

Become A  
**Blogger 2.0**



**Your Most  
Valuable Asset  
in  
Building Your  
Online Business**

Learning with Leslie  
Podcast Episode 133

[www.becomeablogger.com](http://www.becomeablogger.com)



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## Introductions

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

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 starts PMS-ing (*laughs*). I can't believe I said that. I'm 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) where we're changing the world one blog at a time. As usual, I have another exciting episode for you today. In today's episode, I'm going to be talking about your most valuable asset in building your online business.

What is it? Is it your blog? Is it your email list? Is it that awesome product that you've created or you're thinking about creating? Or, is it your relationship with the key players in your niche? This is something that I have been thinking about for a long time and now, in light of recent events, it has become even more clear to me.

The question I will have for you at the end is this: What are you going to do with your most valuable asset? Will it work for you or against you? Will you do what I've seen most people doing or will you do something different from what they are doing?

That's what we're going to be talking about today.

All right, your most valuable asset when it comes to building your online business especially building an online business with a blog, one where you can create content, inspire others and change the world.

This is such an important episode and I hope you get a lot from it. But, before, I need to let you know that this episode is brought to you by my free blogging videos at [freebloggingvideos.com](http://freebloggingvideos.com).

Here's the thing, if you have ideas to share, you have a blog in your mind and I believe that blogging is an excellent way for you to build a platform where you can create content, inspire others, and even change the world, so, I created this 100% free video course that you can go through where you watch me as I show you exactly how to go about building a business.

I've done this with my [Biology blog](#) and here again with [Become a Blogger](#) and a number of other projects and I am excited to share it with you. You don't have to opt in at least, as of right now, to watch those videos. You just go to the site and then, you can watch the videos and learn how to do it – [freebloggingvideos.com](#). It's free. It's actionable and it's awesome.

## **BAB is in need of writers!**

Anyhow, quick announcement to make before we get into the episode. We are looking for more writers for the Become a Blogger Community, the Become a Blogger blog, and if you are passionate about sharing your ideas in a way that it can help other bloggers to accomplish big things online and you have things that you would like to share on the blog, head on over to [becomeablogger.com/write](#).

We will always be... Well, at least as of right now, we will be accepting writers' applications. You can fill out that application form. We'll get some information to you and if it's a good fit, we'll make it happen and we'd love to have you for Become a Blogger.



We have a team of awesome writers that are creating really great content that, every time I read another article, I get excited because these articles that people are submitting are actionable. They are step-by-step and I love it.

Cynthia just published one, [3 Step Strategies for Avoiding Pinterest Identity Crisis](#). If you care about Pinterest, you want to read that one. Gary just published one that's [How to Choose a Killer Topic](#) for your guest posting. Oh man, so much value in there and Dan, who wrote one recently, [Keywords that Pay and Where to Place Them](#). This is all about making money with Google AdSense. All of these are very relevant to anyone that's trying to build a platform using a blog so, if you are interested in being a part of this awesome team of writers, head on over to [becomeablogger.com/write](#).

## Caller Suggestion

All right, we do have one question that was... Not a question actually. A suggestion that was called in to the hotline from Warren Gibbons from [SaltwaterAquariumsExplained.com](http://SaltwaterAquariumsExplained.com). Let's go ahead with your suggestion and I'll talk a little bit about my response to that at the end. Take it away, Warren.

*"Hi Leslie, this is Warren Gibbons from SaltwaterAquariumsExplained.com and SaltwaterAquariumsSecrets.com. I had an idea for you.*

*This helpline, you're getting all these great feedback, I was wondering if you thought it made sense. Here's the idea. Could you take these comments and have your VA transcribe them and enter them on your site under a section maybe as a community or a separate section on your site for Become a Blogger called 'Questions' or 'Ask Your Questions,' and would help to see SEO and it would help people who would go to the site, feel heard and connect.*

*Just an idea to... the great content you're getting from the hotline. I hope it helps. I've never done anything like that but, I plan on setting up a hotline for my podcast. Thank you again for being such an incredible source of inspiration for me. Keep up the great work."*

Hey Warren, thank you so much for calling in that suggestion. That is actually a great suggestion. It's such a great suggestion that I actually tried doing something like that in the past.

I set up a specific section even where you could ask questions, I would go in there and I would answer those questions. Anyone in the community could chime in and all that stuff and for some of the same reasons that you mentioned so people can feel as if you're part of it, number two, because of course, you have all these questions and answers on your site and that helps for search engine optimization. Someone goes to Google and they ask a question.

If your site has authority, that might show up and all that stuff so it can get more traffic to your site. But, it ended up being a pain to manage because there was a lot of moderation that needed to take place and there were a lot of things that just, it took more time than I wish that it would take and the results that I saw from it weren't really that amazing.

And so, I decided that I was not going to focus my energy on doing that anymore. I would continue to do it in the format that I'm doing it in right now. It's more an issue of time and where I want to spend my time.

Thank you for the suggestion. I love getting these types of suggestions because you know what? A number of these suggestions I take, all of these suggestions I consider, I think about at least and try to see if it's something that could work for what I'm trying to accomplish. So, keep them coming.

If you have suggestions, you have questions you want me to deal with on the podcast, you can always call the hotline and that number is 888-835-2414.

Warren, thank you again for calling that in. Hey, if it's something that you decide to try, let me know how it goes for you. Just because it doesn't work for me doesn't mean it may not work for you. I think it's a good idea if that is something that you want to focus your time on to build as a part of the community that you're building.

Definitely, let me know how it goes because I'd be very curious to know.

## **Your Most Valuable Asset**

All right, well, let's get into the content for today. To start off, I want to tell a little bit of a story. It's actually not a good story. It's not a happy story. It's a very, very sad story.

I'm working on a number of things behind the scenes and this is just kind of setting the framework for what I'm going to let you know about.

When it comes to my business, a lot of things have been going on behind the scenes in terms of the technology and all that kind of stuff. There's a lot of tech stuff that needed to be done in my business based on the plans that I have for my business.

On Monday of last week, I had a list of things that I wanted. If you don't know, I have two VAs right now, two virtual assistants. They are both from the Philippines. One is kind of my general assistant that helps me with a lot of the tasks on my blog from transcription to checking emails to posting stuff on the blog, to managing the writers on Become a Blogger, to managing my Facebook page, and all these different types of things.

And then, I had another assistant who helped me with all the tech stuff. I used to be the kind of person that wanted to do all the tech stuff because I wanted to know how everything ran and I wanted to be in control but, since then, I've outsourced almost all of that and she has been

helping me out with that and basically taking care of all the tech-related things from managing Wordpress to the memberships to a whole bunch of different things.

On Monday, I had a list of things for her to do and she didn't show up. On Tuesday, she didn't show up and I started to get concerned. On Wednesday again, she didn't show up again. So, I decided to send her an email and ask if everything was okay. I sent her the email and I got a response back from her sister. Her sister told me that she passed away a few days before and she apologized for not letting me know and... Well, obviously, that's a huge thing that's happening in any family.

She was not an old individual or anything but, she passed away just recently. This is something that I took very hard. Literally, I stopped doing everything that day when I found out. I went to the park. I literally was in tears. I had a feeling that something was wrong. Over the last few weeks, things have just been a little different in terms of the work that she was doing and I was just a little concerned.

The week before she didn't show up, she had some Internet issues and all that kind of stuff but, there was just something that I just could tell that something was wrong. One of my business partners, Cassandre from the natural hair blog that I help her to create, she also works with my assistant and she told me that day also that she thought that something was wrong but, she didn't know exactly what it is.

She passed the week before, just a few days before, I think it was the day after she last worked for me. That was tough because I guess for a number of reasons.

Number one, she's a person and losing anyone in your life is hard. Number two, she had been with me for a while and she has helped me in so many ways. She has been with me for over a year now and has helped me in so many ways and I wasn't necessarily as concerned with what that meant for my business but, more so what it means for her family and what they have to go through and the fact that I won't be able to communicate with her anymore.

It really kind of hit me and I started to think, I started to think, I started to think, I started to pray, I started to do all kinds of stuff and I came to a point where something that I had been thinking about for the last few weeks became even more real to me. That has to do with the most valuable asset that you have in building your online business.



## Time

To me, that most valuable asset is time. Time is our most valuable asset and time is extremely, not extremely limited but, time is limited... No. It's extremely limited depending on how you look at it. One of the things that we all have in common, I don't care where you're coming from. I don't care where you are in the world. We're all going to die.

I know it sounds harsh. It sounds really bleak and it's not the typical, "Hey, this is Learning with Leslie" thing. But, it's reality. So, with that reality, my question for you is, "What are you going to spend your time on?" Or better yet, a better way of asking that is, "How will you be investing your time?"

This is something that I have been thinking about a lot. I said that already and I have been thinking about it but now, with what has happened on my team, it's a question that I'm asking myself more than ever before.

With that, I want to talk about this valuable asset because I think it's so crucial for us to have it in perspective and I want to share some things with you on what I think about the topic. I'll try to be more upbeat from here on out. I didn't intend for this to be a down episode. It's just recent events sad. But, we learn from events and we move on in life.

So, there are two main questions that I want you to answer. These are the two questions that I have been answering for myself.

Question number one:

### **What are your main goals in life?**

Seriously, what are your main goals in life? And, this is bigger than your blog. What are your main goals? What are you trying to accomplish? When it's all said and done, what do you want to be known for?

I'm going to answer them for me. Now, your answers may differ very much from me but, the principles are still the same.



**#1:** I want to live for God and I want for others to see that and want the same thing for themselves.

You may be listening to this, you maybe not a Christian or maybe you are a Christian. That's not the point. The point is what are your main goals? That is my main goal number one.

**#2:** Main goal number two is I want my family to know, and not just know but feel that I love them because I do. I love my family so much. You have no idea or maybe you do because you love your family as much as I love my family. I can't imagine that. But hey, maybe there are people out there that love their family as much as I do. That's number two.

**#3:** Number three, I want to change the world by opening your eyes and when I say "your," I mean, you're listening to this right now, open your eyes to the fact that your ideas can have a significant impact on this world and then, provide you with the knowledge and resources that you need to take that and make it a reality.

So, number one, I want to live for God and for others to see that and want the exact same thing. Number two, I want my family to know and feel and just know that I love them and number three, I want to change the world by opening your eyes to the fact that your ideas can have a significant impact on this world and then, provide the knowledge and resources that you might need to help you to accomplish that very thing.

I thought about it really long. I thought about it long and hard and I came to a realization. This is going to sound really strange for Leslie Samuel from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time. But, I have come to realize that I don't really care about blogging.

Yes, I know. Sounds strange. I don't really care about blogging. I care about people. I care about making their lives better. Let me give you an example.

I love to travel. I love to go to different places, but when I travel, it has absolutely nothing to do with seeing the sites. The sites are cool and going to museums and different things all over the world but, for me, I love to meet people from all walks of life, all different types of backgrounds.

I long to have those life-changing conversations with individuals where something becomes more of a reality in their minds so, in my mind, because of our interaction, that to me is something I am extremely passionate about.

I am passionate about people and helping people realize their goals and come to the realization that they can do something much bigger than what they are doing now.



Regardless of how big what they are doing now is you can always do something that is much bigger. I think blogging is a great platform to accomplish that so, it's not the blogging that I care about.

It's the change. It's the people. It's the changing the people and changing myself and the experiences that we have that we can share, create content, inspire others, and change the world.

I say that over and over again but, that's what it's about. Blogging, great. Yes, it's fun. I love it because it helps me to do just that.

Now, what do you need to do... this is the second question that I want you to ask. Number one, what are the main goals in your life?

Number two:

## **What do you need to do in order to accomplish these tasks?**

What are the main tasks? What are the to-do things, the things that you're going to be putting on your to-do lists.

Since this podcast is specifically about building a world-changing business with a blog... Oh, I like the sound of that, *building a world changing business with a blog* (Oh, I like the sound of that, " *building a world changing business with a blog* " as opposed to changing the world one blog at a time. Oh, that sounds kind of cool. I need to think about that a little more).

Anyhow, since that's what the topic of this blog is about, I want to talk about that third goal, the living for God. Great and I have my personal goals with that, my family, I have my personal goals there but, I want to talk about my blogging stuff and some of the main tasks for me or all of the main tasks for me.

When it comes to my business, I realize that there are a lot of things that I do. A lot of people keep asking me, how do you accomplish so much? I talk about the systems and all these different things that I've put in place and the great help that I have because I do have great help and all that fun stuff. That's how I get to accomplish all the bunch of different things that I'm doing.

But, I have come to realize and I have spoken about this before in previous episodes that it's important to **focus**. In order to focus, you need to get rid of a lot of fluff.



So, I have decided that that's exactly what I'm going to be doing. I talk about it and I've done it to a certain extent but, I need to do it even more. I want to tell you what the things are that I'm going to be focusing on.

### **#1: Creating Content.**

When I talk about creating content, I mean specifically recording this podcast episode and making videos. Those are the two things, my two priorities when it comes to creating content. That's number one.

### **#2: Approving articles that people submit for Become a Blogger.**

When someone submits an article, we have an editorial process that it goes through. My assistant goes through and makes sure it's following the editorial guidelines, edits it as needed, add images as needed and all these types of things and then, presents it to me as this is what we have and we need your final approval.

I spend a little bit of time approving those articles. That's number two.

Number one, creating content. Number two, approving articles.

### **#3: Doing interviews.**

When I say doing interviews, I mean being interviewed on other people's shows. I've been doing that much more recently. It's a way to bring awareness to what I'm doing over at Become a Blogger and to get more people check it out, to get more people to subscribe because I believe that what I'm doing can help them.

I want to get the word there so doing interviews or something that's extremely important for me on that journey.

### **#4: Facebook marketing.**

Notice that I didn't say, "Social Media Marketing." I said specifically Facebook Marketing. The reason I'm saying that is because I have decided, I finally decided, I've somewhat decided in the past but, I finally decided to focus my social media efforts on one social network. That one

social network will be Facebook. Forget Twitter, forget Google+, forget Pinterest, forget all these other things, simply because I don't have the time to become an expert at them all.

So, because of that, I'm going to be focusing on the one. It doesn't mean I won't have other accounts. Yes, I'm going to have accounts everywhere. I'm going to do some automation so that a lot of that takes care of itself.

If someone tweets at me on Twitter, I will respond to them and those types of things but, in terms of investing my time and active growth, I will be focusing on Facebook Marketing.

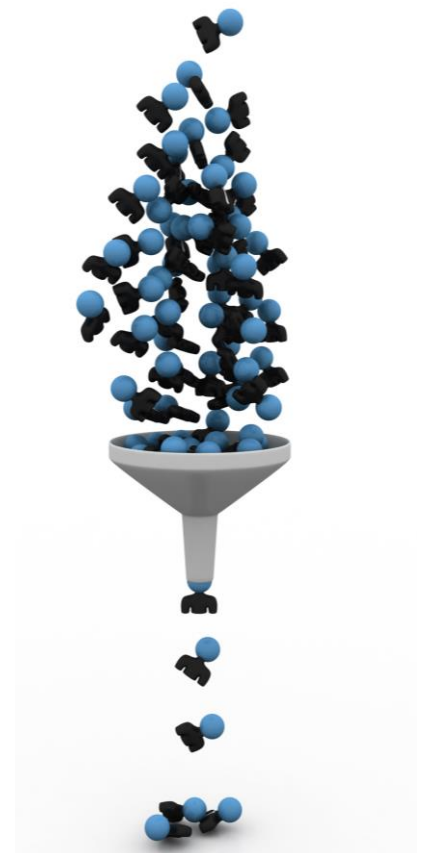
To make this even more of a reality, I had a Google+ Community for Become a Blogger. You know what? It is no longer there.

If you come to this podcast episode, Episode 133, [becomeablogger.com/episode133](http://becomeablogger.com/episode133), at the top I have a video of me shutting down, deleting, removing that community from the face of the Internet. It is no longer in existence. We had over 800 members there but, you know what? It's not something that I'm going to be actively involved in so I got rid of it so that, I can focus on the one social network that I've decided to focus on and that is Facebook because I have been getting significantly more return on my time investment over there, because there are over 1.1 billion people on Facebook, because there are half a billion people active every single day on their computers on Facebook, over 800 and something million people checking Facebook on their mobile devices. That is the network that I have decided to focus on. That's number four, Facebook Marketing.

## **#5: Creating and optimizing the funnel for Become a Blogger.**

What that means is... A funnel is something that's wide at the top and narrow at the bottom and what I do is I cast a wide net out there. I'm creating this content, putting it out there for free so that other people can learn about the power of blogging and how you can use a blog to do the things that I say that you can do.

Then, a certain percentage of those people are going to sign up for the free course, a certain percentage of those people are going to sign up for my premium course, when I re-launch that, stay tuned and a certain percentage of those people are going to take certain actions and that is part of how this business thrives, how this



business makes money and I want to make sure that I'm doing that in an ethical way. I want to make sure that I'm doing it in a way that adds value and that does something significant in every person's life, in every one that goes through the process. I want it to have an impact.

So, I want to create and optimize that funnel so that, the business can grow, so that, it can thrive financially and accomplish even more things.

Those are the five things that I'm going to be focusing on. Nothing else. Absolutely nothing else. You know what? That takes such a huge weight off my shoulder because there are a lot of things I don't need to do anymore. I no longer have to try to dominate every other social network.

All of the other opportunities that come my way, I can just turn them down and I am comfortable doing that. I can say, "No."

For example, someone asks me to submit a few articles in a parenting devotional that's going to be spread to a bunch of people and I thought, that was an excellent idea and an excellent opportunity but, you know what? It does not fit into the main task that I'm doing.

I am going to be sending her an email and letting her know that I am no longer available to do that. I am no longer spending a bunch of time on resources on the design of my site. Become a Blogger looks... It looks fine but, I can't tell you how many things I had my VA working on to tweak this part of the design here and that part of the design there and you know what? You guys probably won't even notice a significant amount of that. So, why spend the time doing that?

Even for my virtual assistant, the current one that's still working with me, I had her create a list of all the things that she does in my business. I just looked at that list about five minutes ago and I thought to myself, "Oh my word! She is doing a whole lot." And, she is listening to this right now because she is transcribing this. Noemi, thank you so much for all that you have done for me. You have no idea how much I value you.

When I look at the tasks that she's doing, I'm thinking to myself, "You know what? We need to cut this down. And make a few core tasks that she can focus on so that she can thrive even more with the things that she is doing."

## **Near-Future Plans for InteractiveBiology**

I want to mention my Interactive Biology blog too because I am going to be doing some things with that in December. Starting in December, I negotiated to have a little bit of time off from

work so that, I can focus on creating videos for my classes. Those videos that I create for my classes, of course, are going to go on my Interactive Biology blog.

The screenshot shows a Facebook page for 'Interactive Biology'. The page is divided into several sections:

- HUMAN ANATOMY:** A grid of six video thumbnails with titles and engagement metrics:
  - 107 A Review Of The Anterior (7.30K views, 6 likes, 0 hearts)
  - 106 The Deep Muscles Of The (1.94K views, 0 likes, 0 hearts)
  - 105 The Superficial Muscles Of (1.37K views, 4 likes, 0 hearts)
  - 104 The Contents Of The (1.10K views, 3 likes, 0 hearts)
  - 103 The Boundaries of The (1.47K views, 1 like, 0 hearts)
  - 102 The Posterior Compartment (1.43K views, 11 likes, 0 hearts)
- HUMAN PHYSIOLOGY:** A grid of six video thumbnails with titles and engagement metrics:
  - 062 Pressure Changes during (8.42K views, 85 likes, 9 hearts)
  - 061 The Bohr Effect (5.67K views, 5 likes, 2 hearts)
  - 060 Hemoglobin and the (5.99K views, 127 likes, 6 hearts)
  - 059 An Introduction to the (4.14K views, 45 likes, 5 hearts)
  - 058 Net Hydrostatic Pressure (4.14K views, 51 likes, 2 hearts)
  - 057 Pressure Reflexes and (2.95K views, 77 likes, 4 hearts)
- 5 Veggies that Kill Stomach Fat?** A featured article with a thumbnail of a woman's midsection. Text: "Check out which veggies boost female metabolism and burn off lower belly fat. Which veggies kill fat?"
- STAY CONNECTED:** A section for social media connections, including a 'Like' button for 'Interactive Biology', a list of 8,487 people who like the page, a 'Follow @Leslie Samuel' button with 1,527 followers, and a 'Add to circles' button.
- POPULAR VIDEOS:** A section for popular videos, featuring 'The Cranial Nerve Song' with 14.03K views, 27 likes, and 63 hearts, posted 11 months ago.

With that blog, that blog is getting more traffic today than ever, about 57,000 people have visited that blog in the last month and when you look at the graph, it's just increasing and increasing and increasing and it's very exciting and I can just keep that going by just creating content.

If I create more videos, it will get more traffic. I'm not focusing hugely on monetization with that blog at this point in time. I am just focusing on creating content because I'm looking at this as a long-term strategy for that blog. It will grow. When I'm ready to monetize it seriously, it's going to have such a huge audience that it can have so much greater of an impact.

But, in terms of turning that into something that is making so much money, that is more long-term. This is delayed gratification. So, that's going to be for the next season of my life. For this season, it's all about building Become a Blogger, maintaining Interactive Biology but, building Become a Blogger.

Those are the things that I'm going to be focusing on.



What are the things you need to focus on to accomplish your goals?

## Time Wasters

I want to talk about some time wasters because these have wasted so much of my time and I would bet that they waste a little bit of your time, too.

### Email

Checking email. How many times a day do you check your email? Is it anything close to how many times I check mine? I have no idea how many times I check my email. That is something that can waste a lot of time.

### Social Media

Even Facebook. Even though I have decided Facebook is the one that I'm going to be focusing on. It is very easy to waste a lot of time on Facebook, on Twitter, on Google+, on YouTube, on all these different social networking sites.

### Analytics

Checking your Analytics. How often do you check your Analytics? By doing that five times a day or once a day, is that really building your business? Are you creating infrastructure? Are you setting things up that is really going to help you. I'm not saying, go and check Analytics. I'm just saying don't waste time while checking Analytics.

### Keyword Research

What about that one? I'm not saying it's not valuable. It can be valuable but it can be a tremendous waste of time. If I am spending five hours a week doing keyword research, that's five hours I could be spending creating content.

### Reading other blogs

How many blogs do you read? Are you reading blogs every single day, multiple blogs? Do you feel as if you have accomplished something after reading those blogs? Yes, you may be learning. What I'm saying is don't waste your time. I'm not saying don't do it but, don't be wasting your time.





## Listening to podcast

Even this podcast. Is this helping you accomplish your goal? If it's not helping you accomplish your goal, please stop listening to it and go and do the things that are going to help you accomplish your goals.

Yes, I am encouraging you to not listen to this podcast if it's not helping you to do what you are trying to do in your life. Once you set your goals, the things that aren't helping you to accomplish those goals, well maybe, they have to go.

So, what do you do about these time wasters? What am I doing about these time wasters?

## Dealing with time wasters

**#1:** Acknowledge the fact that they are time wasters, that you are wasting your time. Don't lie to yourself. Don't say, "Yes, well email is so important to my business. I have to be on Social Media because that's where everybody is today and all that kind of stuff."

No. Acknowledge the fact that you are wasting time if you are wasting time.

**#2:** Manage the essential things that could be a time waster but don't make them be a time waster. For example, how often will you be checking your email? How often will you be checking in on Social Media and doing the things that you are doing on Social Media to grow your business? How much time are you going to spend?

For me, I have specific goals that I want to work towards. For example, email, I want to check it twice daily. I don't want to be checking it fifteen times. That's just a waste of time. Social media, I want to also check in there twice daily and do specific tasks.

Google Analytics, I don't want to be checking it more than once a week. Keyword research, I never do it. I've decided that I have better things to do than keyword research as great as keyword research can be, that's not where I'm going to spend my time.

Reading other blogs, that's not something that I'm going to be doing on a very, very regular basis. Once in a while, yes. But, for me, it's about creating content not as much about consuming. Yes, I do consume strategically but, you want to make sure you're doing it strategically.

What about podcast? For me, podcast, I listen to them on the go, when I'm driving where I can't be doing something else or I'm cleaning my office, cleaning my lab or something of that sort. That's what I do.



Other opportunities? I will say, 'No.'

**#3:** The third thing here, after you've acknowledged that you're wasting time, managing the essential ones, cut out the things that don't need to be done. Other opportunities that may come your way that are not going to help you to accomplish your goal, say, "No."

All those design tweaks that you are working on to make sure that your blog is 100% perfect, forget about it. For me, personally guest posting, that's not something that I have the time to do.

It's something that I encourage people to do but, you want to make sure you're doing it strategically.

I just had one of the writers from Become a Blogger, Carey Green from ChristianHomeandFamily.com send an email saying that he can no longer write for Become a Blogger. I think that was a wise decision on his part.

I would love to have him continue to contribute but, if it's not helping him accomplish his goals, the specific goals that he has for what he is trying to do for his family, for his life, his business and all that kind of stuff, you need to say 'No.'

Then, the last thing is focus on the important stuff, the things that are important, the things that are crucial.

For me, as I mentioned, that's creating the content, approving the article, doing the interviews, the marketing on Facebook, the creating an optimizing funnel, focusing on those things and those things alone. That is how you do it. That is what you want to do with this most valuable asset that you have.

I want to mention something else. I mentioned that there are other important things in my life and those things are number one, God. Number two, my family. However, sometimes, when I look at what I'm doing in my life, sometimes, I wonder if what I'm doing reflects that.

I can't work on my third most important goal at the expense of my number one and number two. If number three is growing but number one and number two they are not growing, something is wrong and I need to re-evaluate and I don't want in any way for you to think that I have this stuff that I'm talking about is because I have it down packed and I'm perfect where that's concerned.

No. I struggle with it and that's why I'm sharing it with you. It's part of a therapeutic thing for myself. It's part of me coming to a conclusion as to what things I need to do differently and part of me encouraging you to think about these things and make sure that you are not wasting your most valuable asset. You are investing it wisely.

## Recap

Let's recap.

1. Your most valuable asset is your time. Spend it wisely.
2. Decide on the few things, the few important things that you need to do and do them well.
3. Manage or cut out everything else. Manage it or cut it out.
4. Focus on the important stuff and get that stuff done.

That is it. That's all I got to share with you in this episode. Really, stop wasting time.

## My question for you

My question for you is this, what are the important things that you need to focus on when it comes to building your online business with your blog, when it comes to building a platform where you can create content, inspire others, and even change the world.

What are those things? Let me know in the comments for this episode [becomeablogger.com/episode133](http://becomeablogger.com/episode133). Man, 133 already. That's exciting. Anyhow, if you're enjoying this podcast, I'd really appreciate it if you're going to hop over to iTunes and leave an honest review. It helps me to get additional visibility in the iTunes podcast directory and makes it so that other people can find this easier. That helps me in my goal of changing the world one blog at a time by helping to get the word out there.

And if you're trying to get a blog started once again, where you can create content, inspire others and change the world, head on over to [www.freebloggingvideos.com](http://www.freebloggingvideos.com), where you get to

follow me as I show you HOW I've built my blogs into successful online businesses and how MANY others have done the same.

Freebloggingvideos.com - It's free, actionable, and it's awesome.

That's all I got for you in this episode, your most valuable asset in building your online business. This is Leslie Samuel from Becomeablogger.com where we're changing the world one blog at a time. Until next time, take care and God Bless!