



Presents:

Podcast Episode 114: Let's Change the World with Our Blogs



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Hello and welcome to another episode of Learning with Leslie. Yes, it sounds a bit different than it normally sounds, right? That is because it is very different. There's no intro music. There's no, "Hey, Learning with Leslie," and all these types of hype that I usually do at the beginning of my episodes.

It's because I'm kind of in a different environment and I'm just kind of putting this together right now. There's absolutely no script. There is nothing prepared but, I have something that I really and truly want to share with you.

If this is your first episode, the first time you're listening to my podcast, I would encourage you to go and listen to another episode just to see how it usually is. But, this is just me sharing something from my heart.

I am currently in Las Vegas, Nevada. It's my second time here for the year, if you've been following what I have been doing but, I'm actually here for a conference.

Just to give you a little bit of a background. I started a [Biology blog](#) back in 2011. The reason I started that blog was because I was teaching at a high school but, I was passionate about teaching at a University level. I didn't have a PhD so, I wasn't qualified to teach at a University.

I just decided, you know what, I'm going to start my blog where I teach exactly what I want to teach the things that I am passionate about and I can help people that are struggling to understand the things that they are learning in University and all that stuff.

I started that blog and it has grown significantly. In my best month, I think I got about... No, not I think. I know I got 55,000 unique visitors in a month. This last month, it's a little lower because we're at the end of the school year.

In the summer, people aren't as excited about Biology and that's okay. But, this month, I think I'm around 46,000 unique visitors a month.

I built this blog and I put it out there because it was something that I was passionate about and I wanted to help people all over the world.

Like I mentioned, I'm in Las Vegas, Nevada. The reason why I am in Las Vegas, Nevada is because I am at a Human Anatomy and Physiology conference. This is my first conference outside of teaching people to blog like [Blog World and New Media Expo](#) where I have spoken at and I'm going to another blogging conference this summer next month, [The Savvy Blogging Summit](#). That's the type of conference that I have been going to.

But, I decided, you know what, well, number one, my job wants me to go to conferences which is kind of cool because now, I'm a University professor as a result of my blog and they pay for me to go to these types of conferences.

It's kind of a win-win situation. It's great for my job because it's directly relevant to what I teach but, it's also great for what I do online because once again, it's directly relevant to what I teach.

So, I'm here at this conference and I've been meeting a bunch of people and connecting with people but, what has been really exciting for me is that I'm actually meeting a few people that use my website. They use my blog. They use the videos that I have been producing over the last two years. They assign these videos to their students and their students are using those videos to learn. And, it's helping them.

So far, I've had three people come up to me and let me know that, "Hey, wait, are you the guy with the website?"

I respond, "Yes, Interactive Biology?"

They say, "Yes, you know, I've been using this. It's helped me out so much and it's doing so much for my students and all those types of things."

When people come up to me and tell me these things, I think to myself, "Wow, this is worth it."

Building my blog was not necessarily the easiest thing in the world. It takes a lot of time. It takes a lot of effort. It takes a lot of energy but, when it's all said and done, **it's helping people.**

The main thing I want to tell you, the main thing I want to talk about in this short episode is that you need to go out there and **build something that is bigger than yourself**, something that... It's great to have a blog out there that's making money, you have a business and all those types of things but, if you can build something that's helping people, that's helping people accomplish their goals, that's making people's lives easier or better, enhancing the

quality of their life or anything of that sort, if you can help people go out there and do it, and with the technology that we have today, there is absolutely no reason why you shouldn't be building something significant, something massive.

You know when I think back at my Biology videos, a lot of them are extremely simple. Not only that, I have made mistakes in a number of my videos and that is something that a lot of people are afraid of. You're afraid to make mistakes. You're not confident maybe in what you are teaching or what you are blogging about, what you are making videos about or a podcast about or what you are writing about.

Because of that, it stops you from actually going out there and potentially building something significant that can have a huge impact on the lives of so many people. Not only that, even if it's on the life of one person, don't let that hold you back.

If I were to let the fact that I didn't have a PhD stop me from teaching PhD level content, I wouldn't have what I have today.

If I were to let the fact that I made a mistake in one of my videos where I'm talking about the blood supply to the lungs or whatever the case might be, because I was uncertain about those types of things, I just didn't make the video, I wouldn't have anything today. There are so many



bloggers, so many new bloggers, or potential bloggers that don't start because they are not confident in what they are blogging about.

If you are not confident, go out there and learn. Go out there and study. Check other blogs. Read books. Read magazines. Inform yourself. Educate yourself so that, you can make content.

If you are not confident about making videos then, make videos. Make more videos. Practice making videos and yes, they won't all be perfect right from the get go but, you will get better at it the more you do it, the more you practice, the more you work at it, the more you spend time and effort and energy to build this resource.

So, don't worry about those negative thoughts, those things that are telling you that you can't do it, that you can't succeed, that you can't do something huge.

Start today by doing something small. Start today by just writing one blog post or making one video or recording that one episode of that podcast. Just do that one thing.

Then, tomorrow do one more and then, the day after do one more. And, you'll continue to build and build and build and if what you are doing is something that can help people, that can go so far to where you come to conferences and people are saying, "Thank you so much for the effort that you put into making those videos, into recording that podcast, into writing those blog posts."

I don't want to make it seem as if once you start, all of a sudden, it's going to be this massive success or anything of that sort. No, it takes a lot of work. In many ways, it takes a lot of failure. It takes a lot of doing things the wrong way. It takes a lot of making mistakes in your videos, in your content and so on.



But, the more you do it, the better you get and the better and the bigger of an impact you can have. I'm leaving this conf—well, I'm not leaving the conference. The conference still has... most of the conference is still to come but, I'm leaving with a renewed passion, a renewed motivation, renewed energy to create more videos, to create more content, to help others as you know, well, maybe you know, maybe you don't but, my main thing is creating content to inspire others and change the world.

You have an idea in your mind or, maybe you don't even have an idea in your mind but, you just know that you want to create content to inspire others and even change the world.

Just start by putting stuff out there.

I know that doesn't sound like it makes a lot of sense. There's no five-year plan in that. There's no strategic thinking in that and I'm not saying not to think strategically.

But, what I'm saying is, **inaction won't get you anywhere**. It's better to be moving, to be moving even if you're not fully moving in the right direction, you can course correct as you learn.

So, if I'm recording a video and this has happened to me a few times, I record a video and the content I feel is great. And then, at the end of the video, I stop and I leave, let's say I'm at an event. Remember, last time I went to Blog World and I recorded some awesome interviews.

Then, I realize when I got home that half of the interviews didn't have any sound because I didn't turn on the microphone, some of the best content that I created, I couldn't use. That to me, was a big flop!

But, you know what? I learned that when I make the videos, I need to check the volume. Sounds very simple, and you're thinking, "Duh, Leslie why didn't you check the volume, make sure your mic is turned on and all that kind of stuff."

But now, because of that experience, I learned that when I'm making my videos, I want to look at the meter and see that sound is coming in to the camera. And, if it's not, I want to fix it right there before recording the video.

It's very simple but, it's a very good example of, while you're doing these things, maybe you're not doing it perfectly but, you're learning these little things as you go on so that, next year you're better than this year. The year after that, you're better than next year and so on and so forth.

The more you do it, the better you get. So, the main thing I want to hopefully inspire you as I'm here, I'm actually laying in bed right now in my hotel room in Las Vegas, I just want to encourage you regardless of what your current situation is right now, there are things that you have experienced. There are things that you have learned over the last few days, weeks, months, years that can help someone else.

Share that. Build your blog. Create that content. Inspire those people and change the world.

I've been doing a lot of Become a Blogger. Of course, I have this [Learning with Leslie podcast](#) that you're listening to right now. I have the [Become a Blogger course](#), the free and the premium course, and I'm going to be working on building this Become a Blogger community because my goal is to change the world one blog at a time.

I love being able to interact with people like you. I love being able to interact with you because the people that are coming to Become a Blogger, I'm finding that they are very motivated and wanting to do big things and that excites me.

Because it excites me, I want to provide you with the resources that you need so that, it can make this journey a little easier so that, you can learn from the things that I have been doing and that I am still doing as I build my Biology blog, as I build Become a Blogger, as I build the community of people that want to do big things.

I'm excited about the future for Become a Blogger. I'm excited about the future that we are going to build.

That's pretty much it. This episode, no big fancy thing, it's going to be a short episode but, I just want to motivate you. Take action today and then, take action tomorrow. Let's do this thing. Let's change this world. We can do this. It doesn't take a huge budget. It doesn't take a big company.

YOU, little me in my little apartment, in my little office recording video that is impacting tens of thousands of people all over the world every single month. There is absolutely no reason why you can't do the same.



I have been doing this now. I have been blogging and doing Internet Marketing for five years since January 18, 2008 and I've learned a lot because I have been doing. I need you to do. I need you to continue moving forward.

I need you to even though things don't go the way you expect them to go, even though you write a blog post and it doesn't instantly go viral, even though you've been doing this thing maybe for five months or a year or two years and you have not reached where you want to reach that yet, if that's the case, I want you to

stick with it. I want you to keep moving forward. I want you to believe that you can do something HUGE.

That's all I want to say for this episode. Come back to the blog. This is going to be Episode 114. Come back to the blog and leave a comment.

I want you to answer this specific question:

How are you going to leave your mark on this world?

That's the question I want you to answer. Your answer doesn't have to be perfect. It doesn't have to be polished. Even if you're just saying what's on your mind and just formulating it as you leave the comment, that's okay.

Let's engage in discussion. Let's engage in dialogue over the next few months and even years, I'm going to continue to provide the resources that I believe can help you to accomplish just that, to help you do big things so that, we can change the world one blog at a time.

Come back to becomeablogger.com/episode114.

Yes, that's it. I hope you got value from this. I'm going to sign off now but, until next time, take care and God bless!