

Debbie Drum: One thing I did want to share before we get started. It's a pretty special day because, I don't know if you saw but ...

Alice Seba: It's our anniversary.

Debbie Drum: Friend-iversary.

Alice Seba: Come on! It's an anniversary! Friend anniversary. Friend-iversary is a fake word.

Debbie Drum: We didn't even plan this, but Facebook, this morning, notified me that it's our Friend-iversary, and we've been friends for three years ... well, officially on Facebook.

Alice Seba: Yes.

Debbie Drum: But more reason to celebrate, right? And you get to benefit because, this is all for you. We're doing this for you, and we're gonna be sharing some awesome information tonight. Do you want to get started?

Alice Seba: Yeah. Let's get started.

Debbie Drum: All right! Cool. Well, if you guys are ready.

Alice Seba: Deb said that I had to drink some wine, so ...

Debbie Drum: Yeah. Celebrate.

Alice Seba: She wants to get me tipsy, so I will tell everything, and I'm trying to do the same.

Debbie Drum: Yeah. You know how to get someone talking, right? You get them a little ... not drunk. Buzzed. I mean, one glass. She's not a lightweight. Trust me.

Alice Seba: Of course I am. All right!

Debbie Drum: All right, so let's officially get started. Welcome to Deb and Alice go live from New York. Together, I said, "Alice, come out. Come see me. Come for a visit," and she's here! She did. She wanted to do some New York touristy stuff, so we did that. We went to Coney Island yesterday, but I'm like, "Alice, I've gotta put you to work while you're here," because I just thought it would be a great opportunity for us to answer some questions as it relates to the topic of content marketing and information, info products specifically, whether it's eBooks, videos, any type of content, kindle, books.

Alice Seba: Weird version of a selfie there.

Debbie Drum: Amazon, physical products, any type of product that you can sell for either active or passive income, is what we're gonna be talking about today, and I believe we both believe, I don't want to put words in your mouth but, that content is a great way to make a living.

Alice Seba: Of course. That's where my focus has been from the very beginning, and it's all content. Whether we're entertaining, whether we're trying to build a list, whether we're selling ... I mean, maybe some people here are selling physical products as well, but the way you grow your audience is through content, the way you get them to buy is through content, and I consider any type, whether it's sales material or anything, it's all content, and if you can get good at that, you can sell just about anything.

Debbie Drum: Yeah, and the great part about it, too, is that it's never gonna go out of style. Marketers are always going to need some form of content to market their stuff. Right? Whether you're the marketer who is creating the content, or maybe you're the person who is ghostwriting the content, or getting paid to produce that content, and whatever it is. I mean we've done it all, right?

Alice Seba: Yes. Yeah. The experience is there, too. That's how I started out. Just offering my writing services.

Debbie Drum: Me, too. Oh my gosh. There's so much opportunity.

Alice Seba: It's a great way to go from nothing to some decent, steady income, right?

Debbie Drum: Yeah. Hopefully you're excited. I mean, we were pretty clear on our sales letter of what we were going to be talking about, and this is ... What?

Alice Seba: Sorry, I don't meant to ... M said, "Nobody said anything about wine. I'll be right back." She's getting her own glass of wine, or he. Just says M.

Debbie Drum: Sue's got her glass, too.

Alice Seba: Okay, good.

Debbie Drum: All right, so we're not alone here.

Alice Seba: All right.

Debbie Drum: Sweet. All right, so should we get to the first question?

Alice Seba: Yes. Very formal here.

Debbie Drum: All right. Question one number one goes to Alice.

Alice Seba: Okay. I'm ready. I have no idea what it's gonna be.

Debbie Drum: I mean I know you've been running your own business since two thousand and ...

Alice Seba: Two.

Debbie Drum: Two. Okay, so that's quite a while, and you've done a lot in the realm of content, but what's the primary way that you make money right now?

Alice Seba: Right, well I think that customers of mine, that are here, know that private labeled rights content is the main part of my business. That means I create content packages that are pre-made, and my customers can come and buy them inexpensively, and I sell it over and over again. They can go run with it. It's another way to turn content into an income but, on top of that still, it's all content. Whether I'm selling information products, promoting affiliate products, it's all related to that. Just to change the question a little bit, the main method of making money is me using email marketing. That's my favorite way to get people that I can keep communicating with, and selling more, and I know that these subjects are gonna come up more and more throughout this, so that we'll be able to dig deeper into using email effectively.

Debbie Drum: You basically come up with content, that you would see fit for an audience, to sell to other people.

Alice Seba: To sell. Largely, I focus on helping people to grow their lists, so creating reports and lead magnets that they can then turn around, and go, and use for their own business, to build a list, but they can certainly be turned into products, added to membership sites. So many ways to use great content, right? Over and over again, too.

Debbie Drum: Yeah. I mean, all the smart marketers that I see, and that I follow, and I also do, is I use private label rights. That is very high quality. One of the things that I do with those private label rights, is accompany them with my own stuff, which is another question that we have down the road, but we can talk about that now, is adding your own voice, adding something that is unique to ... if you are buying private label rights, you have that content, plus maybe you have your own video summary of what that content is, or maybe it's an experience that you had with that content. Right?

For example, just recently, I did a product on Instagram Stories and Facebook Stories, and you know, right? That's an amazing way to market. Whether it's serious content, or not serious content, like of dogs and roller coasters, right? Those are all forms of marketing. It's not just for fun. It's stuff that you need to do and adapt to, today, to be relevant in this industry. Right? People don't just want to follow you because you're making. That's one of the reasons, because

they aspire to make money like you but, also, they want to see your behind the scenes, they want to see how you're fun, and all of this.

Anyway, just going back to the product, I use some private label rights, just explaining, because I don't want to rewrite that. I don't want to rewrite how to do a Facebook story, or why that's important, because somebody's already done that, but I want to do my own examples, because that's my part in it, and that's my experience with it, and those are my case studies that I added to that product.

Alice Seba: Out of curiosity, from everybody who's here, who uses private label rights content?

Debbie Drum: Good question.

Alice Seba: Or purchases it and doesn't use it, because I know some of my customers do that, and that's very frustrating! You need to use what you buy. "I just keep buying from you, and buying from you, but I don't know what to do!" There she is! Cynthia just confessed she's one of those customers. Okay. I think we can get into that, maybe, in a little bit later, too, when we're talking. We're gonna go deeper down. Do you want me to ask you, let everybody know what's your primary way of making, because you focus on a different type of content.

Debbie Drum: Yeah, I mean, I dabble with a lot of different ways of content. My biggest focus is video marketing. I like to make videos. Again, I like to add my voice to everything that I sell, whether it's an affiliate product, or whether it's some kind of white label product, or private label rights product, I always like to add my own voice, and I have found, from the beginning, when I first started in 2010, my lead magnet was a video series. It was three videos, and I found that people, they connected with me a little bit easier because they saw that I was a real person, and I just got into video because it was challenging for me.

Alice Seba: And we got that comment, when we came on, and they saw us, and they were surprised.

Debbie Drum: Yes!

Alice Seba: Often, when you get on a webinar, you don't see the faces, right? "You're real people!"

Debbie Drum: Exactly. Exactly, and a lot of people don't do that because it is a little bit scary. It's a little intimidating to put yourself in front of a camera, and it was something that I struggled with for a long time, and just practiced, and practiced, and practiced. I do a lot of video marketing, but I also do software creation, software development, which of course needs content. It needs content to the copywriting content, you need the content as to why people need your software tool, and also the training that goes along with it. That is all content. Everything

is revolved around content, and also write books, write information products as well, and I buy Alice's PLR.

Alice Seba: Buy my PLR.

Debbie Drum: Yeah. That's pretty much my story, there. We've got a lot of feedback on your question here.

Alice Seba: I know. Should we go back to ... Well, our next question is gonna be, "What advice would you give to someone who is looking to make money with content marketing?" I don't know if some of that fits in there, or if we should talk about PLR specifically in the Q and A, or whatever you want to do.

Debbie Drum: We could. I mean, we've got a lot of general feedback about usage of PLR, and I will be one of the first people to also admit I bought PLR in all hopes of using it.

Alice Seba: Everybody does.

Debbie Drum: I mean, come on. I have a whole amazing yoga. Oh my gosh, though. There's so much. I love PLR, especially image PLR with physical products. Amazing. So good.

Alice Seba: I think we should save it to after, because it's a little more specific, maybe. So let's go through those, and maybe remember your question. We do see the comments, so we have an idea of what people want to know but maybe, when we're gonna go talk about it again maybe, specify those.

Debbie Drum: Yeah.

Alice Seba: Is the question for me or would you like to go first?

Debbie Drum: Yeah. Let's go for your answer, for this one, for, what advice would you give to someone who's looking to make money with content marketing?

Alice Seba: Yeah. A lot of people think, okay, I need to learn to write, or something like that. Make videos or something like that, but I think the most important thing is to learn persuasion, and I was gonna say persuasive writing but, if you're doing video and things like that, you'll also need to be persuasive verbally as well, but that's everything because, whether you're selling something or not, you want people to listen to you. You're persuading them.

Even if it's a piece of content, you're persuading them that what you're saying is interesting, and the more you know, like copywriting and persuasive techniques in that, you're gonna keep their attention. You're gonna keep them wanting. Maybe you give them a sample of your book. You're gonna get them to want to buy your book, or if they're reading a blog post, and you want them to sign up to your list. That, keeping them from beginning to end, is what's gonna help.

Obviously, the sales piece of it, too. You'll be able to sell your product, and learning, also beyond that, too, is to meld content with persuasiveness. A lot of people, they think of it separately, right? Here, I'm informing, and here, I'm selling, but if you can learn to both at the same time, it's an amazing thing. It comes down to knowing persuasive writing techniques, and I'll give you a few resources, to check out, that you can do that if you haven't really studied that yet, but it's ... See, I'm not being very persuasive, because I'm losing my train of thought, but that happens!

Debbie Drum: Yeah. It's live.

Alice Seba: I'm a writer, not a talker. I'm not a talker. Yeah. Putting the content, and keeping it ... Oh, sorry! Sorry! I remember what I was gonna say.

Debbie Drum: Yes!

Alice Seba: That you are excited about the topic. A lot of us are afraid to sell, and we're a little nervous about it, but when you're passionate about your topic, you're passionate about your products, and your services, and a lot of that comes to self-confidence, so we're gonna talk about mindset in a little bit, but that's all it takes is, being excited, imagining you're talking to a friend. If your friend had a problem, and you knew how to solve it, and there was a product or service that would also help solve that, you darn well are gonna give them the advice, tell them what to buy, and you're not gonna be worried about it, or think that you shouldn't tell them about it.

Your friend's gonna be mad if you withheld that advice, so think of your audience the same way. You're doing them a disservice if you can't help them with their problems, and point them to the products, and services that they need. If you want to learn about persuasive writing, my favorite teacher of all time actually doesn't even teach copywriting anymore, but his name's Michel Fortin. It's French Michel. M-I-C-H-E-L and Fortin is his last name. It's F-O-R-T-I-N. If you can find any articles of his, maybe his blog is still up, but he doesn't update it anymore, great stuff to listen to.

I learned the most from him about online copywriting than I learned from anybody, but other people you might want to look up are John Carlton. Great. Very humorous man, too. Fun to learn from. Not only is he a great teacher, he's an example of keeping people interested, being persuasive in his content to keep you wanting to keep learning, and possibly Collin Theriot. Last name is spelled T-H-E-R-I-O-T. He has a Facebook group. He's kind of a ...

Debbie Drum: Cult of copy.

Alice Seba: Cult of copy. Thank you. One great place to, maybe, join that group, and start absorbing stuff. A lot of people talk about other copywriting resources that they

like, and it's a good place, and even basic copywriting books. Go on Amazon. Is it Bob? He goes by Bob Bly, right? His real name's Robert, but I think his books are under Bob, and the name is B-L-Y. The books are basic, but they cover everything. It's a great introduction, and then you start observing what people are doing, and applying it, practicing, and the more you do it, the easier it becomes.

Debbie Drum: I love that you brought that up, because that is one of the most important skills that a content marketer could have. Oh my god.

Alice Seba: Just writing skills.

Debbie Drum: I will say, I've been in sales since I started working, which is in my teens, pretty much, and I say that it's a constant learning. It's hard to master, I would say. For me, I'm always a student of copywriting. I'm always reading other people's sales letters. I'm always seeing what other people are doing, how they're selling, just to learn, just to stay on top of things, and learn what the latest things that work to get people to buy.

Even from studying the words that they say, as well as studying the strategy in how they sell. That's different. That goes into more of a template, as opposed to the words that you use, but I'm not great at headlines. I'm always reading other people's headlines, and I always look at stuff that hooks me, because if I'm a buyer, then I'm like, "What is this person saying that got me to buy?" Right? That's getting in the head of your customers, or your potential customers. Always saying, what's going to be the thing that gets people to buy? We can go so much into copywriting, selling with emotion, and selling with stories, and I'm a student of copywriting forever.

Alice Seba: I see your notes, actually. I don't know what your answer is to the question about advice you would give to a content marketer, but I think it's related to what you just said, too. You said stories, right, and so what is the advice?

Debbie Drum: Oh, the actual advice, my piece of it, I was just jumping on the copywriting bandwagon because I love it but, my answer was actual case studies. Doing and showing people through your experiences, through your stories, telling it from your point of view. One of the things that worked the best for me, since I started online, was telling people how to do something, and also sharing how to not do something because, just as much as people like to see how you succeed, they also want to know how you failed, so they don't have to go through those same struggles, right? I always call it the speedboat. Would you rather take the speedboat or would you rather take the rowboat, and get there very slow? It takes six months, as opposed to six weeks, or even less time than that. Case study, sometimes, it could be a journey, right?

Alice Seba: You mean case studies of your clients?

Debbie Drum: Case studies of any type of content. Let's say, for example, I was scared of doing a webinar, like Ruth Anne says. "This is why I don't do webinars because I struggle with that." Thank you for admitting that because Webinars aren't easy, but you could say, "Hey, this was my first webinar, and this is what happened, and there was a blackout," which actually did happen to me once, "and this is what I did." Just taking people through your journey, what happened to you, because they want to do webinars, and they want to know what works, and what doesn't work, and what if this happens? What if that happens? What if the power goes out? That's what I mean by just taking people through what ... and documenting, of course, that it includes documentation.

Alice Seba: That brings me back to Collin, Collin Theriot, who teaches people how to do that, and not necessarily in his Cult of copy group. He did a presentation for us once. If anyone was on the Best Sellers Summit a couple years ago, they'll probably remember this, but he talks about how we think, maybe we're not the experts, maybe we're on a weight loss journey, and we want to share some of the information. All we have to do is be one step ahead of our audience. Right?

You don't have to be the expert, you don't have to be the skinny mini, or whatever. You just need to be able to share your experience, offer helpful information, be relatable, and be someone that they can look up to. You don't want to be a total train wreck as you do this. You can be a train wreck but, by the time you share that story, you want to show how you overcame that problem, and make it a useful story for them. Just be one step ahead of your audience.

Debbie Drum: Exactly. I love that. Weight loss is such a good ... because I believe in that, too. I would love to hear your opinion on this. You said this earlier, to have interest in the topic that you are doing. If I'm out to get a six pack, and tell people about it, I'm gonna document my journey. I'm gonna show my before pictures, and my after pictures, and I'm gonna say this exercise worked better than this one, or whatever, and hopefully, by the end, I have a six pack but, if you don't, you'll have some results to show if you've been doing it through.

Alice Seba: Yeah. I mean, you can start a business on stuff you're not interested in, but it helps, or if you have a spokesperson who could be that face, that's fine but, if you're doing this yourself, that doesn't mean you have to do all your own content. It just means you're adding your personality, your stories, and perhaps you're using private label rights content, hiring writers, whatever it is, but you're adding that extra stuff so that you're more relatable, that you're offering something real to your audience.

Debbie Drum: Good. I love that. Question two. Do we have anything to add or are we good to go?

Alice Seba: We can keep going. I think we got a lot.

Debbie Drum: No. We've got a lot. We've got a lot of comments, too, which is gonna be fun to go through.

Alice Seba: Robert says, "Bob Bly has been teaching about copywriting since before the internet." You're correct, and that's why he has lots of good books, and when I say basic, I don't mean in any insulting way. What I mean is that, you do need to learn the basics. You want to learn all of those things that people are using, and why they're using them, all the different elements of copy, and he's got some great stuff on that, for sure.

Debbie Drum: I learned a lot on my copy ... I don't know if you know Jason Fladlien.

Alice Seba: I know the name. Yes.

Debbie Drum: Yeah.

Alice Seba: I don't know. She has a Mac, and I don't know how to use her mouse, but there's a question down there. They want me to repeat the name, Michel Fortin's name. Can we write it in there, somewhere? I know you can on ... Why can't you respond to the question?

Debbie Drum: Oh. In there? Yeah, I can.

Alice Seba: Yeah, we can, and then it'll go to everybody, I think, or the webinar will go to everybody.

Debbie Drum: There we go.

Alice Seba: Just because it's ... you know how to spell it.

Debbie Drum: Which one is it?

Alice Seba: Michel Fortin, I think. M-I-C-H-E-L F-O-R-T-I-N or, hey, just ...

Debbie Drum: Send to all.

Alice Seba: There we go. Yeah, so if you look in the questions, you should see that question has been answered, and the name is there in case you were wondering, as well. Oh! A few people wrote. Some people know him, or they listened very well to the spelling! Yeah, but he's great. Really knows his stuff. Did lots of testing [inaudible 00:25:19], and he's very specific to the internet, as well, so if you can find any of his stuff, please, definitely do.

Debbie Drum: Ruth Anne says, "I'm very experienced in aging, which is what I teach," because she is 73. Exactly. It's so much easier to teach what you're living already. You don't really need notes. I mean, we prepared for these questions, but we're not

studying index cards because we live this, and it's easy to create content with things that you're just living, and what you're used to doing. It also makes it a lot easier. All right. Should we go onto question number three?

Alice Seba: Let's do it.

Debbie Drum: So we have here, the environment is always changing. It definitely is, if you pay attention. What would you say is working right now to make money with content or whatever else we're talking about here?

Alice Seba: Well, the environment is always changing. It's true, but I try to disregard that, and I'll explain why I do that, because yes, my business has changed a lot, I've adapted how I do things a lot, but the basics are still the same. I'm building a mailing list, I'm using persuasive writing skills, using content information. I'm doing all of the same things. I don't get worried about every little ... I remember when social media started to become bigger, there was always a new social site coming up. Now it's stabilized, and the big ones, we know which ones they are, but everybody was always worrying about that, or the latest technology, or search engine optimization.

I know we had someone asking. We're gonna talk about traffic later. That's something that, when I started in 2002, all you had to do was slap an article up there on whatever topic. I always did good content, but you didn't actually have to do good content. You could slap it up, and you'd start getting traffic. That's a lot harder now. We have to be smarter, we have to do different things, but the fact remains is that, I was doing good content then, and I got traffic, but because I still do good content now, I'm still getting traffic. Those people who took shortcuts, and were gaming technology, got screwed, because they couldn't keep the traffic coming. I'm saying, the more things change, the more they stay the same.

Debbie Drum: Oh! That's a Dave Matthew's song, actually. I love that. Yeah. Going back to the basics, going back to what works, trying to take shortcuts, absolutely, probably not gonna work in the long run. I have here ... What do I have? Yeah. I think I already said this, too. It's just keeping up with what is going on with, especially in the social world, too. It's hard to be everywhere but, if you can stay connected in a person way with your audience, building a fan base, not just with serious content, right?

Alice Seba: I feel like I moved further away from you. I wanted to be closer.

Debbie Drum: Yeah. You need your right arm in there. So not just with serious content, but also with fun content, making you relatable, making you look human, things like that. That's important, I think. Even though that stuff does take time, and effort, and energy, it's important to stay connected because the way that people will relate to you is if they see all those angles, and that's not the only way to do it,

but that's how we do it, and it works. Putting yourself out there, making you relatable with your audience, works [crosstalk 00:29:34]

Alice Seba: You don't go out of style, right?

Debbie Drum: Yeah, and just being unique, too.

Alice Seba: Yeah, and that comes from practice, too. At first, maybe your writing style, or your speaking style is a little dry, but as you do it more and more, more of your personality definitely comes out. I'm definitely not the same on video as I was a few years ago, or whatever. It's just practice.

Debbie Drum: Yeah, and another thing that I'm seeing in the industry, too, that's current, a lot of products that are coming out, and this is like the basis of how you make money is, offering people ways that they can make money quickly without having to start from scratch, which goes back to the whole PLR thing, right? I don't have to write content on how to do a Facebook story, because I can buy something that's already made, that's already great, that's already working, that is a great piece of content that people can follow.

Think about how you can create content that people can use to benefit, and help them grow their own business, okay? If that goes above your head because, a lot of my friends, they don't understand what I do, because I do what I teach, I teach what I do, I sell what I do, and a lot of people don't get that. Once you get that, I think, though, your mind's [crosstalk 00:31:09]

Alice Seba: Yeah, and it applies, also, I mean outside of making money. Now if we can go back to a weight loss example, say there's tools that you've made. I know. It's not gonna go to the audience, but coming up with tools and things that they can use for weight loss. Say you have a ... I don't know! I've never tracked any weight loss on a spreadsheet.

Debbie Drum: I think what you're saying is, there's a ton of other people that sell weight loss products, and if you did a product on how you spent the last six weeks trying to get a six pack abs, and it worked, whatever you did, a combination of whatever you did worked, you can now sell that information to other weight loss people that have audiences, that can use that content.

Alice Seba: That's true, too. There you go. Ah hah!

Debbie Drum: Right?

Alice Seba: Being a PLR seller, is that what you're telling them?

Debbie Drum: Exactly.

Alice Seba: That, I think it is a great business. It's definitely an option to do that because it's a hungry market of people. It's people who, they want content, they need more content, they keep buying content. You guys, the ones of you that are here, I think a lot of you are PLR buyers, and you know how addicting it is, so it is a great thing to do. License your content in whatever niche you happen to be. You could do that in a lot of different ways.

Debbie Drum: Have you written any PLR content on storytelling?

Alice Seba: We have, and I don't think we have anything currently on storytelling.

Debbie Drum: That's a good one. Write that one down.

Alice Seba: For marketing purposes. Why do I think ... On one of my sites, I have somebody else who is coming up with the product ideas. For some reason, I think that's something he was thinking about. I'll get back to you.

Debbie Drum: Pay attention to this space, right here.

Alice Seba: Thank you. This is beneficial to me, too. Thank you for teaching me.

Debbie Drum: Marsha says, "What's not working?"

Alice Seba: What's not working? I don't know. Everything works. I'm gonna say that because, I will never, ever tell anyone you have to do something. Say I'm gonna keep talking about email marketing, if you decide, screw that, I'm not gonna build my mailing list. I'll think you're crazy but, and you're gonna focus on social media, you can do that. My friend, I always bring her up, Lynn Terry, she's a low carb traveler. If you're a customer of mine, you've probably seen her. I've interviewed her. We've done lots of things together where, the mailing list is secondary to her. She does a great job on social media. She's a wonderful person to watch and see how she actually uses Stories, her own experience.

She's a great thing, like what we said about Collin being one step ahead of your audience, she's a great example of that, right? She talks about low carb lifestyle, and she's not perfect, right, and her audience really appreciates that. She messes up, and she shares it, and then shows how she's gonna fix it, and they're following her journey, and it's something very powerful. Something to watch, there.

Debbie Drum: Yeah and, also, there's so much to say about what's not working because, it also goes along with your own experiences, too. Let's say you launch a product, and you launch it at the wrong price. Now you know what doesn't work with your audience. They don't buy at a certain price point. It's all trial and error, right? I also think what else is not working is, when you talk about PLR, right, and you just put it out as it is ...

Alice Seba: You're using PLR as a customer, and you're publishing content, and you haven't changed it. Is that what you mean?

Debbie Drum: You haven't changed it, right? I'm sure that works for some people, but ...

Alice Seba: It can in some instances, right? You don't have to change every single piece.

Debbie Drum: You don't. You don't.

Alice Seba: But, you want to have something unique about what you have offered to your audience.

Debbie Drum: Yeah. Give someone an extra reason of why they should buy from you, and not somebody else.

Alice Seba: Yes.

Debbie Drum: It's important to add your own voice, and then, maybe, not taking shortcuts. I don't know if spinning content works. I've never done it.

Alice Seba: Do people talk about that anymore?

Debbie Drum: I don't know. I think so.

Alice Seba: I think that's gone. Many of you probably don't even know what that means. I don't think we need to talk about it. It's from the olden days, the search engine, gaming days.

Debbie Drum: Yeah.

Alice Seba: Yeah, I would say it depends on your preferences, it depends on your business, it depends on how you implement a strategy. It's hard to say something doesn't work, or there probably are some things but, it's so far off my radar, I'm not paying attention, so it has not come to my head.

Debbie Drum: What's interesting about Alice, too, she's been running her business since 2002, and the source of the income has morphed a little bit, but it's always been the same from content, valuable content, that people need, that people use, that people buy more than they use, maybe. So what's new, Alice? Well, I'm just doing the same thing because it's working for me!

Alice Seba: It's working. Yeah. I have to change the formats of the content, and get creative with subjects, the things that are hot, and things like that but, yeah, the basics are still the same.

Debbie Drum: Yeah. I think that's cool. You don't need to reinvent the wheel to have a great life. Yeah. We got some questions in between, like we said, and that's a great question, Brian. That's another question that Brian has. Do you want to get into that one?

Alice Seba: I don't even want to answer that question. I'm sorry, Brian! It's too ... What he asks ... you know what? I have to admit, I almost don't know exactly what he's asking. He says, "Do you have a writing framework that you use to make content?" I'm not a rules person. I don't do the same thing all the time. I do whatever needs to be done. What do you think he meant by framework? You could feel free to clarify, but I think it's all about experimenting, figuring out what works with your audience, throwing a lot of different things out there, and a lot of different things are gonna work with your audience.

If you're using the same content type and formula, then it gets old, right? Just do what your audience needs at that time. Think of it, again, like a conversation with your friend. You're not gonna come up with the framework on how to give your friend advice. You're gonna do what you need at that time to help them with their problem, right?

Debbie Drum: Yeah, and frameworks for different types of content, there's a definitely a framework for copywriting, definitely a framework for ...

Alice Seba: That's probably a bigger question than it is.

Debbie Drum: Very big question. Yeah.

Alice Seba: Yeah, and I didn't mean to pick on you, Brian.

Debbie Drum: Yeah, and feel free to be more specific if you want, too. We have some lightning going on. I don't know if you noticed.

Alice Seba: Oh dear.

Debbie Drum: Hopefully we don't lose power.

Alice Seba: Lose power.

Debbie Drum: All right. What would you say holds people back from achieving success?

Alice Seba: I think this is all mindset stuff, right? Everybody worries about not know enough, that they have to have more information, that they have to know this, the beginning steps, the second steps, the third, the fourth, and what happens after that, and that has nothing to do with knowledge. That has to do with self confidence. Also, it's a false notion, of the idea, of perfection, because people

sometimes say, "I'm a perfectionist. I want to make sure I get it all right," but there's no such thing as perfection.

If you're telling yourself it has to be perfect, it means you're scared. You're confident. You've gotta just get out there. You've gotta do it. You'll gain that confidence by doing stuff and learning from it. That's been something that I've been very fortunate to do, and I have to say it comes from a personality flaw of mine, which has turned out to be a blessing, is that I tend to be a bit impulsive.

If I want to do something, maybe I should learn a bit more about it, or read the instructions on some furniture I'm building, but I'm like, "Nope! I'm just gonna get it done. I'm gonna do it," and then same with my business. I'd rather just go out and do it, see what happens, and then fix anything that goes wrong, and it's the internet, right? It's all virtual. It's digital. Everything can be fixed.

People used to, I don't hear people worry about it so much but, think about their domain name. What name should they pick for their site? What if I pick the wrong one? You probably will pick the wrong one because you're gonna change your branding, you're gonna change your topic. You're probably not gonna stay the same but, the thing is, is it's easy to change.

Debbie Drum: I like that.

Alice Seba: Yeah. That's the starting piece but then, also, people think you have to stay motivated, and it's not so much motivation you need. It's consistency, and it's doing stuff even when you don't want to, continuing to do it. I have lots of time, and I think that's a question. I'm not gonna talk about that.

Debbie Drum: Yeah. Don't say anything for that one.

Alice Seba: I'm not gonna get to that one yet, but just doing it every day, even when you don't really want to. Same with when you want to lose weight, you want to get in better shape, you go and exercise when you don't feel like it. I've also developed that habit for myself. I guess when I've been at Debbie's, I've been a little bit lazy, but it's vacation.

Debbie Drum: We did yoga one time!

Alice Seba: Yes. If I am at home, I exercise every day. I go to yoga almost every day. Just become the habit. At first, it's hard, but the more you do it, the easier it is, and then your day feels weird when you haven't done these things you need to do, and the same for your business, right?

Debbie Drum: Yeah, and I think, also, one of the things that holds people back from achieving success is, if you do something, you put something out there, and it doesn't do as well as you hoped, and maybe you just quit, or say, "Oh well, maybe I'll try something else," or, "This stuff doesn't work," and most of the people that have

achieved great success in this business and in life, in general, have failed a ton of times, and they continue to fail. Even though they're so successful, they're like, "Oh my god."

I talk to a lot of successful people, and they're like, "Oh, well I made this mistake, this mistake, this mistake, this mistake," and it still happens. It'll constantly happen, but you have to just pick yourself up, and either revise it, or keep going, work on a new project that might be something else that interests you, and just keep going, and finish.

Alice Seba: Yeah. Finish what you started. Launch it. It doesn't have to be perfect before it gets out there, again. Blog posts don't have to be perfect. You fix them. The great actual news is, is that in 2002, if you published a blog post with typos in it and stuff, people would be all over you, and, "Oh, how dare you publish!" Now, with social media, and I'm not saying an excuse for having poor grammar, and spelling. You still want that.

Debbie Drum: Somebody mentioned that about grammar.

Alice Seba: You still want that editing to be done, and things like that, but people are more concerned, people want to be your customer, people who are going to follow you, and appreciate you, they're more concerned about your message than that you say it perfectly, right?

Debbie Drum: Yeah. We're not gonna say things perfectly here, tonight, especially as we ... No. I'm just kidding, but it's not gonna happen. We're live here, and we're not perfect, but we're here, and we're sharing our experiences, so hopefully you appreciate that, and most people do. We find, for the most part, maybe there'll be one or two hecklers in the crowd, right?

Alice Seba: Of course! Yeah. Oh and, also, let's just be clear. I don't write the PLR content, at least not most of it, and it does get edited before I actually sell it for other people to use. That, you should be making sure, but if it's just you talking to your audience? Just get it out there.

Debbie Drum: Yeah. Absolutely. Okay. I lost my thought here, because I was gonna say one more thing about that, but maybe I'll remember it. Let's move on, though, but that was a good one, I think. Both of our answers. What is something that people focus too much on, that you think is not important for success?

Alice Seba: I am thinking that maybe one of my answers is gonna be something that you think is important. I have two things, but the first is learning, and the second is technology. Yes, we should learn, but we don't have to get every book, we don't have to get every information product, we don't have to take every course, we don't need to learn everything about something. Most of us, if you've been doing this in some format, trying to do online marketing for two or three years,

you have so much knowledge at your fingertips, and you can make a ton of money.

You don't need new information. You don't need ... I don't know if it's reassurance that people need, that they keep buying stuff. Get out there and implement it because that's where you're gonna learn the most. Like I said, my impulsiveness made me go out and do stuff. I'd make mistakes, and sometimes it would work out well. I'd learn from both ways so, if I made the mistake, I'm like, "Okay. Either I'll modify this, or I just don't do that at all again," and if I got it right, then I keep doing more of that, but if I sat there and read eBooks all day, I wouldn't know that. I'd be reading theory, right? It's theory until you put it into practice.

The second thing is technology, right? I said stick with the basics, learning to be persuasive, communicating with the audience. Yes, now, we can ... In 2002, if you tried to put a photo on the page, it would have to be very, very tiny. Forget audio, forget video, and now, yes, those kinds of things, we keep up with, and we learn how to do video, but there's so many tools that make it simple. You don't need all the fancy stuff.

Keep it simple. You don't have to have every latest piece of software, even if they promise you, you're gonna make a kajillion dollars by buying it, right? Only buy it if it makes sense for you. I'm not saying don't buy anything, but really evaluate that it fits in with your business, and it's something you will use.

Debbie Drum:

Good. I have a couple of different answers. I'm gonna answer quickly just because I think your answer was awesome, and we have a ton of other stuff to get to, but also, if you've been doing something for a couple of years now, you might think, "Oh, I have to reinvent myself," or, "I have to keep coming up with the latest and greatest cutting edge information and, if I don't, then nobody's gonna listen to me," and that also is not true, as well.

I mean, I will see, crazy as it is, 2018, somebody come up with a product on how to publish a Kindle book, and I'm like, "Oh my gosh! Where were they back in the 2010/2011, when all of these products have already come out?" On top of all of that craziness is, that person is making tons, and tons, and tons of sales on that topic. You don't always have to be the one to reinvent. You could always go back to the core, and just teach what you know, do what you know, and you don't always have to [crosstalk 00:48:02]

Alice Seba:

That comes back to their building of their audience, right? They're making that money because they learned to build an audience more than they brought something brand new to the table, right?

Debbie Drum:

Yeah. Although it's great and amazing to have new cutting edge content, because that really, really sells. If you can be on the lookout for that, and that's a later question, too, I think when we talk about ... Oh. That's actually ... Oh.

That's in two. Let's get to that question because, that's relevant to this. "How much time do you dedicate to new learning?"

Alice Seba: Oh yeah. Let's do that one together because it does make sense.

Debbie Drum: Yeah, and staying on top in the industry. I can answer that, first, just to piggyback what I just said is, while I don't spend a ton of time, I'm definitely paying attention, every single day, to what is going on, and what is selling in my industry. Right? Not everything, obviously, but especially related to my niche, and what my audience is buying, because when you can make something relevant, and make something cutting edge ... for example, we just recently sold a product on building Alexa skills, which is an amazing way to get content.

Alice Seba: Alexa?

Debbie Drum: Alexa. Amazon Alexa.

Alice Seba: The robot thingy?

Debbie Drum: The robot thingy. Artificial intelligence, which is a new way that people are searching for information.

Alice Seba: Oh right, yes. Okay. I gotcha.

Debbie Drum: So Alexa, teach me about how to get a six pack ab, right, then if you could be the one that creates that content, that content, it's all content, then you can relay people to your website, you can relay people to a subscription now with what they're doing. We won't get too crazy into Alexa skills, but it's new, and it's cutting edge, and it sold very well.

Alice Seba: Right.

Debbie Drum: It's something that you definitely want to keep paying attention to because, what also happens when there's a topic that sells very well, is that there's all these little things that go along with the success under the umbrella of that topic. If you can take a slice out of that and say, "Hey, look what I found based on all of this information," then now, you're gonna want to be providing that content, you're the one that's on that cutting edge, and people are gonna buy from you, which is super.

Alice Seba: Yeah. Good stuff. What about me, the lazy learner? How much time do I dedicate? Not a lot. Yes. I do work on improving myself, thinking about things, but I don't read a lot of personal development stuff. I just pay attention to what other people are doing, and people around me, and that kind of stuff, but active trying to learn marketing techniques, and stuff like that, only as I really need them, and from the beginning, I've also been very big on hiring people. Outsourcing.

I know how to make money in my business. I'm not gonna outsource that. I am the brains behind the business. I decide what products we're gonna sell, or I just, actually, did take on a partner who's doing that for me now based on me teaching them the way I do it, right? But I'm still in control of that, and that kind of stuff, I'll always be in control of because I'm responsible for the business to grow, but when it comes to learning new technology, or Facebook ads, or something like that, that stuff, I'm not gonna learn it.

It's not something I want to do, it's not something I'm gonna do, and because I already have the basic marketing skills, I can look at a Facebook. I don't have the patience to make a Facebook campaign, and all the little details, but I have an understanding of how one might work well, what kind of offer we can do through an ad, and how that might convert. I keep my focus on those main things, and all the little things that come up, I can hire someone to do.

Debbie Drum: You used a Mac today.

Alice Seba: Oh, I did! I did learn new technology today. She's on her desktop Mac, so that's why I was confused by the mouse, but I did use her laptop today and, I've gotta say, I'm almost an expert now.

Debbie Drum: Thanks to me.

Alice Seba: But I think that's because, they have made it more usable, they made it easy for me because, the last time I tried, it was so painful.

Debbie Drum: What you just said also brings me back to the previous question about the Facebook ads. What people focus on, and waste time, is learning stuff that is very hard to become an expert in, in a short amount of time. Facebook is always changing. I, too, have no desire to become a Facebook expert.

Alice Seba: Yeah. You have to have a certain skillset. It's a very detail oriented person. I think a numbers oriented person, too, which is not me.

Debbie Drum: But just looking at it in a scheme of, being your own person in your business, and wanting to do everything. You can't do everything.

Alice Seba: You can't. No.

Debbie Drum: I've learned that from you. Over the years, I've gotten more comfortable with taking stuff off my plate, and giving it to outsources or virtual assistants, and it's like, everyone swears by it, and it's amazing, and I finally did it, and it is amazing! Don't become a Facebook ads expert if you're in the middle of upgrading a product. You need to get that product done because, chances are, it's gonna be very difficult for you to get success with Facebook ads if you're the

one that's doing it. Either you get somebody to do it, you hire someone to do it, or you don't get traffic through Facebook.

Alice Seba: So many ways to get traffic, which brings us back to question six, because we're going backwards.

Debbie Drum: We're going backwards!

Alice Seba: Do you wanna talk about traffic and list building first?

Debbie Drum: Sure, so let's talk about the best ways. What's working now with traffic and list building, as those are two things that really push your business forward, getting people into the door, and the way that I do it, and it's worked for me, and it's a process that's definitely worth putting time into, and I just call it networking and partnerships. I'm not an expert in cold traffic. I've had people work, doing Facebook ads for me, but what I found to be most successful is partnering with other people who have similar audiences, and not necessarily doing swaps, but finding great products to promote, and I know that I have great products.

Finding that relationship with somebody, who just works out, because you're benefiting your customers, not because you want to just benefit each other. You want to get the information out to as many people as you possibly can. A person who has an audience that is exactly your target audience, and that can benefit from the information that you share, that's a match made in heaven. Right? That's my primary way of getting traffic.

Alice Seba: Guess what? My answer's almost the same. If the question specifically was, "What is working in traffic [inaudible 00:56:02]?" Lots of things are working. Right? Facebook ads are working. Google ads are working. Search engine optimization is working. That depends if you want to put your time and effort into learning it. There's a lot of change, as Deb mentioned. Things don't stay the same. There's a lot of detail involved with it as well.

I think you can learn the basics of search engine optimization easily, and apply those but, for me, it's a waste of time to get too focused on there because it changes all the time. What I find best, is focusing on people, like Deb just said. That's word of mouth from my customers, treating my customers really well, making great content, free content, that my customers are gonna talk about. They're gonna talk about my products and services, but they're also gonna talk about my content, and they're gonna spread the word for me.

Then Deb mentions partnerships. I focus on specifically an affiliate program where it's a little more formal, right, and people sign up to promote my product. They have their special link, but I really work on delivering lots of great offers that they can promote, creating content, again, for affiliates. If you're making content for yourself, to promote your products, let your affiliates also use that content, because many affiliates love to just share free content.

They're not sales people. They're a little shy about selling, but if they can share some free content, they're all over it. Not all affiliates. Some affiliates wanna go straight for the sales page, and those are great affiliates, those are wonderful affiliates, too. You accommodate all of them, but last year I started putting a lot of focus into my affiliate program, really treating my affiliates well, paying them frequently. Not just on time, and consistently, but frequently, so they'd get that reinforcement, doing regular product launches, so that they always had something to promote. All of that content and stuff like that.

It's all people based for me. I'm not reliant on technology. If something changes, people don't change that fast. Yes. Maybe some affiliate will move on, but then I've got other affiliates or partners, and things like that. It's an easier thing to keep consistent with.

Debbie Drum: Let me ask you this off the cuff question. If some people are curious as to, what kind of affiliates system to use, can you share your ...

Alice Seba: Oh dear. Yeah. That's always a tough question. It's technology, and I think people get hung up on what shopping cart they should use, that affiliate thing, too, and I've tried so many over the years and, it's funny, I've stopped trying something new for quite a few years now, because I always kept coming back to the same thing, and I personally use aMember. It's at amember, like the letter a and then member, .com, and it started out as a membership platform, but it includes your affiliate program, it's the shopping card, it's a membership thing, and you can even mail from there as long as you ... we don't have to get into that part, but anyways!

I like the all in one type of solution. I don't like piecing things together. It really depends on your preference. It's something that I've always used. I know quite a few online business people who keep coming back to it, as well. Some people hate it, right, but that's what I use. I mean, I've used things like JVZoo, which is mostly for internet marketing products. You just click bank, and stuff, and it's just not my thing.

Debbie Drum: Good.

Alice Seba: But other people love it and swear by it, so you never know! Like I said, yes, sometimes once you're an established business, and you've got a lot of products, moving is a pain, but you're not gonna know what you like until you get in there and try something.

Debbie Drum: Exactly. On this stormy, stormy night. I love this stuff. I personally use Zaxaa. I do piece a lot of stuff together. I've done a lot of research.

Alice Seba: A lot of people like that because they want to have the features they want. I'd rather just not mess with different things.

Debbie Drum: I use a lot of different tools. I've done a lot of research, which is another way that I make money, is I do a lot of research on tools. One of my best videos that I've done, it wasn't even on purpose. We talk about preaching from the heart. One of my best YouTube videos was, why not to use lead pages, but now I use lead pages, so I had to do a part two. Yeah. Just doing write ups on different tools, and then being an affiliate of those different tools that you have an opinion on because you've used them, and experienced them. That's another way to make money, so there we go. Let's see.

Alice Seba: Some outsourcing questions.

Debbie Drum: Yeah.

Alice Seba: I think using PLR, outsourcing are big themes.

Debbie Drum: Outsourcing. Yeah.

Alice Seba: We have two more of our planned questions, and then we can get into more Q and A, and we're glad that so many of you sticking around, and appreciate you spending the evening with us. I don't know if you can hear that. You probably can't hear the thunder.

Debbie Drum: It's pouring rain. Yeah.

Alice Seba: There's lightning and thunder out there! Power seems to be good.

Debbie Drum: Fingers crossed.

Alice Seba: Yeah.

Debbie Drum: Lisa says, "Repeat the technology platform." Zaxaa. Z-A-X-A-A.com That's what you purchase this product through.

Alice Seba: Yes, and it was aMember for me, if it happens to be that one, but it's probably Zaxaa, because that's a harder one to spell. Did you say zee? Because it's zed, by the way.

Debbie Drum: It's zee.

Alice Seba: Zed-A-X-A-A.com.

Debbie Drum: Z, like Zebra.

Alice Seba: As we say in Canada. Heatwave in Vancouver! Really? Oh no! I'm going home tomorrow, and I was hoping to go cool off tomorrow. Shoot! This is my beach hair.

Debbie Drum: Beach hair, don't care!

Alice Seba: I've been so sweaty, and sticky, and I'm like, "I can't wait," because I was complaining it was cold in Vancouver, and I'm like, "I want to go back to the cold," but I guess it's not cold. All right. Bronx. Oh! Rosalind's close by in Bronx. Oh yeah, she said she was in New York City. The next question was about motivation, which we touched on a little bit in here, right? I think that's number ... Did I skip something on my notes? I think I did. No!

Debbie Drum: No. No. We're on eight. Yeah.

Alice Seba: Okay.

Debbie Drum: Let's go. Do you find it hard to get motivated and focused sometimes? If so, what do you do to snap out of it and get what you need done?

Alice Seba: Of course. Everybody does, right? I think I'm getting it more now. It's funny. When I was first starting out, I really wanted it. I kept at it. I did whether I wanted to or not. I was motivated because I'd see those little successes, because I was doing stuff, right? I was learning, getting some money coming in, learning to build on that, so I was motivated to keep going. But on those times where you feel like, that's enough, don't sweat it. I mean, if you've got client work to do, you might have to come up with some solutions really fast. Perhaps hire someone to help you or figure out that, because you've gotta get that stuff done. You don't want to keep your clients waiting, but really give yourself a break sometimes.

We're our harshest critiques. We're the bosses to probably ever have. Sometimes we think that we have to do more than we really have to. I remember I used to have these crazy to do lists, and I'd have to do so much detail on products, or launches, or getting content out, but if I really looked at it, I could've honed that down to just a few things that I needed to get done. Don't overload yourself. Work on building a team, which I think we had a lot of questions about outsourcing, so we'll get into that, because I went, if you were one of my customers, and you've been in my Facebook group, you know that in the beginning of this year, I went through a real big phase of being totally unmotivated.

I didn't want to do anything. I was doing the bare minimum, but thankfully, over the years, and I didn't start out that way, that's right, because a lot of people say, "Well that's because you already have all of these people working for you," but I started out with nobody working for me. I built a team over time, and I have a system in place where we're regularly publishing products, and getting them out there, right, and other than planning the products, I have very little hand in making sure they get out there.

If I don't feel like doing anything, my products are still gonna get out there, my customers are gonna be taken care of by our support, and all of that stuff, so it's something you want to work towards so that you can have those lack of motivation times, or something happens where you have to take care of a family member, or your dog who just wants to snuggle, and you really want to snuggle with your dog rather than working, then you're ready for it.

Debbie Drum: Yeah. I mean, what you said in the beginning is the same for me, too. When I first started, I would work literally 14 hour days. I would wake up at 5:00 AM. When I had a full-time job, I would wake up at 5:00 AM, work 5:00 AM to 8:00 PM, and then a little bit throughout the day, during my full-time job work, and then at night, and once you get to that actual transition where you are making some money, and maybe you went full-time, and you developed these systems, and processes, what happens is, is you get a little bit tired, and then you're also a little bit older. I started in 2010! I had a lot more energy.

Alice Seba: You were just a baby.

Debbie Drum: Yeah, and for right now, I can't sit for long periods of time.

Alice Seba: Actually, that means you started at probably about the same age as me, right? That's funny. Yes.

Debbie Drum: Really? I was 30.

Alice Seba: Yeah. 30. I was about 30. I think I was 30. Yes! I was 30!

Debbie Drum: Wow! That's another thing we have in common. I can't sit for a long period of time without the bones starting to hurt, and things like that, so you have to work around that, right? We all experience that, as well, and I talk a lot about this in my business, and fitness, and moving around, staying in shape, getting up, stretching. You can't sit for long periods of time, and if you are sitting, make sure that you are being productive. It's very easy to putz around on Facebook for 35 minutes.

Alice Seba: I never ever do that. Ever. Ever.

Debbie Drum: It's a combination of work, and also a little social, too, and then whatever, but yeah, I mean, you do have periods of time where you get burnt out. I certainly do, and hopefully you have though, by that time, some systems put in place where you are starting to make some money, starting to make some passive income, starting to plan more, starting to plan your months out more so that you have projected income, things like that, which give you the ability to take a little bit of a break, sometimes, when you don't feel like working.

Alice Seba: I love the exercise thing, because I wanted to add another piece to it, too. Several years ago, when I decided I'd like to get into better shape, and exercise, I did martial arts. I started with karate, and stuff like that, and then, the last year or so, I became very addicted to yoga, and both those activities, and it doesn't even matter if you're doing weightlifting or things like that, there's a lot of the similar things, because it requires that consistency, developing of habits, focus, right? Martial arts and yoga require a lot of focus. Yoga, I love it because it makes me ... I'm calm. Things that used to make me anxious, don't make me so anxious anymore.

Debbie Drum: Like forgetting your laptop battery?

Alice Seba: Yes. I forgot my laptop battery, and she thinks I'm crazy for this five day trip, and she thinks I'm crazy that I wasn't totally upset about it, and I'm like, "Well, whatever." I did have stuff to do! It's not like I couldn't do nothing, but I worked around it. I learned to use a Mac laptop today because I forgot my charger. Every problem has a solution, which is another thing I said today.

My daughter get stressed out about these little things, and she gets so worked up, and I'm like, "Just stop for a second. Everything can be solved. There's always a solution, and if you can just stay calm, and keep figuring that out. Don't let those little things upset you or get you unmotivated, and make you not want to continue, because you can figure out how to keep going."

Debbie Drum: Yeah. Another thing. I know that there's books about this. There's methods that you can do, like work 25 minutes, stop working for 5 minutes, and I'm sure people here can name those methods.

Alice Seba: The Pomodoro or something?

Debbie Drum: Exactly.

Alice Seba: That's too structured for me but, yeah, a lot of people swear by that. If it works for you, yeah.

Debbie Drum: Sometimes, if you really don't feel like doing something, and you just say, "Alright, I'm gonna do it for five minutes," and then it turns it an hour, and then you've got an hour's worth of work done, which is great. It's just something that I do. I'm like, I'm gonna sit here, and do it, and then you're just in it, and you finish it.

Alice Seba: I guess I actually do a form of it. Maybe I'm lying. It does work for me because, sometimes, I'm involved in some Facebook groups for fun, and some of them are so compelling, that I say, "Okay! After I've written these three emails, I can go check what's happening in the group."

Debbie Drum: Reward! Right.

Alice Seba: I usually do it more task based than time based, that I have to do these things, and then I can go do that.

Debbie Drum: Yeah, I like that. Task based. Exactly but, yeah, the little rewards system that you do. I mean, don't reward yourself too much with food but, sometimes, food is a good motivation, right? Going out eat some sushi later, but you can only go if you finish this, this, and this. To be your own boss, to be an entrepreneur, you have to learn those skills anyway. You have to be self motivated. It's not gonna happen if you don't get the work done and, in the beginning, probably some of you here are just beginner and just starting out, maybe just entering this world of your online business. I don't know when you started to develop a team, but it took me a while.

I did a lot by myself. I also took on a partner, as well, so we shared a lot of the work, but you're not always gonna be able to hire somebody to do everything for you in the beginning. We can't all be Alice.

Alice Seba: I'll tell you how I did it. I'll tell you, but should we do our last question? Although, it's funny, I've already answered the last question, but you might have a new answer.

Debbie Drum: What was the last question? What is the most valuable skill? I have the same answer.

Alice Seba: Yeah, and that's mine. That will be the answer I repeat.

Debbie Drum: Yeah. I just have in my notes ...

Alice Seba: They can't see what we're looking at.

Debbie Drum: Copywriting, learn how to sell, and learn formulas. I think that there's a formula ... If you think that you're the worst salesperson in the world, there is a formula to sell something.

Alice Seba: I don't actually really know it.

Debbie Drum: If you could just touch on the certain things that you need to do inside of your copy, and include them all. I think there's six of them.

Alice Seba: Give some examples. I do know what you're talking about, actually. I thought you meant, because you used it in face to face sales, I know nothing about that, but in your copy, what are some elements?

Debbie Drum: I call them components of selling. A component of selling, for example, are testimonials, right? That's something, if you go to any sales letter in the world that actually sells something, and sells it decent, they're going to have other people saying, yes, this is thumbs up, this person used this product, and this is what they had to say about it. Right? Another component of selling might be adding some kind of emotion based words or stories to your copy, right, saying if you're overweight, I don't want to go too extreme but ...

Alice Seba: Relate to them on things that they might be feeling, right?

Debbie Drum: Yeah, like you can't play with your kid, you can't bend down, you can't sit for a long time.

Alice Seba: Health problems. Yeah.

Debbie Drum: Yeah, or you can't keep up, or something that touches that person's emotions, right, and brings out, I know it's horrible to say but, brings out fear, brings out anger, brings out ... maybe it's something happy, or whatever, or painting a picture of what your life could be if they can get to the point where they can achieve.

Alice Seba: Which you're gonna help them with, so, yes, you're agitating their pain, but you're giving them a solution.

Debbie Drum: Right. Those are two different things that ...

Alice Seba: Those are things that you can use in your regular content, too, right? Because that's what you're doing when you're teaching how to solve a problem in a blog.

Debbie Drum: Scarcity is another one. Scarcity is a great component of selling. Don't give somebody forever to buy your product at a special price. This product is going away, or the product is gonna be another price after a certain period of time, or this bonus is gonna go away. That's some kind of motivator to get people to buy now.

Alice Seba: Even the pain that they feel can be tied to scarcity, too, right? They can't afford their blood pressure to continue to hurt their health. They can't do this for another day. Really tap into that and make sure that there's lots of different ways you can do that.

Debbie Drum: That's so important. It's funny. We both answered these questions separately, not together, and this was our answer, which leads us back to the names that you said earlier, too. Starts the study, right, of copywriting and stuff.

Alice Seba: Yeah. We have two major topics, I think, that came up, were outsourcing and PLR. Do we want to look at specific questions or maybe start on those topics,

and have everyone put in their questions? We're both looking at the screen. As you can see, we're reading your questions. Oh, kisses for the dog.

Debbie Drum:

Frankie didn't show up.

Alice Seba:

Yes. That was Stella. Frankie is a schnauzer, yes? Frankie didn't come up. Frankie sleeps in the bed every night with me, and I thought that she really liked me, and that I was very special to her, but I found out that she sleeps with all the guests that come over, but she's the sweetest thing, sweet doggie, and Stella's very nice, too, but she likes to sleep with mom.

Debbie Drum:

She's too attached to me. All right. We've got a lot of questions here.

Alice Seba:

Okay. Should we just do that?

Debbie Drum:

Yeah. Let's do the questions. William says, "How do you learn what is selling online in your industry?" I know about our industry but, for other industries ...

Alice Seba:

I mean, look at what's out there. Look on Amazon. What's popular topics? I mean, especially if you're doing information products. You can tell other physical products and stuff, too, which are selling and are popular. What products are being reviewed a lot? Go ahead. I was waiting for you.

Debbie Drum:

Which is also, William, which really brings it to another topic, and just touch on this really, really quickly, is that you have to be in a niche where there are people buying.

Alice Seba:

Right. Don't try to make something totally brand new, that nobody's ever done, and you think, "Oh, this is gonna be really popular," because you find it interesting. You want to see evidence out there. There's lots of content, people talking about the problem, or whatever it is that you're offering.

Debbie Drum:

It shouldn't be hard to find stuff that is selling in your niche. If it is, then you're in the wrong niche.

Alice Seba:

Yeah, and you can join Facebook groups, and where there's other groups on the internet. I don't know. LinkedIn groups, if that topic's covered. I think that's more business stuff, but join groups, and really pay attention to what questions, and what problems people have. These Facebook groups, a couple of them that I said I'm a little addicted to. I'm partially addicted to it because there are people who keep coming with these problems and, to me, it's not business related. It's actually more personal development type stuff that, they keep coming with the same problems, and they can't see it, and I see these patterns in all of these people, that they're having troubles with specific things, and there's lots of products out there, related to that, that can help them, but they keep having that trouble, and that gives you some clues for sure.

Debbie Drum: Absolutely.

Alice Seba: If you don't want to create a product on it just yet, and you're building your list, and your audience, look for products, and sell them as an affiliate. You sign up for the affiliate program of an information product, physical product, whatever it happens to be related to that topic, and see if your audience is interested in it, too, because one thing you'll find is that, you may know that something's popular, but it might also not convert with your audience. If you have a subscriber list of a few thousand people, you want to figure out what they want specifically. You can look at the general public and see what they want, but it's your audience that you really want to be able to sell to.

Debbie Drum: Or it's your job to bring that relevant information to them, and convince them to buy, because that could be done, as well, as long as the market is there. Who asked this question? Patrice, who's been participating a lot. Thank you, Patrice. "What do you use to keep track of how your business is working, like knowing when you can afford to outsource your work?"

Alice Seba: You can afford to outsource it right away. If you can afford a domain, and some hosting, and if you're buying any information products and stuff, you paid \$17 to be here, you can outsource, because you start small and you scale. The point of outsourcing is that you are, and I think that's a [inaudible 01:20:15] answering two questions at once.

Debbie Drum: Good.

Alice Seba: For me, going back, it was 2002. Actually, maybe it was a few months in. I had a second baby, I had two really young children at home, I was stressed out. This was the days where when I went on a weekend trip, we didn't have cellphones that we could check on the internet. I was totally disconnected. I was so stressed out. I was disconnected from my computer, and I didn't know what was gonna happen, and I said I need help, because I'm on a little weekend away, and all I'm worried about is my business.

What I did was, because I was worried about my customers at the time, I was worried they were sending me emails, they needed help with downloads, they had questions, whatever it was, so I started, and I think it's a great place to start is, getting someone to answer those emails, to do the customer support and, the funny thing is, is that we think we spend so much time doing customer support, that it's gonna be too expensive for us to hire it out, but if you're making a few thousand dollars a month, or less, and even at higher levels, and it if it's not higher levels, you can definitely afford it, but if you're just making a couple thousand dollars a month, or less, a couple hundred, your customer support is going to be very minimal, and you are going to be shocked when you hire a virtual assistant, and she gives you your bill, and it's so tiny.

Everybody I know who's outsourced their support, near the beginning, has told me that they're shocked. They're like, "I thought it was going to be way more expensive," but the benefit of that is that you are no longer worried about it, you're no longer getting yourself upset when people are upset, and perhaps being rude, or even constructive criticism, sometimes, it could sting a little bit, right, and it's something that you start dwelling on, and you're not as focused anymore.

So when you get that off your plate, you can focus on growing your business. Like I said, my job is not to learn all of these new skills, to talk to customers all day. I love talking to my customers, and getting to know them on stuff like this, and in my Facebook group but, day to day, I'm not helping them figure out their password to an account, or anything like that, because I have more important work to do, so that I can serve my customers in a better way.

I'm growing the business, making sure we make better products, and if I'm doing all of those little things, I don't have time for that. Anybody can afford it. You start small, and then you start adding stuff because, the more you do it, the more money you're going to make, because you're gonna be focused on those money making activities.

Debbie Drum: Yeah. I mean I have a story, too. Just recently launching a software product, and every single day was, I've gotta test this thing, I've gotta make screenshots, I've gotta get those screenshots to the program, and that was just bogging me down, and I wasn't focused on what I needed to get done, and I was demotivated, and I was like, you know what? There's a ton of outsourcing sites. I use Upwork, but I also started using this other site, or company. They're called Time Etc. T-I-M-E-E-T-C. You could look them up and, what they do is, it's like the cater to you, and you just give them what you're looking for, and they actually find the person for you that will suit your work, and I found someone who is testing my software for me, and I just did a little bit of training for that. It's remarkable, how you can breathe again once you get that stuff off of your plate, and now the work is getting done, too, which is super.

Alice Seba: It's amazing how you can procrastinate these little tiny things. They might not take very much time, but if they're sitting on that to do list, you just say, "Scram. I'm gonna go cuddle the dog," and go do something else. I'm gonna watch TV.

Debbie Drum: That slows down your income.

Alice Seba: When you take those things off your plate, that you don't want to do, then you're definitely more motivated to do stuff. I don't use outsourcing sites, and I never really have. There's no problem with them at all, just for a different perspective, I've always gone through word of mouth, and as we mentioned about traffic, and stuff like that, people have always been important to me. I know they're important to you, too, Deb, but knowing people who, not just the

people who can help me, who have big audiences who might be above me, and not to say anyone's below me but, people who are providing services, and things like that, I know those people.

I know people who are doing that kind of work because, I benefit from them. Also, my virtual assistant, who also does some writing for me, I no longer hire any writers for my business. She's the project manager. She takes it over, and makes sure, and she then has that network of people, and gets word of mouth, too. If you know one writer, they'll know somebody else. It's just getting to know people in the internet marketing space. Not just in your niche, and not just people who can quickly ... I mean, these are people who help you grow your business. People who provide services are also people who help you grow your business, just in a way that we don't always think about. Know as many people as you can, or have someone on your team that gets to know those people, and then you always have people to hire.

The other key thing was, another reason I never needed the outsourcing sites is, I give people regular work. When I wanted to hire an assistant, she had regular work. She'd be answering emails every day, and then that creates loyalty from her. She's getting paid regularly. The one off tasks, I don't usually hire as much. I do now, but I mean to start with, just something that they could do regularly, some job, or something that's done all the time, that I can teach someone to do once, and they'll just keep doing it over and over again.

I have another assistant who sets up my products, and she does the sales letters based on templates, and things like that. She takes care of that every month. She knows it's coming, I tell her what we need, she works with the graphic artist, she sends the information to the project manager, who takes care of the writers, and it sounds complicated, right, but it was slow to develop that way.

Debbie Drum: Once it's set up ...

Alice Seba: Yeah.

Debbie Drum: Which leads great to Marcia. She asks a great question. "How do you outsource some of the work, like the PLR, to get started quickly?" That's really the answer is, to develop systems, put systems in place so that it's really just a machine that, once this is done, then the next thing gets done, and the next thing gets done. For example, if you were selling PLR, you already know what needs to be done because it's something that, if you put together a product, the same things need to get done time and time again.

You know you're gonna need a sales editor, you're gonna need graphics, you're gonna need links, you're gonna need a list, or whatever, however you communicate with the people that buy that product. You know you're gonna need everything, so you set it up once, so you create a template, you create a system, and then you assign people, or yourself, you can include yourself in

that, the tasks to get everything done, and I know there's a ton of different tools that you can use.

I use Google Docs so that we can be collaborative, and people can know what everyone else is doing, where everyone else is, and what needs to be done, and what isn't done. It's really just taking the time. The first one's always going to be the longest one because that's gonna determine your system, and then your system is gonna develop over time, and change over time.

Alice Seba: I wonder if Marcia is also talking about buying PLR, and then publishing it, right? A lot of times, and a few people here admitted, they buy PLR and they don't use it. You want a system, maybe a team, that can help you publish it, and like you said, some stuff gets published as is. PLR, I just put it out there, and then it's done, but I often will add stuff to it. Maybe add a video, add something else, maybe add something personal to it, a story or something like that, but having a ... this isn't PLR, but I'll give you an example of something I've done with videos that I've created, or training that I've done.

I hired a college student for \$12 an hour, and he takes a lot of the interviews and things I've done, and he grabs a few snippets of good, interesting content in there. He cuts up the video, which I hate doing so much. I don't know why. You said you like messing with video. I don't get it. I know how to do it. I just don't like doing it. He loads it to YouTube, he embeds it in a blog post, and he puts a little summary, and I come in, and add the personality, add other things like that.

You can do that with PLR, too. Your assistant can make sure it's loaded, maybe in draft in Word Press, or if you're publishing it to a membership site, wherever you're publishing it, have them do those little technical tasks that keep you from doing it, or load it into your autoresponder, but don't make it live, or save it as a draft in your autoresponder, so you can go in and polish it up after. You're just walking in at the last minute, and making it look like you did it all.

Debbie Drum: Awesome. Yeah. I wasn't really reading the question because I wanted to listen to you.

Alice Seba: Yeah. I'm not sure. Either way, both ways, it makes sense. Even if you are not selling PLR, if you're making products out of it, the same thing, there is all the same tasks every time you make a product.

Debbie Drum: Awesome. Okay, so somebody asked, "How do you manage your virtual assistants?" I said I use Google Docs. What do you use?

Alice Seba: The lady who manages the writer, she uses a project manager. It's a system called Base Camp, and then my other virtual assistant who does all the product setup, she's been a virtual assistant for years, and hasn't had a project management software, but she's gonna start doing it, but what I told her is that,

I said, "That's totally great, and anyone who works under you, for me, yes, get them in there because they work for me, but I don't want to mess with that." Two people communicate with me, only two, and I do it by email, and sometimes they have to deal with my chaos, and I've sent 10 emails. I try not to do that, but sometimes it happens, right?

I'm free, that way. I don't like to be boxed into a piece of software that's gonna tell me how to communicate. However, they're the ones who are actually working with people on a day to day basis, and these ladies are getting paid more, right, and that's their job, to take what the boss says, and turn it into something good, right? Personally, I use email, but yeah, Google Docs is great. I use, also, it's like Drop Box, but I use SugarSync, and anytime I save something to my computer, they have access in the files. I want the folders I want them to have access to, but they have access to everything, and when new content gets made for a product, they say that in the folders, and we just have access to everything, together, that way.

Debbie Drum: Awesome. All right. Do we have time for a few more questions?

Alice Seba: I think so.

Debbie Drum: All right.

Alice Seba: Brian was asking about selling PLR.

Debbie Drum: How do you recommend how to sell PLR?

Alice Seba: I have a course on that, by the way. It's called content cash flow, so if you Google that and my name, you're gonna find it, but it's a great program. Not only because, and here's something you can think about, too, if you're ... now, not answering Brian's question, but for everybody else. It's a training product, and it's information product, that sells very well, not just because it's content created by me, who's been selling PLR since 2006, but I also give personal help in it.

I help them promote their first product. If that goes well, and they launch a few products, and they're doing well, decently, in the business, I'll introduce my affiliates to them, and then they may eventually get into my secret PLR sellers group that really supports each other. I've gone beyond just educating them. I'm actually giving them real help, and anyone who takes this training, and does everything they need to do, they're gonna make their money back, easily, because I'm gonna promote their product for them, give them feedback on their sales page, so that we make sure that I can sell their product, and things like that.

That's what I was saying. If you can think of ways, you can go that extra mile. It doesn't take a lot of my time, right? I'm already promoting products. It's

something I have to do, so now I've just got extra products to promote. It's something I can easily incorporate into my business, but also make my product more valuable. If there's practical things you can do for your customers, try to incorporate that into your own. That was two topics at once.

Debbie Drum: Yeah, and I'll shamelessly make a plug, too.

Alice Seba: Yes, please. I was answering your question, but I want you to shamelessly plug.

Debbie Drum: Yeah. My isn't necessarily about a boat. I'll say a boat because I'm with a Canadian here.

Alice Seba: A boot!

Debbie Drum: A boat.

Alice Seba: It's a boot.

Debbie Drum: A boat.

Alice Seba: That's actually a [crosstalk 01:34:57]

Debbie Drum: PLR, per se, but I have a product that's called the journey method, and it's something that I've talked about throughout this training tonight, about using case studies and your own experiences, that you learned, to sell a product. Right? I've made a lot of money doing this, myself, so I gave an example earlier with video marketing. You have to pick a topic that a lot of people are interested in, and maybe they struggle with, like what to say on videos, what technology to use ...

ALICE SCREAMS

Alice Seba: Okay, now there's lots of action on here. Sorry! I'm not afraid of thunder, but the sound startled me.

Debbie Drum: Yeah. That was crazy. That was crazy. Stella got scared.

Alice Seba: Aw, Stella. Come here. Poor baby. Sorry if I scared with my screaming.

Debbie Drum: It's live, people. We're live. That was crazy. Just going through, maybe something, pick something that you're struggling with, and go through your journey to teach people about it, show people what it is, and the product

explains how to do that, and how to sell basically your own experiences even if you're someone who is in the group of, I don't even know what the heck I'm doing, but I'm gonna make a video, or I'm gonna make a PLR product, or I'm going to lose weight. Whatever it is, you show your journey. That also incorporates you adding your own voice to products and even PLR.

Alice Seba: "What's the name of Debbie's product again?" I think what you just mentioned.

Debbie Drum: The journey method.

Alice Seba: Who's that? Connie. Smart ass. I say about. I am from the west coast, so I don't say it quite how you may hear some Canadians say it. That's more eastern Canada, I think. However, I do say processed, which some people think is very weird. Not processed. There, Debbie got me to do it without having to do a thing. I don't know anything a boot that process.

Debbie Drum: A boot. About. That's hysterical.

Alice Seba: Jennifer says, "It was worth staying on this long just to see the reaction to the storm."

Debbie Drum: Thank you. Alice screamed.

Alice Seba: We actually scared Jeff's, or I did, scared Jeff's dogs, as well, because they came running.

Debbie Drum: Sorry, Jeff. Come here, Frankie.

Alice Seba: Yeah. Frankie is scared, as well. She's scared.

Debbie Drum: She doesn't wanna come up.

Alice Seba: There's a ton of stuff on the screen, so we may have missed questions. If you want to post it in there before we wrap up, no lights are flickering yet, but [crosstalk 01:38:15]

Debbie Drum: Thankfully. We might need to end this soon just so that we get the recording.

Alice Seba: Oh, true.

Debbie Drum: Laura says, "What platform do you recommend selling PLR?"

Alice Seba: I know you mentioned. Oh, yeah. Go to amember.com. It's a lot more user friendly than it used to be. There used to be quite a big learning curve to it. I say, between the PLR sellers I work with, about half of them probably use aMember, and have use JVZoo, which ...

Debbie Drum: Oops! Don't pay attention to my face.

Alice Seba: I know JVZoo.com. It's free. aMember, you have to pay. You pay \$179 once, but then if you want continued support, which I end up paying for every year, it's \$80 or something.

Debbie Drum: Well, JVZoo's not free.

Alice Seba: JVZoo's not free anymore? Well, no it's not. Of course, it's not free! Sorry! I shouldn't say that. Yes, I know it's not free. You don't have to pay an upfront fee. You're paying a percentage, which is gonna cost you more in the long run. Another benefit to it is, is that there's a lot of affiliates on there who want to sell products, but you still have to have a proven offer. You have to get out there, networking. It's not gonna be automatic.

Debbie Drum: Yeah. It's not as easy as it used to be, really.

Alice Seba: But one of the reasons affiliates like it, is because they can get instant commissions, so when the sale is made, the Pay Pal goes in there, but that's also super expensive to you, as well, because each time that happens, you pay a Pay Pal fee. However, and I don't want to get too technical. If you don't know what this means, then you don't need to worry about it right now because it's not relevant to you at this point, but if you use aMember, you get a mass payment file, you put it into Pay Pal, and you pay very minimal fees to send commissions. In JVZoo, you're paying that fee every single time they make a sale, and it really adds up.

It may be worthwhile. I think, for a lot of sellers who sell a lot, it's certainly worth it because they have those power affiliates promoting their products, and if that's your goal, go for it, but yeah, my preference is always aMember. Occasionally I've gone to JVZoo, but that's usually because the partner I'm working with, or somebody, prefers it. I'd rather stick with aMember. The ways I got around, the affiliate thing was, on a launch, I pay my affiliates daily.

Each day, I'll deal with the mass payment file, so it costs me a little bit more, because I pay about a dollar per person I pay, which is a lot less than paying per sale at Pay Pal, a regular Pay Pal fee for sale, and I also, with aMember, you can create links to any page, so I can do lots of free content, lots of different landing pages, and my affiliates have so many things to promote. If you use JVZoo, all you can have is one link for your products, so it's the sales page, essentially, or perhaps a lead magnet page, but then the affiliate can't link to the sales page. There's much more flexibility using aMember, so that's my fave.

Debbie Drum: Also, too, just to wrap up that question, aMember, Zaxaa, I pay a yearly fee for that as well, but they don't take my customers and promote any other products,

whereas some other platforms do. They will take your customers, and promote other products, and they make money off of your customers.

Alice Seba: Yeah. I don't know what the current status of is it, but a few years ago, JVZoo, if someone buys a product through JVZoo, there was a box that was checked automatically, that would say that JVZoo could also mail them, so you're essentially giving away your customer list, as well. That's a good reminder. That's actually one of the reasons why I didn't like it either.

Debbie Drum: Just to clarify. The coupon code that you got, there's no expiration for it.

Alice Seba: Nope! December 31st of this year.

Debbie Drum: Oh, there is.

Alice Seba: Yeah.

Debbie Drum: Well, there's no tight expiration.

Alice Seba: No, there isn't, but please use it by the end of the year. Don't forget. Use it soon. I've got some great products there. We have a new product every month. Just because, if we leave it open, then it could get shared, and yeah. We just don't want to keep it open ended. I used to, but then you lose track of those things that you do. Honestly, if you forget and you remember later, talk to Melody or Tanya in my support, and then, on an individual basis, we can help you out.

Debbie Drum: Margaret is saying she's bought several PLR products.

Alice Seba: I saw that question.

Debbie Drum: "Do I need a website? Should I be unzipping it?" Well, does she need a website? I mean you don't need a website if you're selling one off PLR products. All you really need to do is have a sales letter, and then a place where they can download their content, or you can have a nice thank you page where people can ... It's actually better if you have some kind of thank you page, or a place where your buyers can go, because then you could share other things that you might have going on in your business, like maybe other trainings that you offer, maybe other products that you offer, maybe other affiliate offers that you offer.

You're definitely gonna want to continue the process, and not just have somebody buy from you, and then that's it. That's what I tend to do. I like to have a nice thank you page, and as far as websites, Alice has a whole store of related content, so she has a website, and she has links, and things like that, and navigation, but you definitely don't need that all when you're first starting out, and you just want to get it up there.

Alice Seba: Start simple. Do something. You have to have a plan for the content. I guess if we were having a conversation, Margaret, I would ask you, what are you intending to do? But if you purchase content from me, it might be a report or something like that, just make an opt in offer. You'll need an autoresponder. If it's becoming way too technical, then all of these things are things that you can Google, and take it one step at a time, but I like Debbie's idea that, you don't need this big website, and hire a designer, and you do all of these fancy things with it.

Just work on one thing. Either you're gonna make a sales page, and you're gonna sell a product, or you're gonna make up a page where you're gonna start building a mailing list, and just grow from there. Some people do, do businesses without a website at all. They do it through a Facebook group, or something like that, but you're still gonna need a place to upload your content. You're gonna have to know how to grow that audience, and all of that stuff, but just one step at a time, and you're gonna get there. You're gonna learn. It's a big topic, to teach you how to start.

Debbie Drum: Yeah. Obviously, we can't get into the nitty gritty of every single topic tonight, but hopefully we gave you a good overview, and I think the most important thing, at least for me, that we covered for you tonight, is to not make things so complicated, and that these things that have worked, over and over again, with simple solutions and creating value.

Alice Seba: She wants a kiss from mom, too.

Debbie Drum: She's not getting a kiss from me. Creating value, and valuable content, and your own voice, these are things that have worked, and they will work for years, and years, and years to come, and then the second thing, too, is to just keep honing your skills on copywriting, on how to sell. Even if you're gonna outsource it, you need to learn these skills because selling is a way of ... Everything is sales.

Alice Seba: Honestly, just from my perspective, please remember I won't tell you exactly what to do. I will say what works for me, and you have to decide what works for you. I've never hired a ... I don't know. I shouldn't say never because maybe I have, and I don't remember, but I don't hire copywriters. I learned that skill, myself, but I always hire writers. The information that's inexpensive to hire someone to do that, it's not as critical to your business. Persuasiveness, it's the higher skill level, right? That's the selling and stuff like that.

You can go shell out thousands of dollars for a great copywriter, and if that's what you want to do, do it, but what I always do is work with content, or I create sales page templates that my virtual assistant can then modify for each product, and then I'll go back and fix it up, but it's something that I've always done for my business. I felt that was important enough for me to work on. You may find it different, so I'm definitely not saying that you should not hire, but it's

just a perspective of thinking of hire the lower level tasks, and focus on that marketing stuff.

But yes, I agree with you. You should know. If you're hiring any marketing type task, you should have an idea of how it works. Maybe not if you're hiring Facebook ads. You don't need to know the intricacies of the technology of how it works, but you should know what makes a good offer, like what are people gonna want to click on? When they get to the landing page, how do you turn them into a customer? Knowing that stuff, then you can get higher up from there.

Debbie Drum: Love it. Well, I want to thank you, Alice, for coming here, celebrating our friend-iversary.

Alice Seba: Yes!

Debbie Drum: Cheers.

Alice Seba: Happy friend-iversary, and thank you guys for coming. Do we want to take a quick ... I don't know how that ...

Debbie Drum: What were you gonna do?

Alice Seba: I'm gonna move the mouse down to see the rest of the question. Oh look, I did it! Stella's proud of me.

Debbie Drum: One finger.

Alice Seba: "Thank you. Congratulations." Nope. You do it!

Debbie Drum: Just go right over it. Lots of thank yous.

Alice Seba: I did it by accident.

Debbie Drum: Janice, Brian, Lisa.

Alice Seba: I love the casualness. See? We don't have to be perfect and professional.

Debbie Drum: We're all about that.

Alice Seba: You can be who you want. You can be that professional formal person. It depends on your audience.

Debbie Drum: Thanks, Grace. Oh I would say, Lisa, just join our list so you'll get the updates on the latest, and greatest, of we're sending people, and stuff like that, which you already are.

Alice Seba: Yes. You're on Debbie's and, if you used your coupon, you're on mine.

Debbie Drum: Thank you so much, Janice. All right. Well thank you, everyone. We had so much fun. I knew this was gonna be fun. See, I knew it. We love talking about this stuff, and sharing it.

Alice Seba: She's talking. That's how they talk in New York. You were making fun of me. I haven't made fun of your accent, yet

Debbie Drum: Okay. All right, everyone. Have a great rest of your day, and night, and we'll see you soon.

Alice Seba: Bye-bye, Stella.

Debbie Drum: Yay! Bye, everyone.

Alice Seba: Frankie, you didn't want to be a star. She's not a lapdog, is she?

Debbie Drum: Frankie?

Alice Seba: Does she get in your lap?