



Learning with Leslie
Podcast Episode 126



WHY
I want
to make a
LOT of
MONEY
with
my
Online
Business



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 puts you in detention. I'm talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from BecomeaBlogger.com where we're changing the world one blog at a time. As usual, I have another exciting episode for you today.

In today's episode, I'm going to talk about *Why I Want To Make A Lot Of Money With My Online Business*. Yes, you heard it correctly. That's exactly what I said. Now, I know what you're thinking. If you've been listening to this show for a while, you probably know that that doesn't sound a lot like me.

However, as I share some of the things that have been on my heart, you will begin to see why I'm saying that, yes, I want to make a lot of money with my online business. My hope for this episode is that you will listen and be inspired that you will take your WHY very seriously if you don't already do so and that you will be pushed to think outside the box, and maybe even burn that box.

So, making money, that's what we're going to talk about today.

That is it. That's it, like in front of me right now, I have my show notes and it has my introduction, my outro, and it has written "that's it." That's all the notes I have.

Now, this podcast isn't one that I usually edit. No, I actually just don't edit my podcast at all but, I usually have an outline of everything that I'm going to cover for every episode because I want to make sure that I'm giving value.

In order to give the maximum amount of value as possible, I like to prepare so that, I know what I'm talking about. But, this episode is going to be totally different and the reason why is I want it to be as if, you, as a friend, you're here with me, we're chilling in my house and we are just having a discussion.

I'm just sharing what's on my heart. There's been a lot on my heart over the last few weeks and I want to actually share that with you because that's what we do here, we share.

I really hope that by, I wish it was a discussion, it will be a discussion after you can come to the Show Notes and chime in a little bit but, for right now, it's just going to be you listening as I share certain things that I'm passionate about.

I DON'T Care About Money

I've been doing online business since January 18, 2008. Since then, I have gone through so many different changes. One of the biggest changes that I think my business has gone through is a focus of, first it was just about, "Hey, I want to make money and I need to find some ways to make some extra money, pay some bills, do some travelling, do some things and all that fun stuff," to, now it has changed to having a focus of changing the world because I see how impactful what you do online can be and I'm excited to share that with others and to get them thinking outside the box, to get them doing things that really can leave a mark on this world.

In that process, one of the things that I have not really been thinking about is money. Now, I teach people how to make money online, and I think it's a great way to make money because there are so many things that you can do today that you weren't able to do before.

Building a business today, the barrier of entry is significantly lower. However, to really build something significant, you have to be creative. There are a number of things that you have to do and there are a number of things that you have to do.



I want to make sure people know how to do that but, to be 100 percent honest, I personally haven't been focused on making money. I have been making money but, if you notice the way I do things online, it's just not a focus on mine.

The reason why it's **not a focus of mine** is really and truly because I don't care about money. I don't care about being able to say, "Hey, you know I'm driving a nice car, I'm wearing the most expensive clothes. I have a huge house..." I don't care to be able to say that. I don't care for people to see me as someone that's rich. I don't care to be able to buy everything that I want or that I think I want or whatever the case might be. That means absolutely nothing to me.

I've been in situations where I hardly had any money, whatsoever to the point where I didn't even have money to buy food, to pay rent, and those types of things. And, I was happy. I was happy then. I'm happy now. I personally, I don't need a lot to be happy. I have people that love me and that is extremely important. I have people that I love and that is extremely important.

So, if I am dirt poor, if I am 100 percent dirt poor, I'm fine. I will be fine. I know personally, and there's going to be somewhat of a spiritual twist to some of the things that I'm saying in this podcast episode but, personally, I know that God is going to take care of me. He's proven that to me over and over in so many different ways that I refuse to worry about my life.

So, that being said, making money has not been a focus. However, now, I still want to change the world but, the dreams that have been placed on my heart are so big that I've come to the place where I realize, you know what? I need to change the way I do certain things. I need to come more correct than I've been coming in the past.

Building a Community to Help People

I'm not saying that I want to be focused on what's everything I can do to make money but, I need to turn this into a business that is thriving. It's doing fine right now and I've made changes over the last few months that have impacted the financial situation of Become a Blogger. We're not making as much money as we had been doing in the past and that's fine because I have more of a long-term view when it comes to building an online business.

What I want to focus on primarily is in building a community of people that believe that they can change the world and to give them the resources to do so and to build their online business and to do the things that they are trying to accomplish in life.

I want to share some of my dreams with you because over the last few, I don't know few whatever, one of the things that I've had a burden for is young people because I see a lot of

things that's happening in the world right now, I see the young people around me and I see the things that are taken for granted. I see the time that is wasted, the potential that is wasted.

I look at my life. I look at, for example, when I came to the US, at the age of 17. I just turned 17, I came to college. I went to Andrews University and there were so many great resources there for me to take full advantage of but, I didn't. I wasted so much time. I did terribly.

My first semester in college, I got a 2.0 GPA. My parents sent me to this University at the time, it was something like \$17,000 a year and they're spending a ton of money for me to be there and I am wasting my time. I'm having fun. I am partying. I'm hanging out with friends. I'm not getting anything done.

I promised my parents after the first semester that I was going to do better. I did significantly worse. I got a 1.78 GPA the second semester and I wasted a lot of time, a lot of potential, a lot of money.

I look back at those times and I think to myself, I wish there was someone there that I could look up to that kind of took me in and mentored me and brought me to the realization that I don't need to waste my time, brought me to the realization that there's so much out there for me so that, I could have done much more than I was doing at the time.

I don't want to talk about my entire college career because it was really—Not because it was really bad. It was really bad in some ways but, it was really good in other ways. And, if I had that person, if I had that place that I could go where I felt safe, where I felt loved, where I felt that... man, there's more out there for me, I think it would have made such an impact in my life and a lot of the things that I'm doing today, I would have been doing years ago. And today, I would have been much farther along than I am right now.

My Vision

That being said, I have been seriously having a burden for young people, to have that safe environment that they can come to, to have that person or those people that they can interact with that show them there's much more to life than just having fun, partying, drinking, smoking and just doing things that aren't going to help you to accomplish anything significant and to



know that you as a young person have the ability, if you spend your energy the right way and you know the right things and you get the right guidance, you can change the world.

I think that if more young people realize that there'll be so many amazing things happening. Yes, there are amazing things right now but, there'll be so many more amazing things happening.

It's something that I have been thinking about in my mind without sharing necessarily all the details of it with anyone. One day, I decided that I was going to talk to my wife about it. When I spoke to my wife, she had been thinking the exact same thing over the last week.

Whenever that happens, we feel as if you know what? This is something that we need to do something about. This is something that we can't just sit on and say, "That was fun. That was a great conversation. Yes, that was cool." And then, move on with life just the way it was before.

No. Something needs to be done about it. So, here's my vision. Here's my dream and this extends not just to what I do online. This just extends to every aspect of my life.

I imagine myself, my wife, my family, and I as we grow our family, living in a place, a house where kids can come. We live in a University area and I don't know if you know all the stuff that goes down in Universities but, it can get pretty crazy.

But, if we live in a place, in a house, let me say, in a place because as you see, what I'm going to describe is much bigger than just a house. A place where they can come, number one, and feel as if they are loved. That's number one. That's the biggest thing to me because I think, one of the things that this world needs more of is love. That love can do some amazing things.

So, to know that they are loved, to get mentoring, to get guidance, to have fun but, clean fun, to be able to come and play basketball, to be able to come and go downstairs in the movie theater maybe, watch a movie or to come and play table tennis or pool and to have a safe haven that they can just retreat to and just live life in a way that edifies them, that makes them feel as if they are a part of something, that not only that, that there are resources so that, if they need to type a paper and they don't have access to a computer, they can come there, they can get online. They can do the research that they need to do, type the paper that they need to do, get help if they need to get help and to have the resources at their disposal.

To learn how to work, to help around the place and just do things and to experience what life can be like, to come to a place where you can learn about blogging and Internet Marketing and learn about technology and all the things that can be done with technology and to see that

there's a huge world out there and that if they believe in themselves and if they go in the right direction and they don't waste time just having fun for having, well, no, I want them to have a lot of fun but, having the wrong kind of fun when they can channel their energy to make something of themselves.

That is what I want my home to be. That is what I want my environment to be so that, you come to my blog right now and you see that I'm all about **changing the world**.

I want young people to come to my house and to see that they can change the world and that, it's possible and that there are resources available, that there's a library maybe where they can come and get books that can inspire them, that can show them that there's much...

I don't know if you can kind of picture it with me but, I don't have all the details worked out. But, what I do know is that it's going to take a lot to make it happen.

So, I want to be able to provide that and in order to provide that, there are certain things that I'm going to have to do. There are certain sacrifices that I'm going to have to make but, one of the main things I know is that I'm going to have to treat what I do online as more of a business because I want it to be the type of business that can inspire them and that they can then see that it's possible, see that little old me coming from a 2.0 to a 1.7...Wait, no I'm lying, not 1.7. It was a 1.2! My cumulative was 1.7. A 1.2 GPA!

I want them to see that someone with a 1.2 GPA, that was wasting time, that was doing all kinds of crap that he should not have been doing, that was just partying, that was just all about having fun, going out drinking, going out smoking, going out and just doing all kinds of things that did not build me up.

I want them to see that someone like them, if that's what they are going through, someone like them can change and do something that has an impact on the world.

So, when I talk about this whole changing the world thing, it's not because I want people to see me and look at me as, "Oh, that's that guy that is changing the world." No, that's not the driving force.

My driving force is for you to be able to look at what I'm doing and see that you can change the world. For those young people that come here to this University, that come by my house and experience something different, I want them to experience things that show them that they can then go out there and change the world.

I don't know if that makes sense to you. But, it actually gets bigger than that.

It gets much bigger than that because what I'm talking about is not just having a big house. I'm envisioning and allow me to dream out loud because that's what I'm doing right now. So, yes I'm envisioning.

I went to Blog World for the first time in 2010 I think, no 2011, whatever. I went to Blog World for the first time and I was inspired. I was speaking there and then, I went to New Media Expo. I went to Savvy Blogging Conference and I'm probably going to be going to a lot of conferences in the future because I'm inspired when I go to those places.

But, there's something that I'm not inspired by. Once again, I'm taking a spiritual twist here. One of the things that didn't sit well with me and I've shared this in the past, is that there's a mentality out there among many bloggers where, I just want to be famous. I want to make a lot of money. I want to be famous. I want people to see me and to see what I'm all about.

I don't want to bash that. I really and truly do not want to bash that. But, for me, it's different.

I wish I can go to a blogging conference where from the beginning to end, there's nothing but things that build me up. I want to be able to go to a place where the music is edifying. I want to be able to go to a place where the content that's being delivered is delivered with an emphasis of positivity from beginning to end, an emphasis of doing something that is bigger than yourself.

I want to be able to go to a place where I don't have to be around drinking and smoking and all these types of things. Once again, I'm not bashing anyone but, I picture a conference that's much more holistic than anything I've ever seen before.

Now, I'm not trying to say that I'm going to plan a conference like that next year but, I picture and this is kind of crazy, and this is going to be refined. This might be completely different in a month, I don't know because what you are getting right now is very unfiltered.

But, I see a conference that happens in a convention center, that's where I live. I see living in a place where there is a convention center that is high quality, that is intimate, that I can get 100 or 200 people to come together and to work together at constructing something that is huge.

When I say, "huge," I mean huge in terms of impact. I mean, you come there and you leave changed. You come there and you leave seeing that there is something bigger than just this blogging thing, than just this making money online.

You come and you're inspired by the talks. You're motivated. You are able to share your journey, your spiritual journey, your business journey, your personal journey, and you're able to

make connections with others that are on this same journey and leave from that place so refreshed that your life is changed and that the people that you interact with at home, their lives are impacted, the people that you interact with on your blog, their lives are impacted. And then, it just kind of grows from there.

That's something that I see and the funny thing is, when I told my wife about that, once again, she had been thinking about the same type of thing over the last week before I spoke to her. To me, that's an indication that maybe, this is a direction that I need to explore. I have no full idea of what that's going to look like but, I believe that it can be something huge, something that changes lives and for this reason, for young people to be able to come over, feel safe, to be able to come over and experience new things, to be able to come over and share ideas, get connected, reach the world, do things where they are involved in these activities and they are able to say, "Man, I posted these video on YouTube. It got 10,000 views" or whatever the case might be, "and the feedback that I'm getting from this is, 'This video changed my life.'"

To be able to have that experience, for other people to come in and for us to have conferences, for us to have mastermind sessions, for us to have meet-ups, whatever the case might be, withdraw to my middle of nowhere because I do live in the middle of nowhere, but to have that safe haven to come to, and be immersed in ideas, to share ideas, to have the technology available to you where you can experience what it is to make professional video.

I'm rambling now, I know I'm rambling and you're going to have to bear with me or you can just press stop and not have to listen to me and then, come back to another episode. Hopefully, that's not what you want to do. Hopefully, you want to continue listening.

But, to be able to use technology and learn technology in a way that they can now go out there and do these things, I think that can be powerful. I think that can be huge and I want to be involved in that.

A Need to Build Something Huge

So, in order to do that, I need to build a business. I have a business, yes and the business is doing fine but, I need to be able to build something huge. I have to build something huge and as I build something huge, I have to share that with you.

One of the things that have been happening over the last few months is that I have been getting connected with more of you, that are listening to my podcast, that are reading the blog, that are interacting with me on Social Media and the more I get connected with you, the more I'm inspired because I am seeing that there are people out there that think outside the box or

some that don't... they want to think outside the box and that the things that are being done in the Become a Blogger community, it's helping them to do that.

As a result of that, I want to build something massive.

I don't know if you get tired of me and hear me talking about all these dreams but, hey this is who I am so, this is what I share. There's not much more to talk about in this episode. All I can say is, well, first of all, you know, I just want to thank you because once again, I'm sitting here in this office, I'm recording this podcast. I'm uploading the podcast. I'm sharing it with you and you're listening to it and if nobody were listening, it would not be as encouraging for me to continue to do what I'm doing.

But, the feedback that I have been getting, it's been keeping me going. That is the honest to God truth.

So, thank you so much for everything that you have done for me in this journey. You may not think that you have done anything but, you're listening to this right now, and for me, that's doing something.

When I look at my stats and I see them increasing, when I see people consuming the content, when I get comments from you, you have no idea how much it does for me. So, thank you from the bottom of my heart.

I've invited you a number of times in the past to come with me on this journey. In this episode, what I want to say is stay with me on this journey. Stay with me on this journey. Don't be a bystander as you're staying with me on this journey. Interact with me. Interact with the community. Interact because there are so many great people in this Become a Blogger Community that inspire me, and they can inspire you too.

You can inspire them. You can inspire me. I hope I inspire you. So, as I have been making all these changes that I have been making, I'm going to continue to make changes. I'm going to continue to grow. I'm going to continue to build this into a serious business and I'm going to share that with you.

At no point along this process am I going to compromise my relationship with you. Don't expect for me to be always, now that I say, you know, I really want to build a business that's massive,



don't expect me to be one of those people that all of a sudden start focusing on money so now, I'm pitching you everything, hard-selling this and all these types of different things.

That will never happen. I will never compromise what we have because that is not who I am. I will build something huge and I will do it the right way and I will share that with you and I hope that you learn, but not just learn because if you're just learning, that does nothing for me personally, and it doesn't really do anything for you that you're taking action all along the way, all along this journey and that you're going to share that with me because I'm going to share it with you. I want us to share with each other and build something massive.

So, yes, that's it. That's a little bit from my heart. I hope that you are inspired. I hope that you'd come back to the show notes for this episode, becomeablogger.com/episode126. Let me know what your thoughts are. I don't have a question. I just want to hear from you and yes, that's it.

So, yes. If you're enjoying this podcast, if you're finding value in this podcast, I really would appreciate if you could go to iTunes and let people know, becomeablogger.com/itunes. Leave a review and that's one of those other things that make me feel as if I'm going in the right direction.

This is going to be an interesting journey. So, thank you. Freebloggingvideos.com. I just want to mention it really quick. If you are just totally lost, you want to know how to build a blog, build it into a business and all that kind of stuff, based on the model that I use to build what I'm building.

Go to freebloggingvideos.com. You don't have to opt in. You just have to watch, learn, and take action. So, that's it for this episode. I don't got more to say. Until next time, take care and God bless!