



Presents:

**Podcast Episode 097:  
From eBook Promotion to Being Banned  
from AdSense  
-- Your Questions Answered**



**By: Leslie Samuel**



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## Introduction

Hello, 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. (Hooh! I'm so pumped right now). 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 as usual, I have another exciting episode for you today.

In today's episode, I'm just going to be answering your questions. Man, things have been super crazy over the last few weeks and I've gotten in a number of questions that I haven't gotten around to answering on the podcast. Well today, that's what I'm going to be doing. I'm going to be answering all those questions that came in.

I have five questions that were called in by five people on topics like promoting eBooks to me disappearing from iTunes, to duplicate content, AdSense bans and getting in problems at work, all that kind of stuff coming up today on today's episode. That's what we're going to talk about today.

## What's Keeping Me Busy These Days

So, much has been happening that I am just so excited, As you probably know, my wife and I are expecting our first little one. His name is Noah and he's kicking. He's thriving. He's just about ready to pop out and come in to this world.

We are just about ready to have him. We got our crib. I set it up a few weeks ago. We have a bassinet for him to sleep in for the first few weeks. We got a bunch of clothes and a bunch of stuff. If you ever have a child, you probably know exactly know what I'm talking about right now. We're very excited.

Her parents are in from the Bahamas. They are here for two weeks so, hopefully, they'll be here to see for the birth of little Noah and be able to spend some time with him and all that stuff if everything goes according to plan.

As of right now, what's today's date? Today is the 18<sup>th</sup>, Sunday the 18<sup>th</sup> as I'm recording this and he is supposed to be appearing, making his grand entrance on Sunday, November 25. Just in seven days, he's supposed to show up but, I have a feeling, I just have a feeling that he's going to show up a little sooner.

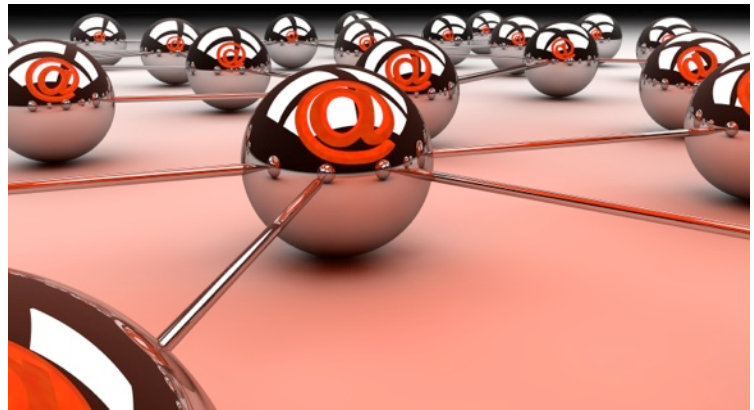
I've been telling my class where I work, I've been telling my students that I think he's going to come on the 19<sup>th</sup> at 2 P.M. Well, tomorrow is the 19<sup>th</sup>. So, we'll see what's going to happen. I just might be wrong but, we'll see. We'll see. I'll keep you guys up to date as to what's going on.

## One Special Announcement – A Free Course for You

Anyhow, before I get into answering these questions, I want to make an announcement. Maybe you know about it already. Maybe you don't know about it as yet.

If you don't know, now you'll know and you can take advantage of this.

I just released a 100% FREE course on email marketing. It's called **Email Marketing Setup**. You can find it at [EmailMarketingSetup.com](http://EmailMarketingSetup.com).



If you go there, it's going to redirect you to the page on Become a Blogger where you can opt in to sign up for these ten free videos on getting your email marketing campaigns up and running using [Aweber](http://Aweber.com), that service that I've used since the beginning and I love and I think it's awesome.

A lot of people try to get it set up and try to get started with **email marketing** because your list is the most important asset when it comes to building your blog. So, a lot of people go over there. They sign up and they're not sure what to do so, I decided to put together a free Email Marketing Setup Video Training Series.

I want to tell you exactly what's in it because it's pretty cool. If you know my style, I like to go very step-by-step. I like to show you all of the little details as to how you get things set up. So, in the ten free videos, this is what I'm covering.

## **The Course Content**

Number one, I'm talking about what is email marketing and why ALL bloggers should get into it and why they should use Aweber.

Number two, I'm going to show you how to sign up for an Aweber account then, how to set up your email list, how to create opt in forms, how to add the opt in forms to your blog, how to set up your follow-up sequence, how to send an email broadcast message, how to set up blog broadcast where people get automatically emailed whenever you post a new blog post with that blog post in their email address which is called RSS to email. I'm going to be talking about automation rules for segmentation.

If you don't know what that is, go ahead and sign up. You'll learn what that is.

Lastly, I go into Aweber statistics and show you exactly how to analyze it, how to set it up in the way that you need to set it up and all that stuff. It's fun stuff but, not only are you getting the videos with this free course. I decided to go all out for this one.

## **What You'll Get with the Course**

With this free course, you get the videos, you get the MP3 downloads, you get the PDF transcript which is something that I've done in the past, but then, you also get a step-by-step guide which shows you screenshots, walking you through the process of how to do everything I show you how to do.

So, not only do you have video, if you want to remember how to do one quick thing, you can jump in there and go to the screenshot for that particular tutorial and be able to see exactly where to go. That just really makes it easy to follow along.

And then, I have an action sheet. At the bottom of every video, you'll see a checklist which gives you some action that you need to do. You can actually check them off as you go through and complete that step and there's a place for you to take notes right beneath the video.

Yes, I'm excited about that. Yes, I'm a nerd. I accept it. It's all good. But, it's so awesome. I really love the way it's set up and I'm excited to share it with you. So, the only reason I have

you opt in, well besides building my list, really is so that you can keep track the steps that you've taken. You can take note and so on. To do that, you have to have a membership, at least that's the way we set it up. That's the only way I know how to do it.

Just head on over to [emailmarketingsetup.com](http://emailmarketingsetup.com) and you'll get those ten free videos.

## Let's Get Your Questions Answered



Okay, enough about that. I'm excited as you can tell and I hope you find a ton of value from those videos if you do and even if you don't, just leave me some feedback and let me know exactly what you think about.

Anyhow, so we're going to get into the five questions that were called in. Just before I get into that, I want to let you know just in case you're new to this podcast, you're not sure how all of these work, you can always call in questions on my hotline.

There are actually now two ways to do that. You can go to [becomeablogger.com/feedback](http://becomeablogger.com/feedback). If you go to [becomeablogger.com/feedback](http://becomeablogger.com/feedback), there's going to be a button that you can click on and record directly from your computer what your message is. When you record it, you can listen to it. You could say, "I don't really like how that sounds. Let me re-record it." Then, when it's perfect, you can send it in and I will answer your questions on this show.

Alternatively, and this is what most people are used to doing, you can call the hotline. The hotline's number is **888-835-2414**. That is my beautiful wife singing that for you so that, you can get that ingrained in your mind and you can always call that number and ask questions about anything related to blogging, Internet Marketing, online business, just any of that stuff. I am very excited to help you out on this podcast. Feel free to do that any time of day, any time of night.

All right, let's get into the questions. I have five questions that were called in.

The first one is from Alain from [AlainInternetMarketing.com](http://AlainInternetMarketing.com). It's about advice for promoting his eBook that he just created, how he can go about doing that. Then, Bob Skelton from [NetworkMarketersJournal.com](http://NetworkMarketersJournal.com) called in to ask about me dropping off from iTunes. Jason from [ApplicationTalk.com](http://ApplicationTalk.com) wants to know if he should be worried about duplicate content. Kathy from [LeanBodyWorks.com](http://LeanBodyWorks.com) was banned from AdSense and she wants to know what to do. I have

some suggestions. And, Paul calls to ask how I deal with having a blog that's related to the industry that I work in without getting into any problem.

## **Question #1: How can I effectively and successfully promote my product?**

We're going to take those in that order, in that sequence. We're going to start first with Alain from [AlainInternetMarketing.com](http://AlainInternetMarketing.com). So, take away Alain.

*"Hey Leslie, this is Alain from Alain Internet Marketing. I started a blog about four months ago. I keep on reading statistics from Google pointing out that 60% of small businesses do not have an online presence.*

*So, I decided to do a blog dedicated to help small business become visible in the Internet. Also, I took your advice from many of your podcast and I... wrote an eBook called, 'Make your small business big on the Internet,' which is now posted at the Amazon Kindle Store.*

*My question is, 'Do you have some advice on which will be the best way to promote my eBook to create sales.' I know that this is a very broad question but, it will be very nice to hear your opinion.*

*Thank you, Leslie!"*

All right, Alain thank you so much for calling in that and also, thank you for taking action because a lot of people listen o my podcast, a lot of people go through my training, and there are some that really stand out as people that take action. I applaud you for doing that.

You've written your first eBook and that is great. What I like is that you know that your focus for building your blog is yes, talking about online marketing and business and all that kind of stuff. But, you're focusing specifically on small businesses and helping them get going.

It's not just about someone that just wants to start a blog. You have decided to focus on a niche which is helping small business owners get started. This isn't related to your question but, I think that's an excellent blog topic that you can actually go out there and link the offline with the online.

You can go to small businesses in your area and talk to them about different things that they can do to get their business online and the benefits of doing that and so on. I just think that there's so much that can be done there.

Yes, there's a lot of people out there that are doing it but, there's no one like you that's doing it. Way to go and keep up the good work!

To answer your question, you want to know about how you go about promoting your eBook and getting sales, making money with that eBook of course because that's one of your primary goals with that eBook.

Now, I want to emphasize something here because this is something that a lot of people overlook. A lot of people think, you know what, I am going to build a blog and create an eBook and when I create an eBook, a lot of people are just going to buy it.

## The Importance of Having Your Own Platform

Well, I hate to be the bearer of bad news. That is not the way it goes. In fact, I've been listening to a number of interviews and a number of authors talk about publishing. What I've realized is that even traditional publishers today, large publishers or even medium-sized publishers, they won't publish your book, or it's much harder to get them to publish your book, almost won't publish your book unless you have a platform.



If you do not have a platform, and by platform I mean a place where you are exposed to an audience, a place where people are coming to hear from you, for example, a blog. A blog is an excellent platform. If you don't have a platform, where you already have an audience, they aren't going to be willing to work with you even if your book is awesome because that platform gives you an edge.

There's a book that I read recently called, "[Platform Get Noticed in a Noisy World](#)," written by Michael Hyatt who, I forgot exactly what he was, exactly the CEO or something of that sort of Thomas Nelson Publishing and he knows a lot about publishing and he wrote this book, "Platform Get Noticed in a Noisy World," and the premise of his book is, "everyone needs to have a platform."



I fully agree with this statement which is why I'm so into blogging, I'm so into teaching people to blog and so into helping people to get their blogs up and running and building a loyal audience, a loyal following and all that stuff. It's a very important thing.

Even though you have an eBook, even though you have a product for sale, even though you have stuff that you want to get out there, you need to build your platform. So, the most important thing is making sure that you are building this platform that you can use to expose your audience to your product, to your eBook, to your physical book, to whatever it is you have to sell online.

So, that is very important and I want you to keep that in mind. As you build your audience, you're going to build exposure for that book if you do it the right way. That's not a quick, easy overnight thing that happens. It happens over time.

## **First, Get on and Set Up the Following:**

### **Get a Sales Page**

That being said, I want to talk about some specific things that you can do to help you start selling your eBook. First things first, this is what I recommend for you to do, get a sales page up. Get your sales page up.

Even though it's in the Kindle store, you want to have a page that you can send people to, to announce your book, to present what your book is about, to show people why they really want to get this because it's offering them so much value that they will be willing to purchase that. You need to get your sales page up.

That's the first thing. In order to do that, you're going to have to have graphics. I assume that you do have an e-cover and all those types of things. So, you want to make sure to get that done, do it well. That's something that I recommend for you to outsource, get someone to design that for you so that, you can have that, because you need to have that place where you can send them to and you need to have a visually appealing cover to capture people's attention.

### **Create Promotional Resources**

The next thing I would recommend for you to do before the other stuff that I'm going to talk about is to create promotional resources, things like banners and graphics that are going to help you to put more of this eBook that you've created.



## Let People Know that Your Product Exists – Make it Obvious

Then, you want to make it extremely obvious that you have it for sale. Now, if I go to AlainInternetMarketing.com, let me do that really quick. I was just there a little while ago checking it out. If I go to AlainInternetMarketing.com, what I notice is that there's no eBook for sale. Okay, I'm sure you do have it for sale somewhere but, I don't see it.

My recommendation is to have it up there, make it very clear that it's available because as you grow your platform, as you build your blog, people need to know that your product, your eBook exists. So, make that very obvious. That's the first thing that I would like to tell you to do.

## Create Content Related to Your eBook



Now, once you have that all set up, you have your sales page with your promotional graphics and it's obvious that it exists, the next thing I would recommend for you to do is to create content that's related to that particular eBook.

I mean create blog posts that are relevant, create videos, audios, or a training series, whatever it is you think that you can put together to educate people and to inform people about certain aspects of business or whatever it is you're blogging about that are related to that eBook, that is what you want to be doing because the more content you put out there, the more potential you have for people finding that content and then, if they're finding that content and it's very relevant and they see you have a book that's very relevant to it then, they are going to be more likely to purchase that book. That's the next thing that I would recommend for you to do.

First things first, you want to get all the stuff taken care of that you need to have – the sales page, promotional resources, and making sure that it's obvious that it's there. The next thing is creating content -- high-value content -- that's related to what you're talking about in that book.

## Do Some Guest Postings on Related Blogs

The third thing that I would recommend, another thing that you can do is guest posting on related blogs. Now, this is something that can be a little tricky because everyone wants to guest post on a very popular blog.

But, sometimes it takes doing a smaller blog first to get yourself used to the process, to get yourself more exposure and to give you the experience that you need to move on to bigger and better things.

Try to see if you can guest post on blogs even if it's small and then, work your way up to bigger and bigger blogs. And then, of course, you're linking back to your content, you're linking back to your product that you have for sale, your eBook that is very relevant focus on providing a ton of value in doing that. But, guest posting is another good way to get exposure.

## Network with Others using Social Media

The last one I'm going to mention is social media – [Facebook](#), [Twitter](#), [Google+](#) -- using these sites to connect with others that are interested in this type of content and engaging them in relevant discussion. And, if you do that, you'll be surprised to see how much traffic that you can get for your blog and hence, for your eBook.

All right, those are just a few things. Make sure you have the pages and the resources set up and that is obvious.



Number two, create content that's related to your book. Number three, do guest posts on related blogs, number four, use social media to get the word out there because you're connecting with others that are interested in that topic and by doing that, you'll be surprised at how much traffic that can bring back to your blog.

I hope that answered your question Alain. There's so much more that I can say on the topic but, I'm going to leave it there for now.

## Question #2: Did I drop off of iTunes?

Now, I'm going to move on to Bob Skelton from NetworkMarketersJournal.com. Take it away, Bob.

*"Hi Leslie, this is Bob Skelton from NetworkMarketersJournal.com. I wanted to let you know I fairly enjoy your podcast. I listen to them all the time. One question that I have is did you drop off of iTunes? My iTunes is updated but, I didn't get your last two podcasts. I went to the blog to get them and I fairly enjoyed the [Episode 093 with Kim](#). What a*

*great, great podcast-- a lot of super information. Thank you very much for her interview. I would like to see more like that. Thank you, again. We'll talk again. Bye!*

Bob, thank you so much! That feedback is great to know that you're finding value in the content and I will definitely be having more interviews like that in the future so, stay tuned.

To answer your question, yes, I did drop off of [iTunes](#). I didn't even know. Thank you so much for calling in. When I got that message, I looked at my iTunes feed and I noticed that, hey, my latest episodes weren't showing up! So, I went in there and I fixed something. There was one little tweak that I needed to do. I took care of that. So, they are all in iTunes now and it should be updating regularly.

If, for any reason, any of you noticed that that happens in the future, make sure to call in to the hotline and let me know so that, I can take care of that immediately.

### **Question #3: Should I be worried about duplicate content?**

The next question is from Jason from [ApplicationTalk.com](#). Take it away Jason.

*"Hi Leslie, my name is Jason. My blog is in ApplicationTalk.com. I recently heard one of your podcasts with [Kim Roach](#) and you guys talked about driving traffic to your blog or website. You talked about guest posting and submitting your blog posts to numerous different websites.*

*My question is, I've always heard that it's not a good idea to have duplicate content on the web, that this would hurt your Google ranking and things like that. I was just hoping you could talk about that, if that's a problem, how that would be affected or if it matters at all. Thanks! Keep up the good work. Bye!"*

Hey Jason, thank you so much for calling in that question. That episode with Kim, it seem to be a very popular one that a lot of people really enjoyed. I'm glad that you enjoyed it also. I know she brought a lot of value to the table in that interview.

Now, when it comes to duplicate content, duplicate content, here's my rule. It's a **NO-NO**. You don't want to be putting duplicate content out there.

Just in case you're not sure what we mean by duplicate content, if I



post the blog post on my blog or I post content on my blog and I go somewhere else and I post the same exact content, it is very likely, or it is very possible for me to be penalized by Google and my search engine rankings can be affected by that. So, I never recommend for you to post the same content in two places.

## **Create Unique Content**

My recommendation is you need to be creating **unique content**. That is what you want to put out there. Whether you're doing guest post or posting in a forum, or wherever it is you're posting, in my opinion, my perspective is make sure that content is 100% unique. Now, there are a number of ways of doing this. You can create all of that content yourself and that takes a lot of work.

However, when it comes to content, for me, content is king. Content is what drives my online business. And, because it's so important, I want that every piece of content that represents me, that represents my brand, that is my content that I have worked on, in terms of if it has my name attached to it.

If it has my name attached to it, I want to make sure that that is high-quality content and it is content that I've written so, I can vouch for the quality.

## **Use Article Spinners (I Don't Like These)**

That's not the only way to do it. I know there are a number of people that recommend using programs that are called article spinners. What those programs do is you take your blog post, you put it into an article spinner and it then goes through and re-arranges it, re-organizes it, puts in synonyms and changes it in a way that it becomes a unique article.

I am not a fan of this. That's great but, for me, if you have a program that is writing content for you or arranging content for you, there are bound to be some things that just won't make sense. Yes, it does fine for not being duplicate content so, it may not get penalized by the search engines but, for me it's still content that represents me. I want to make sure that all the content that represents me has my 100% stamp of approval.

## **Outsource Article Writing (Not my favorite but, I've done this)**

There are some other things that you can do. You can outsource article writing. This is not my favorite but, you know what? I have done this. Back in 2009 I think, or 2010. I'm pretty sure it was 2009. My friend and I, Chris Deals from DayJobKnockout.com, we bought a forum when

we were doing freebie trading. It was a freebie trading forum. What that means is not important.

But, one of the things that we decided to do was to outsource article creation. We did that because we were submitting articles to a bunch of different directories. We didn't mind doing that because that wasn't necessarily content that had my name attached to it. It was still good-quality content. We paid money for it and we wanted to make sure it was pretty decent content and we put it out there as content that is related to our niche which, at the time, was freebie trading.

That did drive a significant amount of traffic. Now, article marketing is not as effective today as it has been in the past but, it is still something that does work and I know that there are people out there that are still doing it and still seeing significant results from it. That's another way you can do it. You can outsource article creation.

## **Build a Team of Writer Contributors**

Or, you can build a team of contributors. When we were doing that forum, another thing that we did was we did a free training program, teaching people how to write articles and to do some marketing. We actually started an internship program where we had members of the forum community join and their jobs, or part of their jobs was to create content and put it out there.

We showed them exactly how to do it. It wasn't a paid thing, but in exchange for them learning about Internet Marketing, they were marketing for us.

There are a number of creative ways that you can go about doing this so that, you can avoid having duplicate content whether you're creating it on your own, or you're outsourcing it, or you're building a team of contributors that are contributing content to market your blog, whatever works for you and whatever makes sense for you then, that's what you want to do.

I hope that helps. Duplicate content, not a fan. In my opinion, a big no-no and you don't want to be doing that.



## Question #4: I got banned from AdSense. What do I do?

Then, I have a question from Kathy from LeanBodyWorks.com. Take it away, Kathy.

*“Hi, this is Kathy from LeanBodyWorks.com. I’m an affiliate marketer and I’ve been taking a lot of your advice and I really appreciate your kindness and you’re just so sweet. Really appreciate you.*

*My question is about AdSense. I applied for AdSense and even before I could put in my code, they disabled it and said I was involved in invalid activity which I was not and I appealed it but, I just think there was some sort of misunderstanding on Google’s part. I really only want to use it for YouTube. My question is, what can I do to recourse this time. If I re-apply, I suppose I have to become a whole different person and I hate doing that. It’s not me. So, I’m wondering if you have any advice for me? Thanks a lot. I appreciate all that you do, Leslie. God bless and good luck with your baby, your upcoming child to be born! All right, bye!”*

Oh, thank you. Anytime you mention my baby, you get me all excited and ah!

Kathy, thank you so much for your call. I’m so glad that you’re finding value on what I’m doing. That makes me feel like what I’m doing is worth it. Thank you so much for saying that. Now, when it comes to being banned from AdSense, I’m going to tell you a little bit of a story.

### My Story – I got banned, too!

I, too, was banned from AdSense. Yes, yes, yes. I was banned from AdSense. However, unlike you, I was banned with good reason. I remember the first time I found out about AdSense back in 1999 – 1999! I was so excited because I was getting into web design and building websites with HTML and all that fun stuff. IT was just exciting for me. I found out about AdSense. I found out that there was this site that you can sign up and put a code on your website, it’s going to show ads and anytime anyone clicks on it, you are going to get paid.

When I heard that, I was in college, I was so excited. So, I put it on my site. You know what I did? I just started clicking and clicking and clicking. I went to a computer lab and I used all the different computers there and just went on clicking and clicking and went to another one and clicked and clicked and clicked and I saw ten cents, twenty cents, \$1, \$1.50 and I’m getting excited. Within a few weeks, I was up to eighty something dollars.



I probably shouldn't be admitting this but, I'm open with you guys. I just tell you what it is because I've made some dumb decisions in the past. Well, needless to say, a few weeks later, just when you get that notification that the month is over, and they are going to be giving you the final report as to how much you made this month, I instead, got an email from AdSense, letting me know that I was banned from AdSense and no longer allowed to use it because of invalid click activity!

Oh man! That broke my heart. That was \$84 that I thought I had in my pocket. But, they caught me. They found out and that was the end of that. Now, since then, ten years past and I learned my lesson. I wasn't even interested in doing that anymore because I was getting in to Internet Marketing and I found out how you can put great content out there and one of the ways of monetizing your content is by using AdSense.

I knew that part but, I was doing it differently now. I went and re-applied. I got denied over a decade later.

Now, here's the thing. Google is a very powerful company and they have a ton of money. So, with that being said, me being an AdSense person, even if I'm making a few thousand dollars a month, that is insignificant to them. I remember looking in the past and seeing that people who had their AdSense accounts banned were just not getting them back.

## **How I Earn from AdSense Despite Being Banned**

Yes, there were the rare exceptions when people did get it back but, I'll just let you know, it is close to impossible for you to get your AdSense account back. I have not been able to get my AdSense account back.

Now, you're probably wondering, "Okay how are you making money with AdSense?" Well, two things, and I'm just going to be real with you. Number one, I actually, when I first doing AdSense again in my [Biology site](#), I was doing it under my wife's name and I'm 100% okay with that. My wife and I are one and she's all for it. She created an AdSense account and we put her code on the site and that is how I started making money with AdSense.

I'm not sure is this is something that you're comfortable with doing but, this is something that my wife and I are both comfortable with.

However, as [Interactive Biology](#) grew, I decided that it was necessary for me to make an entity. So, I created an LLC for Interactive Biology making that a separate entity. We opened a new



account under the name Interactive Biology. That is another option depending on how serious your online business is.

If you do think it's something that, okay this is a business that I'm building then, you might want to consider creating an entity under the name Lean Body Works, so Lean Body Works, LLC or whatever the case might be.

Now, this is not legal advice. I am not an attorney so, don't listen to anything that I say. I'm just saying that because I don't want to get in into any legal troubles. But, in my opinion, just from what I'm doing, I'm building something online that's significant and because of that, I've created that LLC to take things to the next level because I know that this is going to be something that's expanding and growing and so on.

By doing that, I was able to create an AdSense account under the company name. That's another thing that you may want to do.

Let's say, you don't want to do this and you want another option. There are other options. There are other ad networks that you can join, that you can show ads on your site and get paid per click or paid per action, or anything of that sort. Here are a few of them. I have not used any of these but, here are some that I have seen other people recommend:

- [Adbrite](#)
- [Bidvertiser](#)
- [Chitika](#)
- [Clicksor](#)
- [Lijit](#)

I'll link this up in the show notes. Lijit is actually a company that I met at [Blog World](#) when I went to New York for the last blog world and they are doing some similar things where you can put ads on your site and get paid per click, get paid per impression and a number of different ways.

So, those are some options that you have even outside of AdSense, if you can't re-open your AdSense account or something of that sort. There is one downside, and I know this is probably something that's going to affect you. Those ad networks don't work on YouTube. YouTube is owned by Google. That's going to be all AdSense. If you can't have an AdSense account then, it makes it much harder to put those ads in your videos.

There are ways of doing that but, that's beyond anything that I know of. Those are the options that I know of. Unfortunately, AdSense, Google is not very good at listening to your individual situation and then, determining that this person is doing something legitimate even if they were doing it the wrong way in the past. Well, it's kind of thing where it's one strike and you're out, unfortunately. I don't like that but, that's the way it is.

I hope that helps you in some way, Kathy. I hope it answers you question and I hope you're able to still do something so that, you can make money with advertising on your blog.

## **Question #5: How do I deal with having a blog that is related to the industry I work with? Should I consider using an alias?**

Lastly, we have a question from Paul. Take it away Paul.

*"Hi Leslie, this is Paul from Connecticut, long-time listener, first-time caller. My question is regarding having a blog that's related to the industry I work in and I'm curious how you handle that with regard to the University in your Biology blog, whether you had to get any permission from them to do that or if your contract with the University allowed you to do side projects related to what you were teaching at the school. I'm just concerned that if my employer finds out I'm doing a blog in the same industry, they may come down on me about it. I guess, related to that, should I consider doing nom de plume or non-default blog using a different name on my blog than my real name except that would diminish my credibility. Thanks for everything you do. I really enjoy your podcast. Thanks."*

All right, thanks for calling that in, Paul, excellent question.

Now, there's a few things that I want to point out. One main thing that I want to point out. The reason I was hired, well, a big part of the reason why I was hired was because of what I was doing online. My blog actually helped to land me my job. That was the thing that convinced them, "Hey, they need to give this guy.. They need to take him seriously even though he doesn't have a Ph.D., even though he's not a physical therapist, even though he is not a doctor. Let's take this guy seriously because we see what he's doing online."



## **Ask Your Employer the Same Exact Question**

That was a part of why they hired me. Now, that's obviously not going to be your situation but, I just wanted to point that out because that to me, is a significant factor. Now, as a part of my application process, when they offered me the job, I made sure to ask that very exact question. "Is it okay for me to continue doing what I'm going online? Is it okay even though this is a business? This is something that I am making money of and it's very much relevant to the content."

His response was, "Yes, please. Continue doing it. We love the fact that you're doing it. In fact, you can use some of our resources like our equipment and the things that we have here, if that's going to help you to build what you're doing online."

That to me, that really puts me at ease. If he had said, "No," I don't know that I could say that I would have the job today because I am too passionate about what I'm doing online, to be able in the last month, every time I tell you guys, that's from my Biology blog, it's significantly higher than what I told you last time.

In the last month, over 52,000 people, over 52,000 unique visitors from all over the world have been able to access my blog, learned from my content, get the video training and all the stuff that I've been doing, over 52,000, over 65- almost 66,000 visits to the site, 170- something thousand page views. That's a significant amount of people and for me to walk away from being able to help those people, I just don't see myself doing that.

## **It Will Depend on the Type of Job You Have**

I made sure to ask that question. There's a key thing there. I think it's very important to be honest. To be honest and let people know exactly what's going on if you think that that's something that can help.

It' depends on your job. It depends on your employer. My guess is that you think that your employer would not like it. That may be the case. If that is the case then, you might want to be careful with the way you address that and even if you address it in the first place.

I personally believe that anyone can be convinced. If you could position this in a way where you can demonstrate to your employer that it gives you more credibility in your niche, and

since you work in that place wherever it is that you work, that's just an added benefit to your employer then, why not.

If you think you can position yourself in a way to talk to them in a way that will let him know or him or her know that this is something that does add value even though it's something that I'm doing on my own, it helps to build credibility for me and if there's more credibility for me, there's more credibility for this organization.

If you think that's a conversation that you can have, then feel free to open up the lines of discussion. I think it's very important to be able to do that. Every job won't allow for that. And, you need to know your situation. You know your situation better than I know. So, that may not be something that you should address.

## Using an Alias

But, of you think that you can sell it then, why not? Sell it. Now, if you can't or if you think you can't and you're very sure you know what? This is not going to go very well, I honestly don't see a problem with using an alias. I don't think it necessarily makes you any less credible as long as you're being genuine.

Okay, so you're using a different name. That is not necessarily a bad thing. One of the people that I know and respect the most is a very well-known blogger. He's known by so many people all over the world. He's big stuff when it comes to credibility, when it comes to connections, when it comes to putting content out there and having a lot of people consume that content. He is very well known.

And, he uses an alias. In fact, he's even open about the fact that he uses an alias. The first time I heard this, I was a bit disappointed but then, I thought about it and I thought to myself, you know what? There's nothing wrong with it. You're being genuine. You're offering value. You're helping tons of people. But, you're just using a different name.

I see no problem with that. Not only that but, it helps to protect your privacy and if you're someone that's concerned about that, then, why not use an alias? Me, personally, I'm not too concerned about that. I am a very open book. My business is all out there. Some people ask me if I'm crazy to do that. Maybe I am but, I just don't mind people getting to know the real me and I just put my stuff out there. To me, it's fun. It helps me to establish connections with others and I really enjoy that.

So, the key thing is, even if you're using an alias, make sure you're being authentic. That is important. Be authentic. Provide value. Share stuff that's going to help people to accomplish their goals. And, if you are doing that with your name, or if you're doing it with another name, it doesn't matter. What matters is the impact that you'll be able to have.

So Paul, I hope that answers your question. That's pretty much all the questions I have. Once again, if you have questions that you would like me to answer on this podcast, [becomeablogger.com/feedback](http://becomeablogger.com/feedback) or you can call the hotline and I will play the hotline at the end.

I hope you got a lot of value from that even those of you that didn't call in those questions, I hope you were able to post some tips out of that that can help you as you build your blog and as you build your online business, something that you're creating that's going to inspire others and change the world.

## **Don't Forget to Check Out the Free Training!**

I want to remind you again, if you want to check out my new brand new 100% free training on email marketing setup, go to [EmailMarketingSetup.com](http://EmailMarketingSetup.com), ten free videos to get you started building your email marketing campaign. The most important asset is your list. I'm going to help you to get that up and running.

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That's all for this episode. Until next time, who knows I might have a son by then, until next time, take care and God bless.