

# Become A Blogger

Presents:



## John Lee Dumas Gets Me to Share My Vision

By: Leslie Samuel

# Become A Blogger

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*[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 am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time. And, as usual, I have another exciting episode for you today. In today's episode, I'm going to be doing something I have never done before and never really thought I would ever do.

I'm going to be sharing an interview that I did on another podcast. Maybe, you've heard of it. It's called [Entrepreneur On Fire](#). It's a top rank seven-day a week business podcast hosted by John Lee Dumas, interviewing today's most successful and inspiring entrepreneurs. Well, he interviewed me for the show and it was posted late last year.

Now, why am I sharing this interview? It's because in this interview, John really gets me to dig into my vision and to share it in a way that I haven't done in any other. My hope is that you listen and are inspired to do something big so that, we can create content, inspire others, and change the world. That's what we're going to be talking about today.

Oh man, I'm so excited to share this with you today. This is how it all came about really. I got an email from a colleague who started to listen to Entrepreneur on Fire, and in the email, he told me, well, he congratulated me for being the number one ranked podcast on Entrepreneur on Fire.

I was like, "Wait, what in the world is he talking about?"

So, I went over to Entrepreneur on Fire and I saw that he had a top ten list. When I saw that list, I was kind of blown away because you have people on there that I look up to, people like

Marie Forleo, Amy Porterfield, and a number of other entrepreneurs that I actually never heard of.

But then, I saw that number one was the interview that he did with me. I was like, “What in the world? Why am I [number one](#) on that show or the number one ranked interviews?”

I decided, “You know what? Let me go and listen to that interview.” I listened to the interview and I got pumped. I was like ready to take on the world – not “was.” “I AM” ready to take on the world. And, I thought to myself, “Man, I wish my audience could hear this...”

Actually, I was talking to a friend on the phone and he said, “Man, you should repost that in your podcast.”

I was thinking to myself, “Man, that’s a great idea. That’s exactly what I’m going to do.”

So, that’s what I’m doing in this episode so, basically, I’m going to switch over to that interview. I hope you get a lot of value from it. I’m going to play it in its entirety from beginning to end. There are some sponsorship in there but, I want you to get the full feel of that interview.

I’m going to play that for you. If you want to check out Entrepreneur on Fire, you can go to EntrepreneuronFire.com. John is doing a great job over there. He has interviews every single day. So, if you’re driving to work and you need something to listen to and you’re writing out a Learning with Leslie and some of the other podcasts that you listen to, you can always listen to Entrepreneur on Fire. John is a great guy. You’re going to enjoy it.

So, without any further ado, here is that interview.

**JOHN:** *Entrepreneur on Fire Episode 359. Prepare to embark on a journey with today’s most inspiring entrepreneurs, to fight the odds, and overcome. I work for multiple computers. Thanks to Carbonite I can seamlessly access all my files from any device. Go to Carbonite.com for a free trial and use the offer code FIRE to get two free months when you decide to buy.*

www.entrepreneuronfire.com/top10/

Learn the secrets to sell your product or service on a Webinar: Li

**Product:** Years ago Amy worked for Peak Performance Coach Tony Robbins – first as Director of Content Development, and later she managed large-scale online marketing campaigns. A year after she left Tony Robbins, Amy was approached by Wiley to co-write a Facebook for Dummies book. Since that moment, Amy has been the Facebook Queen, creating the FB Influence and most recently the Facebook Marketing Profit Lab, all of which is focused on helping small business owners get results.



**1. Leslie Samuel Is Changing The World One Blog At A**

**Time:** Leslie is the Host of the *Learning With Leslie Podcast*, a show dedicated to “changing the world one blog at a time”. During each episode, he shares the lessons he has learned. As a full-time university professor, he has followed his passions and built online businesses around biology and blogging.



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Okay Fire Nation, let's get started. I am simply thrilled to introduce my guest today, Leslie Samuel. Leslie, are you prepared to ignite?

**LESLIE:** Oh yes, I'm very prepared to ignite. I'm excited to ignite right now. Let's do this.

**JOHN:** Oh, I love it Leslie. Guys, Leslie is the host of the Learning with Leslie podcast, a show dedicated to changing the world one blog at a time where he shares lessons that he has learned. As a full time University professor, he has followed his passions and built online businesses around both Biology and blogging.

Give the Fire Nation a little overview Leslie. Take a minute, tell us about you personally. We want to get to know you then, give us an overview of your business.

**LESLIE:** Sure, as you mentioned, I am the host of the Learning with Leslie podcast. I actually started back in online business back on January 18, 2008. I remember the exact day because it was the first time I made any kind of money online. I made \$70 on that day. I was so excited. I was like, "Man!"

**JOHN:** Your very first day?

**LESLIE:** My very... I mean, this is actually after some failure from before but, when I decided to get into online business, my very first day, I made \$70 doing something that was called Freebie Trading with those freebie websites, complete an offer and get somebody else to complete an offer, and you get a free iPod and that kind of stuff.

I figured out a way to work the system and I made \$70 my first day. I told myself, "Hey, if I can make \$70 and I see that money in my account, imagine if I were to do this each and everyday for the rest of my life!" At least that's the way I was thinking back then.

I got into online business that way. I found out about blogging and I fell in love with blogging because I think it's an excellent way for anyone to build a platform.

From there, I started teaching people what I was learning about blogging and about online business and the blog started to grow relatively quickly. I decided then, what I was going to do is take the things that I had been learning about blogging and internet

marketing and start something around my passion which was Biology at that time. I was teaching at a high school but, I wanted to be a University professor. I didn't have a PhD so, I decided, you know what? I don't need a PhD. I'm just going to teach and I'm going to do it by creating a blog and building that into something significant.

So, I started that blog. To make the long story short, it became very successful. It actually landed me a job as a University professor in a doctoral program and I've been since then, just teaching people how to build blogs that can impact lives, change the world, so that they can accomplish something significant. That's a little bit about who I— Oh, I am the husband to one wife, the father of a brand new nine-month old baby boy and we are just excited.

**JOHN:** Yay! Oh Leslie, well not that you needed anything else to excite you in life because you are just a naturally exuberant, naturally happy person. It's a pleasure to be around you. I've personally met you multiple times and that exuberance shines off of you as well which I just love. It's kind of like the sun just kind of warming you with happiness. I love that. You do it via audio as well so, thank you for what you do. I'm excited to dive even more into your journey, hear some of the failures and the a-ha moments and then, stuff you have going on right now. But, before we get into that, Leslie, let's hear your favourite success quote. Let's hear words of inspiration that you've gone to in the past. Share that with Fire Nation.

**LESLIE:** These are the words that I go to all the time. It's my Henry Ford. It says,

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

To me, that is such a powerful quote because a lot of people have all these ideas about what they can do and what they can't do. They play self-imposed limitations on themselves, maybe someone told them that they won't be able to accomplish anything and they start to believe that and they don't accomplish anything.

For me, that quote is so dead on because if you think you can then, you can. If you think you can't well, that's on you. But, I like to start with the perspective of I know that I can so, let's do it.

**JOHN:** And then, once you know that you can, if you want to be, do. It's a very easy transition to that point forward.

**LESLIE:** Exactly.

**JOHN:** Love that, Leslie. We can stay on this topic and just kind of conversation babble all day because you and I are both passionate people about this topic and about the power of positive thinking, of positive action. Let me just pull myself out of that because I again, just love hanging out in that area.

But, we want to focus it back on you, Leslie. You are our spotlighted guest. This is about your journey as an entrepreneur and how Fire Nation, and our listeners can learn from that because so much can be learned from one's journey because you weren't always this very successful blogger, successful podcaster, successful husband and now, father. Congratulations, by the way.

**LESLIE:** Thank you very much.

**JOHN:** Talk to us about a time when you failed, when you hit a major obstacle dead on and it knocked you over. Share with us that experience. Tell us that story Leslie and the lessons you learned.

**LESLIE:** Man, I have to choose from many but, I'm going to choose from one that was extremely significant to me especially at the time.

I was born on the beautiful little island of St. Maarten in the Caribbean. It's 34 square miles. When I was 17, I left St. Maarten, came to the United States of America to get my college degree and I'm excited to take on this world. I have never been exposed to anything related to entrepreneurship.

Something happened while I was in college. I read the book *Rick Dad, Poor Dad*. When I read that book, it opened my eyes to a new world. I wanted to be that entrepreneur. I wanted to be that investor. I wanted my money to start working for me.

So, what I did was, I got money at the time from my government as a scholarship to go to college. I took \$4800 from my tuition money and I said, "I'm going to invest it in the stock market." I dumped it in the stock market. I invested in one stock and I was so excited because I had heard about so many people making a ton of money in the stock market. I was going to do the same thing!

Well, to make a very long story very short, what ended up happening was, it was fluctuating between \$600 above and \$600 down and my nerves were all over the place.

Eventually, one day I woke up and it was down by \$2000. When I saw that, my heart sank. I just couldn't believe it. I could not make the decision to pull it out because I knew

it had to go back up. To make the rest of the short story even shorter, I ended up pulling out \$136 when it was all said and done, and I had to add about \$26 to that to be able to pay my part of the rent for that month. I had basically lost it all.

**JOHN:** Wow! That is a crushing story.

**LESLIE:** It is.

**JOHN:** But, obviously Leslie, so many lessons come from that that we can apply not just to the stock market and not just to the entrepreneurial world but, life in general.

**LESLIE:** Definitely.

**JOHN:** So, boil it down for us, Leslie. Give Fire Nation one takeaway, one lesson you learned from this experience.

**LESLIE:** The biggest thing that I learned was, if you're going to get into business, you need to fully do your research and understand exactly what it is you're getting into not because someone else said, the person that I was working with, he took \$1800, he invested that and he pulled out \$32,000.

So, I thought to myself, "Oh, if he can do that, I can take \$4000 and make it \$100,000." But, I didn't fully understand what it was that I was doing. I didn't do enough research to be able to make educated decisions and a lot of people, especially online today, you have all these websites that claim you make X number of dollar in 31 days and from scratch with no technical expertise and we get so into that that we don't really do the research and figure out exactly how to make things happen for ourselves.

**JOHN:** I love that lesson Leslie and I think it's really important to kind of step back here and talk about a point because I've had Eric Reis of [The Lean Startup](#) on Entrepreneur on Fire and he talked so eloquently about the minimally viable product and how you just need to get it out there into the universe, a product that's not quite ready yet because you want to get that feedback.

Some of my listeners say, "Hey, John, that kind of goes against the whole research thing and really make sure you know what you're doing before you get it out there." But, one thing that I want to make as a point here is that's not it. What that is is that is the research phase. That's the important thing to realize about the minimally viable product is that, before you invest too much time, energy, effort, before you really dive way too deep and to one product or one service, you just create the shell, the minimally viable

product, you get it out there and then, you do the research in an actual environment where it's going to live and breathe when you do come out with your full launch.

What's your take on that, Leslie?

**LESLIE:** I definitely agree with that 100%. I am a firm believer in the minimal viable product. I think it's very important. When I actually got into business, online business the right way and started doing my research, on that first day, I invested some money.

However, I invested \$3 at that point in time to test it out. I started to test it out and I started to do my research. Based on that research, everything that you see today, it's basically a result of everything that has happened since that day.

So, it's not that you do a bunch of research while not taking action. In many cases, taking the action is the research. If you have ideas for a product, start with something small. Put it out there, test the waters and see what happens and you're going to get data back. You're going to get feedback and based on that feedback, you can start to grow. You can continue to grow.

**JOHN:** I love that mentality. I love that philosophy. Leslie, thank you for sharing that with our nation. What I'd like to do now is continue to move along in your journey because it's been a fascinating journey. You share with us a massive failure that you had but, guess what? You picked yourself up. You learned from it. You move forward along your entrepreneurial journey and other things happen. Sometimes, it was on the other end of the spectrum. It was inspirational. It was a light bulb. The clouds part of the sunshine through.

Take us to one of those light bulb moments Leslie where you really had you're a-ha moment. Tell us that story and the steps you took to turn that into success.

**LESLIE:** Oh definitely. And, what's interesting about this is it had a little bit of a failure in that a-ha moment.

**JOHN:** Cool!

**LESLIE:** I mean, to that a-ha moment. When I started my business, and when I started actually making money online, I got so pumped because it was becoming a reality. I spent all my time. I was teaching at a high school at the time. So, if I weren't teaching or preparing for my classes, I was working on my business. I'm talking about non-stop. Wake up in the morning. I'm working on my business.



I go to work. I have a little break. I'm working on my business. I come home. I'm working on my business. I was working so hard that I had no time for anything else. I was attached to my computer. I wasn't spending time with my wife. I wasn't taking care of my health. It was to the point that I was so attached to my computer that taking a break to eat food and to use the restroom and all these things, it seemed like a distraction at that time. I had things that I needed to get done.

But, you know what? It put a lot of stress on me. My health suffered. My relationship with my wife suffered, and I came to a point where I said, you know what? This is not worth it. Forget about this. I am done. So, from one day to the next, I literally stopped everything. I didn't write any blog post. I didn't do any business. I didn't contact anyone. I just stopped.

And then, what happened at that moment amazed me. I continued to make money. And, when I saw that, I was like, "Wait a minute! I'm not working. Why am I making money?"

**JOHN:** Ding!

**LESLIE:** There was that a-ha, that light bulb where it was like, "Wait a minute, I set certain systems in place and if I were to get back into this online business thing and I were to create more systems, I were to outsource and get people on my team and build something that was bigger than myself that did not require as much of my time, I could still build something significant."

That's exactly what I did. I made the decision after about three or four months of doing absolutely nothing. I was going to get back into it but, I was going to be much smarter about what I did.

**JOHN:** And, that is what we love talking about here at Entrepreneur on Fire is that leveraging of your time, that scalability of your knowledge, of creating those passive income streams, you can put them in place to diversify your business and give you more time to work on other things, maybe, that's working on other opportunities, maybe that's working on your relationship, maybe that's spending time with your newborn. Whatever that may be, that's why you put the work in upfront to put those systems into place.

And Leslie, if you could just for Fire Nation, break it down into one clear lesson you learned from that experience, what would your takeaway be?

**LESLIE:** That takeaway would be get help. And, get help in a very specific way, train that help in the way that they need to be trained so that, they can do things that not even you can do. For me, I outsourced. What I did was, I went through this extensive process and it was an extensive process because if you're going to be managing my business, if you're going to be taking care of things that represent me, I want to make sure that it's en pointe.

I put a lot of people through a process. Eventually, I selected three and then, I put those three people on test projects against each other. They knew that they were doing this service for me and there were other people doing it so that, they had to shine in order to be selected as that one person.

Once I selected that one person, I had my manuals created. I had steps. I had checklists, I had all these different things that I provided to that individual and they started running my business for me. Since then, I've expanded that a bit but, it has been something that has allowed me to do so much.

People ask me, you have a full time job, a University professor. You have a family. You have a wife. I could see on Facebook that you're very much involved in their lives.

**JOHN:** You're always tweeting me, Leslie.

**LESLIE:** How are you doing this? I'm doing it because I have people that make me look good.

**JOHN:** So, Leslie, we have a lot of listeners right now that are entrepreneurs. They're wantpreneurs, they're small business owners and they are looking to do just that, leverage their time, really make more opportunities for themselves by building a team and that's kind of one of the biggest struggles.

Actually, I'm bringing in Chris Ducker of Virtual Staff Finder to speak to Fire Nation Leap which is my private mastermind this coming week. He's been on the show before as well. He's a great guy and he speaks about virtual assistance all the time very eloquently. But, I just would like to hear from you, what's one really lesson that you've learned from running a team of virtual assistance because that's one thing that so many people are scared about is, "I've never managed people before. I don't know what I would have them do."

Let's not make this too complicated and just have one lesson that you've learned that you can share with us.

**LESLIE:** The biggest thing that I have learned is if they're messing up, it's my fault. That sounds really vague and so on but, it gets really specific. If I am not giving them the exact guidelines that I want them to follow, I am setting myself up for failure. I don't mean micromanaging.

But, if you are hiring someone whether it's for 20 hours a week or whether it's 40 hours a week, or just on a project and they don't know exactly what you want, they can't give it to you. So, I really did go through an extensive process. I created these manuals. I took time and that took a lot of time especially in the beginning.

But then, I started involving them in the process after that. So, they're creating manuals for the systems that they are doing and I give them the freedom so that, if they find a better way to do it, go ahead and do it that way and then, update the manuals.

They can actually, if anyone wants to see how I put that together, they can go to [becomeablogger.com/manuals](http://becomeablogger.com/manuals) and they'll see my manuals that I give to my outsourcers. I just provide that for them. How do you edit my podcast? Show notes? How do you add posts to the blog? How do you communicate with people on my behalf? How do you do all of those things? How are we managing passwords? How are we managing accounts?

All those things need to be very clearly defined so that, they know exactly what to do, at least where to start, and they can grow from there.

That has been huge and it has saved me so much time, so much money, and it's allowed me to do everything that I am doing today.

**JOHN:** Love it, Leslie. And just to share with Fire Nation, to add on top of that great takeaway, these manuals are critical and I would definitely suggest you go to the site that Leslie provided. It's a phenomenal resource.

I actually do a lot above and beyond those manuals too. I use, what's called, [Snagit](#) or [Jing](#) is a free version. You can do a screen recording of any task that you want to do and then, just send that link to your VA and they can watch you doing it online. So, you do it one time and then, they have it for all time.

**LESLIE:** Exactly, and I do a combination of that and just screenshots. The good thing about screenshots and written manuals is as things change, it's much easier to change those but, for some specific processes that don't change, doing a [Screencast](#) is perfect. I've done that for my outsourcers.

**JOHN:** Invaluable advice, Leslie. Thank you for that.

You are such a good story teller and I mean that with 100% honesty. I would love to hear your answer to this following question..

**LESLIE:** Okay.

**JOHN:** Have you had an "I've made a..." moment?

**LESLIE:** That's actually an interesting question. One of the things for me, I talk about changing the world one blog at a time. I talk about entrepreneurship. I talk about making money online and all these types of things but, for me, the most value that I feel I can give is when people's lives are being affected.

I have a folder in my inbox where I have thousands of emails from people all over the world letting me know what my sites are doing for them. But, there was one email in particular, I wish I had it in front of me but, the gist of it was this,

*I just got a job teaching at a high school. The high school is in a very poor neighbourhood. The students don't have any books. I don't even know what I was doing and then, I found your site.*

*Thank you for your site because number one, it's helping me and my family survives. Number two, it is providing an education for students that would have no other resources and it's helping them to understand Biology.*

When I read that email, that's my, "I made it" moment. It's not that I am this super awesome person or anything of that sort but, it's that the stuff that I am creating is having an impact on lives.

I've gotten so many emails saying those types of things, what it's doing for them, all the individuals that just got back into school, and they didn't know if they could make it. They didn't understand anything the professor was saying all semester and then, they watched my videos for twenty minutes and it all makes sense to them.

That to me, tells me I'm having an impact on the world and that to me, is what it's all about.

**JOHN:** Leslie, you just inspire so many listeners to go take action because they are now seeing what their action can have an impact on not just in their community but, around the world, and it just inspired me to share a quick story as well to kind of multiply on this inspiration that you're sharing because for me, one of my most clear "I've made it" moments is when I got an email from a guy from Morocco. He said, John, I bike ten miles for my little hovel of a town to the nearest internet café. I download the last seven Entrepreneur on Fire interviews that were posted that week and then, I bike back to my town which has no internet access, and then, my family, my friends, my neighbors, we hover around my iPad, and this guy sent me a picture of his iPad with Entrepreneur on Fire image on it, and he said, "And, we'd listen to your podcast. That's our nightly entertainment. That's what we love doing because you're opening our eyes up to what's going on around the world."

When I saw that I was having that kind of impact in these parts of the world that I have never been to, and probably never will go to, it really blew me away. And so, whenever I said, "You know what? Seven days a week, man. That is a lot of work. Is it worth it?"

I think of that one guy and that one family and those friends of families and those neighbors coming over in that little town in Morocco somewhere out there, and that keeps me going. I hope it inspires some listeners, both Leslie and my story on some level. And Leslie--

**LESLIE:** You know, before you even move on there. Seriously, think about that because okay, yes. Entrepreneurship is great. I believe that entrepreneurs really make a difference especially if their hearts are in the right places, their minds are in the right places, and making money, great.

But, to be able to impact lives like that, that is amazing. That is changing the world. I posted on Facebook just maybe three days ago, "Do you believe you can change the world?" There were a range of responses from, "No, you can't change the world. You could only change yourself," to "Yes, I believe I can change the world," or, "Maybe I can only change the area around me," or whatever the case might be.

With what we have today, we can change the world. I've received emails just like that. There are some people in I forgot the country in Africa but, they found the videos. They're burning them on to CDs. And, they are taking them to all the schools in the

neighbourhood. I mean, to be able to do that, I'm here in my little office, and I am able to create content that inspires others and changes the world.

If you're sitting there listening to this podcast and you have an idea in your mind, and you're not doing anything about it, stop doing that now. You've been listening to Entrepreneur on Fire. You need to be doing something. You have the resources available to you. Do it.

**JOHN:** Leslie, your passion is unbelievable. Will you co-host on Entrepreneur on Fire with me seven days a week?

**LESLIE:** I'm excited man!

**JOHN:** Oh Leslie, man! What I want to do right now because, oh my goodness, I just really want to go conquer the world right now. But, before I do that, I really want you to share with Fire Nation one thing that's just really exciting you right now.

**LESLIE:** One thing that's exciting me right now is just the growth of what I'm doing at Become a Blogger. Become a Blogger before was all about the content that I am creating and how I'm able to engage people all over the world to do awesome things.

But, starting this last month, just in August, I started bringing other people on board and those other people are creating content. It goes through a very extensive process, an editorial process. I have been working with Mike Stelzner from [Social Media Examiner](#). He's helped me to craft the system in a way that other people can contribute value to it. And, just to see the content that's being produced and the people who are being helped, it just blows me away because it's no longer me creating this content even though I am creating just as much if not more, but I now have other people, about fifteen others that are contributing and to be able to multiply my efforts that way, it's just, it blows me away.

**JOHN:** Wow, Leslie. Well, you on every single level blow me away and so, it is with a heavy heart, usually I'm excited because it's my favourite part of the show but, that means that we're drawing towards the end which I never want to do at this point but, we have to because some people are in the car. They're drawing to work right now. They're about to get there and they need closure on this episode because it is so powerful.

And, if we keep talking, they'll be late for work.

**LESLIE:** I got that.

**JOHN:** And, bad things will happen and that ripple effect so, we are, Leslie going take just one minute to thank our sponsors.

*One of the most important things I've learned along my journey as an entrepreneur is that you have to find ways to stop working in your business and instead find ways to implement systems, software, and processes that will allow you to work on your business.*

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**JOHN:** All right, Leslie. It's that time. We're going to move into the lightning round. This is where I get to ask you a series of questions.

**LESLIE:** All right.

**JOHN:** You come back with us, Fire Nation style with amazing and mind blowing answers. Sound like a plan?

**LESLIE:** Let's do it.

**JOHN:** What is holding you back from becoming an entrepreneur?

**LESLIE:** I had no idea it was possible. I had no experience with it. I knew no entrepreneurs. I knew nothing of it until I read that book, *Rich Dad, Poor Dad*. Once I got the knowledge, I just dove head first into this because I really believed that we can have an impact.

**JOHN:** What is the best advice you've ever received?

**LESLIE:** The best advice when it comes to business would be get extremely specific as to who your target is. I've done that with both of my businesses in excruciating detail where I describe that person down to a T to their family to what their experiences are, what they're thinking about, what their fears are.

Once you know who that person is, you can reach them.

**JOHN:** Can you share one of your personal habits do you believe attributes to your success?

**LESLIE:** I wake up at 5Am every single day. I get ready for that day and I start knocking out the to-do list that I created the night before.

**JOHN:** Love that. What time do you try to fall asleep at night?

**LESLIE:** I try to fall asleep, believe it or not, at ten o'clock PM.

**JOHN:** Okay, and with a nine-month old sometimes it works, sometimes it doesn't.

**LESLIE:** Sometimes it works, sometimes it doesn't. You know how it works, yes. Exactly.

**JOHN:** Leslie, do you have an Internet resource like in Evernote that you're just in love with that you can share with our listeners?

**LESLIE:** I am in love with [Basecamp](#). That's where I manage everything. Basecamp is awesome.



**JOHN:** Well, Fire Nation, you can find the links to this resource and everything that we talked about in today's episode at [eofire.com/lesliesamuel](http://eofire.com/lesliesamuel). Leslie, if you can recommend one book for our listeners, what would it be?

**LESLIE:** If it's one book, it would be the book that I read, got me so pumped. I got the audio book and I started out every week for a while listening to that book. That is, you've probably heard it from a number of people, [Crush It](#) by Gary Vaynerchuk. Love it! It's very inspirational and it really gave me the push that I need to crush it.

**JOHN:** Gary is a great guy, a great guest, [eofire.com/garyvaynerchuk](http://eofire.com/garyvaynerchuk). Try to spell it or Google it.

**LESLIE:** Awesome.

**JOHN:** Fire Nation, if you haven't already too, you can get this audio version that Leslie is talking about for free at [eofirebook.com](http://eofirebook.com).

Leslie, this next question is my favourite but, it's kind of tricky. So, take your time. Digest it then, come back at us with an answer.

Imagine you woke up tomorrow morning in a brand new world, identical to earth but, you knew no one. You still have all the experience and knowledge you currently have. Your food and shelter taken care of but, all you have is a laptop and \$500. What would you do in the next seven days?

**LESLIE:** Next seven days, oh man. That is an interesting question. What I would do is I would fast forward through the first part of my journey and jump to where I decided I was going to build a business around my passion. That passion was Biology and I decided I was going to build a blog in Biology.

So, what I would do is I would first, narrow down on who my target is then, I would create that blog, that Interactive-Biology blog. I would start creating video content. I would spend one day creating a bunch of content and then, schedule them out for the next week or two.

Then, I would go out there and let people know about it. I would go to Biology bloggers. I would go to conferences if I could. I would go all over the place, meet with teachers that I know could find value in it, and get that thing out there.

It wouldn't cost me that much. I would probably use part of that \$500 to buy a camera and use that record the videos, start posting them up, start getting it out there so that, people in Africa can burn CDs and share it with everyone else so that people, they're now teaching it at schools that doesn't have any books and all that kind of stuff. They can start using that in their classes and I would start right there because I know that's where my passion is and I know that's where I can help the most people.

**JOHN:** And, Fire Nation, a huge takeaway here is Leslie used the word, "passion" multiple times because the entrepreneurial journey is a marathon. It's not a sprint. If you're not passionate in some way, shape or form over what you're doing, you're not going to be able to complete that marathon. If you try to just do these little sprints with things you're not passionate about, you're not going to have success in that long-term that we're all really searching for as entrepreneurs.

Leslie, what I want you to do right now is just share with Fire Nation one parting piece of guidance, the best way that we can connect with you and then, we'll say goodbye.

**LESLIE:** Parting piece of guidance is, once again, if you are sitting on an idea, stop sitting on it and start implementing. It's easier today than it has ever been. It's cheaper today than it has ever been to build a business so, start doing it.

If you want to be in contact with me, you want to check out my podcast, LearningwithLeslie.com where I am sharing tips on how you can change the world with a blog.

**JOHN:** Boom! And Fire Nation is well aware Leslie. They can find the links of everything of value that we've mentioned in today's episode by going to [eofire.com](http://eofire.com), click on that podcast tab because you are hanging out in the Archives. We also have an amazing search bar. You're the only Leslie there so, they can just type in the word, "Leslie." You'll pop up right in the show notes page.

Leslie, thank you for being so generous with your time, your expertise and experience. Fire Nation salutes you and we'll catch you on the flip side.

**LESLIE:** All right thank you so much John for having me on here. God bless everyone!

**JOHN:** *How do I create a podcast? How do I grow my audience? How do I get great guests? How do I monetize? All these questions and more are in PodcastersParadise.com. For one price, you will unlock the gate to access all the*

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So, there you have it. I really and truly hope you got a lot of value out of that interview. I got a lot of value out of it and he really got me to, really share what my vision is. Guys, let's do this. If you think you can, you can. If you think you can't, you can't. Don't be one of those guys, or girls, or ladies, or men whatever you consider yourself, don't be one of those people who think they can't because you can. Let's do this.

Anyhow, I hope you are enjoying and of course, for this podcast, if you're enjoying this podcast, you can always leave a review on iTunes, [becomeablogger.com/itunes](http://becomeablogger.com/itunes), helps for additional visibility and all that good stuff.

And, if you're trying to create your blog, you're saying, "I can, I can do this!" But, you need some guidance on how to get it up and running, where you can create content, inspire others, and change the world, head on over to my free blogging course at [freebloggingvideos.com](http://freebloggingvideos.com) where you get to follow me as I show you how I've done it, how I've built my blog into successful online businesses, how many others have done the same and most of all, how you can take action and do the same.

That's it for this episode. Until next time, take care and God bless.