



Presents:

## **Podcast Episode 088: How to Be an Ethical Blogger/Marketer and Still Make Money - with Pat Flynn**





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## Introductions

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

**LESLIE:** 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](http://BecomeaBlogger.com), and I have another exciting interview for you today. It's actually been a while since I've done an interview. I had to come with something awesome for you.

I'm on the line with my buddy, Pat Flynn from [smartpassiveincome.com](http://smartpassiveincome.com) who got a start online with a blog that he started to help himself and co-workers passing the exam related to architecture over at [GreenExamAcademy.com](http://GreenExamAcademy.com). He went on to build that blog into a very successful online business. Since then, he started [SmartPassiveIncome.com](http://SmartPassiveIncome.com) where he shares his experiences that he's had including his online businesses. He's built it into a passionate online community.



Pat stands out as someone who I consider to be a very ethical blogger, so in this conversation, we're going to talk about how to be an **ethical blogger/ marketer** and still make money. That's what we're going to talk about today.

Pat thank you so much for joining me, man. How are you doing?

**PAT:** Dude, I'm doing awesome. After that intro music, I'm just so happy right now. That's great, I love the intro.

**LESLIE:** Oh, not a problem. I'm so glad to have you back. You are my [first interview](#) on the podcast. This is back when I didn't even have a name for the podcast, I don't think. But, this was in February of 2011 so, it's great to have you back, buddy.

**PAT:** Oh dude! I'm excited to be here. Wow, it's been that long.

**LESLIE:** It has been that long -- February of 2011. It's awesome and so much has happened since then.

The screenshot shows a podcast player interface. The title is "004 How Pat Flynn grew a Massive Online Business and how to do the same". It is by Leslie Samuel, dated February 24, 2011, in the Interviews, Podcasts category. There are buttons for "Play in new window" and "Download" (Duration: 46:46 — 53.5MB). A photo of Pat Flynn is shown next to a transcript. The transcript includes: "One of the most exciting things about doing what I do is that I get to talk to people who are doing some AMAZING things when it comes to internet marketing. What makes it even better is when I get to interview people who I've imitated. Seriously. It's awesome stuff. Well, this is an interview that I know you will enjoy. I talk with Pat Flynn, from the Smart Passive Income blog, who first started making a dent on the internet world with his Green Exam Academy blog – A site that he started just to keep track of his notes to study for an architecture exam. Fast forward a little bit and you see him Monetizing his blog by selling an eBook that made him \$8,000 dollars in his first month and up to \$30,000 in a month. In this exciting interview, Pat talks about how he went from having a great job to being downsized to up-sizing his life using the tools available on the internet." On the right, there is a sign-up section for "Ten Free Videos To Get Your Blog Up And Running..." with a list of topics, input fields for "Enter your First Name..." and "Enter your Email Address...", a "Subscribe" button, and a note "Join 11,674 Others!".

**PAT:** A lot has happened, yes.

**LESLIE:** Awesome. Since we did that initial interview that was [Episode 004](#), if anyone wants to go and check out that initial interview, that was Episode 004. If anyone wants to go and check out the interview with you, just go to [becomeablogger.com/episode4](http://becomeablogger.com/episode4), and they'll be able to hear the entire back story about how you got in to Internet marketing, and how you got into blogging and doing all of the things that you're doing today. So, we're not going to go into too much detail about that in this interview since we already covered it.

## Why Pat Flynn Does What He Does

So, the first question I want to ask you, you've built something really significant online. Most of the people that I encounter online in terms of Internet Marketing, they know about you and what you're doing over there at [smartpassiveincome.com](http://smartpassiveincome.com). I want to ask you this question, "Why do you do what you do?"

**PAT:** Why do I do what I do? Well, first and foremost, I do what I do for my family... my son, my daughter is on the way, my wife is actually eight months pregnant right now so, if in the middle of this recording I say, "My wife is going into labor, I apologize to everyone out there. I got to go."

**LESLIE:** It's all good, man. We'll pause if you need to.

**PAT:** I know you don't edit these shows so, it will just be you after that point. But, no, I think we'll be good. And, for my wife of course, that's why I do what I do. My family, that's the most important thing to me. In every decision I make in my business, I think about them and how it's helping them how they would feel about it. They're not even that involved in my business, but I think about them when I run my business. That's first and foremost what I think about.

Secondly, I do what I do for those who invest their time and effort to read what I write or listen to what I say in my podcast or watch my videos. If they're investing time with me, I want to make sure that I do write by them and give them exactly what they need to succeed whatever that may be.

I actually collect, I have a collection in a shoe box right here, right in front of me, of handwritten "Thank you" notes.

**LESLIE:** Oh, wow!

**PAT:** This is like what I strive for. I'm selfish in wanting these. I'm not telling people, "Hey, you go write me a thank you note." I don't tell people to do that. But, this is what I strive for, getting these types of things. Emails and messages and things like that are great, too. I collect all of that because that is what shows me that I'm doing **something right** and I'm doing it in **the right way**. That's how I know.

If I can get more of these, I'm shuffling them in my hands right now, and more thank you messages, I know that as a by-product, I will be more successful and I will have more money coming my way.

I always think about my readers, my audience first, and do anything I can to help them as much as possible to try and get them to be thankful for finding me, thankful for reading my stuff. It's just some great synergies going on there when I help people out.

**LESLIE:** That's awesome and that's very evident in pretty much everything you do when it comes to your podcast, when it comes to the articles that you post in your blog. It's obvious that you're not just posting because you're trying to make money.

Of course, that's part of it, but you really care about the people that you're communicating with and you're building a community of people there that are passionate about building an online business, and it's awesome to see what you're doing on there.

## To be an Ethical Marketer – is it Possible?

**LESLIE:** Let me ask you this question. When it comes to Internet Marketing and typically, what you hear and what you see, if you do a search for making money online or something of that sort, you'll see a ton of websites and all of these websites or many of these websites are promising you the world. You can make \$6,528.22...

**PAT:** ...tomorrow!

**LESLIE:** Exactly, if you just buy this \$15 product. My question is this, in this crazy Internet world that we live in, is it possible to really be an **ethical marketer**, someone that's not just making empty promises or anything of that sort, but to do it ethically and build a significant online business?



I'm not talking about something that's making you \$100 a month or anything, but something really significant. Is that possible?

**PAT:** Yes, absolutely. I've done it multiple times already. It's absolutely possible, but I know it's difficult because there are so many examples of get-rich-quick schemes and things like that. That's what a lot of people in this space teach. I don't know how they could sleep at night when they are teaching other people to do this.

That's why we see so much of it. And, you know what? That sort of marketing is like trying to get that message in front of as many people as possible and just hoping that one or two of them are not going to really think too much about it, or they're going to be so hopeful or so down that they'll feel like that's their only way out. That's definitely not the way that I like to do business or teach how to do business either.

You can definitely be an incredibly ethical, honest, straightforward, authentic, completely **honest marketer** and still, I think, you can actually make even better money doing that way plus, you can sleep at night.

**LESLIE:** Definitely. And, we're going to get into some of the how-to a little later on. Since we're on that topic, yesterday I posted on Facebook on the [Become a Blogger Fan Page](#), if anyone has a question for Pat Flynn, they can call it in to the hotline.

I had two people that called, but one of the questions that was called in by somebody in the Become a Blogger community, Alain from [alaininternetmarketing.com](#) is very related to what we're talking about right now. So, I'll go ahead and play his question for you, and I'll let you answer that.

This is Alain from [alaininternetmarketing.com](#).

## Don't Fall Prey to False Marketers – How to Deal With it

**ALAIN:** *Hello Leslie! Hello Pat! My name is Alain and I'm calling from Canada. You two are my favorite podcasters and I have listened to each one of your shows in your archives. I want to give you the opportunity to let me ask this question.*

*This is in regard to all these outrageous marketing that I see on the Internet. In this era of transparency where we all have Facebook accounts, with our history, and we can all do Google searches, how is it that people continue to fall prey to misrepresentation marketing and outright illegal promotions?*

*Yesterday, I was searching in the Internet and I saw somebody who was willing to help me earn \$3,846,376.77 for only \$21. How can these people survive? How is this even legal?*

*Anyway, I would appreciate any feedback on how can this happen? How can we all fall prey to this schemes that are out there in the Internet, and how come it cannot be stopped?*

*Thank you, guys!*

**LESLIE:** Thank you so much for calling in that question. I'm so glad to hear that you're enjoying both of our podcasts. That's just awesome. So, Pat, what do you think?

**PAT:** Well, Alain from Canada, great question. There is... Oh guys! I hate hearing these types of stuff. It's hard because like you said, there's so much of it and that's why it can't be controlled.

Is it legal? No, it's actually not legal. The FTC at least in the US has said that you can't make these false promises. I remember just recently, there was a company that did an infomercial for



an Ab Roller. It was this thing you lay out on an angle and your knees moved back and forth. They got penalized. They have to pay millions of dollars back to people who want a refund because they had false advertising.



They said that 50 minutes on that thing was like doing X number or actually 3 minutes on that thing was like doing a hundred sit-ups or something like that which was not true. Because of that, they're getting fined.

Everybody who is making these false types of promises should be fined. They're just so many of that. There's just so much of that going on, and honestly, I feel about the FTC probably has, and I hate saying this but they have bigger and more important things to worry about costing more people a lot more money. It's just sad that these exist and there's not enough people regulating this stuff to keep under control.

I think, for all of us out there, we just have to **be aware** that that's out there, and really **be defensive** and know that there are people out there who are hiring or who are professional copywriters who know exactly the triggers to put in their text, in the videos that can absolutely make us forget about all common sense and just dive right in and spend money without even knowing it. It's really scary that that can happen. You just have to be aware and **be smart** about it.

So for me, what I recommend and what I do is I don't buy anything unless I actually **know the person** who I'm buying it from that I trust them. I always try to actually have a conversation with them first even if it's some piece of software that I'm downloading.

Software is a different story. It's not an eBook to try and help you make millions of dollars. But, even with software, I want to know who is making it. Are they trustworthy? That's if I'm going to buy that product or especially if I'm going to be promoting that product as an affiliate. I can't risk promoting a product that I don't know anything about or don't know who's behind it. So, that's why I take a lot of care in what I promote as an affiliate marketer.

As a result, people thank me for the recommendations. People go out of their way to find my affiliate links and I think that's the way to do it, again, just **being honest upfront**. As a consumer, just being aware that that exists, and it's okay to think that everything is like that. That's a defense mechanism and that's healthy.

# How Pat Flynn Makes Ridiculously Big Bucks!

**LESLIE:** Got you. Alright, just to set an understanding of what is possible, one of the things, well, it's very obvious about you when it comes to your blog is that you're extremely transparent to the point that you post all of your earnings, you post pretty much everything that you do so that, someone can come and see exactly what you're doing step-by-step. As a part of that, you do your [monthly income reports](#).

I went to your monthly income reports before starting this interview and I saw that you're making a ridiculous amount of money. That's the best way I can describe it. But, in July of 2012, which is what we're in right now, \$53,791.06; in June \$48,818.51... And, it goes on and on. Each of month, you're making more money than so many people make per year.

One of the interesting things is that I see these but, it never looks like you're bragging about what you're making. It's really like a case study for other people to look at and dissect and see how they can do the same thing. But, with that, I want to understand, I want everyone that's listening to understand how do you actually make money online?

**PAT:** Well, actually, I have a number of different ways that happens I own three different businesses that are doing all sorts of different things. I have, like we talked about in your [podcast session](#) number four, [Green Exam Academy](#), which is where I started. I sell an eBook and I'm an affiliate for practice exams, it's related to that exam on that site, and that's doing maybe \$4000 to \$8000 a month.

I have an iPhone application business that's making money as well passively through the App store. We have about 20 Apps live on iTunes that's making about \$4000 - \$6000 a month right now, as well. I recently did a new site that I actually shared live on the [Smart Passive Income Blog](#), how I selected the niche, how I built it, how I created the site, and all that stuff. I got up to number one in Google and I started making money from that. That's making about \$2000 - \$2500 a month.

But, a bulk of my income as most people will know, when they look at my earnings, and I'm very upfront about this is most of it actually comes from the Smart Passive Income Blog through **affiliate marketing**.



- July 2012 – \$53,791.06
- June 2012 – \$48,818.51
- May 2012 – \$58,102.08
- April 2012 – \$52,711.27
- March 2012 – \$52,792.74
- February 2012 – \$50,351.14
- January 2012 – \$62,572.22
- December 2011 – \$38,435.89
- November 2011 – \$44,473.31
- October 2011 – \$38,612.90
- September 2011 – \$36,592.27
- August 2011 – \$34,034.40
- July 2011 – \$32,851.84
- June 2011 – \$30,393.49
- May 2011 – \$26,609.13
- April 2011 – \$41,634.24
- March 2011 – \$29,429.93
- February 2011 – \$24,616.83
- January 2011 – \$35,607.11
- December 2010 – \$23,646.83
- November 2010 – \$21,641.75
- October 2010 – \$17,905.88
- September 2010 – \$17,229.52
- August 2010 – \$20,683.09
- July 2010 – \$12,978.14
- June 2010 – \$12,990.71
- May 2010 – \$16,336.50
- April 2010 – \$11,461.09



Crazy thing is I don't even sell anything on the site. It's all affiliate income. And, when I tell that to people, and they don't know about me, they're like, "Well, you're a low life. This is terrible. You're just getting people to buy it."

**LESLIE:** You're a scammer!

## Sharing the Tools and “Unboxing the Mystery” of Affiliate Marketing

**PAT:** Yes, you just share all these high numbers and tell people what to do. I'm like, no, that's not what I do. I share exactly step-by-step how I build these businesses. Sometimes I do really well with it, sometimes I don't. I share it all, the wins, the losses, everything.

Along the way, sometimes, I will share a product that I use. Sometimes, that product that I use will be one that's free. Sometimes, it will be one that will have to be paid for. Sometimes, those products that I have to pay for have an affiliate program where I can put a link on my site where people buy that particular product. I can then earn a little bit of commission off of that. That's how I make the bulk of my income off of Smart Passive Income.

The whole thing is like I don't sell anything. I don't tell people to ever go buy something. I just share the tools that I use and share exactly how I use them. I call that "[unboxing the mystery](#)." It's taking a product that people would not really know much about that I feel is going to be helpful for them because I know it's been helpful for me. I know about that product, and I know about it enough where I can actually be a support system for that person if they ever need it. I think that's important as well.

But, knowing that product well enough where I can just basically create a video and show people exactly how to use it, or even to the point where I can share what is missing from it and what you can include to make that experience used in that product even better, just everything.

Because the whole point and the whole reason why this is successful and the blog is because I'm **helping people achieve something**. That's the one priority, helping people on their path to success. Sometimes on that path, there are those products. Maybe they're your own products. Maybe they're other people's products. But, affiliate marketing... Yes, a lot of people say they scam you, but you know what?

There are a lot of great products out there that you can recommend to your audience, that they're going to appreciate, and they're going to be thankful for that you pointed them in the right direction, that you could never create on your own. There's no way I could ever make a hosting company.

**LESLIE:** Never.

**PAT:** And, do that. But, there are amazing hosting companies out there. One that I promote, I only promote one because I don't want to confuse my readers in giving too many options, but that's the one I've used and that's the one I promote. And, I could never create a hosting domain company, for example.

I could never create a tool to help people with keyword research. That's [Market Samurai](#). That's another big product that I'm an affiliate for.

So, what I do is I take these products that I know are helpful because I've used them and I share everything about them. So, for [Market Samurai](#) for example, I did a webinar. It was actually an hour and a half webinar showing people exactly how to do keyword research and exactly how Market Samurai falls in to that particular journey, I guess, of keyword research.



**MARKET  
SAMURAI**

I included an affiliate link saying and I'm really upfront about this, "If you would like to click on my affiliate link, here it is." I'm always telling people that, that's my affiliate link because a number of things happen and I'm probably answering questions that you're going to ask later in this podcast.

**LESLIE:** No, we're good. We're good. Keep it coming.

**PAT:** I told you before we started, I don't like to talk you know. I had a little bit of coffee. I know it's late, but I had some coffee before this so, I'm...

**LESLIE:** It's all good, man.

**PAT:** I'm just talking a lot. I love it. But, I've noticed that when I talk this way, that's when I'm really passionate about something. So, I'm really passionate about **ethical marketing** and actually, using affiliate marketing to your advantage is just like adding a product to your own product line. It just happens to be someone else's part that you couldn't ever create yourself, or that you could create but, it just wouldn't be that quality because that person is the expert in it.

So, you want to do your audience a favor by sharing products that are going to help them. I think what clouds people's minds sometimes is they see that affiliate commission. And, that drives the motivation to sell something. And, that's never a good idea.

Like I said, sometimes, the things that I promote are free. But, if it's going to help them, great, that's my purpose because I know that the more people I help, this is my business model, the more people I help, the more money will come back my way. I always say that money is a by-product of how helpful you actually are.

And so, you want to think of finding the best products whether they're yours or other people's products that if you don't recommend that product, you're actually doing your audience a disfavor by not showing them exactly what that product could actually do for them to help them reach their goals.

**LESLIE:** Now, what would be a good example because I want to link up to something for someone to check out, a good example of an affiliate promotion that you've done that wasn't really, not wasn't really, but wasn't sleazy? It was you educating your audience and showing them how to do such and such and there's an affiliate link.

What would be a good place to send them?

**PAT:** Oh, you can actually go to my [home page](#) and click on the "[Getting Started Button](#)" right at the top, and then, down, sort of the middle in the page, there is a section on how to get started.

**LESLIE:** Got you.

**PAT:** In there, there's actually a video walking people step-by-step how to build a blog from scratch.

**LESLIE:** Yes.

**PAT:** You've probably seen this video before. It's called, "[How to Build a Blog and Write Your First Blog Post in Less Than Four Minutes](#)." There was actually a little timer. There's a ton of videos like that out there, but that was my way of making it stand out from the rest, do it in only four minutes.

**LESLIE:** Yes.

**PAT:** and, I walk people through. It's just pure content showing people step-by-step, what to do because I know that technology is a big hurdle for a lot of people. And, a lot of people use that video. It's been viewed over 41,000 times. At the end of the video, I just say, "Hey, you know what? If you enjoyed this and you want to go through my affiliate link for my hosting company, here it is."

That's not sleazy at all. I think people if people have watched that video with whatever video you create or post that through right your podcast that you do, if they've listen to you for that long or read your entire page and they get to the bottom and then, you finally teach them something, you absolutely have the right to do that if it's something that's going to be helpful.

You've earned it at that point. If you can get them all the way to the bottom, they're engaged with you, they're hot, and they want to pay you back for all the great information you've given them.

**LESLIE:** Yes, that's the model that I love. That's the same thing that I try to do, that I do. With [Become a Blogger](#), we have our [ten free videos](#) that walk them through setting up a blog, and then, of course, you have the relevant affiliate links because they're going to need hosting. You can't set up your self-hosted website without a hosting account so, you might as well provide that affiliate link for them to use.

## Speak in Your Audience's Language

**LESLIE:** While we're on the topic of affiliate marketing, specifically affiliate links, Rochelle from [thesinglestatus.com](#) called in a question about that very topic. So, I'm going to go ahead and play that one right now. So, take it away Rochelle.

***ROCHELLE:** "Hey Leslie! It's Rochelle calling from singlestatus.com. I heard that Pat Flynn is going to be on your show. I just have to say. Pat Flynn is so cool, and it's so cool that he's on your show. I first heard about him because he was on your show, and so, I'm glad that he's back in your show."*

*So, I have a question actually to this point. My audience is not Internet Marketing type people, type of audience, right, obviously, with a blog that's called thesinglestatus.com.*

*Okay, I'm wondering about affiliate links. When I use them, do I need to mention that these links are affiliate links even though my audience is just normal or especially because my audience is normal? This is what I'm wondering.*

*Like, are they going to be confused when I use the word, 'affiliates?' Do they even know what affiliation of a link is?*

*Okay, that's the question. Do I need to mention affiliate links or should I just post them? That's all for now, it must be late this is why I'm rambling. Hope you have an awesome day. And, thanks for everything you do!*

*Okay, bye!"*

**LESLIE:** Thank you, Rochelle.

**PAT:** Hey, Rochelle, you're awesome!

**LESLIE:** Rochelle rocks! I love Rochelle, she's awesome. So, yes, what do you think Pat?

**PAT:** That's actually a really good question. I would always, I would just make a rule, just always say that you're going to earn a commission if they go through that link.

Now, do you always call it an "affiliate link?" No, in the Internet Marketing, blogging says, "Yes. That's what people know." The people know what affiliate is but, for regular, not to say that bloggers and Internet marketers aren't regular people, too. But, for regular audiences, yes, speak in their language.

One word I like to use is a "*referral link*" because you're referring people or, it could be a partner link. That is another one that you could use. But, I would always mention that, "You're using... Here's my referral link for such and such. I do earn a commission if you go through that link. If you do go through that link, thank you! Please email me so, I can personally thank you for going through the link and offer any sort of support that you may need." Boom!

That's all you need to do. Most of the time, no one's going to contact you but just knowing that you've offered that right at the point of sale or right when you mentioned that affiliate link, that goes a very long way.

## Send them a Personal "Thank You"

And, the people who do email you, that's great because you want to **thank those people**. You want to thank those people a lot because then, the more you appreciate them, the more they're going to appreciate you, they potentially come back for more or, at least share your stuff, or at least just enjoy the relationship building that you're doing together.



So, yes, absolutely always call out that those are affiliate links. People will appreciate it. Some people don't even know that that's possible. They don't know about affiliate marketing and some people will see your product and they'll open it in a new page because they want to start fresh from the Home Page not knowing that you actually would get a commission.

If you actually give enough value in giving them enough information to a point where they would want to pay you back, if you tell them, "Hey, here's the link. You could pay me back by going to this link," obviously in a different language, but a lot of people would go out of their way to do that.

"Oh, I just had such good information from this. I can actually buy this product and help the author out at the same time. Well heck, yes! I'm going to do that."



A lot of people also, I like to mention that sometimes as well, depending on what particular product I'm recommending and the audience who it's for is one telling them that you're going to get a commission, but also, telling them it's at no extra cost to them.

**LESLIE:** Got you. I like it, I like it. I love especially the tip of saying, *"If you purchase through this contact me and let me know, so that I can thank you personally and answer any questions that you have."*

I think that gives you an extra edge and it shows them that you really care about the product that they are purchasing and that you really care about them as your audience because really, your audience, that's value right there. That's a great tip.

Now, we're going to get into some tips that you can give for how to do this the right way. But first, I want to just talk about one thing really quick, actually two quick things. We talk about how much money you're making with your blog, and with affiliate marketing, and someone might listen to this and just get the idea that this is really easy. I just put up a blog and then, I'm going to start making \$50,000 a month, yes! And, everything is going to be great!"

## Believe and Make it Happen

**LESLIE:** But, I can imagine... the name of your blog is [Smart Passive Income](#), but I can imagine that it took a significant amount of work to get you to where you are today.

Does it take a lot of work? Is it something that anyone can just do easily without putting in a lot of effort? How does that work?

**PAT:** Not everyone can do this. I'm just going to be straight up with you. Not everyone can do this because they don't believe they can do it. I feel that anyone can do this, but not everyone believes they can do it. If you don't believe you can do it then, it's definitely not going to happen.

Henry Ford has a great quote. It's,

*"Whether you think you can or you think you can't, you're right."*

I live by that every single day so, I always believe in what I'm doing. But, as far as how long it would take, even if you do believe in yourself, you know you should, if you're having a hard time with that, maybe look for external factors that are making you think that way. Maybe it's a

family member or friends that are pulling you down, that's very common. That's part of the biggest hurdle that a lot of people face is family and friends who don't believe in them.

I've been very fortunate to have an amazing wife, an amazing family. My parents have always been very supportive of me. If my wife was just like, "You know what? I don't believe in this Internet Business stuff. You need to get another job." I would have gotten another job doing something. I wouldn't be here today.

If you're having that issue and I'm sorry to go off on a tangent, but if you're going through that issue, surround yourself with people like Leslie who will just totally uplift you and that you can get together with, or at least talk to every once in a while or listen to, to inspire you and keep you going.

## It Will Take Time

Alright, now it's not going to happen overnight. It's not going to happen in a year. It could... depending on what niche you're in and how lucky you get sometimes. And, yes, there's a little bit of luck involved. I really think that you create your own luck. There's a quote, I love this quote. It's:

*"Luck is being at the right place at the right time."*

But, to some extent, you have control over when and where you are.

So, you can control your luck. Work hard and know that you're eventually going to get there but, it's not going to happen overnight. That's thing about like what Alain was saying from [alaintetninternetmarketing.com](http://alaintetninternetmarketing.com), just want to give him another plug, he was talking about... There's all these empty promises out there, making money overnight or in a week or even in a month. Make millions of dollars in a month! Like, yes right, that's not going to happen. But, it is possible to make a substantial living or great money but, it takes time because you're not going to know exactly how to do it right away.

Even if you have all the information that anyone else has ever given you who has been successful, every person is different. Every person is going to have a different journey and you have to **live that journey and experience** it and you have to work through the failures because you're going to see failures.

You have to keep falling forward and over time, if you can build significant relationships with your audience, it's just going to take you so far. And, Leslie, you and I were talking beforehand, we're talking about how just the more you put yourself out there, the more content you create, the more you put yourself on different platforms, the more opportunities come at you. You were

talking about, I hope I can say this, you got to be a Biology professor because of your podcast, right?

**LESLIE:** Definitely, well as a result of my blog, my [Biology blog](#), now I'm teaching at a University doing exactly what I always wanted to do, but without a Ph.D. but because I built something significant online that demonstrates what I'm able to do. There are just so many things that can happen as a result.



**PAT:** How long since you started blog to that point?

**LESLIE:** Let's see... I started it at the beginning of 2011 and I got the job this year. So, let's say...

**PAT:** So, a year and a half.

**LESLIE:** A year and a half, yes, pretty much.

**PAT:** That was about exactly the same amount of time for me with [Green Exam Academy](#) since starting that getting to a point where I launched an eBook. That was the same amount of time actually since I started [Smart Passive Income](#). Beginning actually with Smart Passive Income first year, I hardly saw any income from it. But, I really loved what I was doing so, I kept doing it and eventually people just started to pick it up and people started to appreciate the honesty and the transparency and then, I got to just spread all over the place, to my podcast.

And, similar to you, because of my podcast actually, [Smart Passive Income Podcast](#), I got found by a Hollywood producer who wanted to hire me for a movie called, "[Crooked Arrows](#)" It's a Lacrosse movie, independent movie, and I did that.

I did that. I got to go on set. I got paid. I got to go on set and be an extra. I got to meet all the actors. I got to meet Brandon Routh who played Superman from Superman Returns. It was such an awesome experience and it wouldn't have happened unless I put myself out there and it takes a while for that to happen.

You can't be known overnight. You can't just set up a website and expect things to happen. I compare a website to a message in a bottle that you throw in the ocean. Nobody knows about it until currents eventually land that bottle somewhere where somebody finally stumbles upon it. And, they weren't even looking for it, right?

You have to put yourself on to platforms where there are people who already exists like [iTunes](#), or like on Google with Search Engine Optimization, or [YouTube](#), or build relationship with other people in your niche. That's what's going to help you get noticed and take you somewhere.

So, it's not putting a bottle in the ocean. It's taking that bottle, putting that right in front of people's feet so, they can say, "Hey, check this out."

**LESLIE:** Awesome, awesome. One more question before we move in to the tips, the rapid fire tips. We're going to call that, "The best of Pat."

**PAT:** Nice, I'm excited.

## **Making Money with Email Lists by Killing Them with Content**

**LESLIE:** This question is this...

I've been on your list for a while and as a part of your list, I expect you to send me emails. You do send me emails, great. I get a lot of value from these emails. But, I can imagine one of the things baffles a lot of people is that I can't remember ever getting an email from you that's selling me something.

**PAT:** Probably because you haven't gotten one.

**LESLIE:** Exactly. So, how do you go about doing that? You keep hearing the money is in the list. The money is in the list. This is something that a lot of Internet Marketers say. This is something that I say that the money is in the list, and that by building a list, you can have a system where you can nurture relationships with people, and you have a platform to which you can also sell products and promote different things.

How do you make money with your lists if you're not promoting to your list?

**PAT:** Well, the money is in the list but, what is that list made of? The list is made of people. There are people on the other end of the email. Yes, the money is in the list, but people when they hear that, they don't treat the list like people. They treat the list like a way to eventually make money. Sell, sell, sell, pitch, pitch, pitch.

I don't know about you, but when I'm on the receiving end of the pitch fest, I don't feel very good. I don't feel like I'm getting any value. I'm confused because last week you said that this was the product to get, and now it says, this week... I'm like, "What?"

I don't feel good when that happens. So, I said, "Okay, I'm just going to screw the promotions. I'm just going to provide pure content on my emails," and you use email as a platform to build an even stronger relationship with my readers.

And, when you think about email, it's just such a personal form of communication, one-on-one communication even if you're doing broadcast and auto-responders and stuff. Those emails are still going into people's personal inboxes, who check those emails every single day, every time their phone vibrates or every time they hear ding on Outlook, or whatever. You can't not look at an email.

**An email is very sacred.** You have to keep it, keep the email subscriber happy. There's no better way to do that but just absolutely killing them with content. Kill them with content. Kill them with kindness.

So, how do you make money from it?

Well, I indirectly promote on it. One, it's just a better way to develop a relationship with people. The more you can do that, the more money you're going to make, not directly but just because people are going to understand who you are. You're going to be shared. They're going to come in your blog, and eventually see something and remember that you were such a good person because you haven't really pitched anything that they're going to want to pay back. That's one thing.

Another thing is say for example you talked about a specific process like I'll go back to the keyword research example with Market Samurai. I'm going to promote Market Samurai, but I don't promote Market Samurai straight away. I promote keyword research. It just so happens to be that I use Market Samurai and that process just speed it up for me.

So, I write a post about keyword research and I'll include a webinar replay link or actually do a webinar for keyword research and mention that I will be using [Market Samurai](#) to help me, although it's not necessary. But because of the examples and because of the actual live proof, you could see that. If you're going to do keyword research, you would want to get Market Samurai because you're just going to save a ton of time.

And so, in my emails, I'll say, "Hey, I wrote a great post today. It's about keyword research, which is one of the most important things to do if you're building niche sites, understanding how many surf for yatty-yatty-yatta. Here's a link to the blogpost." I don't mention Market Samurai in there at all. I'm just mentioning a specific process that I know is going to help people.



When they get there, they're still getting even more content but, it just so happens that at one or two points in the webinar or at the end of the article, after I've already delivered so much content then, that's where that affiliate link occurs. I have no shame in putting an affiliate link there. And then, I don't think anyone does either because they are going through those links. I'm keeping track of all of my affiliate links and people are going through those links and that's how I indirectly sell and keep my list healthy, keep my list happy online.

**LESLIE:** Awesome. I love how you do that and I've actually started modeling what I'm doing with my list off of a lot of what you do.

**PAT:** Good, that's why I do what I do. I want you and everyone else to see that it works and try it out for themselves.

**LESLIE:** And then, take action. Awesome!

## **The Best of Pat – How to be a Successful Ethical Marketer**

**LESLIE:** So, now we're going to give them a lot to take action on. This is where we're going to get the best of Pat. I want you to share ...

**PAT:** I'm sitting up in my chair right now.

**LESLIE:** There you go! I want you to share your best tips on how to be a successful ethical marketer. Tip number one, go!

### **Tip #1: Be honest.**

**PAT:** Be honest. Just be absolutely honest about everything.

**LESLIE:** Awesome. I like that.

**PAT:** Are you going to go like two, three, and four? Or, should I just...? I can talk forever about just honesty but...

**LESLIE:** You can expand on that a little bit and we'll move on to the next tip.

**PAT:** Okay, sure. Put yourself in the shoes of your audience and how you would feel based on how you think you should be promoting stuff. What would you want to see on the site? You would absolutely want those people who would... up to you to be honest and upfront about everything, not just what's good and what's going to be helpful but, actually what...

Problems can happen along the way, and the one great thing to do is if you're promoting a product and you know that there's a hole in it, don't hide it because you want more, you don't hide it because you don't want to show the flaws. Show the flaws so that, you can be such an expert about it that you know that those flaws exist and then, provide a bonus to help cover up those flaws, or not cover up, but help improve the product, a relevant complementary product to go along with it.

**LESLIE:** Got it. I love it. Be honest. Tip number one, I should take notes here, be honest. Tip number two go!

## **Tip #2: Focus on Relationships with Own Audience**

**PAT:** Tip number two would be to focus on the relationship that you have with your audience first. It's always the most important thing and I always use this example. If you have a really strong relationship with someone, you don't have to do any sort of pitching or selling at all.

For example, my wife and I, we have a great relationship. She's eight month's pregnant. If she at like three in the morning was like, "Go to Walgreens and get me a KitKat or Snickers bar," I'm not going to think twice about it. I'm going to go do it because we have that much of a strong relationship. You want to have an amazing relationship with your audience so that, when you're eventually at the point when you do want to recommend something, you just have to mention it and they're going to want to help you out.

**LESLIE:** Got it, and the stronger that relationship is, the less you have to do in terms of promotion. You don't have to do a hard sell or anything of that sort. But, you mentioned it and it's more likely that they're going to purchase. They know you. They like you. They trust you.

Awesome. Tip number three.

## **Tip #3: Unbox the Product and Share Every Experience with It**

**PAT:** Tip number three would be to share your own experiences with any sort of products that you have whether they're good, whether they're bad. I know this has little bit to do with honesty but, I mean really share your experiences down to the proof, and the data, and the results of that product whether it's your own product and you're sharing a specific system.

How does that system work for you? Or, if it's an affiliate product, how does that affiliate product help you down to



the number of keywords that you found because of that tool, something like that?

Just be ridiculously upfront with everything and really unbox the products that you're promoting whether they're your own products or someone else's. Just show everything. Share it all.

**LESLIE:** Awesome. So, number one, be honest. Number two, focus on the relationship first. Number three, share your own experiences. I don't know how many tips you have. But, do you have a number four?

**PAT:** Oh gosh, I could probably go on forever. Number four, like I said would be to... I'm just going to talk about a whole bunch of them.

**LESLIE:** Yes, just talk.

### **Tip #4&5: Always Mention You're Using Affiliate Links and Make Sure You're Always There for Support**

**PAT:** Oh gosh, like Rochelle was saying always mention that that's an affiliate link or referral link that you get paid for it. Always be there for support especially at the point of sale, but even not at the point of sale, even when you just mention that product in passing, "Hey, I know about this product. I will be there to help you out."

### **Tip #6: Know Everything about the Product Being Promoted**

**PAT:** The definition of an affiliate is an official attachment to another company so, make sure this is another tip that you actually use the products that you're recommending if they're not your own. Use those products and know them like crazy because I wouldn't risk my brand and my reputation on a product that I know nothing about. That's another tip.

Always make sure that you absolutely know everything you can about the products that you're offering.

### **Tip #7: Admit When Some Things Go Wrong**

**PAT:** Another thing is just admitting when something goes wrong. Everything just traces back to being honest but, this is a specific strategy. So, admit when something goes wrong.

I did an email the other day. You probably got this one since you're on my list talking about how I'm actually writing a book right now, how I spent four hours the other night writing, and at the end of it, I had nothing to show for it. I had not an extra word after that four hours. It was such a terrible writing session and I was just honest about that upfront with people.

## Tip #8: Put Self at the Same Level with Your Audience

**PAT:** What that does is it helps them to connect with you. It helps you put yourself on the same level as your audience. That's another thing. You want to put yourself on the same level. You want to be the expert. You want to be the person they can look up to but, at the same time, you want to be a friend. You want to be someone on the same level who they can talk to, who they can feel comfortable with, who they know and they can trust.

## Tip #9: It's All about Trust

**PAT:** That's really what it all comes down to even honesty, authenticity and all that stuff. It all comes down to trust because without that trust, no transactions whatsoever are ever going to happen. I'm not even talking about monetary ones. I'm talking about things like signing up for your email lists to sharing you with their followers, which are all things that can help your brand but, that doesn't happen unless that trust is there. Think about the relationship you have with your audiences if they were your best friend.

**LESLIE:** Well, I was hoping to get five tips. I jotted down nine. I'm going to recap on them, and then, I'm going to ask you one more question and this is probably the most important question of them all. So, be ready.

Tip number one, be honest. Number two, focus on the relationship first. Number three, share your own experiences, the good and the bad, and the ugly (I'll put that in there). Number four, always mention that you're using an affiliate link. Five, always be there for support. Number six, make sure you know everything you can about the product that you're offering or promoting or whatever the case might be. Number seven, admit when things go wrong. Number eight, put yourself on the same levels as your audience. And, number nine, it all comes down to trust.

**PAT:** Nice dude. That was an awesome recap.

**LESLIE:** Well, it was awesome information to recap on.

**PAT:** I couldn't even dissect what I just said. You did it perfectly.

## Lastly, a Very Important Question

**LESLIE:** Awesome. Alright, so this is the important question. This question has nothing to do with anything that we've been talking about but, you're a father, and you're going to be, what do you call it?

**PAT:** A father again, a dad of two.

**LESLIE:** There you go. I'm going to be a father November for the first time. What is your best parenting tip that you can give?

**PAT:** We can talk in a whole 'nother hour about this and we probably should just for your health and your safety.

**LESLIE:** I got you. But, you only have one so, this is got to be good.

**PAT:** Just enjoy every single moment of it because it goes by so fast.

**LESLIE:** Awesome. I love it. Enjoy every— You know, I think about parenthood and I think to myself, "What in the world? There's going to be this little person that I'm going to be responsible for." It's just an amazing thing to think about.

**PAT:** And, get your sleep.

**LESLIE:** Get my sleep now, right because after that I won't be getting it then?

**PAT:** Nope.

## What's Keeping Pat Flynn Busy These Days?

**LESLIE:** Awesome. Well, thanks for that tip. One more thing, what do you have going on right now? I know there's a book and so on. Can you talk a little bit about that?

**PAT:** Yes, I'm writing a book. It sort of has to do with my **marketing strategy** and how I'm everywhere, and I'm not just on the website but, I'm on podcast and YouTube and I have a specific strategy that goes along with that.

## Three Parts of 'Being Everywhere,' Pat's eBook

### Be Found



Just to break it down a little bit, there's three parts to it. The first part of being everywhere is actually to **be found**. You have to be found first before anything can happen. That's actually literally putting yourself on these different platforms where people are already existing.

There's a nice quote out there. It's,

*"In order to be found, you must stand where the seekers seek."*

If you're just a website, that's not going to happen. So, putting yourself out there where people are already there, looking for people just like you. That's the first part, "Be Found."

### **Be Remembered**

The second part is actually, "Be Remembered." It's not just something to be found. You can find \$1 bill on the ground and it can be awesome, and then, you can forget about it later. You have to be remembered and there are lots of things that goes into that.

### **Be Shared**

Third part is actually, "Be Shared," and that's the most important of Be Everywhere because it's like when me being here on this podcast and you sharing my story, that helps me connect with so many more people like Rochelle and Alain and all of your other listeners that I would have never have reached otherwise.

Because they have that relationship with you already, when you recommend me, it's a lot stronger than if I were just to go to them and say, "Hey, check out my stuff." So, be found, be remembered, be shared, and what happens when you're shared? You're found again. And, it goes through a cycle. It just expands from there. That's how you build your brand.

**LESLIE:** Awesome. I love it. I'm looking forward to it. I know a lot of people are looking forward to it.

Wishing you all the best as you continue to finish writing that book. If people want to connect with you, where should they go?

**PAT:** [Smartpassiveincome.com](http://Smartpassiveincome.com) is the blog, but I would love to just say 'hi' to you. Come to my Facebook page. Say 'hi.' I promise I will say 'hi' back. You can go to [patonfacebook.com](http://patonfacebook.com).

**LESLIE:** Awesome. Hey, thank you so much for joining me on the call.

**PAT:** Thank you! I'm sorry we went over.

**LESLIE:** No, it's all good. We're at 46 minutes which is just one minute over and that's... Oops, I started my music and it cut off. What's up with that?

**PAT:** See, it's saying come on now.

**LESLIE:** Alright, that's better. Hey, thanks a lot, Pat. Man, I appreciate it.

**PAT:** Yes, no problem.



**LESLIE:** Hey guys! You want to check out Pat Flynn, head on over to [smartpassiveincome.com](http://smartpassiveincome.com). You'll see all the stuff that he has going on there from the podcast to the videos to the articles, a whole bunch of stuff. It's just good stuff. Get on his list. If you're not on his list, just stop right now and just go on there and get on the list and check out what he has going on.

As usual, this podcast is brought to you by my ten free videos from [freebloggingvideos.com](http://freebloggingvideos.com). You can head on over there and you will learn exactly how to get your blog up and running, how to install Wordpress, how to get a web host, how to get your domain name, all that jazz, so that you can get that stuff up and running, and get it up and running fast.

I hope you got a lot of value from this episode. If you're enjoying what we're doing, come back to the blog at [becomeablogger.com](http://becomeablogger.com). Check us out on Facebook, [leslieonfacebook.com](http://leslieonfacebook.com). I got that from Pat, by the way. So, come on and check us out over there. We have a lot going on and I'd love to interact with you there.

That's pretty much it for this episode. Stay tuned for the next one that's coming up. But, until next time, take care and God bless!