



EPISODE 106: Advanced lessons to scale your side hustle with Rick Mulready

TRANSCRIPT

- Hello, hello. Hey there, hey there. It's Josh.
- And Amy. We're back, Hustle From Home podcast.
- Still at home, as we record, wait, what episode is this? Is this episode six, episode seven? I've lost count, Amy. I know that as quarantine rolls on, the need to see the barber is really starting to catch up on me.
- Well, I'm not even sure what day it is. I'm just starting to call every day "Blursday."
- When we're done recording here, I'm thinking I'm just gonna buzz it all off.
- I think you should go for it.
- Should that be like, for the bonus tech episode, should that be the reward for sticking around to the end, is you get to see me with a nice buzz cut.
- Yep, good plan, good plan. Low maintenance, too, for this time of year.
- And it's getting warmer. Speaking of getting warmer, let's just say that your home hustle, your side hustle, your solopreneur venture is picking up steam and you are ready to scale. How 'bout that for a transition, Amy?
- That was good, skillful.
- Thank you. Thank you. Today, we're talking about all of the advanced lessons on how to grow your business, going from, one, from having an idea, we're past that, and now we're going from having a few customers to having a lot of customers.
- And that's a great thing. And it provides its own challenges, right? I mean, it comes with its own issues. Having a lot of customers is awesome, but then you've gotta have a little more on the back end to support that; more customer service, more administrative help. Maybe just more of a system to run your customers through. Maybe you need some kind of a sales funnel. Or some kind of online offering that can help you to help more people in less time. And today's guest is gonna be great to talk to about that.
- Yeah. If nothing else, you're probably, in this day in age, gonna have to have an understanding of how to advertise on social media. And so, Rick Mulready is a great guest to have on. He's the host of the Art of Online Business podcast. He's built seven-figure businesses, as an online expert and a course creator, from the ground up, using Facebook ads, Instagram ads, podcasts, and courses to really tackle this big question of how do we scale?
- And he's gotten great insight too, Josh, on finding your right customer, really reaching people, connecting with people. So, you're just not just putting ads out there, or online products out there, and hearing crickets. You're really connecting with people, you're finding out what they truly want and what's important to them, so that what you're putting out there actually gets you the results you want. And this is a big deal, so that you're not wasting time. It helps you to grow quicker and scale quicker.



- Before he started his business, Rick spent 12 years in corporate internet advertising. He worked for AOL, Yahoo, worked with AOL, Yahoo, Funny or Die, Vibrant Media, where he sold and managed online ad campaigns for some of the largest brands in the world. So it is an honor to have Rick here with us. Rick, welcome to Hustle From Home.
- Thank you so much. Honored to be here.
- So glad you're here, Rick. And you've got so much background in this area that we actually struggled to come up with just the right questions to talk to you about, because you just have such a wealth of knowledge and advice for our listeners. And I think that we'd like to kick it off sort of the way we kicked off the Hustle From Home podcast in general, which is talking about the way we think about things, and our perspective. And you recently said that you feel like the success of an entrepreneur's business is 80% mindset. And that's a lot, right?
- It is.
- So, can you talk to me a bit about what makes you come up with that and what makes you say that?
- Yeah. I mean, this is something that I've struggled with for a long time. And it took me a while to realize that, you know what, all the best tactics and strategies are amazing, they can take you far, but if you don't have the right mindset as a foundation to your business, the business is only gonna go so far. And here's what I mean by that. You can start a funnel, you can get people coming into your business, or what have you, but if you're not looking at things from long term, for example, in your business, and thinking about, 'cause what I see from a lot of my students is that they fear that this is all gonna go away. That maybe they're having success in their business, but they're like, you know what, I'm afraid it's gonna end, I don't know when it's gonna end, but I'm afraid of it. Or they're like, you know what, they are trying to build their business and they're not playing, what I like to say, playing to win, they're playing not to lose. And what I mean by that is they're playing from a scarcity mindset, right? They are playing small, they're not getting on camera, like we're doing here, for example. They're not starting a podcast. They're not doing social media. They're not starting an email list. When you play small, you are not helping the people that you are there to help, right? Let's use the analogy, if somebody's drowning in the ocean and you're there on a boat and you see them, they don't care how you reach out to them, they don't care if you row up to them, they don't care if you throw them a raft or a lifeline or what have you, they just want help. And when you are not putting yourself out there, then that person is not able to get your help, right? And so, oftentimes our mindset gets in the way because we start feeling like, oh, people are gonna judge us, so I'm not gonna put this out there. Or maybe this is wrong. I don't know what I'm doing. All that other stuff. And so, we have to have the mindset, I like to say, play this whole game of business that we're in as if you've already accomplished whatever it is that you want to accomplish, whatever winning looks like for you in the business. Play like you've already won in the business. Like your success is inevitable. And when you have that mindset shift, you start making decisions very differently in your business. You start, you're like, "I know this is gonna work out. "So, I don't know, I'm having some, a little bit "of doubt in that, but I'm playing like, "you know what, success is inevitable, "so I'm gonna go for it." Right? And the other thing, too, that a lot of people do is they work from the past. And I recently talked about this on a recent podcast episode where they start thinking about, ooh, I wanna do this, or, what if I did this? But they look at their past experiences, past, maybe, failures quote, unquote, and that dictates what they do or don't do going forward. And how they act towards whatever it is came up for them. Rather than, what if we worked from possibility, going forward? What if, like, anything we wanted to do was possible? And this goes back to like, what if we played like our success was inevitable?



- And so, if we look at it from the perspective of, you know what, anything is possible, rather than, what happened in the past is in the past, anything is possible going forward. It just changes how we do business, and changes how the trajectory of what we're doing in the business.
- The opposite of scarcity, that we hear so often, is abundance, abundance thinking. And you recently kinda referenced this idea of some of the sort of abundant mindsets that six and seven-figure businesses a lot of times have in common.
- Yeah. And I kinda break it down into things like our thoughts, like we just talked about. You know, working from possibility instead of from the past, playing the game, if you will, like it's already won, it's already done. The other two things there are money and commitment. Money is the big scary thing, right? We all, so many people worry about it. And myself included. I've struggled with anxiety since as far back as I can put it, like seventh grade. So it's been a struggle for me. And one thing that I've learned over the years, especially after the corporate world, especially in creating my own business, was that money is energy. And we're gonna get a little woo-woo here for a second, but money is energy, right? It flows in, it flows out. And it's created by two different things. Number one, it's created by the energy that we have. So if we're constantly worrying, worrying, worrying, we're really shutting off that flow of money into our business, in what we're doing. The other thing is that the amount of money that we're making in our business is directly related to the amount of value that we are providing for people. And I like to say, as long as there are people out there to serve and who need our help, money is always gonna be there. Right? One of my students recently said something that was really, really smart, I hadn't really thought about it like this, is like, you know, we're in really interesting times right now. The money, there's the same amount of money is out there, it's just kind of shifted where it is. And I think this kinda goes into that whole energetic thing, that it kinda, it flows in and flows out. But as long as there are people out there to serve and who need our help, there's always gonna be money there to be made. And I don't know how many people there are in the world, there's a lot of people out there who need our help. Right? And this plays into not playing small, and playing a much larger game, getting out there to help people. And the more people that we help, the bigger impact we have. It's obviously directly gonna relate to the revenue there. And then the third piece of that was the commitment part. If we are even 99% committed to our business and helping people through our business, we're gonna have to recommit every single day because we're not 100% committed to what we're doing. Because when we're 100% committed, it just makes decisions a whole lot easier, it just makes things a whole lot more smooth as we go forward there. And so, if we're 100% committed, both you and your team, if you have a team, that 100% commitment and taking 100% responsibility, that is gonna be a game changer for your business.
- That's huge. And I know for me too, personally, I like what you're saying about having to recommit everyday, and how everything just works better when you're in that place. And sometimes it feels like that flow place, it's very similar to that. If you know 100% this is where you're supposed to be and what you're supposed to be doing, things just, you know, it clicks, it flows, your creativity flows, your productivity increases, all that really lines up. And so many people struggle with those issues and maybe commitment could be the root of some of that. I think that's really interesting that you said that. You know, we're talking a lot, a lot of our listeners are thinking about starting something, and may not have started something yet, and so, we always wanna talk, too, about how do we help people in a way that we know they want help? Right?



- So how do you make sure that there's a demand for what you're offering? And this could be someone who's starting out, or maybe it's someone who's sort of struggling to scale. How do you know for sure that what you're offering is the right thing?
- Yeah. One of the biggest mistakes that I see people make, and I've kinda made a joke about this, when students come into my world, if you will, my business, they're often telling me about an online course that they've created, or they've spent a lot of time putting this program together, what have you. And, I'm like, "Awesome, how many students do you have? "How many customers have paid you money for it?" And they're like, "Well, I haven't launched it yet." And it's like, well, if you'd gotten to me sooner, I would have told you to do it a little bit differently. So one of the best ways, and what I like to teach in my business is, look, validate your offer first. Get people to buy it first, before you spend all this time creating it. I was talking to somebody recently, where they'd spent like the last three months creating this course and stuff like that, and they hadn't had anybody purchase it yet. And they were, again, mindset wise, they were all worried, like, ooh, is somebody gonna buy this? And so, how I've always launched my programs is I create an outline of the program, I decide who this is for, who it's not for, what is the promise of the program? Meaning what is the transformation that someone's going to have once they go through my program. And that's what I sell. I don't sell necessarily an entire course. Although I'm telling them what all the things I just mentioned there. But I can do that, I can have people pay me for the course prior to creating it. And so, I'll never forget the very first time I sold my course was January 2014. And I sold it on a, I wanna say, I sold it for the first time on a Thursday, and I told them that they were gonna get the first module, if you will, the following Monday. And I hadn't even created it yet. And it's like, nothing's gonna light a fire as people paying you money for something that you need to create, that you're gonna deliver to them. And so, but what I was doing there was like, you know what, I have this idea for, at the time it was a Facebook ads course, and I didn't know if people were gonna buy it, so I did exactly what I just said. You know, I create the promise, the outline of it, what they're gonna learn, all this other stuff, and then I put it out there. And I did a webinar for it. And I sold a bunch of spots in the program. And so, what I did was I delivered it live. So I said week one was module one, and I created module one for that first week. And then, the next week was module two. And so, basically, I sold it first, I validated it, and then I delivered it. But now, after I deliver it, I now have an asset that I can go out and sell. I've already validated it, I know people want it. And I can also take their feedback, make improvements to the course or the program, and then put those in there and then sell it again.
- What we're talking about ultimately today is scaling a business. I guess I wonder, to go back to the mindset thing, if too many people, when they start their home hustle, their side hustle, their solopreneurs venture, if they're only thinking about it in terms of replacing their current income, like being able to go independent. And maybe that's one of the limiting thoughts, is we just don't think ahead about how much bigger this could be. So I wonder if, of your students, is that a common problem, or do they come to you because they really are already thinking big?



- A little mix. And generally they're not coming to me with that, like, they're thinking too big. Normally, I have to kinda help them to think bigger than what they already are. And, you know, Josh, when you're mentioning having a side hustle, leaving their day job or what have you, you know, when I left, so, I left the corporate world September 12th, excuse me, September 30th, 2012. And, for me, it was, I was \$75,000 in debt. I wanted to have a, basically a safety net, if you will. And, I decided in 2010 that I wanted to leave and start my own thing, if you will, I didn't know what that was exactly. But I said, you know what, I wanna be out of debt, and I wanna have that safety net before I make the jump. And so, I was doing Facebook ads on the side, I was teaching myself, this is, again, 10 years ago, doing some ads for clients and so forth. I did a little course, at the time. And so, I was in the corporate world selling online advertising, so I was making very good money. So, I was in a point where I wasn't going to, anytime soon anyway, equal my day job, in the amount of money that I was bringing in. And so, I know a lot of people who make the jump and they're like, I'm gonna make the jump and figure this out. I know other people who are like, I wanna equal my day job revenue or my income before I make the jump. Or what have you. And so, that's what I did for that. And so, and I really fumbled around for 15 months, because between the fall of 2012 and January 2014, I didn't really know what it was to have my own business, I had never done it before and I was just fumbling around. I started a podcast back then. And I really wasn't selling anything, so when I was like, why aren't I making any money? Well it's like, I'm not selling anything. And it really wasn't until I got really clear on who I wanted to serve, what problem I wanted to serve, and how I wanted to help them, and doing the launch that I just explained just a minute ago, that's when things really started to take off, and that's when I started to think about, oh, there's a bigger picture here, the possibility is huge. And that's where a lot of people come in to my business, where I start helping them, is they're having some success in their business, but then they kind of hit a road block, they hit, I call it a blind spot, they don't know why they're, what's holding them up, but they just know they're stuck in the business. And so, that's where, I feel like that's one of my superpowers, I'm able to look at a business and say, "Oh, "this is what is holding you up." And, oftentimes, it is, first of all, that mindset that we talked about early on, but then we get into more of the strategic stuff and everything like that. And once they get unblocked, if you will, to see what the potential is and the impact that they can have with their business, and the people that they can help, that's the coolest thing, I think, because we oftentimes think like, oh, I'm just doing this to make money, or doing this as a business. But when we really step back and think about the people that we're actually impacting with our business and helping that's really the cool part, I think.
- Amy, was there that moment for you, when you first went all in on the solo side? I assume you had several clients lined up, but was there that moment for you where you realized, I can go much bigger than just this handful of clients that I already have?
- Oh, sure, yeah. And, you know, I mean, Josh, as you know, and some of you guys listening know, that I started out as a freelance writer, and did that for three years, and made enough to pay my bills but not really enough to go to the movies . Like, I was barely getting by. And then I was fortunate enough to work with SUCCESS magazine. And for four years got to study at the feet of many masters. And there was a point when I relaunched with a different business plan and a different business model in mind that I realized that if I wanted to really serve in a bigger way, I had to think of myself in a different way and I had to think of my business in a different way.



- And it was that moment where I decided, it was really, I remember, it was a couple years into it, when I had a really big aha moment and I was talking to a friend on the phone, and I had been helping freelancers to scale their businesses. And my friend said, "Who would you jump out of bed to help?" And it wasn't freelancers. I mean, it was these people, these people, these people and freelancers, right? It was this other group and it was this other way of serving that I had had the opportunity to do with a couple of clients already, one on one, but I wanted to do that in such a bigger way. And I think that shift, in seeing who I really wanted to help, was a big part of that for me. And I know, Rick, you talk a lot about finding the right customer, I mean, making sure you're helping the right people. What's your experience in people maybe starting out kinda with the wrong audience, or maybe having to find a new one?
- Yeah. Excuse me. And I can speak from my own experience with that, but also some of the things I see with my students. So, for me, I've actually come full circle, in my business, where I started out serving, as I called them, online experts. So, they're creating an online course, they're teaching their expertise, they're an online educator or coaches, et cetera. And that's who I started out serving. But as with most things in our business, and I think this is kinda what you were alluding to there, Amy, as well, is like you have, you know, opportunities come up and you're like, wait, this is working for this group over here, why not try this one over here and add this to the mix? And so that's what I did. I started serving local businesses. And I started serving ads managers. And before I knew it, I was serving four different audiences. I had products over here for this group and this group, and it was like, you know, that's an illusion too, is we think like, the more stuff that we have and the more people that we serve, the bigger our business is gonna be, which isn't necessarily the case. And so, I simplified from there and I got back to who I really, really wanted to serve, was that online expert, for the reason that I just mentioned, because I know that when I'm helping somebody grow their online business, I'm indirectly helping their students live better lives. And so, I call it the ripple effect. And so, that's what's been really important for me, and I've come full circle again, after six and a half years, six years, decided to do this last year. The other thing I see, as far as my students go, is that they think they know who they want to serve, but they really don't have a really deep understanding of that person. And oftentimes, I'll talk to them and they will be in the same boat, I think, like Amy, like you were talking about, and like what I was just mentioning, is that they're trying to serve like five different audiences. And so, the messaging gets much harder, how they serve them, having offers. It just gets a whole lot more convoluted really easily. And so, getting them to A, narrow down who they serve and who lights them up, and what problem do you solve for them, specifically? And then, really deeply understand that niche, that audience, so that you can speak to them, you can be basically in their head, what are they thinking? And you're able to answer that for wherever they're at in their journey. That's really, I think, and what I've found over the years is that's really what's going to allow you to scale your business that much more quickly.
- So there could be some divide between the customers that you appeal to currently and the ones who you want, like your ideal client. And I think that there's a lot of, sort of, divergent writing out there about whether to think about an avatar that you've identified, or your one ideal client, or your 10 biggest fans, that sort of thing. Where do you kind of break in that debate?



- Yeah, so I look at it through a couple different lenses. I do look at who is my ideal person that I wanna serve in the business? What type of business they have? Where are they at in their business? And, frankly, I'm also looking at, like, especially if I'm in a coaching perspective, I'm looking at their personality, their mindset, all that stuff. I wanna work with people who energize me and who understand the value of coaching and all that stuff. So, I'm looking at it from that perspective. But then I also, the ad side of me, if you will, looks at it in a completely different light. And I think, if we can geek out for a second, from on the ad side, this is the big mistake that people make with their ads targeting, when I'm talking about ads I'm generally talking about Facebook and Instagram advertising, that they think about their ICA, if you will, right, their ideal customer avatar. And it's like, Jenny who commutes 25 minutes a day to her corporate job and she's 35 years old and she's got... You know, and it's that information is helpful, but when it comes to an ads perspective, you've gotta have, what I call, a holistic understanding of that target audience, meaning what interests do they have? Where do they shop? What do they read? Do they go to conferences? Do they watch movies? What are their hobbies? Like, all that type of stuff, because that information is what's going to allow you to paint a much better picture, from an advertising perspective on the targeting side, and allow you to test and all that different stuff. So, I'm looking at it through a couple different lens. And that's how I also think it helped my students is that, look, you've got your avatar and who you want to reach, just to work with in your business, but then you gotta take it a step further on an ad side. Like, that's how I kinda geek out about it.
- You know, it's interesting 'cause I've done Facebook ads, as well, for my business, and the most success I had on this, and for those of you who are listening and you're not interested in ads, hang with us for just a minute because we've got a point to this, we're gonna come around to. But I did these Facebook ads recently. The best results I've ever gotten, basically using that input that you just talked about. Similar approach, where I just looked at everybody, basically, who I had helped and served and knew was my ideal client, and then some who I thought would be. And I looked at everything that they liked on Facebook. And you can see all that, right? You can see everything that they like. And I just looked at all their pages and I made this nifty little chart and compared them all. And then I picked the ones that they all had in common. And when I advertise to people who like those things, which, by the way, they had nothing to do with writing books. These were interests that had nothing to do with book writing, or online business, or anything. But when I advertise to people who like those things, my ad results were great. And it is about thinking about who is this person really? Not just, why are they buying your product, but who really are they? And so, I think, if you're starting a side hustle or you're trying to scale and you're trying to reach these people, really ask yourself, OK, who are they? Not just, why do they wanna buy what I've got? And that question of who are they goes into what are they afraid of, what are they interested in, what kind of family do they have? Those kind of questions that, you know, the things that are most important to you, the listener, are the things that are most important, probably, to your customers as well. And so, really aligning with that is vital. Don't you think, Rick?



- Absolutely. And oftentimes we start businesses, we start our side hustle solving a problem that we experience ourselves. And so, we can think about, oh, well, where were we when we were looking for this solution, and that you've now created? And so, you can look at, like, all right, what was I feeling? What kind of emotions did I have? What was I going through? That sort of thing. And so, as you start to put your messaging out there and start to attract this audience, that's one way to do it, is to look at, like, all these things that you were feeling and going through at your point, whenever that was in your life, and now you have, you're that future paced person, if you will, you're where that person's trying to get to. And your solution helps them get there. So you can think about and position it from where you were, and so, your customer, your potential customer, is probably where you were and they wanna get to where you are now. So you get to show them what's possible. And I love that you did that exercise, Amy, 'cause most people don't do that work, and they're like, oh, this doesn't work. It's like, well, it works, you gotta put the work in to understand your customers.
- It took a long time . It really did, it took a long time, but
- That's why no one wants to do it. it paid off, it really did. And I think that that goes into everything we're doing. If you're starting something, it does take some work on the front end, you really have to spend some time thinking and looking at and considering what do people really want and feel? And at the same time, if you're trying to scale your business, maybe you're already there, you feel like you're rockin' it with your customers, you know what they want, but you're not sure how to grow without increasing that other side, right, the administrative side. Maybe you need some help. Maybe you need that money for advertising and you don't have it. How do people get past that stuck, that kinda plateau that can be reached occasionally? Do you find your students reach that?
- Yeah, meaning trying to do everything yourself?
- Yes .
- Almost everybody that comes to me is in that boat. Yeah, and again, this is another area where I can completely relate to where people are when they come to me for that type of stuff, 'cause like, they're doing all the things in their business. I have a student right now, for example, who is doing pretty close to a million dollars in her business, and all by herself. Like, amazing. However, she's a fast approaching burnout because she's doing everything in the business. She's doing the customer service, she's doing the email writing, and the social media, and actually creating the products and all this other stuff. And it's like, we can get to a point of doing it ourselves, but then we're gonna reach a point where we can't do everything ourself. And it really comes down to what type of business do you wanna have? And why are you creating that business? And I like to say, create your business around your life, not your life around your business. And so, if our goal, for example, is to, I don't know, spend more time with our family or what have you, well, is that actually aligning with what we're doing in our business? I've built my business, I will say, a lot of people are surprised when they hear this, I built my business with a very small team, and when I say very small, a couple of day-to-day people, meaning full-time people, and then I have contractors who do different things, like the podcast and so on. And that's it. Which is very different than what I originally wanted.



- I thought I wanted a big team. And I reached a point, and a lot of that changed when I had my daughter, like, I don't want all of that, right? But the point is is that you can absolutely grow an amazing business, a profitable business, with a very small team. And I would say, hire somebody before you think you need them. And we can spend a whole thing on hiring, but you don't, hiring is a daunting thing for a lot of entrepreneurs and people starting out in their side hustle, but it doesn't have to be and you don't have to spend a lot of money to do it. I mean, you can just do a couple hours a week, which can be game changing for you. And so, yeah, just get to a point where you're doing it yourself and you will reach a point, you'll kinda know, you're like, you know what, stuff is falling through the cracks, it's really important. I need to be focusing on my zone of genius, which is teaching, or whatever it is that you're doing specifically. And then you can get some help in the other areas, whether it's customer service or emails or what have you, that will allow you to spend more time, of your time, specifically, in the things that you should be doing. And that's a big thing that we work on. One of the first things I have people do when I start working with them is we do a time audit. Where are you spending your time? And nine times out of 10 they're spending their time on these smaller tasks that are not in their zone of genius, if you will, and that is a big thing that's holding them back from scaling their business.
- So, let's geek out a little bit more on ads, if you're interested.
- Yeah, let's do it. Always.
- What makes, and this is a, probably to someone like yourself, this is a very big, way too generic question. But, on the grand scale, what makes a good Facebook ad?
- I mean, first and foremost, the targeting. You have to dial in your target and you have to know who you want to speak to. And, having that understanding that we were just talking about, and that Amy just took us through, you have to understand who it is that you want to reach, right? The other thing is you gotta have a specific goal. And you might be like, well, really, Rick? But that's the thing, is like nine times out of 10 when people come to me with their ads, that's the first question I ask them, is what are you trying to accomplish with your ads? And a lot of people will say, "Well, I'm just boosting this post," or what have you. And I'm like, "OK, what's the reason behind it?" And they say, "Well, I just, "I want more people to see my stuff." OK, but why? Like, what's the goal there? Are you trying to get people registered for a webinar? Are you trying to build your email list? Are you trying to get your videos just seen? Or whatever it is, have a clear goal of what you want to accomplish. And so, clarity of goal, that's gonna dictate what the strategy is that you're doing. Clarity of your target audience. And then, kinda stating the obvious here, but when it comes to an ad, you wanna catch people's attention with the ad. And I don't mean be obnoxious with the ad, but, you know, people are scrolling through real quick on their phones, whether it's Instagram or Facebook. And so, you want to have that scroll stopping ad, if you will, that's gonna catch their attention and get them to stop, and get them to consume it. A video is a great thing to be doing on either platform, Facebook or Instagram. And when it comes to video, most people overthink it, they're like, ooh, I don't wanna do this big production. No, grab your phone and just start recording. Some of my best video ads I've ever done are literally me walking down the sidewalk with a coffee in my hand and I've got my phone out in front of me, and I'm recording that video. And so, think about connecting with your audience.



- Again, this goes back to everything we've been talking about. Understanding them, where they're at, speaking to them as if you're sitting down for coffee, just having a conversation with them in your ad, whether it's written copy or whether it's in your video. And then give them a call to action, tell them what you want them to do, be very clear. Say, hey, go over here, I have this free resource for you, or, be on the lookout for my next video, what have you. Just be really clear on that. And so those are the factors that I look at that make ads really compelling and tend to be high converting.
- So, when we're talking about call to action and we're talking about, 'kay, what's the reason, what's the point behind your ad, and you're sending people to things, for someone who's new to the online world, what's working right now? I mean, should they be sending someone to a free PDF download? Should they be sending someone to a webinar?
- Starting a podcast.
- Starting a podcast. Writing a book. Like, what, in your experience, what do you feel like are some of the best things that are really working right now?
- From an ads perspective or just in general?
- Well, let's start from an ads perspective.
- Yeah, so, I think from an ads perspective you absolutely want to be building your email list. I mean, I think every business, whether it's online or brick and mortar, really should be having an email list, which gives you a way to communicate with your target audience. So, from an ads perspective, having a lead magnet, as we call it, something to give in exchange for their email address, something of high value to them that's gonna give them some sort of win regarding the challenge that they're facing. So that's really great. The other thing is video. Just getting in front of your target audience with a message that is going to resonate with them. And, obviously, with video, it allows you to build rapport, you can connect with people, it gives your audience an easier time to connect with you, right? Than as opposed to like a standard image. So, video is a great thing to do, and you can do it just more like brand building. And, again, from a strategic perspective, you could put a video out there that builds audiences, and we'll get a little technical here for a second, but you can build audiences of people based on how long they watch your video, and then you can re-target those people. But also, you can do a video with a call to action. One of the biggest ad types that still people are not taking advantage of that, from a supply and demand thing, there is a lot of supply and the pricing is really low, is Instagram story ads. So, Instagram story video ads, Instagram story regular types of ads. So as you're scrolling through Instagram stories and you see an ad there, those ads are, those are nine times out of 10 my most highest performing ads, as are for my students. They're great ad units. So that's from an ads perspective. But, outside of that, 100% podcast. And am I biased? Yes, because I've had a podcast. I've been doing this a long time. But I get asked a lot by my students, is it too late to start a podcast? They think like, oh, there's been all this talk about podcasting for a few years, now we've missed the boat. Heck no. I think, I heard a number today that it's less than a million podcasts exist, and the number of blogs is like 60 million or something like that. The disparity between the number of podcasts and the number of blogs and YouTube channels and all that stuff is huge. And so, we are still very much in the infancy of podcasting. And I'll tell you, my business, so this is my second podcast, my business completely changed when I started a podcast.



- And it is hands down my favorite thing I do in the business. It's so cool to be able to get on and talk about a topic to, that's speaking to your target audience and reach people across the world. Right? And I get messages all the time from all over, just like, thank you so much for putting out that episode, or what have you. And so, I think everybody should have a podcast, hands down.
- I think just the way you said that, just a second ago, about how it's so cool to be able to do that, that really speaks to one of the last points that I wanna get to here is reinforcing for people how important it is to have a passion. Like, you don't enjoy the podcast if you don't love what you're doing. You probably don't get that far. And so, as you talk about making pivots in your business over the years, scaling and rescaling. Just, the world changes and you need to change with it. How important is that foundational element of having a passion for what you do? And how do you kinda rechannel that over and over again?
- Yeah, I'll be honest, when I left the corporate world, I mean, my motivation was, you know, I was still single at the time, my motivation was I wanted to work on my terms and I wanted to work on the things that I wanted to work on, and work my own hours and all that stuff. And that was it. Like, just being honest. Like, I wanted to make a lot of money doing what I wanted to do. And has that changed? No, but as we've gone on, just being honest, but as we've gone on here, now it's become more of the impact I'm able to have. Right? I'm able to help people. And I hear stories, very grateful that I get to hear stories from my students whose lives I've changed, and like, that's really why I do what I do. And obviously providing for my family as well. But that's really where, as things change, be really clear on why you're doing what you're doing. You do have to have a passion for it. But I really don't think you have to, like you have to be in love with it every single day, but you do have to have a passion for why you're doing what you're doing. Right? And just being like, what's your deeper purpose for what you're doing? And that is really what's gonna drive you each day. 'Cause there's gonna be days when you get up and you're like, uh, I don't wanna, whatever, work on whatever it is that you're working on. But when you can remember the deeper purpose and the real why behind what you're doing, that can be what keeps you going and what keeps you motivated and continuing to drive forward.
- So, so very important to always keep that in mind. Rick, thanks so much. We really enjoyed it.
- Absolutely, this was a lot of fun. Thank you so much.
- Thanks for being here, Rick.
- And that does it for another episode of Hustle From Home. Thank you guys for all being here. Be back next week.