got you.

**ROB:** So, I did. And, I spent probably... Oh, and then I decided. I said, "Okay, I'm one of these guys that if I say I'm going to do something, I'd do it."

**KIM:** But, I also knew, let me just say that he is also one of the guys that when it comes to diet, exercise is not an issue. He's worked out every week from since he was like twelve. Diet however, when, you know when the weekend comes? And, like you throw cushions in the wind, well, his weekend begins in like Thursday.

**LESLIE:** (Laughs)

**KIM:** It's like four out of seven days were whatever, and I knew that he'd follow the diet, but it was going to be hard for him drinking and desserts and stuff like that. So, I told him, I said, "I know you're not interested in competing and getting on the stage in a Speedo, but if that is the," I know that's not the goal that you have in life right now.

**LESLIE:** Uh-huh, not exactly.

**KIM:** Not exactly. But, if you put yourself out there, and you get out of your box, because he can talk in front of everybody. But, to not talk and stand on the stage in a Speedo? Different. So, I told him, I said, "If you really want to do this, then do this right, and really go balls to the

wall. You need a big goal. So, your big goal should be to do a show." Just do a local show. It doesn't have to be a huge show. Just do something small.

So, he committed and he did it. It was five months. He hired a coach, and coached him through the five months of getting there.

**ROB:** And I dropped... At that time I dropped probably 30lbs, and I'm probably now down 40 lbs from the original weight, and I learned a new way of doing things. I don't want this to be confused with I learned how to exercise and diet because I thought I knew how to exercise and diet. What I learned was to how to really do it in a way that is going to facilitate a meaningful change.

**KIM:** And, a lasting change. That's the biggest part. Like, he didn't lose the weight and then, gain it all back after the 90 days. And, no one on our program has. If you look at David Garland, the guy is getting better and better and better every 90 days. It's a lifestyle now. It's not just 90 days.

**ROB:** We put together a program because as I started getting leaner and looking better, I became really proud of it, and started putting pictures on Facebook and Twitter and etc., and started writing blogs about it. And, this is one of those things where not everybody, I like electronic music, but not everybody likes electronic music, so, there's sub-niche of people that will comment. This is the kind of thing that there ain't nobody that doesn't want or want that.

I started getting these massive amounts of emails and questions, "What dude? What are you doing? Is it steroids? What the hell? What are you doing?" I knew that there was "a," a passion here, and "b," that there was a market here. So, we put together Jet Set Body from both the male perspective, obviously, it would be mine, and a female perspective, as well as the couple's perspective.

We're having amazing results. Like, for example, David Garland, who she had just referenced a minute ago, just got contacted by both BodyBuilding.com and Iron Man Magazine, and selected as the top five transformations.

**KIM:** And then, one. He became the number one transformation in --

**ROB:** And now, they're doing a spread on him in Iron Man Magazine, which is a really big magazine. He also gets a feature on BodyBuilding.com so we're having a lot of press success with it, and it's mostly because it works.

**KIM:** It's old school.

**LESLIE:** Yes.

**KIM:** You're going to eat plain, and you're going to work out.

**ROB:** When we get to the surprise which may be now, I don't know if you're into it, but maybe now is the time to reveal it because I got some ways that I may drop on your head.

**LESLIE:** Oh man, it sounds like it's going to be some serious ways. But, right before we get right into it, I just want to really emphasize something that you guys just spoke about because you went through a process, and you learned something that was significant for you. And then, you got feedback on what you had accomplished and you saw that there were a lot of people looking for the same thing. I think that right there is a key to launching a product that can reach a lot of people, a product that can help a lot of people, and a product that can be successful especially for bloggers that are going through whatever they're going through.

You learn something. It helps you. You see that there's a need, and you meet that need by coming together, putting together a program that can help people solve the problem that they're having. And, I think, that's very significant.

**KIM:** Let me say one thing though. What you just hint to that is also listening to your audience. So, when your audience says, "Hey, this is what we want. This is what we want," what you also have to do to bring it back to passion is say, "Is this something that I would love to do and share with people?"

**LESLIE:** Yes.

**KIM:** Because we have conversely, a product called Jet Set Money that we had for a little while, and it was a great idea. It was kind of similar to what you're doing, where he interviewed people that had successful websites, and learned all the secrets and everything. He's a great

natural interviewer, and it was a really good product. The problem is he wasn't passionate about sharing online business.

**LESLIE:** Yes, okay.

**KIM:** He's passionate about his own online business, but he's not necessarily passionate about sharing it, and so, we have to make the decision, "Is this something we want to continue?" It wasn't something that he loved to do. So, even our audience bet for best, we learned a lot doing it, I would suggest to somebody when your audience thinks of something, you also need to know if it's right for you.

**LESLIE:** Yes.

## **Jet Set Money**

**KIM:** Jet Set Money, on the other hand, we are over the moon passionate about. We love this product. I love connecting with our members and our people, and everybody about it. I love getting the emails. "I lost 15 pounds in X number of weeks, I've never felt better." I love getting the feedback. "My doctor said my cholesterol is down. My heart rate is amazing. My blood pressure, I can stop taking my medicine." I love that.

So, that's where the passion comes in, and that's why this product for us, has been ultimately the most successful.

**ROB:** By the way, there are people who fail Jet Set Body.

**KIM:** Yes.

**LESLIE:** Definitely.

**ROB:** And, there's a reason why they fail. The reason why they fail is because they're not willing to do the program that we laid out.

**KIM:** Yes, they want to negotiate.

**ROB:** They want to say, "I know you said six meals a day, but can I get three?" "I know you said four days a week of weights, but you know I travel. I know you told me to drink a gallon and a half of water a day, I don't want to start that."

**LESLIE:** Excuses!

**ROB:** The bottom line is. This is not rocket science. If you do exactly what we tell you, you will get the results. If you screw with it, this is chemistry. You're a biology guy. If you screw with it, you are not going to get the chemical reaction that you're looking for. It's not, "let's make a deal."

**KIM:** If you do half of it, you're going to get half the results.

**LESLIE:** Half the results. Awesome.

## **And for the challenge...**

**ROB:** So, I have a question for you young man.

**LESLIE:** Uh-oh. I don't know if, wait, let me prepare myself for the question (pauses). Okay I'm ready.

**KIM:** Take a deep breath.

**ROB:** Here's the question.

**LESLIE:** Okay, I'm ready. I'm ready.

**ROB:** Question, Mr. Leslie.

**LESLIE:** Yes, sir.

**ROB:** Are you ready, in front of God and everybody, and all the bloggers in the worlds, are you ready to put yourself out there, and spend the next ten weeks--

**KIM:** Twelve weeks, 90 days.

**ROB:** Next twelve weeks, starting Jet Set Body, and show everybody what your new body will look like. Now, I'll say this. Before you answer, I have a couple of things to say.

**LESLIE:** Uh-oh.

**ROB:** Number one, I want you to just listen to these things.

**LESLIE:** I'm listening. By the way, guys this is this challenge.

**KIM:** This is the big boom.

**LESLIE:** Oh, yes. Bring it on. I'm afraid but, bring it on.

**ROB:** You are not required to show your before picture today, but you are required to show your before picture when the after happens in twelve weeks.

**LESLIE:** Got you.

**ROB:** Okay?

**KIM:** Are you willing to do that?

**LESLIE:** I feel like I'm getting married here.

**KIM:** You are. You are. Listen, this is a commitment, but it's a commitment and it's a commitment to yourself and to your health and to your abs. Are you willing in 90 days to show all your bloggers out there the before pictures and the after pictures?

**LESLIE:** I accept.

ROB and **KIM:** Okay.

**ROB:** Okay, next question.

**KIM:** I felt worried there for a second.

**LESLIE:** (Laughs)



**ROB:** If we give you the tools, are you willing to prepare your meals every night for the next day? There are six meals that you need to put in tupperware. Are you willing to do the work, so prep on weekends?

**LESLIE:** Wait, did you say for the next day?

**KIM:** Let me explain.

**LESLIE:** Yes, go ahead.

**KIM:** You're eating six meals a day.

**LESLIE:** Okay.

**KIM:** If you have to create six meals every single day, you're never going to leave your kitchen. So, I'll give you tools to prep in advance certain staples that you can then combine easily in the correct portions to create the meals. If you workout in your home, then, you don't need to put them in Tupperware. If we leave, like when we go and work outside of the home, go to Starbucks, we bring our food with us, in other words. The bottom line here is, are you willing to prepare our food in advance so, you know what you're eating and when, and you are going to have it right? Because that's a big one.

Because if you just wait to grab something...

**ROB:** You'll fail.

**KIM:** You'll fail.

**LESLIE:** Got you. Okay, yes, I accept this second requirement.

**ROB:** Are you willing to drink a gallon to a gallon and a half of water?

**LESLIE:** You see, let's right there for a second because I was going through the program, and I saw that part. Now, you guys have been doing this. Drinking a gallon to a gallon and a half water per day. Don't you live in the bathroom?

**ROB:** Yes.

**KIM:** No. At first, it's incredibly difficult.

**LESLIE:** Okay.

**KIM:** But, as you go, your bladder gets more used to it, and do you pee still a lot? Yes, but it's important because you have to flush out all the toxins. You have to flush out the crap literally. Hate to get gross, but there you go. And, you got to get all of that food out of your system. It will reduce the bloat. Your body will no longer hold water, so if you're... do you know what I mean?

**LESLIE:** Yes, I know what you mean.

**KIM:** If you don't give your body water, it's going to hold every little tiny drop you give it. So, therefore, you're bloated. But, if you give it a constant flow of water, and it knows it's getting a gallon every single day, you will be fine. And, I promise you this. You drink a gallon of water for the next 90 days... not even, you drink it for 30 days. On the 31st day, if you only drink a half a gallon, you're going to feel like you are a camel in the middle of the desert wanting more water.

It sounds like a lot, but once you do it, it will be fun.

**ROB:** Leslie, just to give a finer point on this, if you don't give your body water, what does your body want to do?

**LESLIE:** It will hold on to the water, of course.

**ROB:** So, that means that that water retention that you just described creates bloat.

**LESLIE:** Yes.

**KIM:** Yes.

**ROB:** Okay?

**LESLIE:** Okay, so, go ahead.

**ROB:** Next one. Are you willing to trail--

**LESLIE:** Oh, wait. I didn't say that I was willing.

**ROB:** Oh, yes. Are you?

**LESLIE:** Yes, I am willing to live in the bathroom.

**KIM:** Ok good.

**ROB:** Are you willing to train four days a week in the gym for 90 minutes per session?

**LESLIE:** 90 minutes per session?

**KIM:** It varies. It depends. If you're Facebooking like him while you're training, then, yes. It can be sixty.

**LESLIE:** (Laughs)

**ROB:** It's got to be every bit of sixty, so I'll adjust it to sixty.

**LESLIE:** 60 to 90.

**KIM:** Okay.

**ROB:** 60 to 90, are you?

**LESLIE:** I'll accept that.

**KIM:** Okay.

**ROB:** Are you willing to do three days of a week of cardio?

**KIM:** It varies. It doesn't start with that. It's up to three days.

**LESLIE:** And, that's included with some of those four days?

**KIM and ROB:** Yes.

**LESLIE:** Yes, I am.

**KIM:** But, you're also going to have what is called the functional workout, and it's going to take you 30 to 45 minutes, and you're done. That is one more day though so, know that.

**ROB:** Are you willing to watch all of the training videos inside the Jet Set Body on how to do the exercise and not assume that you know. For example, if I say, go do a bench press, you'll be like, "I'm a dude. I can do a bench press, I know how to do it."

**LESLIE:** Okay.

**ROB:** No you don't. Because you're probably going to bring a bench press down to your nipple level, and I'm going to teach you to bring your bench press down to your clavicle, closer to your chin. There's a reason for it.

**LESLIE:** Okay.

**ROB:** I'm going to teach you when you're doing an upright row to pinch your shoulder blades when you're probably just bringing the bar back here, but you're not doing that last thing here. There are millimeters of corrections that mean everything to how you look. So, that's about, there's probably 40 training videos in there right now, and they are like 2 minutes each, 3 minutes--

**LESLIE:** Yes, I actually went through and downloaded all the videos in my iPad, so that I can have them when I go to the gym. So, yes, I accept.

**ROB:** All right. Last thing, this is going to sound weird. There is a flexing video in there that's given by body builder. The flexing video is designed to teach you how to do isometric contraction to train the muscles in the shape that we want to put the muscles in.

**LESLIE:** Okay.

**ROB:** Are you willing three days a week to do the training video even if you look ridiculous in the mirror, in the privacy of your own home flexing all of the biceps, triceps, quadriceps, all the

ceps, are you willing to do that three days a week in order to do a different type of training to create the muscle shape that we're trying to create?

**LESLIE:** Three times a week? Flexing in a mirror?

**ROB:** Twenty minutes.

**LESLIE:** Hey, that's a challenge. I'm going to take you up on it.

**ROB:** All right.

**KIM:** Last one I want to do it.

**ROB:** Yes, go ahead.

**LESLIE:** Wait, no wait! You said that that was the last one.

**KIM:** No, he lied.

**ROB:** It was the last one I had.

**LESLIE:** What kind of a person--

**KIM:** Major, major one. Are you ready?

**LESLIE:** Oh, God. Yes, let's go.

**KIM:** Are you willing every week for 12 weeks to send me front, side, and back in your shorts, or whatever (not your underwear cause that would be weird)--

**LESLIE:** (Laughs)

**KIM:** In front of the wall like a plain wall, same distance away, same pose. Don't suck it in. Just stand there-- front, side, and back every single week for twelve weeks.

**LESLIE:** Every single week for twelve weeks, I will do that.

**KIM:** Okay.

**ROB:** All right. You are going to say, let me tell you a couple of things you're going to say in advance, and I'm going to tell you the answers to the questions, so don't email me.

**LESLIE:** Okay (laughs).

**KIM:** (Laughs)

**ROB:** First thing you're going to say, halfway through the program, "This isn't working. I'm not losing anything. Why isn't it working?" You're going to say that, right?

**LESLIE:** Okay.

**ROB:** Very normal in the first 30 to 45 days. If you make it--

**KIM:** It's going to be crazy, and I can show you your pictures in the first six weeks that will show you changes.

**ROB:** You're not going to see it, but it's going to be incremental. You're going to be like, "I've been doing this forever," but you really only do it for a month and a half. You're going to say, this isn't working. I'm not seeing anything, and by the end of the 90 days, you're going to say, "Oh my God, I cannot believe this happened." So, that's number one.

Number two is, oh what the hell was it, that was a good one. You're going to say, it was another thing I was thinking of. This isn't working, oh it will come to me. It will come to me. Oh, okay got it. You're going to say, "You get three cheats in the first month." A cheat is like a glass of wine, or maybe--

**KIM:** No, let me explain to you.

**ROB:** Okay.

**KIM:** You get three cheats. A cheat meal. So, you can have whatever off the plan that you want. You can have lasagna. You can have tacos, a margarita, a glass of wine, that's a cheat. Okay?

**LESLIE:** Okay.

**KIM:** A cheat is not an all-out eating festival of a buffet for four and a half hours. All right?

**LESLIE:** Okay.

**KIM:** It's a meal. It's still a meal. So, it can be a larger meal, but it's still a meal. So, you can have three of those for a week. If you make your cheat meal--

**LESLIE:** Per week?

**KIM:** Per week. Three per week.

**LESLIE:** Oh, okay.

**ROB:** Leslie, let's do some math. Six meals a day times seven days is how many meals?

**LESLIE:** Forty- two.

**ROB:** If you have forty-two meals--

**KIM:** --and thirty-nine are perfect, is that really going to affect you?

**LESLIE:** That's not too bad. No, I think that's pretty good.

**KIM:** Perfect. So, three cheats in the first month, two cheats in the second month, one cheat in the third month per week. Per week.

**LESLIE:** Okay.

**KIM:** Okay.

**ROB:** Here's what you're going to say.

**KIM:** Do you commit?



## Yes, this is it.

**LESLIE:** I commit. I commit to all the cheats that I can take.

**ROB:** Okay, now listen, you are going to send me, probably two or three weeks in, you're going to send me, "I don't feel like I need to take that three cheats." Take them.

**LESLIE:** Okay.

**KIM:** Yes. You don't have to go all-out and eat an entire pizza, but do something off the plan.

**ROB:** Next month, when you're in your second month, it's only two cheats. So, you're going to wish you had the three cheats.

**KIM:** There's a reason for it. If your body is used to eating the same thing every single day, and then, on Sunday you throw a few cheat meals in there, and your calories are crazy and everything, your body is going to chew it up, chew it up, chew it up, spit it out. And, it's going to chew it up, chew it up, spit it out. And then, you're going to be like it's going to up your metabolism by having that.

You can have all three cheat meals in one day, and call them a cheat day if you want. So, there you go. That's it. Ready to go.

So, what day are you sending me your pictures

**LESLIE:** Oh man, you guys are serious.

**KIM:** I want week one pictures.

**LESLIE:** Week one... Well, okay it has to be on the same day every week, right?

**KIM:** Every week.

**LESLIE:** Okay, so then, let's go with Mondays.

**ROB:** Okay.

**KIM:** Monday morning, your pictures are in my inbox.

**LESLIE:** Monday morning, they will be in your inbox.

**ROB:** Wherever we are for the next twelve weeks, we will do this for you. It may be in different time zones, but we will do this for you. We will look at your pictures, and we'll give you feedback, and by we, I mean Kim.

**LESLIE:** (Laughs) Hey, that works for me.

**ROB:** All right. Did we cover everything you need today?

**LESLIE:** Man, I think you did. Now, I have this crazy challenge. All right. SO, that's the plan for the next 90 days, twelve weeks. I'm excited about it, and I will post the before and after pics at the end of the show so that people can see the progress that I've made and all that jazz.

But, I know there are some people that are probably listening to this right now that may be want to join me on this journey so that, I'm not doing this crazy things on my own. And, if you are someone that's interested in checking it out, I want to invite you to visit the website at [MyJetSetBody.com](http://MyJetSetBody.com). That's actually my affiliate link. You can go through that, and it will, we can track to see how many of you guys are coming along with me on this journey. So, I'm excited about that.

If you are interested in doing something like this, head on over to [MyJetSetBody.com](http://MyJetSetBody.com). Anything else you guys want to add maybe for someone that is trying to make a transformation in their life, just in general, whether that's a fitness transformation, whether that's a business transformation. They're trying to grow their blog, and it's not growing the way they want it to go, and they want to have a significant transformation in their life. What would you recommend? What will you say to that person?

**ROB:** Very simply, if it's something that you want, don't give up. Everybody gives up when it gets hard. Just don't give up.

**KIM:** Yes. And, I would say, follow your passion, and your intuition because your intuition is going to tell you whether or not this is really right for you.

So there you have it, I want to thank Rob and Kim for doing this interview with me, for sharing so much about their lives and their business with us all.

I have accepted their challenge and I'm very excited about it, as you can probably tell and imagine. If you are interested in going crazy with me and taking on a similar challenge, I want to invite you once again to check out [MyJetSetBody.com](http://MyJetSetBody.com) where you'll get the same program that I'm going through, with the 90 day workout guide, the training videos, nutrition plan and a bunch of other stuff. Seriously, it's a bunch of stuff-- [MyJetSetBody.com](http://MyJetSetBody.com)

If you'd like to hear more interviews like this with other entrepreneurs who have built businesses with authority blogs, make sure to visit the website, [LearningWithLeslie.com](http://LearningWithLeslie.com) or you can find us on iTunes.

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So really, that's all I have for this episode, this is Leslie Samuel the Authority Blogger. Until next time - Take care and God Bless.