



Presents:

# Podcast Episode 105 Update: How I'm Changing My Focus And What It Means For You



By: Leslie Samuel



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## Introductions

*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello, hello and welcome to another episode of [Learning with Leslie](#), the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google has a mood swing. I am talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel, from [becomeablogger.com](http://becomeablogger.com) where we're changing the world one blog at a time.

As usual, I have another exciting episode for you today... Well, you know, I think it's exciting. I think it's very exciting. It's actually going to be a little different. I'm going to be sharing stuff with you that have been on my heart for a while now, some of the struggles I've been facing to figure out who I am and what I am really trying to accomplish with what I do online.

Am I putting my money where my mouth is? Am I taking the kind of action that I encourage you to take? Contemplating these questions have caused me to make certain decisions and these decisions will affect everything I do.

In this episode, I'm going to cover some inevitable changes that I'm making in my focus that will result in more value for you. That's what I'm going to talk about today.

All right, it's been a long time coming because this is something that I have been thinking about a lot. I'm going to be sharing a lot from my heart in terms of some of the

things that have been going on in my mind and some of the struggles that I have been having.

No questions today from the hotline but, I just want to remind you as usual that if you want to ask a question, you know what to do. You can call the hotline and the number is 888-835-2414.

Of course, I want to let you know, this is brought to you by my ten free videos on Become a Blogger where you can go and learn how to become a blogger. That's all I'm going to say for now. It's free. It's good so, check it out at [freebloggingvideos.com](http://freebloggingvideos.com).

Let's get right into the content for today.

## Change is Inevitable

You know, change is inevitable. If you are not changing then, you aren't making progress and you can quote me on that:

*"If you're not changing, you aren't making progress."*

The world around us is constantly changing and I find that every so often I go through a significant period where I realize that change is necessary and there are certain changes that I have to make. This is the result of some thought processes that I have been going through. This isn't going to be necessarily the most structured episode or anything of that sort. It's really me just kind of talking about some of the things that's been going on with me in my mind and hopefully, you can identify with some of them and hopefully, you understand why I'm making the changes that I'm making.

I believe personally that these changes are going to result in even more value for you. So, let's get into some of the background.

There's one question that I have been asking myself over the last few months. That question is very simple. I've mentioned this question before but, really I've been thinking about it a lot recently.

That question is this, "Why do I do what I do?"

I know the typical answers and I know the answers that I give. I know I love to teach and having a platform where I can teach things and I'm passionate about, that's a great thing.

I know I love to help people. I want to help people and to be able to do that online or offline, I think it's a blessing and I count myself privileged to be able to have a platform where I can help people all over the world.



I want to create content that inspires others and change the world. That's my tag line. That's what I'm all about – creating content to inspire others and even change the world. I have this thing in my mind that yes, one person can produce a significant amount of change in the world as is evidenced by so many people that have gone before that have done some really, really great things. I'm actually reading the biography of Steve Jobs right now by Walter Isaacson.

Steve Job was an interesting guy and whether you like him or not, he has had a significant impact on everything we do today. The fact that I'm recording this right now is a testament to his legacy and what he has accomplished. As one person, because of the type of person he was, and because of the fact that he believed that he could change the world, he actually changed the world.

Seeing those types of things makes me even more passionate about this concept of blogging and about what we as bloggers can do. I know that I want to equip you to do something huge in a way that benefits the world. That's a big part of my passion.

Now, all of those things, when I say why I do what I do, it all seems to make sense. It does make sense in my mind at least. And then, at the beginning of this year, I went to [New Media Expo](#) in Las Vegas, Nevada. It was a great experience.

But, there was something that I have hesitated to talk about because I didn't want to feel as if, I didn't want to seem as if I'm talking bad about other people because it's really not about talking bad about other people, it's not about putting others down. It's really more of an emphasis on something that I found myself to be less and less comfortable with.

It might seem a bit strange but, here goes.

So, I went to New Media Expo and it was a great experience. If you don't know about New Media Expo, it's where bloggers, podcasters, webTV producers come together. There's a big conference with a number of sessions. You get to learn a lot. You get to connect with other bloggers that are on similar paths to you and that are a little farther along in the journey or not as far in the journey. It's just a great place to connect with people and I encourage anyone to go to these types of conferences where you can meet people.

But, there was one thing that really, it just somehow it didn't sit well with me. A lot of it was about promoting yourself, often in a way that places a strong emphasis on what you've done and how awesome you are and how amazing you are and making the right connections to help you to propel your business forward and do even more great things and something.

There was something about this concept that there are a few bloggers that everyone knows and these bloggers are placed on a pedestal. I understand the concept but, I came to realize that, you know what? That's not me. That's not what I'm about. That's not what I want to be about.

While at the conference, I had a number of people come up to me because they knew me from [Become a Blogger](#), from Learning with Leslie, this podcast that I'm doing and it was kind of cool that people were coming up to you and recognizing you from the work that you've done and it was great to see that people were actually finding value in what I was doing.

To a certain extent, this is my mind, yes, maybe I'm weird but, I was a bit disheartened a little bit because it almost felt as if they were looking at me as if I was different than they are, that I had something special that they didn't have, that yes, I can do what I'm doing today and man, if only they could do the same thing.

That really, to me, is a distortion of reality because I am really no different than anyone else that's out there. But, I am passionate about creating content to inspire others and even change the world. And, because of that, I do the things that I do.

I had someone come up to me asking me, "How does it feel to have all these people come to you because they know you from what you're doing and they see how great what you're doing is," and all these types of things. We had a long conversation about the fact that listen, don't look at me different than yourself. We're all trying to accomplish big things. That's why we're here at this conference and we all can accomplish big things. I am no better than you. You are no better than me. We all put our pants on one leg at a time or if you're a girl and you're wearing a skirt, you do something different with that. But, you know, I'm not... anyhow, that is not the point.

But, anyhow, I had a blast. It was great for connecting but, in going there, I decided I wanted to focus on something different. So, for me, while I was at New Media Expo, it was not about going there and connecting with who we typically think about as big bloggers. It wasn't about getting in with them so that, they can promote what I'm doing or that we can connect in a way that would result in me having more success. There's absolutely nothing wrong with that.

In certain ways, I encourage you to do that but, I decided that instead of trying to do that, I was going to look at everyone in that conference as if we're all equals because I really do believe that we are all equals. There's no big, no small, there's no pedestal. Forget this pedestal stuff. I'm not above you. You are not above me. We're all just regular people. I know myself. I know my shortcomings. I know what I do well... at least, I'm learning what I do well but, I know what my weaknesses are. And, because you don't see all of my weaknesses, that do not mean that they are not there.

I have bills. I struggle sometimes to pay my bills. Even though I do relatively well online, yes, it's still a struggle. My wife isn't working. I'm the only one that's working and I'm doing what I'm doing online to supplement my income and that is helping us tremendously but, I am not the person that has this huge house because I'm focusing on paying off bills. I'm focusing on these regular struggles that we all have. Life is real and I am making it by God's grace just like you are.

I don't want to sound like I'm preaching but, I'm just really trying to get certain things off my chest and also in a way that I could share with you some of the changes that I'm going to be making and so that, you fully understand where I'm coming from because really, this podcast isn't about me getting to hear myself speak, or it's not me saying, you know, I have these number of subscribers. It's not about me saying that I am this big blogger because I am not this big blogger.

I am just like you.

We all have our issues. We are all good at something and if we can hold on to what we are passionate about, and use that to build something substantial, I think that we can change the world. By "we," I mean you, me and us together just doing these types of things.

So, this concept of being on a pedestal, I don't like it. It's not all about me. It's not all about you. It's about us building something substantial.

I'm also getting really excited because I look at the people in the Become a Blogger Community and some of the things that they are doing.

Holly from [Happy Food, Healthy Life](#), she is doing great things over there with her blog. She just started offering coaching and she got approached by her first potential client and it's exciting to see those types of things. She's blogging about helping people to have a healthy relationship with food. That is something significant. That is something people struggle with and she is solving a need and that gets me excited.

I see Serena also in the Become a Blogger Community and she is growing her blog. It's called [ThriftDiving.com](#) where she teaches people to find these really cool things in thrift stores and make awesome things from it. It's kind of like a DIY blog, do-it-yourself. She is getting people now to pay her for videos that she's creating. That is progress and that gets me excited.

I see Rochelle from the [SingleStatus.com](#). She teaches single women how to live life to the fullest and she was featured on TV the other day. All that kind of stuff. Holly is potentially going to be featured on TV also.

I interviewed someone just today for the podcast. His name is Moutassem. He is living in France and he has a blog about meditation and the benefits of meditation and how to do meditation and all that kind of stuff. He is a chiropractor. I don't want to share the entire story. You'll hear more about it but, he just launched his first product. It did very well.

I see Robert Harper in the community from [RoamingStartup.com](http://RoamingStartup.com). He just put together a Mastermind group within the community so that, members can hold each other accountable and I know that there are tons of others out there that listen to this podcast, that are doing great things, that have gone through Become a Blogger, whether it's the [free course or the premium course](#), or just reading the blog and all that kind of stuff and doing big things. That gets me excited.

This is what it's really about. These things tell me that what I'm doing, it's not in vain because you are out there and you are being motivated and you are taking action, and by you taking action, you too can inspire others and change the world. That just blows my mind. It gets me excited and it just makes me so happy.

When you go out there and you do these things and you have these experiences, please come back and tell me about it because I don't take that lightly.

It makes me know that what I'm doing is worth something. That is not about me. It's not about a pedestal. It's about us accomplishing big things and just following our passions and doing things that can have a tremendous impact on the world.

So, all of that being said, I've been thinking a lot about the future and where I really want to be, what I really want to do, what I want Become a Blogger to be, what I want to teach, how I want to help you. I tell you, I say this a lot that it's possible to do great things with a blog and to a certain extent, I feel that I have demonstrated that.

There's one thing that I've never wanted to be. Those people that, and I'm not talking down about these people. I think it's great that they do what they do if they're doing it in an ethical way but, there are a lot of people that make money by teaching people to make money online.

That's how I make money. What's your business? I teach people to make money and then, they pay me in order to do that. I do not want to be that person. That is not who I want to be. I want to demonstrate excellence and teach people how they too, can do the same thing.

So, I started my [Biology blog](#). I started it back in 2011, at least that's when I really started focusing on it and I love it. Now, I'm getting about 50,000 unique visitors a month. It makes anywhere between \$1,500 and \$2,500 a month. I am not complaining

about that because that is great. It's helping so many people. I've gotten thousands, between two and three thousand emails and messages from people all over the world letting me know what that blog is doing for them.

However, before the last two weeks, I had not worked on that blog since August of last year. So, between August and February, what did I do for that Biology blog? Absolutely, nothing. And then, before that, in August, I just did like two weeks of work and then, before that, I hadn't done anything since January.

In other words, I was very inconsistent, very irregular. I wasn't doing anything to promote it. I wasn't doing anything in terms of networking. I was just depending on what I had done in the past. That is great because that means that I do have a business that is **relatively passive**. I have people working on the blog and so on but, me personally, I was not doing the strategic things that I know how to do and I teach people to do to grow my blog. There is so much more that can be done.

Now, I have never built a \$10,000 a month business. I've never built a \$20,000 a month business. I have never built a \$30,000 a month business. But, I tell you, it's possible. I have never built a site that gets 100,000 unique visitors per month. I've never built a site that gets 500,000 unique visitors per month or a million unique visitors per month. But, I tell you, it's possible.

I have never had what I do be featured on TV or cable networks and news and all those types of things. But, I tell you, it's possible. I don't work on my Biology blog but, I tell you to work on your blog that you are passionate about.

Part of the reason why I haven't been working on the blog is because it's hard to balance everything. I'm a University professor. I'm a new father. I'm a husband. I have Become a Blogger and Become a Blogger was going so well that I decided to focus more of my time on Become a Blogger because it was doing so well.

I said, you know what? I'm just going to let the Biology blog run, have my assistant manage it, and everything will go fine. Everything has been going fine but, I think there is more. I don't work on that blog and that blog is a perfect example on how a blog can grow on autopilot if you do things right in the beginning.

But, imagine if I were to invest my time into really building it. How many more people can I help? How much more money could I make with that blog, with that business and how much more could I help you? How much more could I learn in the process of building a \$10,000 per month business, a business that reaches 1M people on a monthly basis? How much more can I learn and how much of that can I share with you?

I've decided that I want to change the world even more and I want to help you change the world even more. I need to change what I do in order for that to happen. I don't want to just leave a dent in the world. I want to tear the world apart and I mean that in a positive way, of course.

## **#1: Change in Focus**

I have decided that there needs to be a few changes. Change number one and there are two main changes that I want to talk about and I want your feedback on it. I really want to hear what you have to say. This is going to be Episode 105, [becomeablogger.com/episode105](http://becomeablogger.com/episode105). This is one way I really want to hear from you.

These are the changes that I'm making.

Number one, change in focus. I'm deciding now that I want to focus more on Interactive-Biology. I want to go back to the basics and even go into things like really defining who my target audience is, really creating an effective follow-up campaign with my newsletter, on Aweber and all that kind of stuff. I want to focus on creating content for that blog once again, the same type of content that got me to build it to where it is today. So, I'm going to be making, not I'm going to be making, I have been making for the last two weeks three videos per week. So, I post on Mondays, Wednesdays, and Fridays.

I want to connect with people that are out there in my niche by connecting with other bloggers that are trying to do things when it comes to Biology education online. I want to be attending conferences.

For example, I'm going to my first conference that's related to this. I'm going to a Human Anatomy and Physiology conference in May. Once again, that's going to be in Vegas. So, I'll be in Vegas. I will have been in Vegas twice this year after never being to Vegas before so, I'm looking forward to that.

I want to go beyond just doing what I'm doing right now to changing the way people learn Biology, changing how people interact with Science. I want to change the world of Science, specifically the world of Biology. I want to form strategic partnerships.

For example, I just actually connected with a 3D Anatomy App company called [3D4Medical.com](http://3D4Medical.com) and now, my videos are 3D which is way above anything that I was able to do before. That strategic partnership is going to help me to grow what I'm doing even more. I want to be doing big things.

There's a change in focus. Instead of blogging three times per week here at Become a Blogger where on Mondays, I have a written article. On Wednesdays, I have a podcast episode, and on Fridays, I do a video, I'm just going to be doing one update per week. That one update is going to be a podcast. I'm going to switch back to just one podcast episode. That podcast episode will be on Tuesdays starting next week.

It's great because I actually have the next three weeks of podcast episodes recorded. So, I can spend more time focusing on the Biology blog.

Now, what you can expect from those podcast episodes is going to be a little different because now, I'm going to be actively growing my blog, actively doing a lot of the things that I know that you need to do to build a blog into something significant, and even learning more so that, I can do more to take that blog to the next level.

So, my podcasts are going to be updates on what I'm doing. I'm going to be sharing with you exactly what I'm doing so that, you can follow along in this podcast and do similar things for your blog, give it your own tweaks and all that kind of stuff to be able to do big things in your niche with your blog and accomplish more and change this world even faster, even better and all that stuff.

I think that by me making that change, that's going to help you even more.

Now, I'm also going to be getting more help here at Become a Blogger. I connected with a copywriter that's doing an awesome job. I've never met anyone that can take my thoughts and put them to words in exactly the way I would put it to words. I'm excited about some of the things that we're working on right now behind the scenes and she's going to help me with a lot of what's happening at Become a Blogger to make it even more efficient and make it better for people that are coming into Become a Blogger.

Eventually, and this is my ultimate goal when it comes to Become a Blogger. I want Become a Blogger to be **more strategic**. Yes, I want there to be the how-to's because you know what? That's something that my target audience struggles a lot with, just figuring out how to do the things that needs to be done whether it's just setting up Wordpress to doing some SEO to creating videos and all that kind of stuff.

But, I've also come to realize that a lot of bloggers fail because they know the how-to but they don't have a strong foundation. I want to be able to help bloggers from the beginning, set that strong foundation so that, they are increasing their chances of success. I want the fundamentals of blogging to be more thoroughly covered and that is one of the reasons why I'm going back. I'm revisiting those fundamentals for my Biology blog and I will be sharing that within Become a Blogger. [Become a Blogger Premium](#) will be changing over time to become more of that strategic and the how-to type of a course.

So, switch in focus. That's the first change. I'm going to be changing my focus to Interactive Biology and Become a Blogger will be a reflection of that where I'm showing you exactly what I'm doing so that, you can go out and do the same thing.

I'm not going to be holding things back. It's not about me holding my secret so, I can succeed and you can't succeed. I want you to know how to do the things that you want to do so that, we can go and just change this world. I know that you can tell that I am passionate about that.

So, that's the first thing, a change in focus.

## **#2: Change in Concept**

The second thing is I'm also going to have a little bit of a change in concept. I've been blogging since 2008. Sometimes, I feel like I need to remind myself what it was like to not be able to afford the things that I pay for today. I spend about \$300 a month on my servers. I spend about \$1000 a month on getting help – my virtual assistants and the different things that I have people working on for me. That's about \$1000 a month.

I spend about \$450 a month just on autoresponder services because I value my email list and I think that that is the most important asset that I can have when it comes to my online businesses.

Now, I couldn't always do that and at certain points in the past, trying to pay \$10 a month would have been too much for me. I remember when I was in Germany, working on my Master's Degree, I hardly had money to eat and it's only by God's grace I was able to survive and get food in miraculous ways. And, if I were to share with you all of the stories of how I was able to get food, when I had no money, it's just amazing.

Sometimes, I feel as if I forget that. So, I talk about all these different services that you can pay for that will help you to do great things, and I find a lot of value in those services. That is why I promote those services.

But, what if you can't afford that? What if you can't afford a \$247 course? What if you can't pay \$10 a month for hosting? What if you can't get a \$20 per month autoresponder services? Does that mean that you still can't change the world? No, it doesn't. I wish. I wish. I really do wish that when I was in those positions, I had someone that showed me exactly how to do or some strategies that I could implement to build something significant, something substantial even back then when I didn't have it because I believe that today, I will be much farther along.

So, I want to be sharing with you different ways on how you can accomplish big things online **without spending one dollar**. Why? Because I think it's possible. And, I think that if you're passionate enough and if you're willing to work hard enough, and it's going to take more work. If you can't pay anyone to do anything for you, you're going to have to do more on your own. But, it is possible.

And, I want to be able to equip someone that has a passion for something but, doesn't have the money, doesn't have the funds, can't afford to purchase a course, can't afford to pay for hosting. There are ways. I am starting to figure out because now, I am actually intentionally looking for those ways as opposed to before when I was not.

Now, I am looking for those ways even more and I am going to be sharing that with you so that, you know what your options are; so that, you don't have to not do things because you don't have the resources, because you listening to this right now, even if you don't have a cent to your name, you can still change the world. You can still have

an impact and I believe that from the bottom of my heart and I want to be the person to show you how you can do some of those things.

You're going to notice a change in focus. Yes, I am going to be sharing what I'm doing. I'm going to be sharing things that you can do regardless of your level of resources. I'm still going to be interviewing bloggers and I interviewed two people today, and oh my word! Some amazing content is coming your way over the next few weeks because these interviews, oh man, I learned in these interviews. I was inspired by these interviews and I am excited to share these interviews with you.

Those are the changes that I am making. And, as I said before, I want your feedback. I want to hear what you think about these changes that I am going to be making over the next few weeks, over the next few months, and over the years to come because I want to help you create content that can inspire others and even change the world. I believe that you, you that's listening to this right now, you can do it.

I don't want you to accept anything less than that. It's not just about making money. Making money is great but, that's not what our purpose is, at least that's not what our sole purpose is. We still want to make money. I like to make money. Making money is good, making money is fun. But, we want to do even more than just that.

So, I hope you got value from this. I hope you are motivated to do some great things and to follow me along in this journey. Come back to the blog, [becomeablogger.com/episode105](http://becomeablogger.com/episode105) and give me your thoughts, give me your feelings. I want to know where you are mentally and if you are going to be with me on this journey.

I'm not going to plug anything right now. I just want you to come over to the blog and leave your feedback.

This is going to be an interesting year. When I thought about 2013, I thought it was going to be great but now, I think it's going to be even greater. So, let's do this. This is Leslie Samuel from [BecomeaBlogger.com](http://BecomeaBlogger.com). Until next time, take care and God bless.