

Pat Marcello

Birgit: Hello Pat; welcome to the call.

One thing I wanted to ask you; I had said a little bit about how you got started, but can you tell us a little bit more detail on why and how you got going online?

Pat: It was kind of an accident. When you don't really know much about online marketing, and you get this SPAM thing... We were having a hard time financially about 5 years ago. My husband was in Pennsylvania work because he was sick and we were living down here in Florida and so we were paying bills for 2 places, and I got this email that said that someone had a job for me; they saw my resume on Career Builder, and I was thinking, "Oh cool!"

What it turned out to be was an employment site and they were going to make the people who joined the site pay rather than the employers. Their concept was that they were going to get all of these big companies; basically it was to promote this website. It was just like any other internet marketing opportunity, but I had no idea. I didn't know anything about it.

After awhile I figured it out.

Birgit: You just taught yourself?

Pat: Yes, but by then it was like fun. How much money can I make and how many people can get involved in this, because it was a pretty good site, I thought. As it turns out, they ended up closing the site down and nobody got paid. It was one of those fly-by-night operations, but silly me didn't know the difference.

I started like every other newbie that comes into this knowing absolutely nothing and I taught myself. I have been in it 5 years now and it took me really 2 years and at the end of 2 years I said, "You know what? I am not getting very far with this..." and I wasn't because I didn't know anything about building a list or... I was hanging out with people... they were great people, but they didn't think big. They were happy to make the \$3000-\$4000/month and just sit there and be happy and they didn't do JVs... they didn't do anything that they should have done to be really, really successful.

I thought; you know what? I am getting nowhere here. I need someone to help me.

I was on this call with Tellman Knudssen and he is talking about how his students are doing really well and he is pointing to all of the money they are making and all of this by following his system and I am thinking, "Wow! This is really awesome." He is offering this coaching program which was like outrageous; he was giving that and he was giving his perpetual marketing machine, which has a \$4000 program and I am thinking, "This is great! How much is it going to be?" He said, "\$500/month" I thought, "Oh my God!" You know what? Something in the back of my head said, "Go get that credit card that you just paid off and do it." That is how I did it. I became his student. We got to know each other and he knew I was a writer and he needed someone to write for him and that was me. All of the articles you see out there, they are me. I have been working for him a little over 2 years now.

That is how I got smarter and that is how I got to know people in the industry... more celebrities in the internet marketing industry, and that is has helped me tremendously. I have been able to do JVs with people like Mike Morgan and it has just been totally and completely different than it would have been had I stayed in that other mindset.

Birgit: So you are working with people who by all means what people consider successful and they think big and it is probably fun to be surrounded by that type of people every day.

Pat: Oh it is, but you know; if you follow people like T. Harv Eker or any of these people who teach you how to be more successful. They tell you to hang around with people who make more money than you do. If you want to be a millionaire, you need to hang around with millionaires. That is generally the concept and I have made more money in the last year than I made in the whole four years before that.

Birgit: That's fantastic and next year is going to be even better I am sure.

Why did you start Blogging4boomers.com?

Pat: I was talking to a friend of mine, Andy Duncan, who you know, and we were just talking one day and he said, "What do you like to do?" and I said, "Blogging. I love it. I manage all the blogs for Overcome Everything and I tear them apart and put them back together; I just love blogs. I love writing in them and all of the things that it entails, so he said, "Why don't

you do something about blogging?” It just came to me; what about Blogging4Boomers? There are so many people my age; I am 56 years old.

Birgit: You look a lot younger!

Pat: Thank you. They are out there trying to make some extra money because they are coming up on retirement and they don't have the savings that they should or they are just bored and they are looking for something to do and they want to make a little money. I thought, "This is an awesome opportunity. I will just do Blogging for Bloomers and just go with the crowd that I know and I am part of and see if I can't help these people get their act together and help them to make some money too." That is how it all started.

Birgit: Why are blogs a good traffic generator?

Pat: Blogs are awesome for getting traffic because they have embedded in them... they already come standard with any kind of blog you have, something that is called an RSS feed, which means Really Simple Syndication, and what it is, is; there are no pictures and no code and no nothing; plain text. If you look at an RSS feed in a text editor, it just looks like a jumble of words and you can't make any sense of it. You need a feed-reader to read it; like blog lines or blog rover; there are all kinds. You can read them through Firefox and you can read them in Google and there are all kinds of readers, but that is something that is very important for search engines because spiders don't get hung up. They can go through a blog and read it in a millisecond.

Birgit: What is a spider?

Pat: A search engine spider is a little robot that they send out or a pulse or whatever, that the search engines send out in the web to find information. You want that spider to come to your site often. You want it to see your work and you want them to know what it is about and you want to use the correct keywords in what you do, and then you are going to get more reputation with them and you are going to get ranked by them and you are going to rise in the search engine results pages. Blogs make it really, really easy to do that. That is why they are great traffic generators, because when you rise in the search engine results pages; if you are in page 1 of Google for a good keyword, you are going to get a lot of traffic, and it is free traffic. You don't have to pay for it. Using a blog to get that traffic is one of the easiest ways to get started online.

Birgit: Do you use meta tags in a blog too, and if you do, can you explain what a meta tag is?

Pat: Actually in a blog, you don't use meta tags as much as you use plain tags. Meta tags are generally for an html page and what they are, are; they are tags that tell these search engine spiders what your page is about.

Birgit: So an html page is a normal website; right?

Pat: That is true, but your blog also has a title and a description, so you want to use your keyword in your blog title, and you can do that right in Wordpress and you can change it very easily by going into your settings; I think the general settings as a matter of fact, and you want your keyword in your blog title and you want a plain English description that describes what your blog is about and it has to be kind of short for a blog. You can be much longer when you are talking about a regular HTML page, but it is still important for a blog. Does that make sense?

Birgit: Yes; that makes perfect sense and it is very helpful. We have to always remember about the words that we use because in the internet marketing field, there are so many and some people don't know and I am constantly learning from my husband all the time; "What does this mean? What does that mean?"

Pat: You have to stop me because sometimes I tend to get a little technical.

Birgit: That is your field and that is what you are an expert at, so that is good too. How can I make my blog search engines friendly?

Pat: By creating that title and description is one way. The other way is by being aware of the keywords that you use in every post. Your keyword should be in your title and it should be in your blog post, to a density of about 2%. What that means is; if you write 100 words, 2 of those words should be your keywords. If you are writing 200 words, then 4 of those words should be your keywords, but you can check that very, very simply by going to a site called, "Live-keyword-analysis.com." You can take that post and plug it into that website and put your keywords above it and it will instantly tell you what your density is. You should be aware of that and you should be aware of the tags you use. You should always have a plug-in in your Wordpress blog called, "All in One SEO".

Birgit: What is a plug-in?

Pat: A plug-in is a little application that helps to make your blog just a little bit better. It allows it to do things that the standard Wordpress blog won't do on its own.

Birgit: Where do you get it?

Pat: You can get them at Wordpress.org/extend. What this does, it allows you to add that title and description and keywords to every post you make; every single post. So when the spiders come, they are like, "Oh; OK. This is about keyword, keyword, keyword... This blog is about this; this post is about that..." That helps you and if you are using the same keywords and the same synonyms that are associated with your niche all the time, then they are going to figure, that; "There is some good information here; let's rank it in our results pages," and that is exactly what you want.

Birgit: What if you write about different topics over a 2-week period. Let's say you are talking about feelings and one day you are talking about anger and another day you are talking about happiness and another day you are talking about stress... How would you handle that?

Pat: What would you consider those; self help? Would you consider those personal development/self-help?

Birgit: Yes.

Pat: Well, then you go and you research keywords that apply to that particular niche. It depends. You might want to use just self-help. You might want to use a longer phrase that is more specific; "Self-help for depression..." "Self-help for self esteem..." "Anger management..." Use those what we call "long tail" keywords.

A keyword is a plain word; like self-help for instance. You want to get as specific as you can. The more specific you are, the more likely it is that you are going to find a buyer. If you are selling chairs, someone looking for a desk chair may come, but they may not. They will probably go to someone who has desk chair as a keyword, or if they are looking for a leather desk chair, they are going to go to that person who has leather desk chairs and so on. The more specific you can be with your keyword phrases, the more likely it is that you are going to run into buyers for whatever it is you are selling.

Birgit: Where do I actually find keyword research? How do I do that?

Pat: There are several different places you can go. A very simple one is freekeywords.wordtracker.com. It is much like the old overture that everyone was using for the last several years and is not defunct. You plug in a keyword and it comes back with a whole bunch of words that apply to that which are more specific or just a little different that you didn't think about and you can also see how many people are searching for those words.

If you find that at least 100 people a day are searching for your word, then that is probably an OK niche. If you find that 300/day are searching; that is even better. If you find more than that, that is great, but there is going to be incredible competition, so you might want to think about another word that is not 500 or 600 people but 300 are looking for because then the competition will not be so great.

For instance; golf. Think about how many people are searching for that word every day and think about the companies that are spending big, big money to hire SEOs to get their page onto Google's front door. Little guys like us can't compete with us, but if you are selling titanium golf drivers, probably not as many people are searching for that.

Birgit: So it is how specific you can get.

Pat: Yes. Probably those big companies are not optimizing for titanium golf drivers, but if you do, and people are looking for that, then they are going to come to your site and buy from you.

Birgit: Look at all of that knowledge. Wow! I will have to do a few of those myself.

Pat: Keyword research is like the most important thing you can do for your business. It is absolutely critical. You should pick out 3-5 keyword phrases and just use them. Write with them in mind and usually you will come out with the right density just because you are thinking about those words.

Birgit: So I should include them in my blog post?

Pat: You shouldn't use them all at once; it is impossible to do, but pick 1 or maybe 2 if you are really good, and optimize for those and then after a little while and you have built up some speed, optimize for the other ones. It takes time; it really does. You need to post every day and use your

keywords and it will all work out. I had Tellman at #1 at all three search engines at the same time at one point.

Birgit: What are those search engines?

Pat: Google is the biggest, of course. Everybody knows Google; right? That is the one we optimize for because that is where everybody searches. Generally if you optimize for Google, you are going to be OK with the other guys too. The other ones are Yahoo and MSN Live, but there is Ask and there is Cuil; there are tons and tons of search engines out there.

Birgit: I think someone mentioned to me once that on Yahoo you will find more women. So if you are looking in a woman's niche that you want to probably definitely make sure you are using Yahoo.

Pat: That is interesting and I didn't know that; thank you. You just taught me something.

Birgit: I am listening at seminars to these speakers and I learn.

Pat: I love them myself.

Birgit: Actually that tip was from Gina Gaudias Graves; she is the one that mentioned that once in her talk, and she is part of this series too.

What are Google Alerts and how should I go about setting them up?

Pat: Google alerts are great because what happens is, when you go to... I think it is Google.com/alerts, but just Google "Alerts" and you will find it. You can have Google search for whatever term you want them to search for. So if you want them to search for your name, they will do that, and they will email you as often as you tell them to, every instance of your name that comes up online. If someone writes a post about you, you get a Google alert. If someone writes an article and you are mentioned in it, you get a Google alert. What is really helpful is if you have keywords in Google alert for your niche, you are going to get digests or you can get them instantly or every day, which is a lot of email; I suggest the digest kind, for keywords in your niche and see what everybody else is doing. You can learn from that and you can create blog posts from the ideas that you get from that, and it really will help you to write every day. That is what I do. When I sit down to write a blog post, I have no idea what I am going to write, generally, so I just surf around and find out what everybody else is doing and I look in my Google Alerts and then I write a post. That is a good way to do it.

Birgit: Are you saying that in your Google alerts you have, when certain people's names are mentioned and then you follow what they are writing about?

Pat: Yes. But you can have any keyword. So if you are in the quilting niche, you can plug "quilting" into Google and anytime someone blogs or does an article or blog post about quilting, you will be notified.

Birgit: You mentioned about writing on articles. Are you suggesting to write articles on the blog post, or articles like Ezinearticles.com?

Pat: You can actually repurpose the articles you write for Ezine articles or the blog posts. You can rewrite them paragraph by paragraph so that you are not worried about duplicate content. You don't want too many copies of the same article out there floating around, because Google only gives credit to one site that has it, and it may not be yours. So the best thing to do is to write an original blog post or article; one way or the other, and then just rewrite it. You can rewrite it paragraph by paragraph and that way you have 2 independent written statements about the same thing, but only in different words. That works really well. You can even rewrite it the third time, and this is what I always did. I would rewrite it the third time and I would put the third edition into Isnare.com. It is an article distribution service and an article directory. If you pay them \$2, they will distribute your article to 40,000 directories, newsletters, Ezines... so it is really well worth the \$2.

Birgit: \$2 per article?

Pat: Just use that one for traffic. Don't worry about the search engine juice from that one. You will just get traffic from it being in different places and in different Ezines and things like that. That is a really, really great formula and it has proven to work and I did it for a couple of years. It is a good formula.

Birgit: What if I choose to post other people's articles on my blog. Is that a good idea or not?

Pat: It is duplicate content but you can wrap it. You can post, like write a paragraph or two about what the article says and why you like it or for whatever reason, and then post the article with the author's resource box; you always have to give the original author credit, and then at the end, write a paragraph and wrap it up. Say that you enjoyed this and here is why.... As long as you put your paragraph above and below, as long as

you have more in your writing than in their writing, you are going to do well.

Birgit: How would you suggest that I write my articles? What length should they be?

Pat: In a blog, probably 300-400 words. They shouldn't be very long. People don't have long attention spans online; there is just too much going on. In an article directory, Chris Knight, who owns Ezinearticles.com, has told me 500 words is the optimal length for an article; no less, because then that is just fluff really. What can you say in 250 words? Practically nothing. But 500 words gives you an opportunity to have an opening paragraph, a couple of paragraphs and a closing paragraph, and that is all you really need.

Birgit: Are there any other ways that I can post to my blog besides using articles?

Pat: Absolutely. You can use videos. You can make your own videos or you can grab YouTube videos and do the same thing that I mentioned about articles. Write a little bit about the video and why you like it.

You can use audios. You can grab your little audio recorder and if you have Windows, there is one built in, but they are very inexpensive and you can get one for under \$30 and just record an audio with a headset that you can buy for \$10-\$20. You can get people to post for you; get guest posters. Have someone write something and post it on your blog. There are so many ways to come up with blog posts that are just so easy to do, really. Once you get into the rhythm of it, it really is fun; it is just fun.

Birgit: When you talk about a guest poster, would that be that I get you to come in and write something onto my blog for today?

Pat: Exactly. I would write an article for you and put my name on it and you would introduce it; "Here is an article from Pat Marcello..." and bang! There is my article. You could wrap it up with something else, but you really don't have to. As long as it is unique content, as long as I am not giving you something that I placed somewhere else, you are going to benefit, as long as your keywords are in that article. You wouldn't invite someone in a different niche to write on your blog. It has to be someone who is in self-help or whatever it is that you are promoting.

Birgit: When you say to make a video; how do you do that? Do I just get my camera out and load it up and put it as my post for today?

Pat: You can; yes. I just bought a really, really neat little camera called a Flip Video. It is made by Mino. It is about \$150. It has a button on it that you push to record; that is it. It is so simple that it is not funny, and it takes really, really great digital image pictures and the sound is fine. You wouldn't expect it to be, but the way I saw it was Brian Edmonson who works with me at Overcome Everything and makes all of the videos for the List-building Club, he did one with that and I said, "Wow! I never expected that it would be that good!" Then I ran out immediately and bought one and boy are they simple to use. You can use any kind of digital video camera, really. Then of course you are going to want to edit it and you are going to need some kind of software. Sony Vegas is a good free or trial program and I think you can get the trial program for about \$50; the basic program. It is well worth it because you can do so much with it. You can edit it and put titles into it and music; you can do anything you want and then you just render it as whatever file. Generally the file extension is germane to the particular video site. They don't all accept all types of videos, so you have to check that out, but it is not really that hard. It is pretty simple.

Birgit: I was just thinking and I want to backtrack a second. We were talking about blogging, but how do I even go and get a blog?

Pat: That is simple. You can go to Wordpress.org and you can actually download a free blog. If you don't know how to put one up, you can get someone very inexpensively at elance.com or rentacoder.com and ask them to install it for you for about \$50. Or if you know how to do things, you are going to go in and set up a database and install the blog yourself; it is not that hard.

The other way is to get hosting with C Panel. C Panel hosting comes with a... It is an installer program called Fantastico. So you log into your C panel which is your administration panel and you go down, usually there at the very bottom; it is a little blue smiley face, and you click on there and you can see all of the programs that you can install. There are shopping carts and blogs and wiki's... All kinds of things, and there is going to be a Wordpress blog on there. So you click the button and you fill in some basic information and your blog is installed; bingo. You press a button and you are done.

Birgit: And it really only takes like 15 minutes or so?

Pat: If you are slow and if you are used to doing stuff like that, it takes less than 5.

Birgit: Everybody says how easy it is, so it is just a matter of sitting down and doing one of those suggestions that you just gave us.

Pat: Yes. The only thing with Fantastico is that people get confused because they ask you where you want to put the blog. If you bought a separate domain to put the blog on, then you would leave that blank, but if you are installing a blog on a subdirectory, then you would put... Like if you would want it to be Yourdomain.com/blog, then you would put "blog" in there and then it would be installed in that particular directory. Other than that, it is just like ABC. You have to give them a password and a user name and it is done. It is really simple.

Birgit: Thanks for sharing that.

What is pinging?

Pat: Pinging is when you notify the blog directories or the blog search engines I should say that you have made a new post. Now with Wordpress, you don't even have to do that because it will do it for you. There are different sites that you can ping and you can do it through pingoat.com and you can do it through pingomatic.com and it is just a way to notify those blog search engines like Technoroty and Ice Rocket that you have made a new post in your blog.

Birgit: So I would do that above and beyond just the normal that Wordpress does for me?

Pat: They send a ping out to Pingomatic.com. I actually have a whole list of sites that I let my blog ping, and actually your listeners can get it if they would like to at blogging4boomers.com/ping.txt.

Birgit: Thanks Pat. That is fantastic. Everybody; you can go take a look at that and that will be extremely helpful in your blogging efforts.

Pat: Then you want to go into the settings once you have it and the right tab and way down at the bottom where it says Pingomatic, and just past that in over that, because mine includes Pingomatic too.

Birgit: How can social bookmarking sites help me get more traffic to my blog?

Pat: I love Web 2.0. It is so awesome and so much fun. The reason you should be bookmarking your posts every time is because you are alerting

people who frequent dig and stumble on and read it and all of those sites that you have made a new post.

Birgit: How do I bookmark it?

Pat: You can actually go to a site called, "Onlywire.com" and it will bookmark your post in about 20 different sites. You will have to join each one and fill in your user name and password for onlywire.com, but it is just so simple. You go there and fill in the title and your description and your tags, which are your keywords for that particular post, and then push a button; you are done and 20 sites get it. That is an easy way to do it.

Birgit: And we only have to fill in all of that information once; right? After that it just does it automatically for us?

Pat: Yes. There is another one I like too called Socialmarker.com; I think that is what it is called. This one is pretty cool because there are like 50 sites on there, but you actually have to go... the software takes you or the program takes you from site to site and you can just drag from social marker and you can just fill in the title and the keywords and the description and then each time you go to a site you drag it into there and click a button and it is done.

Onlywire.com doesn't cover all of the good sites. If you are going to do that, you should also do reddit.com and stumbleupon.com.

Birgit: Are there any other ways I can get traffic to my blog in addition to the search engine traffic?

Pat: Oh goodness; yes. We talked about article marketing and that is extremely powerful. It also makes you an expert in your field, and it is really cool. If you are not writing articles, you are really missing out, and you need to do that. If you can't write, you can go to elance.com and get someone to do it for you very inexpensively; like \$10/article. I wouldn't pay \$2 an article because you are probably going to get garbage articles back, but you can hire people to do that for you.

Birgit: Would that be a 500 word article or a bigger one?

Pat: Yes. You can do paid Ezine advertising to get people to your blog. You can do tele-seminars just like we are doing now and tell people, "Come to my blog" My blog is OVblogger.com, so you can all come and visit me there. You can do JVs with people... There are press releases and podcasting and affiliate marketing... there are just so many things you can

do... PPC and Google AdWords to get traffic that you really will spend a lot of time getting people to come to your website.

Birgit: How do I get the paid Ezine articles? Who do I pay? Are there particular sites that are set up for that?

Pat: Charlie Page who is a really, really nice man, has a site called, "The directory of Ezines and it costs a little bit, but you can go in there and search for Ezines in your niche and it will come back with all of the information about them; what kinds of ads you can place in them and there are three types of ads. There are solo ads that go out just like an email to the magazine's list and there are sponsor ads and there are classified ads. There are also banner ads, as a matter of fact. The directory of Ezines will tell you what kinds of ads the Ezine takes and how much they cost and how many words they should have and all of the information you need to know in order to place the Ezine ads.

Birgit: What was the site for Charlie's?

Pat: The directoryofezines.com. He is awesome. He has a really good course about that which I went through last year. Check out Charlie page and you will find it and he is a great guy.

Birgit: You are full of great ideas. Maybe we should all sign up for your coaching. Where do we go for that?

Pat: You can just email me at Pat@blogging4boomers.com. It is not inexpensive but it is not as expensive as I paid Tellman.

Birgit: You certainly have all of the knowledge and we always want people who have great expertise and that is what we can certainly see that you have.

Where should I send people who come to read my blog?

Pat: From your blog you want to send them to your website where you make money and sell things.

Birgit: I was going to say, why do people even bother to have a website anymore because it appears that a blog does everything that a website does.

Pat: Yes. I didn't have a website until Blogging4boomers. At a blog you can sell things in your posts and you can write reviews and offer the product with your affiliate link. You can put widgets in your sidebar with banners which I do, and I make money from those every month.

Birgit: What is a widget and a sidebar?

Pat: Every Wordpress blog has a sidebar, and you have seen them in magazines. They are little strips of information along the side of the article. These are little strips of information aside your blog posts. The way that Wordpress is set up, the sidebar is constructed of what is called widgets, and they are little bits of code or information or lists of things for instance; links... I sell links on my blog. People pay me to advertise on my blog, and so each widget can be set up any way you want it to be. You should always have an opt-in box on your blog so that people can join your lists. It should be at the top of your sidebar so that they can see it immediately. You can do anything you want with those sidebars. It is really cool.

Birgit: How did you find people to advertise on your blog?

Pat: When your blog gets popular, people come to you, and I am not at the stage where I am like Jeremy Shoemaker who is making \$20,000/month, but when your blog gets really popular, people come to you, or you can go to a place called text-link-ads.com and set yourself up as a publisher. When you do that, they advertise with all of the other different sites that are set up as publishers and people find your blog because it is in their niche or you have keywords in there they have searched for, and they decide whether or not that they want to advertise. When they advertise, you get part of the money and text-link-ads gets part of the money. It is great.

Let me warn you; there is a caveat. If you sell text links on your blog, Google is going to penalize you. If you look at my blog right now, it has a page rank of 2, which is not good. I had a page rank of 4 and then they decided that they were going to penalize people for either selling or buying text links. I don't care. I am making money and Google isn't going to tell me what to do with my blog. Just a little caveat for you.

Birgit: Do you think that we should use our blog for advertising only or for information only?

Pat: I would suggest that you use it for information with a little touch of advertising. Let's face it, we are all in this to make money; correct? So it is just like when you are writing to your list. You want to give them as much information as you can, but you also want them to buy things that you recommend. The blog is no different. You give them information and you give them part of your personality and your posts shouldn't be stiff and

unyielding like an article; they shouldn't be as formal. They should be more conversational and more of your personality should be in it and you should even kind of disclose some of your life in your blogs if that is appropriate. A mix is good.

Birgit: That is why people like you and want to follow you is because of your personality and they feel that they resonate with you.

This has been so interesting. Can we switch now and you tell us a little bit too about what you do on a daily basis? I know that you said you are a content manager now and what does that really mean and also when you do your search engine optimization, what kind of a role do you fulfill in that?

Pat: Not as much as I did. In February I became a content manager, and so I have my hand on every bit of content that comes out of Overcomeeverything.com. Tellman is always the final approval, but when you see stuff on blogs and you see the list-building club, inside there, where I generally approve everything and I edit everything and hire people to do things. I hire outsource people to write blog posts for instance. There are a lot of things involved. I make videos myself; sometimes for the list-building club and sometimes for other purposes and sometimes just for training to teach people what I do in case I decide I don't want to be there anymore, which I can't see happening because this is just too much fun. I code HTML pages and I... there is so much that I do that really has nothing to do with content too, like Ezine advertising. I just sent out a couple of solo ads today and I set up accounts for affiliates to do that. I know how to do that and... There is just a ton of stuff that I do, but generally I also manage a lot of what goes on in the list-building club. When the FAQ pages is updated, I do that. I pick all of the articles that go in there and I pick all of the audios that go in there and I look at all of the videos and I make checklists for those... Just tons and tons of stuff all of the time.

It's funny; every Monday we have a meeting with everybody in the company and there is like 14 of us now and we get on the line and we talk about what we are going to be doing for the week and the first thing we have to do is say what makes us happy from the previous week. So this week I said, "This is going to be really silly and you are all going to laugh, but I just went out and bought a whiteboard yesterday so that I could write down everything that I have to do so I don't forget. I am so happy because now it is all in front of my face." Tellman said, "Pat; it is not silly at all."

Birgit: That is a fantastic organizational method to use for anybody and you can see where you are going and map out the next three months and put up whiteboards all the way across; that is a great idea.

Pat: If I can erase these things off with my thumb, I am just happier than a clam!

I also have to handle fulfillment when we make physical products, I have to get all of the stuff to the fulfillment people and get that all straightened out and sent off and...

Birgit: And you have to make arrangements so that the product gets produced and the graphics too probably?

Pat: I don't do them, but I usually have someone do them. We usually have Brian Terry do them, who is awesome. He is just great. Yes; all of that stuff has to come together and be produced and it is a complicated process.

Birgit: How do all 14 of you split your roles? Is everybody assigned something in a different category?

Pat: There are managers for each area. I am content, the affiliate manager and the customer experience manager, the tech manager, the copy manager... There are managers for every department and then there are people that work within them. It is kind of like an octopus with Tellman as the center. Everything ultimately goes through him. It works very well because we all work really well together and it is a great company and I just love everybody in it.

Birgit: If we are starting out, we are doing everything on our own, and then I guess how do you see a company grow to the point of having 14 people working on it and everybody doing a different function? Do you think that Tellman would have originally added on as he got busy or what advice could you give to someone starting to try to achieve this quickly?

Pat: Tellman achieved his success quickly. He was so... He is really brilliant, and his idea was to go and find the most brilliant people that he could and talk about list-building. His concept was that he would build a list of a million people in 6 months, which is outrageous. The people like T. Harv Eker and Jay Abraham and Bob Sheinfeld and on and on and on... Alex Mandosian... All of these people thought that it was such a cool idea that they agreed to do teleseminars with him, and he did it in a way that his list

grew very quickly and in the first year he made \$800,000, and in the second year he made like \$1.3 million, and that is where we came in; at the end of that. He hired 6 people to be traffic apprentices and he didn't pay us and he said, "You are going to learn something." You know what? Who cares; right? I learned SEO and someone else learned press releases and someone else learned video and all of these different things and it was really fun. We all benefited by it.

Birgit: Did Tellman know the technical, when you said that you were learning it and actually at this point I just want to remind everybody who is listening to this, that; remember Pat started 5 years ago and she didn't know a thing and now just by listening to her, I know you can tell just how much technical knowledge she has. She knows so much and she can flip from the many different areas of internet marketing and I think that should be a real inspiration for any of you who aspire or you sit at home and you think, "Oh it is too hard..." or "I am never going to be able to do this..." because it is just a little bit of knowledge being built on every day and also hiring and working with someone who does have more knowledge than you.

Right now too, if we all go and work with Pat, you can bet that we will have our blogs optimized in a flash and we will just be so much further ahead in even a month or two month period than we ever would being on our own. I really want to encourage people to go and hire the mentor and get them to help you. I also wanted to point that out Pat, because it is fascinating to hear you with all of that technical knowledge and what a short period of time that you have done it, and really it probably more sort of the first two years you kind of stumbled around it has really just been the last 2-3 where you have really escalated to understanding and knowing so much.

Pat: I knew HTML because I have had a website since 1998, and so I have always been kind of able to pick around things and figure them out for myself, but the main thing is; take action. If you are going to do something and if you want to do something, go do it. It doesn't have to be perfect the first time. You might fail miserably, but you are going to come away knowing more than you knew before you did it, and that is the thing. I have had websites that were absolutely horrible in the past, and they just up and died. I feel that I gained knowledge and that is the deal. The more books you read and the more action you take and the more you are open to learning and not afraid to put yourself out there, the better off you are going to be.

Birgit: Did Tellman actually know the technical or he hired people around him that knew?

Pat: He knows some of it but he surrounded himself with people, but Tellman knows some of it; he doesn't know all of it and neither do I; neither does anybody. He started hiring and actually he started with 5 partners and they would split the money in the beginning. He didn't know anything about internet marketing at all and he had no money. If you listen to his story, it is just absolutely inspirational and amazing. He has come to have this multi-million dollar company that just cranks every day and we move forward in some way every day and it is just awesome. It is awesome to watch it grow and so we are working with Shawn Casey now and we are doing a lot of really much higher level marketing things which are really, really cool. You know you can get to that level too; you just have to study it and live it and breathe it and eat it and enjoy it and have fun and if you are not having fun, you shouldn't be doing it anyway.

Birgit: When people tell you that they make a million dollars, don't they have a lot of costs associated with that? It is not a million that is going into their pocket; it is a million in sales or what comments do you have about that?

Pat: Yes; there is a lot of expense involved in running a company like this. But think about it; you have a million dollars and how much do you pay people? \$30,000/year or \$40,000/year or \$50,000/year? If you are really paying them good salaries, you still have a lot of money left over. Your basic expenses online should not be very high. You need an autoresponder and a hosting company and if you need a blog, that is on there; you don't have to worry and you are just really set up for under \$100. You buy a domain for \$10/year; right? It can be really inexpensive to get into business and there are all kinds of free ways to drive traffic and you just need to learn them.

Birgit: Do you think that building the list is what is the most important thing?

Pat: Absolutely. Picking your keywords is really important and then list-building. If you don't have a list, you are going to fail. It is that simple, and that is what Tellman tells us and I know that is true because when I started with him, I had a list of 200 people. I didn't make any money, but I knew and I had started a little bit, but then he taught me how to make it grow and now I have 10,000 people on my list and I am making a lot more money because I am able to offer them products from people that I trust

that I know will be good and some of them take my recommendations and that is awesome.

Birgit: You also do coaching and teaching people; don't you?

Pat: Yes I do; on the side. I love it. Nothing makes me happier than being able to help someone to succeed, even if it is just a little bit. I have this one client that just did a tele-seminar series with some of the biggest names in network marketing. He is an awesome guy and he is not afraid to take action and do things, and he just jumps in there and does it, but the first sale he made he had to call me, he emailed me and he Twittered me and he was so excited. He made \$17.

Birgit: But it was his first sale and that is what mattered and it as so wonderful.

Pat: It really is and I just love to see people succeed and do well after learning from me and I just feel like that is why I think I was put on earth was to teach people things, and I never wanted to be a teacher, but I have always been thrust in to that role. I figure heck; if I am going to have that role, I might as well charge for it; right?

Birgit: You found your way there in a different way.

How do you do JVs? How do you go about getting a JV partner and how do those relationships work?

Pat: JVs are really fun because you get to meet someone else in your niche and understands the words you use and all of that. You can just search in Google for your niche keyword and see what comes up. The main thing is; see if the people have a decent website and see if they are list-building. If they are not list-building then forget them because they don't understand. You need to see if they are list-building and check them out and then call them and just say, "Hey; I have a site about this and I would be interested in doing an interview... or a JV with you if you would like to promote to my list and I will promote to yours..." and that is generally the ad swap is the baseline JV, but you can also do tele-seminars together. I did one for Eric Stafford and he did one for me, for instance. He is also someone that is really, really good for people starting out. We had compatible lists and it made sense to do that.

Just talk to people; people you know and people you meet at conferences; that is the absolute best way to JV. Just talk to people and see what you can arrange.

Birgit: Yes; at conferences you can get to know someone and you just build that connection and you just feel comfortable with one another, and it is a lot nicer than just searching out someone on the internet. A wonderful way is to go to conferences.

Pat: They are absolutely essential. If you can't afford to go, you need to save your money until you can and then go. The face-to-face is all about it; right?

Birgit: Speaking of money; what kind of money can we make from a blog? What can we expect to make say in 6 months or a year or is there a pattern or there isn't?

Pat: There really isn't. It depends upon how aggressive you are with your business. If you post every day and if you get noticed in the search engines and if you recommend products in your blog and you are list-building in your blog, and the bigger your list, the more money you are going to make; it is that simple. But you can make little bits of money. You can sell text links. You can advertise... I advertise trafficgeyser.com for instance. I try to advertise continuity programs, which are like membership sites; right? Traffic geyser is a really great one because they pay 50% off their fee, which is \$96. For every person that you sign up, you are getting \$50/month and that is not bad. Then Aweber...

Birgit: And it is ongoing; right?

Pat: Right; until they drop out. So you definitely want to be an affiliate for continuity sites or products that have a decent affiliate commission. The more ___ you make from them, the more money you are going to make, of course. Ryan Deiss just had a launch last week and that was great. It paid a \$750 commission.

Birgit: How much was his overall product? \$1500?

Pat: Yes. It just depends on what you promote and how aggressive you are and how big your list is. The list-building thing is really important. If you want to do it quickly, think about co-registration. Co-registration is a service that will advertise your newsletter or your special report; whatever it is that you are giving away to get people to sign up for your list; your ethical bribe. They will advertise it for you until they get the number of names and email addresses that they promised. It is all legal because the people have to double-opt in and you can build a list very quickly that way.

Birgit: Is this a service that you go and pay for or a website I go to and hire them?

Pat: You have to pay. It is a membership site, and you have pay so much a month for so many names and the more names you get, the more you will pay, but it is a really fast way to build your list.

Birgit: Do you remember the name of that site?

Pat: There are several. I still use Listbuilderpro.com. The only thing is with co-registration, you cannot use Aweber as your autoresponder for those because they won't accept co-registration names; for what reason? I don't know. I guess they figure that people forget that they sign up and complain that... I don't get any complaints. You have to find a different autoresponder. Listbuilderpro happens to have one that seems to work well for me.

Birgit: If I were starting out today, how much money do you think I could make in the first 6 months?

Pat: I wouldn't say a million dollars. If you are going to have a tele-seminar series, you might make in the ten thousands. If you are going to do affiliate marketing to a list, you might make in the high hundreds. I don't know. It just depends on how you are pursuing the income and how you are writing your blog posts and what kind of an audience you are building and what kind of list you are building; there are so many factors that it is hard to say, that "If you do this, you are going to make \$30,000/month." Shoe Money does that; Jeremy Shoemaker and there is another guy called, John Cowell I think. He does very well with blogging. They get sponsors and they make a ton of money.

Birgit: I am not sure they did that in their first 6 months; we don't know that but...

Pat: No; they had to build an audience.

Birgit: Yes; it takes time to build to those big numbers, but people always make it sound like it is overnight.

Pat: Yes they do, but you can be making money in about 90 days, and that is what I promise that you will. But again; it all depends on you. It depends on how aggressive you are and how much action you take.

Birgit: You know when I started, I told you I was doing this project because when I went to the first internet conference, I noticed that it was a field really

dominated by men and I saw that the people on the stage were men and there really were not many women in the audience. Do you have some advice for women starting an internet business?

Pat: Yes. Don't even consider that there are so many men. Don't let that bother you because there are a lot of women too. They just don't seem to get as much publicity. Rosalind Gardner; she has been around for a long time and she makes a ton of money. There are all kinds of women. Janet Becker, she is in Australia and she is doing some awesome things with Wonderful Web Women. Christine Comaford; she is awesome and she is doing really well. There are a lot of women; not as many, but there are more all the time and so we are going to make it more and more and more and more.

Birgit: I am going to put this together so that people can hear about who the women are.

Can you tell us how our listeners can keep in touch with you and can find your information?

Pat: They can come to blogging4boomers.com and they can read my blog at ovblogger.com or if they are interested in personal coaching, they can write to me at Pat@blogging4boomers.com.

Birgit: I know if we go to blogging4boomers.com, we can also sign up for your membership site; right?

Pat: Yes. It is \$77/year and it is really worth it. I have more than 40 videos in there telling you all you need to know about setting up a blog and changing your theme and doing things technically and I have things about how you can make money with contextual ads and AdSense. There are articles, and I think there are about 50 articles in there and there are lots of bonuses; I think there are about 13 different bonuses, but you can see all of those on the sales page, but the biggest thing and the reason that my people I think join blogging4boomers.com is because they get me.

I do calls twice a month; the first and third Monday of every month and I help people with any questions they might have. Sometimes we will have a quick class beforehand or sometimes I will talk to them. Like this last time I asked them who was building a list and if they weren't why not and how could I help them start. It is great because I am building a community. It is an open mike and everybody gets the chance to talk. I have a guy on there and his name is Edward Moore and he is doing

wonderfully well and he even chimes in and helps with the questions sometimes. It is like a really cool community and I want us all to be successful and I want us all to be JV partners and I tell them that I am building an army and we are going to take over the internet.

Birgit: There is no doubt that is going to happen. You have such a wealth of knowledge and we have just learned so many things here today and I really appreciate all of the pointers that you have given us; thank you so much and I am sure everyone is going to listen and re-listen to it and use your tips.