

**FREE
Ebook!**

21 Valuable Lessons I Learnt About Blogging for Passive Income, from Yaro Starak's 60 Minute Podcast Interview with Patrick Meninga

Includes my 20 page VERBATIM text transcript of Yaro Starak's 29MB podcast – with time stamps.

Patrick Meninga achieved fame as a blogger by building a \$2,000 a month adsense website while doing a full time job, and then selling it for \$200,000. Between 6th and 7th March 2013, I spent over 12 hours typing out a 20 page verbatim transcript of Yaro's 2012 interview for my personal use. Then it struck me that others could find it useful as well. So I'm distributing this free PDF eBook version, which begins with an article that discusses twenty-one (21) lessons I distilled from listening repeatedly (for a cumulative period of over 24 hours) to the interview. Please share it freely with others!

Tayo K. Solagbade
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3/21/2013

If you're reading this PDF **after 31st March 2013**, know that I've begun travelling slowly across West Africa as a **Location Independent Entrepreneur**. Get updates of my progress from www.sdacademy.org (my blog) – click "**My DN Travel News**".



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Why I Wrote This FREE Ebook

My name is Tayo Solagbade. I'm a Performance Enhancement Specialist and multipreneur. I help individuals and businesses develop and implement tools (e.g. spreadsheet software), resources (this eBook is an example) and strategies (e.g. web marketing systems) to achieve their goals faster. I've done the foregoing, since 2002. My website, now 7+ years old, is at www.spontaneousdevelopment.com.

*Welcome to my latest **FREE e-book**. Unlike others that I have written over the years, to generate sales leads for my products and services, this is the first I'm publishing as a give away without ANY motive other than to let interested others access the massive wealth of wisdom contained in the fantastic interview done by Yaro 😊*

One of the reasons I fell in love with Yaro's interview (*I've read others that don't measure up in terms of the depth and scope of details unearthed*), is that he – using excellent interviewing skills – was able to probe for, and tease out valuable insights from Patrick. I believe even Patrick would have been surprised by Yaro's success at getting him to narrow down to the specifics – making this awesome interview a powerful learning resource!

Now here's a bit of irony. I only discovered Yaro last month, when I Googled Patrick's name to see if I could learn more about his methods. I guess I should say shame on myself for not knowing Yaro earlier - especially since Patrick himself repeatedly noted in the interview that he applied Yaro's ideas on writing Pillar Content!

Anyway, I first discovered Patrick at www.makemoneywithnowork.com. This was back in June 2012. It was the first time I was reading what appeared to be a “reproducible formula” for blogging for income – especially passive income. I'd always wanted to do that. So I decided I would apply his formula on my website. **Fast forward 8 months today**, and my blog boasts over 200 posts, and from less than 50 visits per day, I now get about 900 to 1,600 visits per day.

However, I've not been blogging exactly the way Patrick did (or does). For instance, I don't have adsense on it (I applied and got rejected). Instead I use response generating web copy – where appropriate - in my posts, to promote my services and products. And it's been interesting. My newsletter subscription rates jumped, I got more leads, and made more sales – though nothing huge so far.

When I saw my visits jump over 1,000 per day, I decided it was time to learn how to monetize the blog and earn passive income. So I went looking for Patrick. My Google search led me to Yaro's podcast. In it, I found the answers I wanted. But repeatedly playing it back was too much work. I wanted to be able to read, re-read, search for phrases and terms etc.

So I decided to transcribe it and extract relevant learning points for my use.

Halfway through that process, I realized I could make it into an eBook so others who'd like to get more value from the audio can do so. **The result is what you're reading now.** I'm already using it to plot the next stage of my blog's evolution. I hope you find it useful for your purposes as well. I plan to create other eBooks like this. I'd love to hear your comments or feedback – just email me via tayo@tksola.com.



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The 21 Lessons I Learnt

1. BEING NEW TO BLOGGING IS NOT A FATAL HANDICAP

Patrick explained that he had been using the web, but not to earn income. He made it clear that his journey involved a lot of trial and error – a “hit and miss” approach. He stressed that he did not know what he was doing. Yet he persisted and learned. But you're lucky - **we all are**: Patrick's formula is reproducible, and now documented in various formats for us to consult. With diligence, your journey should take less effort and time...and yield faster rewards.

2. LACK OF ENTREPRENEURSHIP EXPERIENCE CANNOT STOP YOU

Patrick noted that he had never run a business prior to starting his blogging venture. But he had a deep hunger to make a success of it. He wanted freedom from “needing” a day job. So, as the blog showed more promise, his determination to make it work grew as well, and he soon became an entrepreneur! The fact that you've never done business before should not stop you from doing this.

3. A FULL TIME DAY JOB CANNOT STOP YOU

Many people work day jobs and after closing, spend the rest of the day “resting” or “relaxing”. Patrick made smart use of his after work hours. He locked himself in and consistently wrote new content for his site: for well over a year. Then when he saw real income earning potential, he redeemed his accumulated vacation time, and pushed himself to the limits - churning out 25 articles per day! I've NEVER done more than 6 articles in one day (at 600 to 1000 words each). Patrick's achievement tells me I can do better. And so can you.

4. FIND A GOOD MOTIVE OR REASON

For many people, the reward of earning money is enough reason to start blogging. However, in Patrick's case, his personal experience with drug addiction and how to beat it drove him. It kept him going even when income and traffic was not so encouraging. Find your own reason, and use it to challenge yourself to succeed.

5. GOOD WRITING AND TYPING SKILLS WILL GREATLY BOOST YOUR PRODUCTIVITY

To type 3,000 word articles in 2 to 3 hours like Patrick says he does, will definitely require above average typing and writing competence! So, check yourself. How well do you write? How fast can you type – without errors? Improve your writing and typing skills. Get self study materials, if you're good at self-tutoring. Otherwise, enroll for classes. Or find a coach to help you with either or both. They are not the same by the way: *You could be a good writer, and have poor typing skills.* Get it?

6. FORGET WEB DESIGN: WORDPRESS WILL DO. IT'S YOUR CONTENT PEOPLE WANT!

The days when “pretty” websites with drab content reigned are long gone. Today, websites must offer useful content to get – and hold – the attention of search engines, and their click-happy visitors. Wordpress is a powerful all-in-one Content Management System (CMS) used by millions worldwide. It lets even a novice get a dynamic and database driven website up and running within minutes. And best of all, it allows you to focus on the most important tasks e.g. creating what Yaro calls “Pillar Content”. Patrick also calls it “Epic Content”.

7. YOU'LL HAVE TO DO THE WORK - NO OVERNIGHT SUCCESS STORY HERE

Patrick's narration of his journey showed clearly that it would be unrealistic to expect quick success in blogging for passive income. You'll have to do the work, monitor the results you get, tweak things here and there as necessary, until you start getting the kinds of results you want more consistently. But you'll have to give it time - be patient. If you're in a hurry to start seeing big money, this is probably not the kind of business you want to do!

8. MINE YOUR STAT LOGS FOR GOLD

Patrick talked about the data mining he did that led him to discover how people visiting his website were finding him. Not just that, but by forming a habit of reviewing his stats logs, he identified search strings and long tail keywords that were bringing his website up in search engine results pages. Patrick actually said he wasn't even using Google analytics at the time, and that all he had was the "stats counter". I found this quite interesting. It's like a simplified version of keyword research, but effective. And I've resolved to begin checking mine and using what I learn from it, in addition to anything Google analytics gives me. I expect that just like Patrick, I should be able to find out what's keyword strings are bringing me visitors, and use then to write new posts.

9. WRITE FROM YOUR OWN EXPERIENCES

I think this is really important. Most of my writing is experience based. And I've gotten great results for it. It's actually easier, than when you try to write based on abstract concepts or ideas. Patrick said he "knew the material" and had many ideas that were not mainstream. Every human

being is unique. That's why writing from experience is the best way to stand out. "Boring" content drives visitors away!

10. BUILD LINKS PROFILE USING GUEST POSTING

Patrick built links to his website by doing guest posts on blogs he identified in his niche. He also did article marketing via Goarticles.com and Ezinearticles.com. Explore other options to boost the links profile – and ranking - of your website. However, you'll probably get the best/multiple returns for your time or effort by focusing on guest blogging in particular.

11. EXPLORE MULTIPLE AVENUES TO MONETIZE YOUR INCOME

Patrick's Internet Marketing friends told him to explore other ways to monetize his blog that could yield even better and more stable income rewards than adsense. One example is affiliate marketing in which you sell other people's products on your website, for a commission. Others exist.

Patrick said he studied Google ads appearing on his site. Then he compiled a list of about 30 of those advertisers, and contacted them (by cold calling on telephone and sending emails). As he said, just like pitching guest posts to website owners, it was a numbers game. Eventually, he got 2 of them to run direct advertising on his site.

It's interesting to note that what he did here is similar to a strategy recommended for identifying potentially profitable writing topics for eBooks etc. I recall reading an article by Terry Dean in which he said the ads that appear at the top and sides of Google's SERPs will give you an idea of what people are spending money on. This

is because those advertising often do so based on the fact that they get enough buyers to justify making that investment.

By going after companies whose ads appeared on his website, Patrick was able to find “treatment centers” willing to spend money in his niche to attract potential buyers of their services.

12. 300 WORD ARTICLES WON'T CUT IT!

This goes back to what Yaro said about wanting to really help people. 300 words are not enough to say anything in-depth. From examples Patrick gave, it's probably best to aim for 600 words upwards, if you want to create anything that can be called, “epic” or “pillar” content.

13. FIND A FORMULA THAT'S PROVEN, THEN USE IT TO EVOLVE YOUR UNIQUE APPROACH

Like Patrick did, you'll want to read books, watch videos, listen to audios created by proven experts. Read **A-list blogs** (as Patrick repeatedly called them). Join their forums. Apply what you learn and look for insights to evolve what works for you. A formula is like a best practice guide. It can save you from avoidable mistakes that come from trial and error. “Hit and miss” blogging can be painful and time consuming. Avoid it. Useful resources like Yaro's PDF **Blog Profits Blueprint** (Get it from www.blogmastermind.com) and **Patrick's** informative podcast interview at www.entrepreneurs-journey.com will help.

14. CARE DEEPLY ABOUT HELPING READERS

Yaro noted that Patrick cared so much about helping readers, and it showed in his writing. That made his readers come back for more, which led to more traffic and income. This implies you must choose a

subject that you care about, otherwise you'll either burn out, or your readers will eventually get turned off by the lack of depth or passion in your content.

15. CREATE CONTENT IN DIFFERENT FORMATS: VIDEOS, AUDIOS, TO BOOST SEARCH ENGINE RANKINGS

Video content greatly enhances search engine visibility of a website. Especially when done regularly. Like Patrick, you can create your content in different formats. Offer content in form of slideshows, infographics as well. See an example of one I plan to publish soon (for my Public Speaking IDEAS newsletter) at www.tinyurl.com/psip79-sdn

16. CONSISTENCY MATTERS MORE THAN VOLUME

At a point Patrick was publishing 25 articles a day - and he did blitzes in which he churned out over 400 articles in one month (This guy is a machine!), in a bid to boost search engine traffic. But he did not get the reaction he expected from Google. Traffic did not come in the same proportion to his published content.

So, just like his Internet Marketer friend told him, he had to wait a year to reap tangible returns from that effort. In the interview, Patrick said consistently publishing 2 articles a day would be **better** than doing the kind of volume blogging he did. *Don't ruin your health trying to be superhuman!* Just focus on **consistently** publishing new content on your website, in line with your abilities. But do try and push to improve your output as time goes on! **NB:** *It is noteworthy that Patrick said he got scared after quitting his job. But he managed his fears by taking ACTION to boost his earnings. You can do the same.*

17. DON'T WRITE "ON THE BEACH" UNLESS YOU'RE SURE YOUR OUTPUT WON'T SUFFER

This made for a few laughs. The image of the leisurely writer's life painted in some circles was touched on. Yaro asked Patrick if (during those early days) he did all his writing on the beach, to which the latter (laughingly) replied that he worked on his desktop at home.

If you can get your writing done on the beach, go for it. Then again, doing so would probably depend on how long your laptop battery can last. Except yours uses solar energy or other renewable source, you may not be able to get much done. **Do what works for you.** Personally, I believe I can write anywhere if the need to do so arises. However, I generally prefer working indoors.

19. ACTIVELY REACH OUT FOR HELP

Patrick proactively made friends with Internet marketers, and competent experts in other fields. This is important. **It turned out to be a smart move:** At different stages when he needed to make major decisions (e.g. finding other ways to monetize, and deciding whether to accept the money a prospective buyer offered for his site) he called them for advice. And with their help, he made smart choices.

20. BE PREPARED FOR ANYTHING!

Like Yaro noted, from other stories available on the web, Patrick did not sound like he expected to sell his website – talk less of actually selling it at the jaw dropping price of \$200,000 dollars. But when it happened, he was apparently able to pull himself together and make the most of the opportunity. If you're going to follow Patrick's model, it's possible a similar

opportunity to sell your site could appear. Will you be ready with a "price" and your reasons/justifications for it? Do you know *how to do a website valuation?*

Why not learn now? Google that phrase.

You can even make selling your website one of your goals from the onset! But remember not to go it alone if you get an offer. Call competent people up. Get their opinion and advice. Consider what they tell against the background of your unique insight. Then use that to reach a decision.

21. THE MOST IMPORTANT THING YOU NEED TO DO

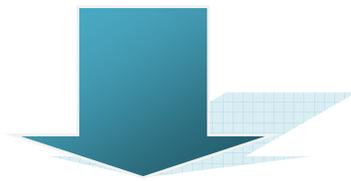
Yaro asked Patrick for a final tip – and he gave us a perfect "take away"! Patrick recommended setting a **daily** content publishing quota for your blog. When I started my blog based on his ideas in June 2012, I felt I could not write that regularly.

On 1st November 2012, I began publishing new content on my Self-Development Nuggets blog (at www.sdacademy.org) to a fixed schedule: one new post per day to each of six categories weekly i.e. Public Speaking [Mondays], Entrepreneurship [Tuesdays], Self-Development [Wednesdays], Career Development [Thursdays], Parenting [Fridays], and Writing/Blogging [Saturdays].

From less than 50 visits per day, I now get between 900 to 1,600 visits per day. And it's led me to commence exploring ways to monetize. Another benefit: I'm getting faster and better at writing. Committing to a daily quota will do wonders for your writing!

Final Words: I hope these 21 lessons help you make better sense of the interview as you read it. Good luck with your blogging!

TO READ THE PODCAST INTERVIEW'S VERBATIM TEXT TRANSCRIPT



See the next page

...and...

**To download the 29 MB
podcast interview MP3, go to**
www.entrepreneurs-journey.com/tag/patrick-meninga

00:00



Yaro: Hello this is Yaro Starak and welcome to an entrepreneur's journey podcast. Today I have Patrick Meninga. Is that right Patrick?



Patrick: Yep. Yep.

Yaro: From...where are you from?

Patrick: Ah, Kalamazoo Michigan.

Yaro: Kalamazoo Michigan. Okay. United States. And I've invited Patrick on to tell what I hope will be a very interesting story of how he sold his website for \$200,000 dollars. So obviously it's a case of ehm...well starting your own site, growing it and then selling it.

Now I've read a little bit about this Patrick, and it sounds like you weren't really expecting this to happen. So I'm really looking forward to hearing the whole process. Thank you for joining me today.

Patrick : Well thank you Yaro. I'm glad to be here.



Yaro: So start at the beginning then. I assume you've been on the net since you were born? (laughs)

Patrick: Ah (laughs). Well actually, I guess it probably started about maybe 5 years ago, and I didn't have a website, I didn't have anything. I just had an idea that I wanted to...to make money online. And what I did is I started doing some research. And ah I found click bank and click bank products and so, real sort of quick and

dirty, I made this really lousy awful product and I just threw together a page a landing page. And I started buying some pay per click traffic. You know I didn't know what I was doing, I was just...I was just sort of scrambling in the dark and it was a complete disaster, you know. I didn't make any money. And ah, so that was just sort of my first foray into internet marketing



Yaro: Before you keep going, I'm curious. Were you a working man before this? Did you have a day job?

Patrick: Oh yea definitely I'd been ah working my whole life, and at the time I was actually working ehm in an addiction treatment centre. So I was working in a drug rehab. And...so that was what I was doing, I just, I wanted...I knew there was a way that people were making online and I didn't know anything about it. So I was...that's kinda how I got into it

Yaro: So this was a career you had. How many years had you been working as ehm an addiction..is it counselor or...?

Patrick: Ehm yea basically, I'd only been doing it about 4 years or so, not too long.



Yaro: Okay. Were you an entrepreneur ever in a previous history? Or is this the first time you've started your own thing?



Patrick: That was my... That was my leap into entrepreneurship.

Yaro: Okay, so you went to school, then you got into university then went straight into a job. Is that sort of the

typical career path or do you have a different story?

Patrick: Ehm yea, actually I did complete a bachelors degree ehm at a business school. So I had a marketing degree. And...I don't know, I was just kind of in transition. And this wasn't a great job. You know it was a decent job that I had at the treatment centre but I wanted more. You know I wanted something better. So...

03:02



Yaro: Right. So were you thinking make enough money to quit my job, travel the world, live that 4 hour work week lifestyle? Or where did the motivation come from?



Patrick: That...That is where it came from. And this... actually that was before er the whole 4 hour work week came out. .I was...it had already sort of sparked my mind that that was what I wanted. I wanted that lifestyle. So, yea that was definitely in the background there.

Yaro: Alright. Well let's take this. When did you first have the inclination to start your own thing?

Patrick: I think it was about 2006? Maybe. Right around in there. I would have to look at the...



(Cuts in) Well lets... we'll go with 2006. So you're working the full time job from 9 to 5, and you're thinking I want to start some kind of internet business. Did you get some sort of initial exposure from anywhere, a

newspaper or you were reading the Internet already for ideas. Or...?

Patrick: Ah basically the Internet. I was already online quite a bit. I was very quick at doing internet research, very quick at reading, so yea I would say my exposure was all online at that...

Yaro: And what were you reading about?

Patrick: Ehm, you know to be honest I was reading a lot of like ehm A-list blogs. I was reading your blog back when you were talking about pillar content, so that's really ehm after sort of the click bank thing failed on me, that's sort of what inspired me as I was reading a lot of blogs about blogging, and that's really what sort of got me started.



Yaro: Did you consider yourself a writer?

Patrick: Ah yea, I guess I do, As far as like school, I've always been really strong at writing. I write very quickly, I compose articles very fast. I've always been a very strong writer. So...

Yaro: Okay, so tell us what you did, What was the first step?

Patrick: Well, after the click bank thing failed, you know I was trying to setup that machine to sort of create you know a passive business is what I was doing, and it just didn't work out. And so ehm (coughs), I'll be honest I had experience in...I was working at the drug rehab and I had experience in the field of addiction, ehm personal experience, so I decided to start a website on that. So I got the idea from blogs similar to yours, and yours, that I could start a content website and build

out a large information site, so I started writing articles about addiction.

05:46



Yaro: Did you like setup a website yourself or were you using Wordpress for example?

Patrick: Yep, I went ahead and started a wordpress blog. I just bought a url and just started writing articles.

Yaro: Alright, so...now the url you used was spiritualriver.com...that's the...



Patrick: Yep. I just kinda pulled it out of a hat. I said. "I'm gonna go with something that has some branding potential" and I said "Spiritual

River, it's got a nice ring to it. I'll use that." You know I did not know what I was doing and in retrospect, it actually worked out pretty good that I didn't try to go with you know like "addition dash treatment dash best...dot com" You know,. I didn't pick something spammy. I wanted something brandable. So that was a bonus.

Yaro: Hmm...I have to admit when I first read it I thought you must have some sort or personal development or spirituality website, and not an addiction treatment site with a name like spiritual river.

Patrick: Yea, It is a little weird. It is a little strange but there is a heavy slant towards spirituality in the whole recovery community. So it actually works pretty well.



Yaro: Okay. So you started writing content. Now I assume you were drawing upon both your own experiences and as an addiction counselor. How

often could you write? How much could you write? Was it all you?

Patrick: Yeah it was all me. I never outsourced any content or anything like that. I just wrote my own stuff. And I started very slowly 'cos I didn't necessarily know how the scale of the web worked at the time. I didn't say "oh I gotta have a 100 articles or oh I gotta have a 1000 articles". I didn't do that at first. I just stated creating articles and seeing...you know I started so slowly, I didn't know anything about building links, or building authority to the site. And so it just stated very slowly. And I just started you know, putting up different articles. Didn't really know much about keyword research, was just sort of shooting from the hips, just brainstorming, different titles for posts.



Yaro: And how much were you writing. This is an after work kid of job I assume?

Patrick: Oh right, yea I was definitely you know working full time. And so I would, you know I would just, At first I wasn't real serious about, I was just putting up you know maybe one to 3 articles in a week. Just kind of getting the ball rolling. So for the first...I would say for the first year to 18 months, I didn't really...I didn't push to create a business website. I was just sort of dabbling, I was just sort of getting a couple of articles up and letting it age basically.



Yaro: So take us to the timeline now. This is 2006. You're doing this very much part time. You're writing 3 articles a week.

So it's not gonna to be an overnight success story at that sort of pace. Did you have a change of mindset

along the way and start taking it like a business?

09:06



Patrick: I think what happened is that I sort of started digging into the stats a little bit and I probably got lucky on a pulse. And ehm I'll even tell you what pulse it was. It was for the keyword "how to help an addict." And so people were typing that into Google. And I just sort of got lucky, I hadn't been building links. You know, I still didn't know what I was doing yet.

And so I started noticing "hey all my traffic is coming from this one keyword" about "how to help an addict" So that ehm combined with the fact that it...I put up some adsense ads along the way there and I started showing a dollar or 2 a day, and so the light bulb kinda went off at that point. And up till this point I didn't necessarily have a clear picture of what I wanted my business to be. You know I'd started with the whole click bank idea, and you know, so it was still evolving and so the light bulb went off and I said "Wait a minute, I'm getting all this traffic for this keyword, I should be able to do this more, I should be able to find more keywords, I should be able to rank this even higher. And so that's where it all sort of all clicked and fell into place."



Yaro: Can you maybe explain what exactly you mean. It sounds like you felt you figured out the secret to this. How did you get the clarity in your head?

Patrick: Ah, I guess it was a numbers game that I said "Okay, you know I'm getting, Maybe I was getting about a 100 visits per day, almost all from the search

engines. And I noticed that most of it was coming from this one keyword, and I was getting it all to the same page. And so I put up the adsense ads, and it started doing, you know it started generating some income. And I said well this is just a matter of scale. If I had a 100 articles like this, instead of making you know a dollar a day, I'd be making a 100 dollars a day or whatever. So I guess that's just sort of the process that I went through is that I saw that it was scalable, I saw that I could grow it.

Yaro: And that led to what next?

Patrick: Ehm..

Yaro: A whole lot of writing?

Patrick (Laughs): Yea..Yes. At some point I got serious. At some...well I guess the next step was it wasn't volume yet. Later down the road I really took off and went crazy with volume. But at this point I still wasn't there. At this point I said "You know what I'm going to do. I'm gonna go find some keywords, and I'm gonna write, (I think it was 40 articles)". And to me at the time this was a big deal. To write 40 articles. I think it took me two weeks. And so I put up 40 articles. And I believe at the time I was...this is quite a ways back. So I was using like I don't know, like Go Articles and maybe Ezinearticles to build some basic links. And so I threw links at these 40 new articles, and overnight almost, you know within a month or two, the income shot up to, I'm going to say about 300 a month, in adsense.



Yaro: And I'm assuming the traffic must have grown to get that result?

Patrick: Yes. Yep. Traffic

went up, the income went up. It had been you know 15 to 100 bucks a month. And I did this 40 posts. I made this you know this conscious effort. Okay I'm going put up these 40 new posts, I'm going target 40 new keywords with these 40 new articles. And so I did that and...and then another light bulb went off, and I said "Okay, this actually works!"

13:04



Yaro: Can you maybe tell us a bit more 'cos I know, I can hear the person listening to this thinking "I've looked at keyword articles and I've gone and written articles to try

and get that traffic. But I just never get the first page ranking. Or even if I do it turns out there just not much traffic going to it. Or it doesn't end up making me any money."

Could you maybe explain - if you have any insight into your technique there - why did it work for you? I mean did all 40 articles work, or was it more of a hit and miss process or...?



Patrick: Oh it's definitely hit and miss. And so that's part of the light bulb moment for me too is that "Okay I did 40 articles, my income went up, but of those 40 articles,

maybe 25 of 'em never make a penny".

And so that was part of the light bulb moment for me too. And I think with the keywords, it, you know when I first started I might go into like ah, the Google ad words keyword tool and I'd come up with a list and I would just start you know, I would just start targeting them without really...you know I was going after keywords that were way too competitive and I was also going after some keywords that probably ehm showed no promise of ever getting traffic.

And so, part of it was trying to find that happy medium. And I'm sure people struggle with that. And one of the ways that I did that was I started ah I guess you'd call it data mining my stat logs. So I would just look at what I was getting traffic for already - search traffic - and I would go through that each nite, and I would say okay somebody typed in you know 'how to help an alcoholic'. Well, do I rank for that?

And so I would look in Google and say Oh, well I'm on the second page - I should write an article with that title and I might be able to get on the first page. So I started doing some basic things like that, and just really pushing to get keywords that I knew I had a chance to rank for and that I knew had some traffic potential.



Yaro: Just to clarify the data mining. That sounds like a good technique. Were you just going into your Google analytics traffic data, and finding the

phrases people were using to find your website, and then checking to see where you were ranking? So like you said in that example, if you ranked on page 2 but you were getting a little bit of traffic from that, if you could get to page 1 or in one of those first three results, you could probably get a lot more traffic Was that the process?



Patrick: Absolutely, That's exactly what I did. And I think at the time I wasn't even on Google analytics yet. I think at the time I was still using ah

stats counter which works just as well for that. And ah, yep that was the exact process.

15:46



Yaro: Okay so you're making 300 a month. You've written 40 articles of which maybe 10 to 15 actually bring in some traffic and some money,

What kind of traffic are we talking about at this stage? You said a 100 a day you said in visitors last time. So what are you at by this point?

Patrick: Ehm, I think I was around 300 uniques per day, probably 85% from Google search.

Yaro: Okay, so what happened next. Just write more articles. It worked once, let's keep doing it, is that how you thought?

Patrick: Yea. Ehm, A little bit. I think I tended to sway a little bit. I actually leaned towards ehm doing some guest posting. And so I said you know I've been writing all these articles and you know it never happens fast enough as we want it to. And so I said well I should go and get some better links for my site. And so I actually, you know I kind of took time off from writing articles for a while. And I chased down... I'm gonna say I ended with about 6 guest posts for that site.



Yaro: And how did you find the other sites and actually get the approval to do a guest post?

Patrick: Ehm I actually sort of devised a process. Maybe I kind of discovered it, I don't exactly remember. But what I ended up doing was I would go to Google and I would type in things like ah "addiction guest post", and I would just sort of sift through the results and see what was out there already, and see if there were sites in my niche that were accepting guest posts.

And so that's... I made a list, I found maybe 10 sites that had already accepted a guest post from somebody else that you know was on topic. And I said okay these are my ah sites I'm gonna go chase after. And I gotta make, I gotta come up with an idea and make a creative, you know, article and I'll email these people and pitch the idea to them and see if they want to publish a guest post. So I did that and I ended up doing it about 6 times I think.

Yaro: Okay, did you have criteria for the quality of these sites? Were you looking for a certain page rank or anything like that?



Patrick: Ehm. Not necessarily. I mean definitely you know I would look at the page rank. But ehm for me I guess it was really about a real website versus a fake

one (laughs). I guess that's entirely subjective but I think we all know spam when we see it, and you know it just ehm if there's a real person behind the website, if someone actually cares about the website, and if it's on topic. I guess with those 2 criteria it doesn't really matter as much to me what the page rank is. As long as it's a real website and it's got a human behind it then to me it's probably a good link



Yaro: So how long had you been doing this at this stage. Are we talking a year into this? And you're still working a full time job right?

Patrick: Oh yea, definitely still working a full time job. Making about 300 a month. It probably was at around the 2 year mark. And I also want to point out, so that nobody gets misled, is that there were times when I didn't work on the site at all. There, you

know there were entire months that would go by where I just wasn't into it for a while. I just kinda gave up and let it sit. So it wasn't like I did this every single day for you know five years. It was very sporadic. So, I think that's important to...

Yaro: Sounds like you got a good return for not...I mean you worked hard but not talking hours and hours every day.

Patrick: Correct. Yep.



Yaro: Okay so take us forward then Patrick. Where...What happened next?

19:51



Patrick: Okay, I guess...I did these guest posts and I continued to put up new articles. I'm not sure how fast I was doing it, but at some point

ah the site jumped to 600 a month in income. It was making 600 dollars a month. And it kinda got stuck there. A couple of months went by and I was sort of expecting it to grow, and I was you know I was really pushing and hoping to hit a thousand a month.

Yaro: Was that because you were putting up more content?

Patrick: I was consistently putting up content but it wasn't anything huge. You know we'll still say 3 or so articles a week maybe.

Ehm, I wasn't. And I think I also did another push in there where I said I'm going to do another 40 articles. You know in like a 2 week time span I'm going to publish and write 40 new articles and I'm gonna point some links at 'em or whatever.



Yaro: That's sounds like a pretty important thing you did when you when you went for this whole 40 articles in 2 weeks process.

That's a lot of articles even if they're for 2 weeks. You were basically writing like almost 4 a day. How many words are these articles? How did you do it given your full time job?

Patrick: Ehm, well like I said I write pretty fast. So for me to sit down and type up ehm say 3000 word articles, I can do that in certainly less than three hours, probably less than 2 hours, ehm if I actually sit down and do the work. Ehm I'm very fast at typing, very fast at writing. And I knew the material. You know, and I had a lot of ideas. It wasn't just that I was writing about addiction. Ah, it was that I had ideas that I would say were not typically mainstream. So I think that's an important point too, is that I had some ideas about my niche, about my topic, that were not mainstream. People weren't talking about my ideas necessarily.

Yaro: Right, so you have some knowledge from your own experiences that you were revealing.

Patrick: Right. Yep. I had my own spin on things. I said this is how the society thinks everything works, and this is what I experience. I think it's a little different. And I think, here are some things that I think would really help people if they're willing to learn, you know it they're willing to take a look. And so I had a lot of ideas like that. So I wasn't just saying oh I'm going to write about you know this table, and this piece of furniture and this table has 4 legs. It wasn't just, boring dry content. I was actually talking about you know, some personal experience in there.

22:44



Yaro: Hmm. So, was there any kind of I guess a formula or system you were following by this point. Like did you take somebody's course or read

an eBook. Or was it just your collective experience from reading those blogs back when you started?



Patrick: Ehm, it was mostly reading ehm A list blogs and, for example like with the pillar content. At one point. I'm trying to think at what point

this was. Certainly before I was making 300 a month in adsense. I read your stuff about pillar content and I said this is what I need to do. I need to make some amazing articles. And it really...looking back at those first couple of pillar articles, I've grown so much since then. It's really amazing. But back then, you know, ehm, it just raised my level of quality. It made me say okay 300 words, you know, a 300 word article without much substance to it, that's not what I wanna be publishing. I wanna dig deeper, I wanna actually say something, I wanna actually help people. At so at some point I kinda got that idea of I need to make ah killer content.



Yaro: Hmm. That's a pretty strong motivation. I think a lot of people forget to mix in that motivation with also the desire to make money.

You obviously cared about sharing what you knew and helping other people and that can come through in your writing quite significantly

Patrick :Yea (pauses)...

Yaro: Go ahead...

Patrick: Yea I was just going to say, yea that's exactly it. I mean, ehm I didn't just push for more ehm for higher quality content, but I sort of pushed myself to say okay what kinds of content can I develop? And so I did a number of videos. You know I started shooting videos, which was just a talking head, me explaining a concept on a YouTube video, and then pairing that with a new post. I made a number of infographics.

You know I started playing around with Photoshop and I said you know people are makings these infographics and these nice charts and graphs and why can't I do that? So I created ehm just probably 4 or 5 of 'em on Spiritual River, these infographics I made. So I pushed myself, more than just saying oh I need to make killer content. I said I wanna make a variety of content, I wanna hit different formats. Ehm, you know just all about making the site better than...a real website not just a bunch of 300 word articles.



Yaro: Hmm. Okay. Continue the process then with us Patrick. You're up to 600 dollars a month, And you've done another 40

article rush which ah sounds pretty important for the way you produce content. Got you focused and you got some great output. Ehm what were you aiming for here? You were hoping to make enough money to quit your job?

Patrick: Yes, that's exactly it. I was working a day job and ehm still working at the treatment centre. And I said you know if I could get over a thousand a month in income ehm, you know I don't have any dependents. I live a very simple life. I could conceivably quit my job with that kind of income. So I wanted to clear a thousand a

month. So here's what I did. I had a lot of vacation time accumulated. And so I went to my job and said hey I need to take a month off. And they let me do it. They gave me a month off, and during that month my plan was to just go nuts and really create a lot of content for the website. At so at one point, I was publishing as many as 25 articles each day, when I was on that vacation.

Yaro: Wow. That's perfect.



Patrick: Ehm, my goal was 600 articles during that one month vacation. I did not reach the goal, but I did produce I think around 400 to 500 articles. And these were in the ehm 600 plus word range. So they weren't a 1000 words but they were over 600 words. And they were good content. You know, this was stuff I was writing from personal experience. And so ehm you know I had a big keyword list that I worked from, that I'd just accumulated all these keywords. And I said I'm gonna do it. And so I went nuts and I...that's when my site basically went from around the 500 article range to the thousand article range. So I bumped it quite a bit there.

Yaro: That sounds like you must have been writing 20 articles a day on average.

Patrick: Yeah, it was pretty insane. I would...yea, my back actually hurt. I was writing so much. My neck would hurt. It was just ridiculous. But like I said I...



Yaro: When you were doing this, were you sitting on the beach doing all this?

Patrick (laughs): Ha ha...sitting on the beach, that's great. No,

in my apartment, you know, typing away on the desktop...and just...

Yaro: (cuts in) At 8 hours a day kind of thing? Or an hour here, an hour there?

Patrick: Yep and I actually, a couple of those days I did more than 8 hours. And I don't recommend that. Definitely. 8 hours is too much for non-stop typing, but...



Yaro: Is it safe to say that that month kind of bought your freedom from having a job?

Patrick: Yes it did, and...but it didn't work out like I thought it would. And it probably never does. But anyways what I learned is that - and I think this is the important point - is that I had this website, it had a couple of years of age to it. And I think at the time it was a page rank 3...it's almost always been a page rank 3.. not that that matters a whole lot. But that's kind of the level of authority that this site had. It had about 500 articles, it was about 3 or 4 years old, was a page rank 3. And here I take one month and I add 600 articles to it. Now, what would you think would happen?

Yaro: You'd probably get a penalty from Google for putting too much out there too quickly or something like that.

Patrick (laughs): That's possible, I'm not really sure if there was a penalty. But I can tell you this much that you're basically right. Google did not say *Oh, ehm you know let's shower this person with traffic and income. They just gave us a whole bunch of new articles!* Ehm, it didn't happen that fast. It **did** happen. But I'm gonna say it took about a year for that to fully kick in.

Yaro: I was going to say did you release those articles all at once, like did you just go one after the other or did you drip feed them over the next 12 months or something like that.



Patrick: No drip feed. I hit publish every time. I was up to 25 articles a day, and so, and so what happened is I just got done with, and I think ehm

maybe like the new content bonus or something I did see a little spike there, but it was nothing huge or significant. And it didn't even break 700 dollars a month. Ah I was stuck for almost a year at that 600 dollar a month in income mark, and I could not seem to break it. And somewhere in that year I did this blitz where I added you know about 400 to 500 articles in a month, and like I said, it did not kick in immediately. If you do this my guess is you'll be disappointed in the short run. You'll be happy in the long run, but in the short run you'll say you know where's the money, where're the traffic?

30:51



Yaro: Hmm, so if it didn't work straight away you must have been a bit depressed after spending an entire month, almost 8 hours a day every day on your vacation, technically, and you used up a month of your holiday hours. And not even be able to quit your job or show a significant jump in your income You might have even been thinking about stopping it altogether at that stage, and just letting it sit there.

Well I was...actually what happened is I don't think I can reveal this person. But there's another internet marketer. I can't say his name, but he had a lot more experience than I did. And he has a

website that's over a decade old, and gets ehm just huge traffic. And he told me, he said *you need to give it time. You need to wait a year.* That's what he kept telling me: *Wait a year.* He said he's found in his experience that it generally takes at least a year for his new content that he puts up to really settle in with the search engines and rank where it's going to rank for the long run. *He said give it a year, said your site has decent authority. It's not huge.* But he said *You need to be patient.* So at the time that's not what I wanted to hear. And I did not necessarily believe him But I can tell you now looking back, that he was right on the money.



Yaro: Okay, so what did you do during this year then? Just got back to work writing 3 articles a week, doing your full time job, is that?



Patrick: You know what, no I didn't - I stopped making content. Er, I shouldn't say that. I stopped pushing for volume is what I did. I had

made that big push for volume, and I basically slowed down. I was probably back to around the 3 articles per week ah speed. But at this point I was doing more things. I was...for instance I was trying to get more guest posts, I was trying to get some quality links.

And I was still experimenting with different types of content, like the infographics, shooting some videos. So I was discouraged with volume blogging. You could say that. I was discouraged with the volume approach. So...so I didn't quit, I didn't give up. I was started trying different things.

33:24



Yaro: Okay, and I haven't even asked you. You're doing a lot of content production throughout this process and a little bit of guest article writing. Were you doing any more marketing for what you do like building links. Any other methods. You said you used Ezinearticles and Go Articles. Ehm...you know was that pretty much it in terms of growing your authority?



Patrick: Ah it was. I did...I did a little bit of ehm, I guess you would say manufactured link building, ehm on link networks. This was quite a long time ago...ehm in the

process. And at some point I shifted away from that and said you know what, I don't think ehm the cheaper manufactured links are gonna be sustainable in the long run. And so at some point I made a decision and I said you know what I'm just gonna...when I do link building and marketing, I'm gonna just try to get quality guest posts from what I consider to be real websites. Yea...



Yaro: Okay. So eh take us to what happens next. It sounds like you broke the thousand dollar mark eventually since you don't have a job now do you Patrick?

Patrick (Laughs): No, no I don't. So. So what happened is basically a year went by or so and I kept pushing, kept pushing, kept pushing and ehm you know the work I'd done a year previously, started to kick in and it started to pay off. And...and ah it just all of a sudden it kind of exploded. I think I hit (clears throat) I think I went from 600 a

month to a 1000 a month. Just like that, just on a dime.

And when it hit a 1000 a month ehm 90 days later it hit 2000 a month. And at this point I wasn't...you know I was still working full time. And I was not really pushing hard to do anything with the website at this point. I had already done the work. And it was just, it just kicked in on its own. It just took that...that time, it took that year or so to...for the benefits to kick in.



Yaro: Why do you think that is? Is it Google just changing their algorithms and figuring out what's better content, and deciding that you are a better

content site...cause you keep doing something every week, for you know years? "cause I'm assuming by now you must be getting what 2006 when you started you're talking 2 or 3 years here so we're getting 2009, 2010?"

Patrick: Ehm, well actually I started in



2006 sort of exploring in the click bank stuff. I don't think Spiritual River went live till maybe 2007. Ehm but still I guess...I...I don't know why that delay is there. From what

I can tell I think it's just based on trust. If I had a PR6 website that was older than spiritual river, I think those articles would have kicked in much faster, I think the income and traffic would have went up much faster, but I think it has to do with where your website is at...If you're you know 2 years old and you're a page rank 2 and your site has 200 articles, you can't expect to just add a thousand articles and be making a 1000 a month the next pop. It's gonna take...It's gonna take time based

on the level of authority you already have is what I think

36:56



Yaro: Right. I mean I could...I can speak from someone who's had a website from 2004 in my case and a page rank 6 at the moment. I don't know what would happen if I suddenly wrote 40 articles and released them in a month. It's been never written that much in that short period of time maybe ...sorry (laughs) 400, not 40...400 articles in a month. The most I've probably done is 60. And that was very very early days. It is...definitely shows to the value of doing something over time. Ah so Patrick you're making 2000 a month at this stage from Google adsense, you must be well and truly ready to quit your job. Tell us what happened. Did you just walk into your boss' office and say "I'm outta here"? How did you come to this wonderful decision?



Patrick: Well, I guess. I...it didn't happen superfast, because...because the main problem is that adsense income fluctuates...and...and that's tough. I mean, even if you, you know I had a couple of days where it made a 100 bucks in a day, and ah you know that's gets you really excited, and then you know the next day I'll turn around and it'll make 35 or 40, and you'll say what happened to the hundred? So it's tough...

Yaro (cuts in): It's scary. It's scary to quit your job based on that random aspect.

Patrick: Yes, definitely it is scary.

Yaro: So how'd you get the balls?



Patrick: (Laughs) Ha ha...I don't know. I guess... I guess, I just...I wanted it so bad. And...and it was more than the income level. It was the opportunity there that I said if I can get freedom from my day job, then I can really go nuts. Then I can...then I can turn this into a serious business. So it wasn't just that I wanted to make sure there was enough money that I could eat. It was...you know I wanted to take the risk. I wanted to take the plunge and see if I could make it into something even better.

Yaro: And that's what you did.

Patrick: So that's what I did. I quit the job, put in my notice and...

Yaro (cuts in): When was that? Patrick, you must remember that day.

Patrick (Laughs): Ha ha...you would think. Ehm, gosh it's been about a year. It's not quite been a year yet.

Yaro: Okay so this is fairly new. You've been living the freedom lifestyle for only a year

Patrick: Yes, this is definitely very new. So, I ehm, you know I put in my notice and...and then ah used that...sort of that nervousness of "Oh my gosh I'm not gonna have a day job!" to ehm to try to spur me to create more and better content for the site.



Yaro: Okay, so take us through the next 12 months to get us up to the present. You quit your job. You start working on the website full time. We haven't even mentioned the fact that you actually sold the website.

39:55



Patrick: (Laughs) Really, that's the next part of the story. I mean I...right after I quit the job. This is just incredible timing. I quit the job...Here's what happened. Here's what actually happened is I got nervous, like you said, based on that fluctuating income that adsense provides.

And I said...I was talking to ah some different Internet marketers who were trying to advise me. And they were saying you know, ehm *you could probably do better than adsense*. They wanted to push me beyond the adsense business model. Because they said you know Google has to take their cut. And you know, there's different ways to monetize. You could create a product, you could consult, and you could create a course. You could do some different things. Ehm maybe you could make more money than adsense.



Yaro: *Is there a reason why you don't want to mention these people's names Patrick or are they ?*

Patrick: (Laughs) Well, ha ha well...

Yaro: I like to...you know if there's kudos to be given for good advice, let's give it.

Patrick: Right. Well, I don't know. Ehm, I guess if I think of a good example, I...

Yaro: Maybe there's one person in particular, 'cause I know in my own experience. I had a couple of people, ehm, Andrew and Darrel Grant who said you know, you really should have a product, what are you doing? This was before I had a product. And you know a lot of other people had said similar things, I'd read similar things. But it took those two people

to actually say go do it, to actually make me do it. So were there any kind of moments like that for you?

Patrick: Well, certainly ah Chris Garret. He had a huge impact on me. And at one point he gave me like a free site review. So he reviewed my website and critiqued it on his site. And so I never ehm I never did any like formal work with Chris. He ehm...I'd joined his forum basically. He had a free forum in the past. I kinda got to know him. And ehm he definitely made an impact in that area. And he was one who pushed me to say *you know we need to look beyond adsense. You can probably do a little better than ad clicks in terms of monetization*.

So...anyways that was kind of a theme that I had explored ehm even before this point in time. And I'd never ehm gotten good results with it. I...my big idea was that a lot of treatment centers and drug rehabs were the people who were advertising on my site via adsense. So what I did is I made a list of those...those treatment centers based on the ads that were showing on my site.

And I started cold calling them. I started calling them up and saying ehm you know let me talk to the marketing department, let me talk to the owner – whatever. You know trying to get past those gate keepers and talk to somebody who actually works in the marketing for the treatment centers.

And so, I ah, it's a numbers game. It's just like guest posting. You know I made a list of like 30 treatment centers, and made like 30 cold calls, sent out 30 emails and maybe got 5 people that actually talked to me. So it's a numbers game. I did that footwork. And ehm I actually had a month or two in there where I paired up with a treatment centre, and I removed my

adsense, and the treatment centre paid me a set fee to run their advertising on my site.

So I was doing a direct ad deal. And I did...I think I did 2 of those sort of in the year or so leading up to when I quit my job. I had not quit my job yet, and I had experimented with this direct ad deal twice.



Yaro: So you mean like a monthly fee for placing a banner on your site.

Patrick: Yes. Ehm, it was more than just one banner though. It ehm...we geared you know the whole site layout to advertise their business.

Yaro: So it must have been a fairly significant money then.

Patrick: Yea. It was ehm...yea, yea it was. It was ehm comparable to the adsense income at the time. And I tried to get a little more to make it worth my while, ehm to replace adsense. So that was you know kind of ehm the deal. And I think I even like I went into like some of my eBooks.

Like I had free eBooks that people could download on my site. And like I even put promotions in them for the treatment centre that I was advertising with. So I really tried to gear the whole site to try to help the advertisers. So I did a couple of these direct deals.

Bottom line is, it didn't really work out. They didn't ehm, you know they got some leads, they got some referrals. Ehm, but they didn't think it was probably worth their while. It wasn't a slam dunk either way. But these people that I did the deals with, they were like "Well, you know we might continue with it, we're not sure". So it wasn't a resounding success.

Yaro: Hmm...So how long did it go on for?

45:18



Patrick: Just, I think I did a month trial with one treatment centre and we parted ways. And they said "Not quite, we don't quite wanna keep doing this". And I did it a second time, and same thing, ehm. Actually the second time he wanted to keep doing it. They wanted to keep the direct ad deal but they weren't willing to pay enough. Ehm, so it wasn't worth my...it wasn't worth the effort, because the adsense out-performed.



Yaro: So what was the difference of Chris Garret then giving you this advice later on?

Patrick: Well, he...I would say Chris Garret had given me that advice earlier on. Much earlier. So...

Yaro: Okay



Patrick: And so, so what happened is I'd done those deals and then I quit my day job and I was making pretty good money. But it was still fluctuating. And I was scared like you said. And so I said ehm...I said if I can get a direct deal...even if it's not...I was so scared that I was willing to take the same money that adsense made just as a direct deal, so that I'd be guaranteed to get the money. So that was kind of my mindset. I was worried, and I was nervous and I was scared. And I got a call.

Like I said I'd made about 30 cold calls ehm via the phone and tried to talk to receptionists, and tried to get marketing departments. I'd done that. This was like 6 months prior, I'd made these 30 calls. Out

47:15



of the blue, I've already quit my job, out of the blue, my phone rings, and it's some guy and he says "Ehm Who is this?" and I said..I said "Who are you?". It was so funny. And he said "You called me. Ehm, you gotta website." And I said "Okay, what are we talking about?". And he said "Well, something about advertising". And so it was just so out of the blue. I was not expecting it. And I don't think this guy knew what was going on either. He just, he'd dragged up this message from 30 days ago and decided to call it.

So he said "Well, I own a treatment centre. Let's work out a deal. Let's try to do something.". And so I said "alright". And I was not real optimistic because I was so disappointed in the way the previous direct deals had gone. I was...I said to myself, this isn't gonna work. This guy's going to try it, he's not gonna like it. I'll go back to adsense. That's what's gonna happen.

So we worked out a deal. And he said...he said ah...ehm...and he was willing to pay more than the others. I guess that was a key point. He said I'll give you ehm I think it was 2000 or 2500 a month, to run my ads on your site. You take down you adsense. And we'll try it for a month, and we'll go from there. And so, ah, so we did that.

And...and it would...he...what happened is about halfway through that month when he was running his ads, he had all kinds of tracking installed. Ehm, he calls me up, and he says, "It's not doing real great..". And I said "Yea, yea okay..". But he says *I think I can make it do better. He says I think... he says "if this were my website I think I could increase the conversion rate. I think I can fix this website."*

So he says *I wanna buy it. And I...I said well I need the money to live on, I quit my day job. And he said well you name a price. You come back and name a price. He said ah you think about it for a day and come up with a price. He said 'cause I want your website. I wanna buy it.*

Ah I said okay. So I hung up. And I thought about it for a day, and ah I kinda ran the numbers of you know how much money would really change my life and allow me to, you know, to invest and actually make a difference. I figured a quarter of a million would be nice. (Laughs). So...



Yaro: (Laughs) Before we keep coming back to it, I mean a quarter of a million, yea it is nice. Ehm, but I'm thinking if your website is generating say two and a half thousand a month in income at the time. Even if you say you optimize it a bit more, do a few things, get it up to 3000 a month. That's still only 36,000 a year. You're talking about a multiple of almost ten times the yearly income to reach a quarter of a million. Did you think about that?



Patrick: Oh yea! Yea. And I even said that to him in my reply. I said I know the site is not worth a quarter million, but that is what I want. I said that. Because you know if you go look at website valuations, everybody's like oh you know 12 times the monthly earnings, maybe 18 times, maybe if you've got a really nice website, 36 times the monthly earnings. You know, that's...

Yaro: (cuts in) Yea...You're looking at a hundred grand at best sort of thing.

50:40



Patrick: Right. Yea. More like, 50 grand...there's no way. So...but it didn't matter, because I said I need the money to live on. I quit my job. I'm stuck here. I can't sell this thing for 50,000. That's not gonna help me. That's not gonna make me...ah allow me to reach my business goals, you know my investment goals. I can't live on that long term. So...so I didn't...I really didn't...I was not excited at this point. I was not excited at all. And I...you know, I was realistic. I thought I was being realistic. Because I said you know nobody is going to pay more than 36 times monthly earnings.



Yaro: Hmm. So you thought he'd say no. But you said why not, I'm going to tell him the truth, that's how much I want.

Patrick: Right. And ehm, so I did that. And ehm he said "No you're right, the site is not worth a quarter of a million". And he said "I will tell you what I will do, I will give you 200,000 for it". (laughs).

And my jaw just hit the floor talking to him on the phone. And I said "Really?".

Yaro (laughing): Did you kick the floor or did you jump up and down?

Patrick: I start stuttering like a fool. I was like Ah, I'll have to get back to you on that. I couldn't even...just..to me that's a mind blowing amount of money. It still is. It's just crazy. So yea I said I'll call you tomorrow and let you know.



Yaro: Did you really have anything to think about for those 24 hours or you pretty much, you know you

were YES from the moment he made the offer?

Patrick: Well, I started calling people. And...and ah, I got some investment advice from a trusted investment adviser that my family's been using for decades. You know he kind of convinced me...He said ehm that...that is...you need to jump on that. And then you know what he said? He said "Can't you just build another website?". (Laughs).

I had to laugh at that. And so, so yeah I basically said this is enough money where I can bank it, I can invest all of it, and start building another business. And ah go from there, And so yea there wasn't much question. I even talked to some of my...some other people, you know Internet marketers that I knew. Called them up. They said "Dude that's insane, you have to take that deal!". They said a hundred times monthly earnings or so, you know, that's unheard of - do it!

Yaro: Yea, I would have said the same thing. (laughs). Impressive. So how did eh...we're almost at an hour Patrick, so we should probably start wrapping up here, but give us an indication. Was the deal smooth? Did you have a contract?



Patrick: It was very smooth. Ehm he said I'll have my ah lawyer draft this up. And so that's what he did. He had his lawyer draft up a contract.

And he ehm, the lawyer, I believe it was the lawyer, his lawyer said we gotta use escrow for this.

So the lawyer took the money in escrow. And you know I talked directly to the lawyer, and ah he was very professional.

Very...I was not worried about a thing to be honest. I was not worried in the least.

54:06



Yaro: Right. The technical transfer went smoothly as well? You just gave them the login details I guess huh?

Patrick: Ah, It did. Yea, actually they just...I think I was hosting with ah, with media temple at the time. And they said we'll just go get an account with them, and it'll be a snap. So that's what they did. So it was real...t'was real easy. They just bought into the same hosting, and...

Yaro: Okay. So they bought the hosting. They escrowed the money. You were happy that happy that everything transferred. They were happy money came into your bank account. And that...that chapter was done?

Patrick: Yep, that..that kinda did it.



Yaro: Okay, so what have you been investing in, if you're able to talk about how you...how...well actually the next question is how are you spending

your life now? What are you doing?



Patrick: Well, you know it's interesting that ehm, for one thing, the people who bought the site ehm actually want me to keep writing on it, ehm on a

freelance arrangement. Which sounds crazy at first. You know why would you sell your website, and then keep writing for it?

You know, ehm, but it's actually worked ah really well and so you know I banked the money. I took it to an investor and it's

grown and ehm, it's amazed me how passive income works when you put money at that scale. You know when you've just got a couple of thousand bucks, it doesn't do anything. But when you got that kinda money, it actually grows.



Yaro: This is post GFC so you managed to dodge that bullet.

Patrick: What's that?

Yaro: The sale happened after the Global Financial Crisis, so you didn't put all your investments in the stock market and then watch it all disappear. So you've been okay.

Patrick: Right, right. Yep. Yep. It's just been doing great since then. It's quite diversified, I mean it's not like I've taken it all to the Casino kind of thing. But ehm, so yea, and I continue to do some freelance work for 'em. And because I write so quickly, it's a fantastic deal for me still to do that. And then of course I work on ehm, you know shifted my attention to another website, to try to build future income and business for that.

Yaro: Which is?

Patrick: Ah, it's actually makemoneywithnowork.com.

Yaro (Laughs): That's a good domain name.



Patrick (Laughing): Ah, it's kind of a spammy url if you've ever heard one. Make money with no work. I mean it's...Ah, but I'd started that a couple of years back, and just kind of let it sit there, and didn't really know what I was doing at

the time. And figured you know after I sold this, I said "Well now I know what I'm doing". So, I should build this into a business. So I've started putting ehm a lot of what I would call epic content on that site, and started building it. So...

57:06



Yaro: Okay. And that's where you're at today, I presume? Writing for your own site; freelancing still for spiritualriver.com. And watching your investments, making sure you got your living coming through there?

Patrick: Yep. That is exactly where I'm at.

Yaro: I'm guessing you don't quite work...you don't do those 400 articles in one month sort of trips anymore?

Patrick (Laughs): Ha! No, I definitely do not. But I still try to do about 3 hours a day of solid writing, where I actually sit down and pound the keys for 3 hours. And...and for me that's ehm, you know it's well over 3,000 words, sometimes up close to 5,000 words.

Yaro: It's a good habit to keep isn't it - especially online?

Patrick: Yea Oh yea...

Yaro: Alright well Patrick. That's a fantastic story. Thank you for taking us through the entire thing. I found that really interesting. Maybe just in passing, while we wrap up this. First the websites, if you wanna tell people where to find you. Spiritualriver.com is the site you created and sold and still write for?

Patrick: Correct

Yaro: And makemoneywithnowork – is that? Make money? Gimme the whole address...

Patrick: It's Makemoneywithnowork.com

Yaro: Okay, that's where you're currently at, in terms of your current writing.

Patrick: Yep.

Yaro: Fantastic. Alright, so one last tip you could give people. If they want to do this process. You talk like you've described maybe 3 years of your life there. Maybe a little bit more. But much of it while you had a full time job, which is probably a lot of people listening to this will be in that situation. So it's appealing to hear that you know you were able to break out of that situation while still working full time. Ehm what would you tell those people, like what's the most important thing to do?

58:54



Patrick: Ah, the number one tip I can tell you is ehm a daily quota. Two words: You need a daily quota. And that's content production. You need to produce a certain amount of content every single day. And if a day goes by and you don't produce anything, you've wasted an opportunity, because you know I went through those... you know I did those content blitzes. I did 25 articles a day. And, I didn't have to do that. I could have just done 2 articles a day, for the entire Internet marketing career, and I would have come out the same. See what I'm saying? A daily quota is very powerful. If you can say I'm gonna write 2 articles everyday and you keep that up, ah, you know, you can build a business that way. It just takes consistency

Yaro: Good advice. And the advice I personally haven't taken in a long time. I did that earlier on, and I would like to get back there. So I'm gonna take that on board as well. Patrick thank you for that (laughs).

59:48



Alright. Great. Thank you for this fantastic interview. Ah, I wish you good luck with the new project. And ehm, I'd love for anyone who's listening in to what Patrick said, please feel free to leave a comment. And ehm, I guess you gonna ask some questions, Patrick you'll be watching for those as well...?

Patrick (cuts in): Oh definitely, definitely.

Yaro: So Patrick will be there to reply to the comments when this interview goes live on entrepreneurs-journey.com. Okay, ehm that's it. Thank you Patrick. And er, I hope I'll speak to you soon.



Patrick: Okay, thank you so much Yaro.



Yaro: A huge thanks to Patrick for doing that interview. I hope you got a lot out of it, and take away something you can action immediately with your online business.

If you are looking for more podcast interviews like this, please head to my blog which is entrepreneurs-journey.com, or you can Google my name which is Yaro – Y.A.R.O and you'll find me as the top searchers up.

Thanks again and I'll catch you on another podcast interview very soon. Bye bye.

Websites

1. Yaro Starak

- a. www.entrepreneurs-journey.com
- b. www.blogmastermind.com

2. Patrick Meninga

- a. www.spiritualriver.com (built and sold by Patrick for \$200,000)
- b. www.makemoneywithnowork.com

NB: Back in May 2012 or so, when this interview went live on the web, Patrick was blogging at www.makemoneywithnowork.com.

I am however aware that he has since "moved" to a new domain – www.thefreedomblogger.com. I've checked it out and there's good content to had there – not surprisingly.

People like Patrick and Yaro inspire me a lot 😊

Guest Post Contribution Offer – *From Tayo Solagbade*

Hi,

Thanks for reading my new eBook. I hope you've found my ideas of some use.

I'd like to make you an offer. It's based on a plan I've put together to achieve (a) better name recognition (b) high quality back links to my website, so as to achieve reliable search engine visibility over time.

Since 2005, I have published online, a growing library of write-ups (articles, blog posts, and information products) on entrepreneurship, marketing, employee career development, workplace performance improvement, farm business best practice systems development, and parenting.

As part of my repositioning efforts, I'm currently moving over 170 of my **static html web page** based write-ups into my new multidisciplinary SD Nuggets™ blog (see www.sdacademy.org or www.spontaneousdevelopment.com/sdnuggets), where I now focus my content updates efforts.

Do you own an authority website? Or do you run a high profile print publication related to my areas of focus? Get in touch if you'd like me to contribute a short (500 to 750 word) write-up. I can propose a topic if you wish.

By "guest posting" on your site (or contributing to your print publication), I believe I can add useful value to your readers, while cementing my credibility via increased name recognition. It would be a win-win for us.

Browse www.sdacademy.org or www.spontaneousdevelopment.com/sdnuggets to get a better impression of what I can offer.

I look forward to hearing from you.

With kindest regards,

A handwritten signature in blue ink that reads "TK SOLAGBADE". The signature is stylized and appears to be written on a light-colored surface.

Mobile: 234-803-302-1263 | **Email:** tayo@spontaneousdevelopment.com | **Web:** www.spontaneousdevelopment.com

About TAYO SOLAGBADE

Tayo Solagbade is a Performance Improvement Specialist and multipreneur. He earns multiple streams of income by providing clients with performance improvement training/coaching, custom MS Excel-VB solutions, web marketing systems development, freelance writing, and best practice extension support services (for farm business owners).

Since 2002, he has worked with clients in various industries such as health and fitness, healthcare delivery, real estate, interior design, hospitality (hotels, restaurants, bars), consulting, NGOs, farm business, hearing & speech therapy, travel and tours, printing and others.

Before launching his SD Nuggets blog in June 2012, Tayo published a **monthly** Self-Development Digest newsletter from June 2006 till early 2012. The SD Nuggets blog has since replaced that newsletter.

Tayo has published over 300 articles on his website. Over 170 appear on Ezinearticles.com as part of a back links building strategy, and his Farm Business guest posts now appear on www.africabusinesscommunities.com.

He is the author of the Self-Development Bible™ and the popular Practical Livestock Feed Formulation

Handbook (for which he developed an automated Ration Formulator spreadsheet software version). His latest **paid** e-Book is titled "**WHY YOU KEEP FAILING TO ACHIEVE YOUR WRITING GOALS! (10 Habits That are Holding You Back...and How to Change Them for Good!)** – see www.lulu.com/sdaproducts.

When he's not amazing clients with his superhuman skills (wink), Tayo works as the creative force behind his multidisciplinary Self-Development (SD) Nuggets™ blog at www.sdacademy.org. Since September 2011, he has published a weekly Public Speaking IDEAS newsletter, to promote **Burt Dubin's** Public Speaker Mentoring service (see www.tinyurl.com/bdubin-africa), to experts working across Africa.

Tayo believes that development of a positive mindset, mental stamina, and visualization are the most crucial elements required for any person(s) to achieve success in any areas of human endeavour.

In a previous life, he worked as a high performing manager in Guinness Nigeria Plc. See details on next page.

For a limited time, Tayo is available to speak to your group or organization for a moderate fee. Send e-mail to tayo@tksola.com, or call 234-803-302-1263. Visit www.tksola.com to learn more about Tayo's on-demand learning events.



In a previous life...

Tayo Solagbade worked for a few months as Trainee Sales Coordinator in a Wine Manufacturing company, before joining Guinness Nigeria as Graduate Trainee in Oct. 1994.

Between 1996 and 2000, he got widely recognized for using self-taught skills, in his spare time, to develop automated spreadsheet report generation programs in his department (95% savings in report generation times were recorded). Over four of his applications were adopted for brewery level reporting.

After being seconded – twice - in 1998, to act as Training and Technical Development Manager (the first time for 1 month, the second for over 3 months), Tayo was promoted Training and Technical Development Manager (TTDM) in September 2000. About the same time, he was nominated to attend a 6 week International Brewing Course in the United Kingdom. Four months after returning from the UK, and resuming as TTDM, he was nominated to act as Production Manager for a five-week period in Benin brewery.

Before voluntarily resigning his appointment in December 2001 to pursue a long standing self-employment dream, Tayo successfully acted in Senior Management positions as Production Manager, and Technical Manager. He was also trained - and functioned - as a workplace Coaching Conversations Facilitator, and Best Practice Process Management Champion.

Tayo holds a B.Sc degree in Agricultural Extension Services from the University of Ibadan, Oyo State graduating top of his class - with Second Class Upper Division honors - in 1992. He is an Associate Member of the UK Institute & Guild of Brewing, a 1997 National Finalist of the Nigerian Institute of Management's (NIM) Young Managers' competition, a Certified Psychometric Test Administrator for Psytech UK, innovator of Spontaneous Coaching for Self-Development™ (SCfS-D™), and Founder of the Self-Development Academy (www.sdacademy.org).

*“Tayo, I honestly believe you are one of those who will succeed at anything he does. Your commitment and effort has been outstanding....Thanks for all your hard work since I've been here - you will be sorely missed. I don't need to wish you good luck, you have the ability to make your own luck. - Andy”(R. Jones)**

**Operations Manager, Guinness Nigeria Plc Benin Brewery, December 2001 (Handwritten comments in farewell/xmas cards sent to Tayo Solagbade following his resignation to start his own business).*

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Tayo can help you develop the ability to achieve that balance. His understanding of the importance of balanced living led him to make his SD Nuggets blog (www.sdacademy.org) **multidisciplinary** i.e. focusing on subjects covering key aspects of life. Like Tayo says **“A doctor who has kids needs parenting ‘know-how’. Without it, he'll fail as a parent – even if he's the best doctor around!”**

For over a decade, Tayo Solagbade's versatility has equipped him to successfully coach people of different ages and backgrounds using his [Spontaneous Coaching™](#) method. E-mail him via tayo@tksola.com with details of your needs.