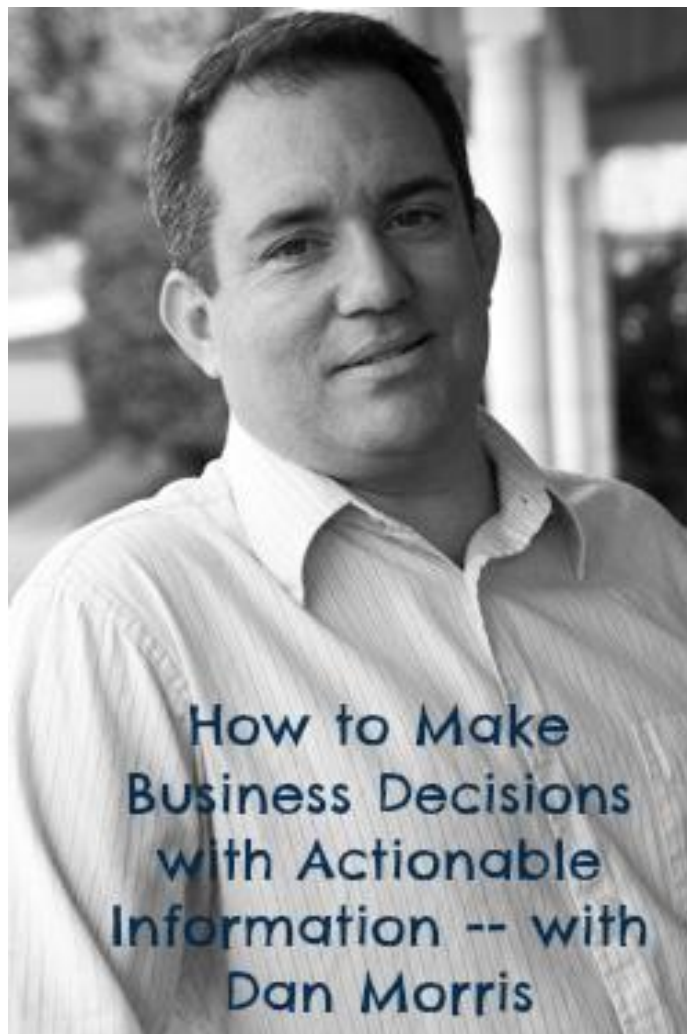




Presents:

Podcast Episode 140:



By: Leslie Samuel



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Introductions

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

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. I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from BecomeaBlogger.com where we're changing the world one blog at a time. As usual, I have another exciting episode for you today. I'm on the line with Dan Morris who is the strategist behind Blogging Concentrated, the one-day in person workshop for advanced level bloggers who know there are things they can be doing better, faster, cheaper and smarter.

I met him at Blog World and New Media Expo in New York City and fell in love with that this guy has to offer. He spends his time working with bloggers to increase their revenue, improve their quality of life, and time with their family, reduce their economic dependency on one source and to help them create a business that is both scalable and leverage.

Today, we're going to be talking about *how to make decisions for your business with actionable information*. That's what we're going to talk about today.

LESLIE: Dan, how are you doing, man?

DAN: Dude!

LESLIE: Dude!

DAN: Dude, rock on. This is [Learning with Leslie](#).

LESLIE: *[Laughs]* This is... I feel like we need... Anyhow, never mind. I'm not going to--

DAN: Dude, I said just so, I had a shot at getting at the intro.

LESLIE: Wow. That is exciting. Dude, I should get you on the intro.

DAN: That's what I'm saying. I said it just for you.

LESLIE: Oh sweet. I appreciate it, man. And, we're going to bring tons of value. I know this is the case because when was it? Was it last weekend that we were in...?

DAN: I feel like it was dude.

LESLIE: It was last weekend, wasn't it?

DAN: Yes, it was a two-day stint. You rock.

LESLIE: Aw man, it was awesome. So, we went to Wisconsin. We did one of the [Blogging Concentrated](#) workshops and man, I was there as one of the presenters and I got a ton of value from it. So, I know we're going to take some of that stuff. We're going to condense it here and we're going to show people how to make decisions based on actionable information when it comes to their business, what they are doing with their blogs and all that good stuff.

So, are you ready to bring tons of value?

DAN: Dude, that's what we are about.

Blogging Versus Business

LESLIE: That's what we are about. Sweet. So, when we were at the workshop, you started out by talking about blogging versus business. Tell us a little bit about that.

DAN: Oh, that is the vain of my business right there, I tell you. There are o many bloggers who come to me and say, they're doing , or Y, or Z and they have been doing it for three years and and they're getting 200 people a day or they're making \$12 a month or something.

And, it all comes down to the questions that I ask and that is, do you have a plan? Are you really using the data that you have at your fingers to make decisions to change what you are doing? Are you tracking everything that you're doing to find out what works so, you can do more of that and less of the stuff that doesn't work because it is really, really easy to be busy?



It's hard to be profitable and profitable is our goal because as you know, I said this over and over again, when you step away from the kitchen and leave your family there, and go to work on your blog, you have decided that the family needs to take off the slack where you're not there and sacrifice a little bit for your efforts.

So, in my world, that means that your efforts need to be productive because your family is waiting for you to come back with the goods, to come back with the goal and start working less so that, you can be with them.

One of my goals is to get Molly Maid to come to your house and give you a quote to clean your house and that becomes like our first revenue goal because if we can increase our revenue by that much and we can trade that money for Molly Maid, we can actually give back to our family, our shareholders.

We can say, "Look, now I can just go from blogging to family. I don't have to do all that maintenance in between. It takes away from the fun stuff that life is really about." So, that's kind of my goal. It's how we help people change their mindset from blogger, which I almost think shouldn't be a professional to business persons who uses a blog to drive revenue.

LESLIE: What's the difference in mindset in terms of a blogger because when you say, "blogger," it almost sounds as if you're saying a curse word [*laughs*].

DAN: I feel like to some degree, it is because I really want people to find happiness, to find solace, to find profit in the work that they are doing because they provide so much value to the readers and audience.

But, they go and they spend their day like another blog post, got to write another blog post, go on Facebook, pin it, tweet it, like it and then, write another blog post.

And then, there's never like the day, like the Friday afternoon meeting where you sit down and you actually look at your data. Okay, so, here's what our goals were. Here's what keywords we're trying to rank for and then, let's look at webmaster tools and see how we are doing.

Those kinds of daily or weekly business meetings aren't really taking place for a lot of bloggers. They're not treating it like a business. They're just blogging and then, keeping track of some expenses for taxes at the end of the year. That's not really a business. Nobody in McDonald's or Walgreens does that. They don't just wake up and go in and hope they sell some stuff. They understand their business inside and out.



Thinking Like Walgreens

LESLIE: Now, you mentioned about Walgreens and I know you told a story about Walgreen's and they are tracking and how they go about doing things. Tell us a little bit about that because I think that's really significant.

When you spoke about that, I thought to myself, "Man, what would my business look like if I treated it that way?" So, go ahead and tell us a little bit about how that's set up because I know you have a big history with Walgreens.

DAN: Yes. I spent many years developing stores for them as a commercial developer and still do to some degree to this day, and I have had a lot of opportunity to spend a lot of time at headquarters, work at the real estate department and design and some of the operations, and have gotten to see what a really well-run business looks like.

Some of the things that have stood out for me over the years and I still am astounded by are something as simple as when I would turn it out a site plan, and that's the old bird's eye view drawing of the store on the street corner that they look at before we build it and shows the state of the building, and shows all the parking spots and where each tree gets planted, it's just like an overhead drawing.

On that plan, I would have to write how many parking spots were on each side of the building. They didn't want to count. They just wanted me to write how many were compact, how many were handicapped and it had to be pretty bold.

The reason that they use that is because they know, they know how much more money the store is going to make for every additional parking spot that's on the front. Because they know when you drive by, if you don't see an empty parking spot, you're less likely to stop in and buy something.

So, they can maximize the number of parking spaces in the front. They can really maximize the revenue.

That's just the beginning. They know things like they have these electronic reader boards out the front of their store and they know when they post that milk is on sale for \$1.79 or whatever it is, they know exactly how many more units they are going to sell that day based on the traffic and their history. They know that level of detail.

Another thing that just astounds people is for a long time, and they have changed this recently but, for a long time, they measure the different reflectivity levels of the different kinds of tile

they could buy and put in the store. In the hallmark section would always have a different kind of tile than the rest of the store, kind of a brownish powder, kind of a more homey feel.

But, the reason that they use the white powder with specs on it on the rest of the store is because the lights above would reflect off the floor and shine and light up the bottom shelf of each aisle. When that particular tile was in the store, they would know that they would sell more units from the bottom shelf.

They tested all these things. They knew the ins and outs of the business, pretty much everything. They know how many decibels come out of the drive-through speaker, that speaker when you come up to get your prescription?

LESLIE: Yes.

DAN: And, the pharmacist says, “Hey, what’s your deal?” They know exactly how many decibels come out of there because they know if it’s too high, then the car next to you can hear what the person is saying and that’s against the HIPAA rules. There’s no privacy there.

LESLIE: Got you.

DAN: So, every little part of their business, they understand infinitely well and that’s so different than the way bloggers really operate.

Maximizing Keyword Search for Your Business

LESLIE: What I was going to ask there is, okay, that sounds amazing to know exactly what all of these little actions, what the results of these little actions are going to be, that’s amazing.

But, okay I am a blogger. How do I translate that to what I am doing online? I’m creating my content. I’m putting stuff out there. I might be even selling products and have banner ads on my site. How does that translate to me as someone who is building a business with a blog?



DAN: Let’s go into some of the little details that would be fantastic for you to know if you were trying to become an expert in a particular niche.

For instance, if you did keyword research and you really understood... I mean, some people don’t even like the concept of search engine optimization. But, if you take the search engine optimization away, and the only reason that you do keyword research is so that you understand what every person on the planet is looking for when they’re inside of your niche,

that would be really useful information because there's a lot of things, there's a lot of keywords that people search for that totally open up your eyes either to the way things maybe perceive what you do. Sometimes, they'll see it as a question and you realize that person has no idea what they're asking because they are asking about something odd.

Like the other day, I happened to mention pressing the F stop button on my camera, and some photographer knew immediately that I had no idea what I was talking about because the F Stop is not a button. Apparently, it's something else. I don't even know what it is. But, doing that kind of keyword research to know all of like the way people mis-perceive information, what they look for, what do they look for incorrectly, what do they look for correctly, can really hone you in on just make you just a smarter person in your niche all by yourself.

Another thing would be if you're in the photography niche, do you know like who the top people are in your industry? Who is the top guy? Who is like the most famous guy? Who is the second? Who is the third? Who gets to speak at all the big conventions and what are the conventions?

Who are the big podcasters and authors and documentary people? If you are going to be in the photography niche, at some point in time, I would think that you would just need to really know it all, even just to know it so that, you can reference in conversation, so you can reference things into your blog post.

So, you can put together a social media strategy that involves incorporating all the things that are happening around you and your niche on the planet and bringing those people back to your home base.

And, if you end up just sticking to your Wordpress blog from day to day, and you come up with a new blog post and somebody asks you a question and that spawns a new blog post, you just don't even see the world that you are a part of. That's the bigger picture. That's where you become the CEO and you stop being the grunt on the front line and you're able to start making big decisions that you can't even see when you're typing today's blog post.

LESLIE: So, it's not just about me staying at my blog, creating content based on what's in my head. It's me understanding what's going on in the world around me, whether that has to do with doing the keyword research, checking out who the top people are in my niche, in my industry, and getting to know what they are creating and those types of things. That is giving me some information.

Now, is that actionable information?

The Barnes and Noble Idea

DAN: Well, take a trip to Barnes and Noble. Sit down in the magazine section and look at all the magazines in your niche.

BARNES & NOBLE

Now, the one thing that you can tell from a magazine cover is that every single word on the cover of the magazine is designed to sell the magazine. There's nothing on there that is just bluff. It's all like every single fitness magazine talks about how to get rock hard abs.

So, if you can go take a look at, just for example, just the magazines, and start writing down headlines, if you will see trends that maybe, you're not even contemplating on your site, what kinds of things does every one of them talking about and can you then go translate them into something that you should be talking about? Or, can you use or leverage the power of others to really build, a bigger or better blog.

Finding out who the top authors are, what's the title of their books? Because a lot of times, people only buy titles. When you go to Amazon, you can flip through a couple of pages but, most of the times, you're just buying a title. What are the top titles that are being sold? Because that will tell you the mindset of the people willing to pay money for the information.

If you can put together some trends based on the titles like how many books on photography sell really well, that have the word "photography filtered in the title." It's that concept maybe none, and then you think, "Well, that's not something that people are willing to buy but, that's definitely something I need to teach them so, what do I bring them on the front end? What's going to grab their attention?"

That's where you can take information and make it actionable for yourself.

LESLIE: Okay, so me, I blog. Let's deal with my Biology blog. I blog about Biology. I can go to Barnes and Nobles or I can go to Amazon. I can look in the section on Science, on Biology and see what's popular. Based on that, I'm getting information about what people are looking for and that information can give me some ideas and some other trends, that can give me some

ideas on content that I can create, products that I can create, services that I can offer, all that stuff.

DAN: Oh yes, definitely. And, there's a huge... there's some sort of connection between who is really relevant in a niche and what they are talking about. If you're not talking about relevant stuff, didn't we just find the other day there's some sort of new ligament in the knee?

LESLIE: Yes, there is.

DAN: That's like on top of people's mind in the industry that there's a new ligament in the body that nobody ever really discovered before. I guess, you could be talking about the eardrum which is Biology but, can you stay on top of what people are really talking about, what they want to know now, what is really interesting in the world.

Are you that person for your niche or were you talking about... was it the tympani? What's the name of those things in the eardrum? I don't even know,

LESLIE: The tympanic membrane?

DAN: Yes. You can talk about that all day but, how exciting is that?

Optimizing Adsense

LESLIE: This is something that I have been thinking about a lot because let's switch gears from Biology to Become a Blogger. I feel as if 99.9% of the blogs out there that's teaching people to blog, were talking about the same stuff that we've been talking about forever and I'm trying to think to myself, how can you be better than that?

What would be your advice to someone in my position when it comes to something like Become a Blogger?

DAN: I agree with you. I believe that most of the information about blogging is the same, whether it's you know, 101 or 201, it's Wordpress, Facebook, Twitter or LinkedIn, or Pinterest. And then, it's Google Analytics, Adsense, private ads, sponsors, brands. That's like the gamut of what everyone is talking about.

And then, occasionally, you'll get joint ventures, a couple of other things. But, there aren't a lot of people who are really saying, why don't you take a look at the actual data and stop looking at what other people are doing because 99% of bloggers aren't making any money, a few dollars a month or something.

And, when you see what somebody else is doing and it looks awesome and then, you start doing it, well now, there's two people that aren't making any money. That's not really helpful.

For instance, we have been writing this [series on AdSense](#) on Become a Blogger. We finished this week and one of the things that we're going through a little bit is how to use the dashboard to help you make money.

AdSense is fine as a monetization source for some people but, the dashboard can really teach you about your blog with far deeper and greater information than AdSense alone.

Just one example... If you use the Custom Channels correctly, and you have to read the blog post to learn more about that.

LESLIE: And, we'll link to that blog post in the show notes for this episode. This is Episode 140 so, becomeablogger.com/episode140. You'll get the links to everything that we mentioned in this episode.

DAN: Excellent.

So, one of these things things is the channel, which is a really horrible name. It should be called "tags." If we learn to use these tags correctly then, we can know over time what every pixel on our site is worth. Where did eyeballs go on a particular site?



Now, you can use [Crazy Egg](#) and a heat map to give you an idea of where the mouse goes but, the mouse and a click aren't necessarily the same. They are definitely related but, they are not the same.

So, for instance, if you figure out that your sidebar, your top position is your best paying spot, that's also learning that your top position is where the eyeballs go. So, that's where people look. So, if position 2 and 3 don't make nearly as much as one and we're about to launch a new eBook or a new program then, we should know immediately that side bar position number one is where we put the announcement about our new book. We sacrifice some AdSense revenue for our business revenue because we know that's where the eyeballs are and that's where we're getting the biggest bang for our buck.

LESLIE: Got you. So, for example, just to make that a little more concrete, on my [Biology blog](#), I'm running AdSense and I'm actually redoing my theme right now to optimize for AdSense a little better. But, I have a number of positions on my blog that I can test. I can put an ad in the

header. I can put an ad top position in the sidebar. I can put an ad in the footer and a bunch of different places.

I can then test out these different positions to see which one of these is going to pay out the most and then, based on which pays the most, I know what is the most valuable position and where people are looking to first. That is now actionable data that I can use for when I am doing some type of a special promotion, I want to put it in that position that is the most valuable because that is where most people are going to.

DAN: Exactly. And one of the other problems that people have doing this process is the whole time that they are testing and optimizing for AdSense, they are learning like where is the best spot, is that they end up with great locations. They are making as much money as they can possibly make from AdSense.

But, what they fail to do, this next level of being a business owner is compare their total income with an optimized site versus their total income with not optimized site because AdSense is the optimization of people leaving your site.

So, if your goal is to build a community, create comments on your blog post, sell an eBook, get people to subscribe to your newsletter, or whatever it is, if that is your goal, and then, you simultaneously go to the process of optimizing AdSense for the purpose of monetizing with AdSense then, you end up compromising your overall goal.

So, if you can optimize AdSense while you're watching your overall income then, you can see, look, I just started making an extra \$3 or \$10 a day with AdSense but now, I'm getting 10, 20, or 30 fewer subscribers to my newsletter each week or, I'm getting 5 fewer eBook sales each week. And those, that's a lot more money over time, that list and the ability to sell to that list and create real fans and cheerleaders. That's got real value.

Once you optimize with the data with the sole purpose of that being totally excited that you have it optimized then, you just sort of forget that wait, I'm a business owner. I shouldn't just think about one source of income. I got to figure out who does AdSense really play into the goal of my business?

Sometimes, it doesn't. Sometimes, it's just great to know exactly where to put all the stuff and then, in the end, each one of those gets replaced with a new product, or a new service, or something else that you're doing to monetize and grow your business because there is no way to leverage AdSense.

The day you stop blogging is the day your AdSense income starts going down or the day you go on vacation... There's just no long-term value there. It's a great strategy for today but, it doesn't get you out of the whole tomorrow and you have to think about this. There is no way for a blogger to retire.

So, we have to start planning from day one on how we can work less and less and less for the same money and not just optimize so that, we make the same money for the same amount of work all the time.

LESLIE: Got you. So, what I'm hearing you saying is number one, you need to know exactly what your goals are when it comes to your business, when it comes to your blog. If it's all about ads, that can have some benefit but, you need to also be thinking about building your list. You need to be thinking about the products and services that you might have for sale as opposed to just having AdSense which is basically taking people away from your blog to whatever these advertiser sites are.

Track Everything

DAN: Yes. AdSense can be huge income. There's people making two, three, \$400,000 from AdSense. My parents at porchideas.com, they're doing really, really well with AdSense. But, just like in your intro where you said, let's help people get away from one source of income because Google might have a mood swing.



If their site is reliant on Google to a great degree and as soon as that goes away, so does AdSense. The whole thing crumbles. So, if you're a business owner, at what point in time do you actually start looking at your risks? Where is your risk? If Google is your traffic, that's a huge risk. So, how do you diversify that? Does that become your quarter one strategy for 2014 as I need to make... Like if you're getting 100% of your traffic from Google, then maybe your 2014 first quarter goal is, "How do I reduce my reliance on that by increasing my traffic from some other source?"

Now, maybe by the end of quarter one, we're at 90% or 80% traffic from Google. At least, at that point in time, you would say, "Look, I achieved a goal. This is what I set out to do. I reduced my risk. I increased my money from another place. Let's, for quarter two, let's determine, 'do we set that as a another goal? Do we try to again reduce our reliance or do we try to just produce cash for the quarter or do we try to just produce content for the quarter? What kinds of things can we do and then, measure and then, make decisions and grow?'"

LESLIE: Got you. Big thing and this seems to be the big aspect of what we are talking about is make sure you're tracking everything. If you're putting ads on your site, you want to track to see what's performing and what's not performing well and then, make decisions based on that.

There was an example that you spoke about when it comes to, you might have some pages that are paying a significant amount in terms of ad revenue and then, others that might not be paying or hardly paying anything, and making decisions based on that. Tell us a little bit about that. It had to do with custom sidebars and all that fun stuff.

DAN: Oh yes. Speaking just keeping on the AdSense line, if you know anything about AdSense, you realize that it's the opposite side of AdWords, or somebody like Target, Radio Shack, or buy ads on Google to sell their products. I usually use a weather alert radio, one of those radios that tells you whether a tornado is coming, as an example.

Target and Radio Shack are selling this particular thing and they decide they are going to go to Google and they are going to advertise. And, they want buyers. They don't want to just advertise to non-buyers. So, they create their ad and then, they decide what keywords they want to rank for. For a weather alert radio, they probably are trying to rank for keywords like "buy weather alert radio" and "weather alert radio," and "tornado alarm system," "buy weather alarm system," and those kinds of keywords where they can see that people are actually looking for the product that they are selling.

All of these companies are buying these ads and they check this box that says, not only do I want my ads to show up on Google but, I also want them to show up on Google's advertising network.

Well, the advertising network is AdSense. That's us. That's our blogs. So, when we put some code on our site that says, "Google please put a 300 x 250 ad in this spot," Google has to actually scan your page and figure out, "All right, well, I'll put an ad there but, what is this page all about because I need to put a relevant ad there?"

And if they see that your page, you happen to be talking about weather alert radios on your page then, that ad from Radio Shack is going to show up on that spot. It's relevant. It's exactly what radio shack wants.

Since Target and Radio Shack are both trying to advertise in this term, they're kind of bidding for the same spot. The more companies that you have bidding for the same keyword, the higher you get paid on AdSense. So, words like "whiten teeth" where every local dentist plus,

Crest, plus Rembrandt, plus Colgate, they're all bidding on that keyword, those pay \$400 to \$500 a click whereas a word like "weather," nobody beats on the word, "weather" because if you just search for "weather in Columbus," you're not planning on buying something.

And since you're not planning on buying something, nobody is bidding on that keyword. It's just stagnant. So, when you put AdSense on that page, Google just back spills it with somebody who is looking for remnant space, somebody who is willing to pay for any keyword but, they only want to pay \$0.02 to \$0.18 a click.

Now, you've got your AdSense dashboard set up and if you put all of your URLs like every page on your website into AdSense, if you know which pages aren't making you any money then, you can decide to not put AdSense on those pages because that's a mismatch.

If AdSense is going to pay you \$0.02 per click, why would you waste the real estate for \$0.02 per click? One of the ways you could do this is you could use custom sidebars which is a Wordpress plugin, other kinds of bloggers will have to do it in a different way, but just inside Wordpress, if you use custom sidebars, you can actually dictate a commercial sidebar versus a non-commercial sidebar.

Then, whenever you write a blog post, you can go to SpyFu.com or use brainstorm tools or override if things to determine whether or not your ads are going to... Your keyword is going to pay any money, and you can just right on the spot, is this a non-commercial side bar or a commercial side bar?

Then, you can totally match the monetization source with the actual page. Otherwise, if you just blanket your entire site with ads, some of them won't be profitable for you. You stop being a business owner and you'll just be a random guy and that's not really what we want. We want to make sure that our tile is reflective. We know how many parking stalls are in the front and we understand the value of the LED reader board.

From the blog standpoint, we want to know where is my money coming from? Which pages? And, the pages that aren't bringing me money, I have to figure out why? Does that mean I'm not getting any traffic to those pages? Does that mean that the pages aren't paying very well? What is the actual reason?

Sometimes, I use this as an example, and you'll see it in the blog post, is that on my site, benefits of resveratrol, the highest paying page according to the dashboard, would only have like three views for the entire time that I set up the date structure in AdSense just to see which was my highest paying page.

If my highest paying page is not getting viewed, how do I make any money? Shouldn't I be tweeting that every day? Should I not use [Pic Monkey](#) and create my own little ad for that and put it in the sidebar of my other pages, and drive traffic to my highest paying page?

That's just AdSense. What if you knew which page actually created the eBook sale like which page was really good at selling the concept of your eBook. And, as long as you got people to that page then, you would sell more eBooks. If you know that, then you can make decisions like, oh, I need to get more people to that page. I need to tweet that everyday. I need to set that up in [Hoot Suite](#) as an auto-tweet at midnight so that, people in Australia see it.

I need to create an ad so that, in all my other pages, I actually sell my own eBook or sell that page. But, once you have the data to know where your money comes from, then you can really start making decisions.

LESLIE: Okay, so let's, once again give this a specific example with my Biology blog. Let's say, I have a page on my blog that is making \$3 per click, which is a pretty good amount to make for every click that someone makes on that page.

But then, I have many sites that are making three cents per click. With that information, I have actionable data so, I can, for example, instead of putting AdSense on that three cents per click page, I can put a banner in that position to send them to the \$3 per click page so that, now, I'm funneling traffic to the page or the pages that are making the most money and based on that, I will be making more money because now, I'm getting people there.

DAN: Yes, and you could add a PS to all your emails and say, "Hey, check out this particular page," which is your high paying page. You could make that as an auto-responder that you write. You can start to make decisions that actually make you money, like if you know that if you just send more traffic that you're going to make more money? So, how many things can you do to increase the traffic that would make you money?

Once you're making decisions that you know result in money, how much easier it is for you to start to outsource that task because now you know, well, shoot, if I just spent my time doing X, while I outsource Y, I will effectively be paying for that person who I am outsourcing while they are doing their work, and we'll get twice as much done. You can totally eliminate the catch-22 that everyone faces which is, "How do I hire someone if I haven't made money and how do I make money without hiring someone?" You can start to eliminate that catch-22 just by using the data.

Tracking Human Behavior

LESLIE: All right so, we're at about 35 minutes, lots of great information so far. I want to end by talking about what are a list of things that if I am a business owner and one of the main strategies I'm using for building my business is my blog, what are the things that I need to be tracking on a regular basis that is going to give me the actionable information that I need to make decisions that's going to help to grow my business?

Thing number one...

DAN: Thing number one is the human behavior. You need to really, really understand the process by which someone who doesn't know you exist today, makes money for you tomorrow. Where does that begin?

If you are selling web design services, you're going to get some sales through word of mouth. So, interview people and figure out how does that happen. Is it one time, two time, three times? Is it one email, two emails, three emails from you? What does the process look like? And, if it's from Google, what did they search for? How did they get to you? What blog post did they read that eventually led to you being hired?



And if it's AdSense, what are the pages that are making you money and how does a person who doesn't know you exist, somebody in Beirut, Lebanon, who is eventually going to click on an ad, how do they come about finding your site? Where does it exist in the world? I want to start figuring out where does my money come from. So, I can start to track those particular events.

If AdSense is your thing, you're making money on traffic and you need to get traffic to your wine pages because your wine pages make the most money, then how many places in the world can someone go to find your site? How do we expand that? How do we start tracking those activities and see if I do this, will it bring more traffic to my site?

Those kinds of things. Human behavior for me is number one. How do people who don't know you exist today make money for you tomorrow?

LESLIE: Okay, so that's the first thing we need to track -- human behavior, you gave a number of examples. Anything else?

Determining Your Overriding Long-Term Goal

DAN: That will be number one. You want number two?

LESLIE: Yes, let's go with number two.

DAN: Number two is, what is my overriding long-term goal? An example is you want to be the keynote speaker at a convention and when your speech is over, you want people to stand up and clap and surround you and be excited and want to take a picture of you.

Who are these people that you want to be surrounded by? What is it that you want to be known for? What is this vision that you have in your head? I want to write this down because every single day when I wake up, I want to measure today's activities against that future goal.

Am I doing things that are going to increase the number of people in my community that fit this mold down the line? Does that exist?

When I go to my Twitter profile and I read the description, does that description attract the kind of people who are going to be my long-term goal? Because every single day, I want to be building my audience of the people that I want to be surrounded by ten years from now because those are the people that are going to champion my eBooks, they're going to comment on my blog posts, they're going to like, pin, tweet, share... They're going to do all that stuff. So, I want to make sure that I have that long-term filter. Everyday I can decide, is this the thing that is helping me where to go, where I need to go?

LESLIE: All right. I love that actually. What is my overriding long-term goal? It's a good idea to write that down and then, now you can go ahead and analyze all of the things that you're doing to say, "Is this helping you to reach that goal?"



DAN: If it's not then, you really shouldn't do it because if you go back to the concept of family as your shareholders and they are sacrificing every second that you're not being with them then, how can you really afford to be peddling on Pinterest if you don't have a strategy for being a man in the first place?

LESLIE: Okay, so that's number two. Is there a number three? We can't just do two. Two just sounds --

“The people who work hard with focus get there on purpose.”

DAN: So, number three to me, is always the data. So, from those two is to figure out what is the data that we need to make tomorrow's decision? And then, on Fridays, or every month, or some level of regularity, I want to be able to look and see at what I am doing.

If it's keywords that are bringing traffic to your wine blog then, I want to be able to look at the list of keywords that I really want to attract people for, and I want to go to Google Webmaster tools in to the search queries and I want to see, am I ranking for those words and where am I? Am I number 306? Am I 284? Did I move from the last month when I looked? Did I move down? Did I move up?

Compare your effort to the outcome so that, you can actually grow. Otherwise, you're never growing because you're not watching and making decisions to improve. You just keep blogging. And, there's billions and millions of people who keep blogging. There's only a few that become Mario Batali that have nine cookbooks and a show on NBC and all that stuff.

Unless you design your life to become that superstar, it doesn't really happen on accident. Sure, there's a lottery winner occasionally but, the people who work hard with focus get there on purpose.

LESLIE: Woah, say that again?

DAN: The people who work hard with focus get there on purpose.

LESLIE: ... With focus, get there on purpose. That's the quote, I love this.

DAN: Yes, that works pretty good.

LESLIE: I'm going to quote you on that one.

DAN: Okay [*laughs*].

LESLIE: *[Laughs]* It's a beautiful thing.

Hey, tell us a little bit about Blogging Concentrated because I was there this last time in Wisconsin and I loved it. What is it all about?

Blogging Concentrated

DAN: Blogging Concentrated is an extension of our last 30 minutes that we just spent. The beginning of the day really is, here are the 20 things that we could be talking about today and I let the attendees figure out, they put stickers on the top three things they want to talk about and then, the thing that gets the most attention is what we start with.



So, the whole thing is geared at how do we make your experience of the event better and how do we teach you what it is that you need to know? We really go from one topic to the next and when people are done asking questions and everyone has a good grasp of the concept and what we should be doing then, we move on to the next subject.

This is really is as in depth as so far as I have been able to make it and in each one, I learn something that makes the next one better.

So, for instance at Lansing in Milwaukee, just last weekend with you, I learned that I need to add a segment at the end that's called, "What do you do next?" Because a lot of these conferences, you come away just sort of overwhelmed and there's just so much to do.

We're going to now spend from the last hour of the day and we're going to talk about what do you do next? We're going to look at the progression of a business. Here's the things you need to have in place first then, if you don't, here's the things you need to do to finish that thing and here's what needs to be second and third and then, fourth and fifth and if you're not done,

finish that and go on to the next thing before you start Flickr or before you create a Pinterest, do A, B, and C.

That's going to be our new thing going forward and the entire Blogging Concentrated is based around local communities. For instance, in January, February, and March, I think we have nine or ten different cities that we're going to... I'm excited to [?] but my real goal, if you want me to go to Seattle on the 18th of January, my real goal was that, we get 40 people from Seattle in the room and they become like a community of their own over time, a community of bloggers.

But really, let's just sit down for eight hours, including lunch which we provide and let's just talk about turning this blog into something that's really going to produce revenue.

LESLIE: I see on the site right now that you have one coming up in Seattle, Washington, Cincinnati, Ohio, Kansas, City, Richmond, Virginia, Boise, Idaho, New York City, Syracuse... So, you're going to be all over the place and I was there at this last one. I thoroughly enjoyed it, got tons of value from it and I am actually implementing some of the things that I learned there to change and grow my business.

Thank you for what you do! And, anyone that's listening to this that's going to be in any of those areas, I'm just even, just looking at the site to see what's coming up in the future of BloggingConcentrated.com. I know for a fact that you're going to get tons of value from it.

Hey Dan, thank you so much for coming on here and sharing with my audience. I was a little toned down. For anyone that's listening and that's because Noah is in the next room right across here, sleeping. So, that's why I have a little softer than normal... But, we got a lot of value.

Thanks a lot, man.

DAN: Dude, I appreciate you having me.

LESLIE: Oh, no problem. Hey guys, check it out, BloggingConcentrated.com, if you want to find out more information about where Dan is going to be, man, this is the best workshops / conference I have been to. It's a small group. It's more intimate. You get to ask as many questions as you want, and as you mentioned, they don't move on until they are finished with everyone's questions.

So, check it out. If you are enjoying this podcast, you know what to do. You can leave a review. I like reviews. Reviews make me feel pretty [*laughs*]. That sounds kind of weird. But,

reviews really help to get additional exposure to the podcast so, head on over to becomeablogger.com/itunes.

If you want to learn to start your blog so that you can create content, inspire others, and change the world while building your online business, freebloggingvideos.com. Check it out. It's free. It's actionable and it's awesome -- at least, I think so.

That's pretty much it for this episode. Until next time, this is Leslie Samuel from BecomeaBlogger.com, take care and God bless!