



Presents:

Podcast Episode 090: The One Question EVERY Blogger Should Answer



By: Leslie Samuel



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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 a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from BecomeaBlogger.com, and as usual, I have another exciting episode for you today. In today's episode, I'm going to be talking about the one question every single blogger should answer. I don't know how many times I've had someone approach me saying something like,

"You know I've been blogging for X amount of time and I can't seem to get it to take off, not getting any traffic, not making any sales, not doing anything. Should I give up Leslie? Should I give up?"

My answer is always that they need to answer this one question and I'm going to tell you what that question is today and how you can answer that. I also have a few announcements to make and a few questions that were called in to the hotline. So, lots to cover. Stay tuned. That's what we're going to talk about today.

All right, lots to get into today. I'm just going to dive right in. How about that? Let's do that.

First Off, Some Announcements

I have three announcements to make. The first announcement, for me it's exciting and that is that Become a Blogger Premium is re-opened. And, it's re-opened in a different way. In March, we did our initial re-launch. We did that to test out a few aspects of the program. Last month in August, we did our second re-launch to test out the affiliate system. Everything is working to the way I would want it to work and I'm comfortable having it open and leaving it open. There's no pressure. There's no trying to get a bunch of people in within a short period of time or

anything of that sort. It's just a quality program that's open that can help you to learn how to blog and all of that stuff.

So, if you are interested in becoming a Blogger Premium, and you're not a premium member already, you can go to becomeablogger.com/upgrade and you get all of the training on how to build a blog and turn it into something successful. So, that's the first announcement.

The second announcement is my blog is, has and will continue to be, it has been re-organized. If you go to becomeablogger.com, I'm changing a few things because I want to make it more accessible, more user-friendly, more cohesive, and I want it to accomplish the goals that I've set out for the blog. So, if you go to the blog, you'll notice that a navigation bar, the navigation menu is a little different. There's a '[Home](#),' and then, '[About](#).' Then, there's a link to the [Members Area](#), a link to the [Podcasts](#), but then, there's a new page, that is the [Resources page](#) because I keep getting people sending me emails and asking questions in the comment saying, "Hey, what do you use for your podcast. Or, what do you use to edit your podcast? What kind of plugins do you use on Wordpress?"

I compiled a list of everything I use and I'll be adding on to that list most likely. You can go to that Resources page and get all of those links to everything. So, if you have a question in terms of what I use to record my videos, you can go there. You'll see exactly the equipment, the software, the resources that I use, which is a beautiful thing.

Then, there's a [Get Help Section](#) and that is something that I'm very excited about. You can go there and see the questions that have been asked. It's a knowledge base but, it's more interactive. If you have a question that's not answered there, you can ask it there. I can chime in and give you the answer and anyone else can join in. It's not a forum but, it has that kind of a concept so, you can get the questions answered that you want to get answered.

So, it's being re-organized still. I'm still making a few changes so, it might be a little different by the time you check it out but, I'm making it more user-friendly to give more value to you and anyone else that reads the blog and checks out the podcast and all that stuff.

The last announcement I am very excited about. That is, I've been accepted to speak at [New Media Expo in Las Vegas](#), January 6 through 8. Now, if you don't know what New Media Expo



is, in the past, it has been called Blog World. I spoke at Blog World back this summer and that was an awesome experience. I got to meet some great people. I got to present and it was just awesome. I was in a panel discussion back then.

Now, for this one, I'm doing my own session, that session is entitled, "*How to Podcast Like a Pro and Never Edit.*" The subtitle is, "*Say Goodbye to Post-Production.*"

Now, if you don't know about my **podcasting** stuff, I [podcast](#) and I don't edit anything. Why? Because I don't have the time. I'm a full time University professor. I have a lot of things happening and we're about to have our first child, our son that's coming in November. There's a lot in my plate in addition to my [Biology blog](#) and the Become a Blogger blog and the podcast and all of that good stuff.

I don't have as much time as some other people may have to work on what they do online. So, when I do my podcast, I record it and then, I post it, all the music, everything happens as I'm recording it and then, I just post it. So, I'm just going to be sharing my strategies in a session in the podcasting track at [New Media Expo](#).

Though if you're going to be at New Media Expo, make sure to check me out if you're not going to be. But, if you would like to be, go over to the New Media Expo site. I should have a link to that in the show notes for this episode. This is [Episode 090](#). Just go to [becomeablogger.com/episode90](#) and I'll have a link to go to New Media Expo. You can check it out and purchase a ticket and come down there and connect with me. That would be awesome. I would love to see you there if you can make it. It's a great opportunity to learn more about blogging but, not just that. To network with other bloggers that are doing awesome things in the world. It's just one of those amazing experiences and if you come, you will not regret it and you get to meet me and I get to meet you. A beautiful thing!

All right, so those are all the announcements. Now, I want to get into the topic for today, and then, afterwards, I have a few questions that were called in, three questions that were called in to the hotline that I'm going to be answering. So, let's go into it.

ONE Question Every Blogger Has to Ask Themselves

What is that one question? A lot of people start blogs and most blogs never get anywhere. I don't know what the percentage is. I had that stat at one point but, most blogs never make it anywhere. Most people that start a blog to build a business out of it never make money with it. I know the stat for that was something like 86% of all bloggers have reported, according to a survey that was done by [blogging.org](#), and it pretty sure it was 86. It's either \$100 with their blog.

It's interesting because it's something that a lot of people ask me about. "I've been blogging for X number of months but, I'm still not able to do anything significant. So, what I tell them is that they need to answer this one question. Okay, it's going to sound very simple but, it can really revolutionize what you do online and transform your entire online business.

That question is this:

"What makes your blog or your business different?"

What makes it different? What makes it unique? Some people call this the **unique selling proposition**. What is your unique selling proposition? This is the term that was invented by Rosser Reeves in his book, [Reality in Advertising](#). He proposed this term unique selling proposition as he was analyzing some companies and campaigns that were ran in the 1940s.



I want to read up an excerpt from his book in terms of what he considers to be what you need to keep in mind as you're developing this unique selling proposition.

So, point number one of three points.

Each advertisement must make a proposition to the consumer, not just words, not just product puffery, not just show window advertising.

Each advertisement must say to each reader, and this is the key, "Buy this product and you will get this specific benefit." Or, as a blogger, this is how I would translate that, "Read this blog and you will get this specific benefit." What is that specific benefit to your readers? That's point number one.

Number two.

*The proposition must be one that the competition either cannot or **does not offer**. It must be **unique** either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising.*

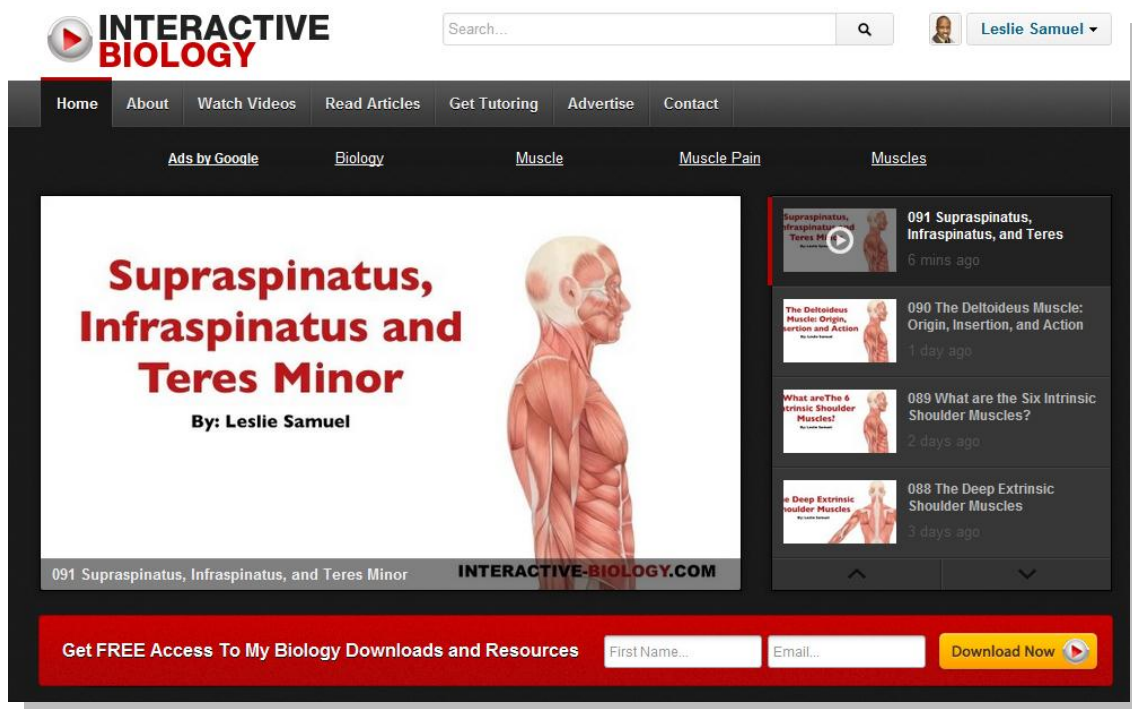
This is exactly what I'm saying. It needs to be unique. What makes your blog different?

Number three.

The proposition must be so strong that it can move the mass millions.

For example, pull over new customers to your product. It needs to be so unique that people are going to want to come to it. He says “mass millions” because he’s talking about a grand scale. But, it may not be mass millions for you but, it still has to pull over new people to your brand, to your product, to your business. That needs to be the case. You need to have a unique selling proposition.

When I was starting my [Biology blog](#), if you don’t know, if this is maybe one of your first episodes that you’re listening to, I am a University professor. I was a high school teacher and I just love Biology. I wanted to teach at a University level but, I didn’t have a Ph.D. so, I decided to start a Biology blog to teach exactly what I wanted to teach. As a result of that, I’m now a University professor because I have been able to establish the blog as an authority when it comes to Biology, when it comes to the advanced topics that I was teaching and that gave me leverage to be able to get this awesome job that I love so much.



The screenshot shows the homepage of the Interactive Biology website. At the top left is the logo "INTERACTIVE BIOLOGY" with a play button icon. To the right is a search bar and a user profile for "Leslie Samuel". Below the logo is a navigation menu with links: Home, About, Watch Videos, Read Articles, Get Tutoring, Advertise, and Contact. Underneath the navigation menu are category links: Ads by Google, Biology, Muscle, Muscle Pain, and Muscles. The main content area features a large video player with the title "Supraspinatus, Infraspinatus and Teres Minor" by Leslie Samuel. To the right of the video player is a sidebar with four video thumbnails, each with a title and a timestamp: "091 Supraspinatus, Infraspinatus, and Teres Minor" (6 mins ago), "090 The Deltoides Muscle: Origin, Insertion, and Action" (1 day ago), "089 What are the Six Intrinsic Shoulder Muscles?" (2 days ago), and "088 The Deep Extrinsic Shoulder Muscles" (3 days ago). At the bottom of the page is a red banner with the text "Get FREE Access To My Biology Downloads and Resources" and a form with fields for "First Name..." and "Email..." and a "Download Now" button with a play icon.

Now, when I was doing my research, I saw that there were a lot of Biology blogs but, they didn’t do what I wanted to do. That was make short Biology videos about one specific topic at a time breaking down complicated topics in a way that anyone can understand them because they’re short, they’re easy, they’re to the point, and they do it with the style that I wanted to do it with.

That was different and it still is different than any other Biology blog out there. I don’t know any other Biology blog out there like mine because I don’t think there is any others like that. It’s

unique. It's need to ask makes yours you some tips in make your blog that is one of the aspects of your blog.



different. And, you yourself, "What different?" I'll give terms of how to different because most important

When it comes to [Become a Blogger](#), there are many blogging courses out there, many great blogging courses out there. I have taken a number of blogging courses, and I have taken a number of courses in Internet marketing in general. And, with most of the courses that I've been a part of, it's taught by some guru that knows a lot, which is great! That has established themselves as an expert, an authority but, you don't have as much access to that person. It's not set up in a way where you can get a lot of your questions answered by that particular guru, the person that's running that course.

When I developed Become a Blogger, one of the core things that I wanted to make sure is that if someone comes in and they are new to the whole world of blogging, they have a simple question. It doesn't matter how simple it is. They can come and they can ask and I will be right there to answer their question. That to me makes it unique. That makes it different than any other blogging course out there.

Not just that. When it comes to Become a Blogger, and this is something that I'm going to emphasize in a little bit, when it comes to Become a Blogger, when it comes to Interactive Biology, what I try to do is put my personality in there because I know that my personality is different than everybody else because we're all unique individuals. So, the more of yourself you put out there, that makes your content unique.

Another example, this is a great example that I love to go to because I admire what he's doing – [Pat Flynn](#) from [Smart Passive Income](#). If you don't know who he is then, you need to head on over to that blog and check out what he's doing because he's a great guy. I've learned a lot from him.

When he started his blog talking about how to make a passive income online, work hard now and reap the benefits later, something of that sort. I don't remember the exact tag line but, he went out and he recognized that no one, or not a lot of people were being 100% transparent with the earnings of the projects that they are working on.

So, he decided, “You know what? I’m going to do that. No one else is doing that. I’m going to do that.” Now, a lot of people are doing it but, he was the first if not, one of the firsts to do it in the transparent way that he does it where he publishes it once a month and you see everything that he’s doing and he gives a good recap. He tells you where his money is coming from, how he’s spending his money and all that kind of stuff to grow his business but, not in a way that it seems cocky, in a way that you can actually learn from it. That was a unique selling proposition.

I encourage you to answer that question, “What makes your blog unique? What makes it different? What is your unique selling proposition?” If you don’t know the answer to that question, please find the answer to that question before you continue because it will give you more focus. It will allow you to have a bigger impact, and it will allow your blog to reach a larger audience.

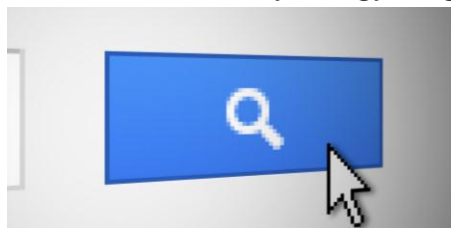
Making Your Blog Different

Now, how do you go about making your blog different? This is what I would like you to do. I’m going to give you the exact steps.

Step 1: Google Search for other Niche-Related Blogs

Number one, go to Google and do a search for other blogs in your niche and see what they’re doing. So, you can find let’s say five other bloggers or websites that are popular. Just search for them.

If, in my situation, what I would do is I would go to Google and I’d search for Biology blog, or I could search for Physiology blog. I can search for Biology, or top Biology websites, or anything



of that sort. Then, when I do that, I will see a number of results. Then, I’d look through those results and I see exactly what they’re doing. Are they writing articles? Are they doing videos? What types of videos are they doing? Are they posting pictures and all that kind of stuff?

I went and that’s exactly what I did. I found a number of blogs and I saw that they were doing a lot of things.

Step 2: Determine What the Other Blogs Have to Offer

The next thing is asking yourself, “What do they have to offer?” So, you go and do the search for other blogs in your niche, other popular websites in your niche, other popular websites in your niche. You then look at what they’re offering. When I saw that they had all kinds of

resources, they had videos, pictures, study guides, the handouts, and all these things then, the next step after you've looked for other blogs, answered the question what are they offering, the next question is more important.

Step 3: What is Missing from What the Blogs Have to Offer?

This is the essential thing -- ask yourself the question, "What are they missing? What is missing? What don't they offer?"

Okay, so for me I saw that no other blogs were offering short Biology videos, one topic at a time where the person is talking about that topic in a way that they are breaking down really complicated things in a simple way, in a way that I like to break it down.



Maybe there are some doing it but, I couldn't find any at the time. So, I knew that if I could fill that void, fill that gap, I could have something significant that I would be able to grow into a thriving online business. That is exactly what happened.

Step 4: Provide whatever is missing in Other Blogs

So, what's the next step once you figure out what's missing? Provide that thing that is missing! Makes sense right? Once you've seen that gap, you fill that gap.

So, number one, look for other blogs in your niche. Number two, answer the question, what are they offering? Number three, answer the question, what are they missing?

Step 5: Add YOUR PERSONALITY

Then, the last one, this is... when it comes to blogging, people come because of you. So, what you need to do is add your personality. I put my personality in everything that I'm doing online. When I first started, I didn't do that. But, as I grew and as I learned, I started realizing the more of my personality I put in, the more people will identify with my personality and be drawn to what I'm doing.

So, when it comes to my Biology site, I deal with topics like Neurobiology, Neuroscience, Physiology and a bunch of complicated things. Now, if you go to a typical blog about Neurobiology, what do you expect to find?

Well, a bunch of complicated texts and research articles and all these different types of things but, I wanted mine to be different. So, I'm going to read you a piece of my [About Page](#), a section from my About Page. You'll see exactly what I'm talking about. This is how it goes, okay, so here's the real deal.

"We all know that there are many people out there who don't like Biology. Ok, ok, there are even many out there who HATE it with a Passion. I know . . . it's hard to believe – such a fascinating topic with so much valuable information and people actually don't like it. Can you fancy that?"

Here's the thing – I have a theory. My theory is that most people who don't like it, don't like it because of the way it was taught to them – A bunch of \$100 words by a very intelligent teacher. Now, I'm not trying to bash on teachers because they (we) are important. However, sometimes, it is necessary to break down concepts into little bite-sized chunks."

Now, does this sound like a blog that is going to be teaching Neurobiology and Anatomy and Physiology? Not at all! That's because it is different. It is very different. That's exactly what I'm going for.

A Question for You

You need to answer this question for me. I want you to answer it in the comments. I'm going to hold you accountable for this. Come to the blog, in the show notes for this episode, becomeablogger.com/episode90 and answer this question. You might have to think about it for a while but, this is your homework assignment. I want you to answer this question. Write it down and come to the blog and let me know the answer.

The question is:

What makes you blog different?

Or, if there's nothing that makes your blog different as yet, I want you to answer,

What will make your blog different?

As you move from here on out, all right? So, come back and answer that.

Some Questions from the Hotline

I hope you got a lot of value from that. I have three questions that I want to get into that were called in to the hotline. Just as a reminder, if you have a question that you would like to ask, you can call the hotline and the number is 888-835-2414. You can ask your questions there.

The best thing to do is follow me on Facebook, leslieonfacebook.com. That's going to be the Become a Blogger page and whenever you have a question, whenever I'm going to be posting an episode, which is every Tuesday, and I want specific questions for the specific episodes, I'm going to let you know about it right there and you can call in those specific questions for the specific episodes.

Question#1: Keyword-rich or Catchy Title?

So, the first question is from Carey Green from ChristianHomeandFamily.com. Take it away Carey.

*"Hi, Leslie! This is Carey Green from ChristianHomeandFamily.com. I have a question for you regarding using keywords. Two questions really. First question has to do with **keywords** in the **title** of your blog post. I hear two things when I hear about blog posts. One is to make your title as provocative as possible. But then, the other is to make sure to include the keywords in that title.*

Sometimes, it seem to be it's not possible to do both because in order to make the title, you have to leave out the keywords that you're trying to rank for sometimes just because that we have a catchy title.

So, first of all, I'd like to hear your opinion on that, which matters more a catchy title or some keywords in the title?

Secondly, can you try to rank for multiple keywords in the same blog post? If so, how do you go about doing that?

Thanks Leslie! Appreciate your show. God bless!"

All right, Carey thanks so much for calling in those questions. When it comes to your titles, in my opinion, this is just my opinion and I think there are some value to it. You shouldn't be doing just one thing. Every title that you write shouldn't be because you want to rank for specific keywords, and every title that you write shouldn't necessarily have a catchy title. A catchy title is great but, in some situations, you might want to use a title just because that's what people are searching for.

I'll give you an example. When I started my Biology blog, I noticed that a lot of people were searching for diagrams of a human heart or pictures of a human heart. There was a keyword phrase that a lot of people were searching for and that keyword phrase was "show me pictures of the human heart," or something of that sort. I don't remember exactly what it is but, it's something along those lines.

So, I decided to compile a list of pictures, a bunch of pictures that I posted on a blog post. It was a bunch of pictures of a human heart from all different angles and different sections and all that stuff and I titled that post, "[Show Me a Diagram of the Human Heart](#)" because a lot of people were looking for that.

Now, up to today, I get a ton of searches for people looking for that exact phrase and it brings a significant amount of traffic to my site. But, I don't think like that for every post. In fact, it takes a lot of work to be able to think like that for every post. I don't have the time. So, some of my titles are just exactly what I'm teaching. I find that by just being natural, just being natural and writing titles as if you're trying to help people out, so people know exactly what the blog post is about, that does well for search engine optimization.

Yes, you can go into [Market Samurai](#). You can do a bunch of **keyword research**. You can do all of these different things but, I don't have the time for it. I don't think that's the best way to spend your time. The best way to spend your time is coming up with great content and posting that great content.

Now, in terms of catchy titles, those are great. I wouldn't be too extreme with that. Just be natural. Just be real and post great content.

Can you rank for multiple keywords at a time in one blog post? My recommendation is to have one main keyword phrase that each blog post is targeting and naturally because you have written content, it will rank for everything, well not everything else, but for other things and you will find that as you post more content and your site gets more authority in the search engines, you will find that you're starting to rank for things that you didn't think about because it does one line about it in one of your posts. It's interesting to see how that happens.

So, in terms of optimizing your post for multiple keywords, yes you can do that. I wouldn't try to do that. I like to keep each article focused, each blog post focused because I think that you're going to get exactly the person that you're trying to target, and the more targeted they are, the better the **quality** of your **traffic**.

Question #2: Thoughts on the Enhanced Distribution feature of Jetpack.

I hope that helped. I'm going to move on to the next question from Jason from ApplicationTalk.com.

"Hi, Leslie! My name is Jason and I blog at ApplicationTalk.com. I'm brand new to Wordpress. I've heard you talk about not using link building tools and software like that. I'm using [Jetpack](#) and I was wondering about the enhanced distribution feature on this. I wanted to know if that was something you were talking about or if this was something that was safe or okay for me to do.

Thanks for your podcast and the things that you do. Thanks, bye."

Jason, thank you so much for calling in that question. That's a great question. I just want to clarify something for anyone that maybe misinterprets what I say about link building. I think link building is a great thing. The more links you have to your site, the more high-quality links you have to your site, the better it's going to be because Google will start to see your blog as an authority because every link is kind of like another site endorsing your site. So, the more high-quality links you can get to your site, the better.

But, what I talk about not doing is using a bunch of automated software for generating a bunch of links. Yes, it might seem like it's going to boost your rankings quickly and it may but, in the long-term, you might end up being penalized by Google and you don't want to do that because you can get dropped from the search engines and your traffic go from hero to zero overnight. That has happened to a lot of people that use a bunch of these software programs for just getting a bunch of links without actually getting genuine links from people that just find your content to be high-quality content.

So, in terms of that feature from the [Jetpack](#) plugin pack from Wordpress, it is a good feature because that's not a link building thing. What it does is it automatically takes your content and it notifies the search engines that there is new content there. So, when someone leaves a comment, it will automatically send information to the search engines letting them know that there's more content on that page, and when you make a post, it will also do that. So, it's just another way of notifying the search engines. It's not a way of building artificial back links which is not something that I encourage for you to do.

There are other people that do encourage for you to do it and in some ways, it does work. I prefer personally to be on the safe side. Put good stuff out there and get people to link to it because it's great stuff. But, for this enhanced feature, this enhanced distribution feature, that comes with the Jetpack plugin pack, that is not a bad thing in my opinion. It just notifies that

there is new content and that is good because it helps you to get that new content listed in the search engines quicker.

Question #3: Update on the Health Challenge from Previous Episode

Question #4: Expenses, Legal Ramifications, etc. Experienced by Bloggers.

Then, I have two questions that came in from John from AskJohnEnglish.com. Take it away, John.

“Hey, Leslie! This is John from Ask John English. Just a couple of quick things: First of all, just a fun one, I’m curious to know how you end with that [health challenge](#) that you mentioned in the podcast some time ago, not that I’m dying to see you put out pictures of yourself in your shorts or anything like that but, I’m just curious to know how that worked out for you. I haven’t seen any comments in that anywhere.

The other thing, I wanted to just ask about is so recently, I finally signed up for Aweber and one thing that, I must have missed in the many podcasts and videos that the various people make on Aweber is the fact that you actually need to have a physical postal address to send out mail with Aweber. So, I was quite surprised to see my first mail when I set it up, having my home address going out to my subscribers. So, basically, I had to deactivate my list and now, I’m trying to arrange a post office box or something like that.

Anyway, that’s something that somehow I just missed in all the time I listened to calls and watched videos about Aweber that others might not realize because basically, it is an additional cost. So, that brings me to my last question/comment. I’m wondering if you have any advice on any other real-world physical things that people should be aware of we often talk about in talking about it with blogs about how to write content and all these other stuff. But, there’s obviously a real-world business side to it as well.

Another thing that I also wonder about are things like insurance and protection. So anyways, anything more on real-world tips and also regal tips, that would be great. Thanks, bye!”

Hey, thank you for calling those in, John.

The first one has to do with my health challenge. If you don’t know what he is talking about, a few months ago, I did an interview with some guys, well with a couple from jetsetbody.com. I took a challenge to get in shape in 90 days following their program. I made a big deal out of it and I was very active with doing that for a while.

But then, something happened. I was going to make an update about this and make it into a big post in terms of how to know when to pull back from something. But, what I realize is that it's a great program and I recommend it for someone that's trying to get ripped and puff and in shape and walking in the beach in your shorts and everybody is looking and turning their eyes and saying, "Wow! That Leslie guy looks awesome!"

But, what I started to realize was that I was investing so much time in it and that wasn't my goal. My goal isn't to have a bunch of people staring at me saying, "Wow! Rock hard abs, I love it." No, my goal was just to be in shape.

So, I decided, you know what? This is something that I'm going to step back from because it does not go along with my goals. It's a great program. I highly recommend it for anyone that have those specific goals, if you really want to get ripped and all that kind of stuff. But, that's not what I want to do. I just want to be in shape. I want to be healthy. I want to be able to live long for my family and there were easier ways for me to do that without spending two hours in the gym every single day. That's just not something I'm into and I realize that while going through that program. I'm going to do a more expanded post on that sometime in the future because I think there are some valuable lessons to learn in that. So, I want to share that with you.

Now, in terms of the second question, you know that was something I also didn't realize when I signed up for Aweber. Yes, you do have to have a physical address. What I did is I got a P.O. box. The P.O. boxes here aren't as expensive as you mentioned. But, I definitely set up a P.O. box because I'm running a business and as a business, you're going to have certain expenses as you mentioned. There are a number of different expenses especially if you are running a serious business.

When I first started, it was just something that I was doing on the side. It's still something I'm doing on the side but, it was just something that I was doing, making a few bucks here and yes, I can take an extra tip or I can buy an extra toy or an extra gadget or something of that sort. But then, I started taking it more seriously. As I started taking it more seriously, my expenses started increasing. Yes, you can start a blog and build something significant by just getting hosting and spending \$10 a month or something of that sort. But, I want to do things at a different level. So, I spend more money.



There are things that you mentioned like health insurance. That is significant. If this is something that you're doing full time, you need to make sure you have a health insurance and that is an expense. I do it part-time. I have a full time job so, my health insurance is taken care of.



Then, there are other fees. If you're running a business, you might want to get that business incorporated. I highly recommend for that. For me, I set up an LLC for Interactive Biology as an example because I want to take that seriously. You have taxes that you have to pay, legal services and all those types of things. Now, I'm not a legal professional so, don't take this as legal advice. Consult with a professional where that's concerned.

But, there are these different things that you want to take in mind as you build your business and as you look ahead and see where your business is going, when I first started, it was only me. To date, I have two outsourcers that I work with, well, actually three that I work with. I probably spend about \$900 to \$1000 every month on those outsourcers because I know that it adds value to my business. I spent a significant amount of money for equipment. This is how I'm able to podcast without editing because I have equipment that allows me to do that. That was a significant investment.

I take this seriously more than I've ever done before and as you grow your business and you start seeing potential or maybe you've already seen that, you start thinking to yourself, what are the things that I need to be able to take this to the next level? What are the expenses that I'm going to have to give up in order to build something substantial?

So, yes. There's a lot to think about when it comes to building a business if you're doing it seriously. You don't have to think about it or have it all worked out right from the beginning but, as you grow, as you expand, you learn more, you get better at what you're doing, and you keep adding and building and building and next thing you know, you have this massive empire that's doing massive things.

So, that's pretty much it for this episode. I just recorded this episode and I'm going to post it right now because it is Tuesday morning at 9:12 AM and it's supposed to go up at 9 o'clock. Why am I telling you all of that? I don't know. I'm just telling you all of that.

But, I do want to let you know that this podcast is brought to you by Become a Blogger. If you are interested in getting started with a blog and you want to get some free training as to how to set up your blog, how to get it going, how to build a business from your blog, go to freebloggingvideos.com and you're going to get all the resources that you need to get things going. There's a lot that you can learn for free which is good because you know don't want to just dive in and invest a ton of money. You want to get your feet wet, learn a little bit and that's exactly what I provide for you.

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That's pretty much it for this episode, [Episode 90](#). Until next time, take care and God bless!