



Presents:

**Podcast Episode 095:
The History, Present, and Future of
BlogWorld and New Media Expo - With Rick
Calvert**



Host: Leslie Samuel



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Introductions

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

LESLIE: 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 and as usual, I have another exciting episode for you today.

I have an interview for you today once again. Today's guest is one of the big players in the industry, in the blogging industry. Rick Calvert is the CEO and co-founder of BlogWorld and New Media Expo. You've heard me talk about that recently, the largest conference in the world geared specifically to bloggers, podcasters, web TV content creators, social media enthusiasts, and all new media content creators.

I brought him on here to talk a little bit about [New Media Expo](#) that's happening in Las Vegas, Nevada in January of 2013 and also, to talk a little bit about the history of [BlogWorld](#) and where this all came from. That is what we're going to talk about today.

Rick, my man, how are you doing today, man?

RICK: I'm doing fantastic, Leslie. Thanks for having me.

LESLIE: Oh, you are very much welcome. It's a privilege to have you on here to talk a little bit about [New Media Expo and BlogWorld](#) and how this all kind of came into existence, what it's all about and to just educate my audience on what you guys have going on over there. Is that okay?

RICK: I'm looking forward to it.

“BlogWorld” and “NMX” – What They Mean

LESLIE: Awesome, awesome. So, BlogWorld, New Media Expo.... We hear these different terms. We hear these different phrases. Can you talk to me about what's **New Media Expo**? What's **BlogWorld**? what's the difference between the two? Is it one? What's going on there? What's that all about?

RICK: *[Laughs]* I know it's confusing. When I first had the idea to do the show in 2006, I was a blogger. I had a political blog. My blog was having some success and it was really just a hobby and one thing led to another, and I thought, you know, "Maybe I could make money with my blog. I need to go to the blogging trade show." That was my job at the time. I've ran trade shows for a really long time.

And so, I went looking for "the blogging trade show," and I couldn't find it anywhere. It didn't exist. I was really stunned because there were so many trade shows in the world. There's really a show for everything you can imagine.

I realize that the show I was looking for really didn't exist and so, I started doing some research on what this kind of show would look like really, the perfect show for me, what would it look like and then, what would other bloggers want to see.



As I did the research, I realized, oh, wait a minute, it's not just bloggers first of all. It's bloggers, it's podcasters, it's web TV," although they didn't call it web TV at the time, it's all of the things that are involved in social media again, Facebook, MySpace back then, Twitter did not exist yet. Of course, we were years away from Pinterest or Instagram.

But, I knew that the show needed to be all of those things. And so, again if you look back at 2006, the thing that was in the news everyday, every newspaper, every magazine, every radio show, every television show seemed were talking about blogs. So, we named the show, "BlogWorld and New Media Expo." That was our name from the very beginning.

LESLIE: Okay.

RICK: But, we knew, someday, the name would change as the industry grew and evolved and matured. And, we felt, last... actually this year in June, we'd finally reach the place where we can drop the "BlogWorld" part of the name to shorten it to just call it, "New Media Expo" and everybody would know what we were talking about.

And so, they are one and the same thing. We just shortened the name to "New Media Expo" this year to make sure that particularly, podcasters and web TV creators knew that the show was for them.

LESLIE: Got you, got you. So now, it's more all-encompassing even in the name. It covers all of them.

RICK: Exactly.

Rick's Blogging Journey

LESLIE: You said something interesting. You were a political blogger.

RICK: Yes.

LESLIE: And, you wanted to go to a conference and you found out that there were no real conferences for bloggers out there. How long were you blogging before you started looking for this conference?

RICK: Well, I started reading blogs in 2000.

LESLIE: Oh wow! Okay.

RICK: And then, I started my own blog in 2005.

LESLIE: Okay.

RICK: I was not a technical person. I didn't know that it was that easy or I would have started my blog five years earlier.

LESLIE: Got you.

RICK: One day, somebody told me, actually another blogger, and he's actually a nationally syndicated radio person -- [Hugh Hewitt](#). I called in to his radio show about some political thing. He said during our call, "You should start a blog."

So, I went home that night and I Googled, "How do I start a blog?" And, [Blogger](#) came up and it took me five minutes and I had a blog. I couldn't believe it was that easy.

How the Conference Started

LESLIE: *[Laughs]* That's awesome. Okay, so you said you did some research as to... were you just trying to figure out what that ideal conference would look like and what would that ideal conference for you, what would that look like?

What kind of ideas did you come up with in that process?

RICK: Well, so if you think about so many other bloggers, I think have this exact same experience. I wasn't technical. So again, I didn't even know how easy it was to start a blog and I didn't know what a plugin was. I didn't know about comment systems which have obviously evolved since back then.

A big thing that I used a lot back then were called "trackbacks" where bloggers would link back to each other if you were talking about the same subject. I wanted to know how advertising worked on a blog. Could you even charge for advertising? What were the different options there?

I'd heard about Adwords but, I didn't know exactly how that worked. I wanted to know again how to use these plugins, how to make my blog look good, how to design it so it looked professional.

How do I build my audience? How do I get my community to leave comments on my blog and what should I do when they leave comments? How do I grow my blog and turn my blog into a

business if that's what I want to do? I just had so many questions about the technical part, about the marketing part, obviously about the monetization part.

I wanted to know how to be good at what I did. How do you become a good blogger? So, all of those things were what I wanted to learn and all the companies I wanted to meet were people like [Wordpress](#), and [Six Apart](#), and [Technorati](#), and hosting companies to know what's the difference between hosting with a company like [Rack Space](#) or a company like [GoDaddy](#)... There are just so many questions...

LESLIE: Got you.

RICK: ...that I had. And, back then, I would just email other bloggers and say, "Hey, how do you do this or what's your advice about that?" Those are the elements that we try to include in the show.

LESLIE: Got you. So, your idea was a place that people can go and they can learn all of these different aspects. You come to this place and then, you leave from that place more informed, better prepared to go out there and take your blog to the next level, start a business from your blog, monetize your blog, market your blog, grow your audience and all those types of things.

You come there and you learn how to do that basically.

RICK: Yes, and by the way, think about the next level, technical things like we're doing today with podcasting. I didn't even know how to do that at all. So, I'm like, how can I interview people because I was interviewing people on my blog. But, when the first person said, "Yes," a guy named **Fred Barnes**, he runs a magazine called, "The Weekly Standard" and I didn't know how to record the conversation.

I went to **RadioShack** and I asked them, "What do I do?" They sold me this little recording device that I hooked up to my cellphone that was recorded on tape, I played back the tape and I transcribed every word because I didn't know how to post the recording! All I could do was post the transcription of the conversation. So, obviously, I wanted to know, "how can I just record audio and post that?"

And, heaven forbid, learn how to do video someday. And then, another major part of this was to be inspired, to meet the people that I thought were my heroes for content creators. I wanted

to meet those people and talk to them and ask them questions and just to continue my enthusiasm for creating content.

The First BlogWorld Experience – How it Became a Success

LESLIE: Got you. Now, I've been blogging for a little while. I wasn't going to **BlogWorld** back in the days when you first started or anything of that sort, and I keep meeting people and they're like, "Oh yes, I remember the first BlogWorld," and all that kind of stuff.



I'm like, "Well, yes. I remember this last one that I just went to." So, let me ask you this question as someone who was obviously there, the first one. I see that you guys had 1600 attendees to that first BlogWorld. Did it turn out the way you expected it to?

RICK: It was a dream come true, Leslie. I couldn't believe that that many people showed up. We got [Mark Cuban](#) to speak at our very first show.

LESLIE: Wow!

RICK: My partner Dave, co-founder in the show, he chased them down on Facebook and told them what big fans we were of his and you know, we were doing this new blogging show and will you please come speak to us because he has a great blog. He said, "Yes!"

LESLIE: Wow!

RICK: And so, everybody was like, how did you get Mark Cuban to come to your show? We just asked them. [Laughs] There were so many other people that we got to meet that, I just looked to and thought were these really famous bloggers and podcasters.

And so, the first event was, for a lot of these people, it was the first time they got to meet each other. They'd known each other online but, they've never met in person. So, there was a lot of that and there were a whole lot of people, I remember, there's a guy named [Henry Copeland](#). He owns a company called [Blog Ads](#) who, in the political blogosphere is the biggest advertising

network there is. He's been doing it for many years and he's also the ad network for Paris Hilton and a few other people.

He was an exhibitor at the very first show and he came up to me on the second day and he said, "I had no idea it was this big because there's this many people that are in the industry of creating content..."

I said, "Henry, yes. You're one of those people! You're one of those pioneers of the industry. And, by the way, you see the people that are here today? This is nothing where we'll be ten years from now. There'll be thousands of people here."

It was the first time that I think so many people realized, "Wait a minute, this is an industry that we're a part of."

Opportunity vs. Risk

LESLIE: This is serious stuff. Got you, got you. Now, I got to ask this question because you're blogging, you don't know all the technical details and you see there's not conference out there and you go to take on this huge task of starting THE conference, not one of the conferences but THE conference for bloggers, podcasters, web TV show producers and all that kind of stuff.

Are you at all afraid in terms of, I mean, you put all these energy into something and maybe, no one shows up. What's going through your mind as you're planning this? Was there any of that?

RICK: Sure a little bit. But, more than anything, I always look at the opportunity versus the risk, I guess. And, this was just something that I really personally wanted and in the beginning, I didn't know if anybody would show up.

Because the event didn't exist yet, I thought maybe I'm the only crazy guy who wants to go to this. But then, when I started asking my friends, my blogger friends, podcasters that I knew. I said, "Would you go to this?" Everybody said, "Yes. This is amazing. How can we go? How do we make it happen?"

Then, I asked all my trade show friends, "What do you think of this idea?" They all said, "That's amazing. We want to be a part of this company." I knew it was a good idea and people were going to show up.

LESLIE: So, you put it out there to get some feedback from people and kind of test the water and see what people were thinking and then, you got enough so that, you saw, "Okay, this is something that I can do and it can be successful."

RICK: Yes, and again, that was a part that I wanted this to happen so badly. I really didn't care how many other people showed because this is what I wanted to go to. I figured if the show was the show I wanted it to be, there'd be enough other content creators like me who wanted it to be like that, too.

The Best Parts of Attending BlogWorld and NMX

LESLIE: In your opinion, what is the best part, and not talking about it from the CEO perspective or anything of that sort but, for the people that come to BlogWorld, what do you think is the best part of going to an event like that?

RICK: The people you get to meet, by far, the people you get to meet, your friends that you've met online, people that have this common interest with you that you may have never met before, the friends that you make when you get there, the resources that you meet when you're there, people who are doing this creative inspirational things, amazing things that you may have never heard of before that can make your content so much better.

I love meeting people first of all but, these are all people that we have something in common with and everybody is passionate and excited about it. It's a lot of energy there and I think, that's by far the most valuable thing. It's the people that you get to meet.

LESLIE: You know, it's so interesting because this last June, I went to my first [BlogWorld](#) in New York and it was great. The content was great but, I find it interesting that it doesn't matter who I ask. I've never gotten a different answer. Everyone says, "Yes, the content. Yes, that's great!"

We learn a lot and great and all of that. But, the people that we get to meet -- that is what makes the big difference. Everyone that I've asked who has been to BlogWorld or from now on, New Media Expo, they say the exact same thing. So, I always find that that's interesting.

I can attest to that that for me, it was meeting the people that I was connecting with online that I've never met in person, that taking the relationship to a different level and then, meeting new

people that I never even knew were out there but, like-minded individuals and networking with them and connecting with them, some of whom I speak to on a regular basis now long after the conference. That is definitely something that I see regardless of who I speak to concerning BlogWorld.

RICK: Yes, and again, that's what I wanted it to be. And so, when I hear people say that, that makes me feel really good and really proud.

More Plans for NMX

LESLIE: I can definitely imagine that would be the case. Now, okay, so you've been hosting these conferences and how many conferences do you have annually? Is it one conference annually? Two conferences annually? How does that work?



RICK: So, until 2010, we ran one conference a year on the West Coast. That was in Vegas for those first several years. And then, last year, we did an event in Los Angeles, or excuse me, two years ago in 2011, we did an event in Los Angeles and an event in New York. We did that again this past year. We did two events, West Coast and East Coast. And, actually, we're going to announce this tomorrow, New Media Expo will only be doing once a year again starting in 2013 in January only in Vegas because for a couple of reasons.

And again, we have a [blog post](#) up tomorrow that explains this. One is, as I said, it's the people that you meet are the most important thing and by splitting the conference into two events, we were splitting the community. Not everybody can afford to go to two events a year.

And so, we're going to do one big event in Vegas where everybody goes. It's really inexpensive. The hotels are \$99 a night. It's a cheap city to fly to.

But, as a business we are growing. In last March, we acquired another conference called TBEX or [Travel Bloggers Exchange](#). We did two of those this year -- one in North America and one in Europe. And, we'll do two of those again next year.

Then, also in 2013, we will be launching new events but they'll be vertical like TBEX. So, it will be just for travel blogging or just for small business owners or just for other categories of content creators, not an all-inclusive event like New Media Expo is and like BlogWorld has been.

LESLIE: Got you. So, there's a lot of growth planned in terms of what you guys have or what you want to do for the future.

RICK: Absolutely. And again, if you look back from 2007 until today, you see how our industry has grown where there are people -- this is their job being a blogger, a podcaster, a web TV creator -- that our industry has grown so much and has created so much opportunity and there's so many people again, and I know you have this conversations too, Leslie. You meet people who they started their blog or their podcast because they were passionate about something, like for me, it was politics.

And then, somehow it evolved into a job for them. They didn't necessarily plan on it being a job. That continues to happen today. Now, there are people who are beginning just to make it a job, that's their sole purpose when they begin. And, you can see, what we're doing as New Media content creators, we're reinventing radio and television and magazines and newspapers and books all at the same time! That creates amazing opportunities. If you look at other conferences that would relate to us, for example, National Association of Broadcasters, it's all the TV networks and TV channels around the world that conference is 85,000 people.

LESLIE: Wow!

RICK: That's how big our event will eventually be. When you compare, there's only 13,000 radio stations in North America. There are millions of podcasters. And so, there's no doubt that our industry will be that big and there are certain categories like travel, sports or business or parenting that are just gigantic already and continuing to grow.

LESLIE: Got you. Awesome stuff. I think it's an exciting time to be in New Media whether it's blogging, podcasting, web TV shows, anything of that sort. I think it's a really exciting time to see all the changes that are happening and the technology that's being made available to us. It's exciting stuff.

I want to talk a little bit more about actually what happens at the conference. How do you guys go about selecting speakers to present at New Media Expo?

Choosing the Best Speakers for NMX

RICK: We just throw darts at a board.

LESLIE: [*Laughs*]

RICK: No. It is so hard. First of all, we announce that we're accepting speakers. And then, people submit their ideas to us and we get thousands of them.

LESLIE: Wow.

RICK: And, we have to pick from those ideas, the ones that we want to present. And so, we have 250 or more speakers in every show. And, it's hard to make it only be that many because we could easily have 500 speakers. There are so many people doing so many exciting things.

So, we try to organize it into broad categories and provide a little bit of each of those things. The tracks that we have this year are content, community, and commerce. And, we think everything that we talk about falls into one of those things, either we're talking about how to make your content better, be it text, audio or video. We're talking about community. How do we build our community? How do we drive traffic? How do we engage with people with our content? And, obviously, the important one for so many of our attendees is commerce. How do we monetize our content?

Exciting Things to Expect at the NMX 2013

LESLIE: Got you. And, when you think about this, New Media Expo that's coming up in January of 2013 in Las Vegas, what do you see as some of the highlights, some of the really cool things that if you come to this one, this is what you're going to see?

RICK: Well just yesterday, we announced, one of our keynote speakers will be [Dana White](#) from UFC.

LESLIE: Oh wow!

RICK: Me and Dave are both huge fans of the UFC the Ultimate Fighting Championship. This is a Sports League, not nearly as big as the NBA, NFL, or major league baseball that has Dana White, their president, has two million followers on Twitter. They provide bonuses to every athlete in the league on how they engage with their fans and social media.

If you look at [Dana White](#)'s Twitter feed, you'll see he doesn't talk like a corporate guy. He talks like a person. They've got, I think 500,000 subscribers to their [YouTube channel](#). He does his weekly YouTube show and his introduction is, "Fight Week, Blog Week," and then, he talks about what are the interesting topics in the sport that week and live from the events, they're tweeting, they're blogging, they're podcasting -- amazing!

This guy is super high energy. They've been amazingly successful with Social Media and he's not somebody that you'd see at a normal technology conference or New Media conference.

LESLIE: Yes.

RICK: I'm really excited about **Dana White**. Then, again, we're in Vegas this year, which everybody seems to love. It's also during CES and there are so many of us who were either geeky about technology or really curious about technology who always wanted to go to the Consumer Electronics Show, people who are able to do both at the same time and then, really big thing this year, podcasting, just last year started to really become a bigger part of this show. [Cliff Ravenscraft](#), the [Podcast Answer Man](#), we brought him on board as our director of podcasting and he's really developed this amazing podcasting portion of the conference.

But, what I see happening now is web TV. Last year was the first year of the International Academy of Web Televisions Awards. I went to it in Vegas. It was like going to the first ever Oscars. Web TV is about to take off the way the blogs and podcasting have been going for a while now and we're going to host the podcasting awards at the show, hosted by [Leo Laporte](#). We're pretty excited about that.

Then, the last, that will be the second night of the show, and then, the last night of the show, the Web TV Awards. So, there's a lot of cool stuff going on this year.

LESLIE: Now, why do you think that it is that web TV seems to be now taking hold in terms of really doing something significant? Not like it wasn't doing something significant in the past, but it seems like that's becoming a big thing.

Why do you think we're seeing that shift?

RICK: Because the technology is becoming easier.

LESLIE: Yes.

RICK: This is the reason why blogging took off in the beginning. It's part of the reason why I'll say, why Twitter was so successful and even why Facebook supplanted MySpace.

Blogging was the easiest medium. Again, when I Googled it, I had a blog in five minutes! It was so easy. I didn't have to be technical and I could do it.

It's a little bit harder to do a podcast. You can Google it. You can learn how to do it. But, you can't start a podcast in five minutes especially one that sounds good and then, know how to distribute it and get an audience.

Well, with web TV, again the technology is a little bit harder still so, now you got to have cameras, and you got to have sound, and you got to make sure both of those things are synced up and there's a big difference obviously between what we're doing, we're having a conversation interview format versus trading a fictional content with actors, that's getting very complicated.

But, the technology has become so easy to use that you have this creative people who can create Web TV programs. **Felicia Day**, I call her the Meryl Streep of Web TV. Somebody else I think, described her better as the Lucille Ball of Web TV. Last year, she won eight awards at the web TV awards.

She hasn't really been a famous traditional television or movie actress but, she is a superstar in web TV and every bit as talented as actresses that you might see in those other mediums.

The technology has gotten to a point where people can create the content and where consumers can consume the content. YouTube has evolved what they're doing now with their channel program and their partner program that makes it easier for people to create the content and YouTube helps them distribute it and monetize it. It's a whole new ball game than what it was just two years ago.

LESLIE: Definitely. I've seen that for myself because I also have a [Biology blog](#) that's basically 90% video. YouTube is making it much easier for you to not only put your content there but, for you to monetize it. It's amazing to see what you can do with the features that they have today. They're definitely making it much more accessible to the average individual.

RICK: And again, there are some other services out there. Not to forget, you have [Ustream](#), you have [JustinTV](#), you have [Vimeo](#), several others that are making it easier and easier to create, distribute and monetize that content.

Rick's Words of Advice

LESLIE: Definitely. So, if you are to give a word of advice to someone that's thinking about, well first of all, let's talk about, thinking about getting into, and I'm just going to say, New Media. I typically say, "blogging" because this podcast is about blogging and that's what I preach about so much because I'm so passionate about it.

But, for someone that's getting into New Media, they're just getting started, what would you tell that person?

RICK: Practice. Practice, practice, practice. Do it as much as you can. Learn about it as much as you can and try to be professional. If you want to be successful, that doesn't mean be stuffy. That doesn't mean to be unapproachable, or anything like that. It means if you look at a journalist who writes for a newspaper or a magazine and then, think about yourself as a publisher the way a magazine would. Treat your blog the way a magazine publisher would treat a magazine.

That means be consistent with your content. If you're going to post everyday then, post everyday. If you listen to the radio, they don't come on one day and say, "Oh, the host is sick. There's no show."

They don't go to TV sometimes and there's dead air. You don't not get your magazine in the mail every month or it's not on the newsstands. The newspaper is there everyday. You have to be consistent. And, maybe you're only going to post once a week or once a month or whatever you're interval is, you've got to be consistent. It's got to be good and you should treat it, and again, this is for people who want to be successful, right? This isn't for people who just started doing this as a hobby.

If you just want to talk about your cat, that's fine. But, don't expect that we're going to care about your cat. If you want to be successful then, you got to think about your content, your blog or whatever type of content you have the way a professional content creator would.

LESLIE: Got you. I'm curious to hear your opinion on that but a lot of people, I've heard a lot of people say things like, "Yes, it's becoming more popular but, there are so many bloggers out there. There are so many podcasters out there and web show producers. Why would I start one right now? There's too much competition." What do you say to that individual?

RICK: I say, it's exactly like music. This is an analogy I use all the time. I told you before we got started. I used to play in bands. There are millions of bands and almost everybody, I didn't ask you ahead of time, Leslie. Have you ever played a musical instrument?

LESLIE: Definitely, I love music. I play the piano. I've played in bands and I play in a different country so yes, definitely.

RICK: Perfect example. Almost every person you know has played a musical instrument at some point in their life. Either they picked up a guitar, they wanted to be a rockstar, their parents made them take a class and band. Something at some point in their life, they've touched an instrument. And then, for various reasons they quit. They didn't have the talent, they didn't have the discipline. They just really weren't interested. They really like listening to music but, they didn't want to practice hard enough to be a musician.

And then, the people who do practice enough, who love it enough, some of them just play in their bedroom. Others get some nice gear and play in their garage, play with some friends in a band. It's just a hobby for them. They have a job and it's just a hobby.

Other people have day jobs but, on the weekends maybe they play at parties and local bars for a free beer. Other people will play at weddings and once in a while get a little extra cash but again, they still have their day jobs.

Then, there are musicians who play for a living every single day. Las Vegas is full of them. They're not famous. They play six hours a night and they get paid just like they get paid to go to work in any other job. There are musicians who work in studios, do the same thing. They play music on commercials. They play music as backup and they just get paid like it's a job.

Then, you have people who are rock stars at the top of that pyramid. All forms of new media -- blogging, podcast and web TV are exactly the same now. You couldn't do this before. You had to go to college and get a journalism degree or communications degree, go to work for the local paper, work your way up and do whatever they told you to do.

Now, anybody can start a blog, a podcast, a web TV show, about whatever they want, whatever they feel inspired and passionate about, they can do that. That doesn't mean they're good. That doesn't mean they're going to be successful. But, if you believe in yourself, and you are passionate enough about it, then you should be doing it. You should be pursuing that dream as strongly and as consistently as you possibly can.

LESLIE: I love that analogy so much that I'm going to steal it. [*Laughs*]

RICK: [*Laughs*]

Why You Should Go to NMX 2013 in Las Vegas

LESLIE: That's awesome stuff. So, we've covered that. If anyone is listening to that, I think they are convinced. Next last question, for someone that is that person that wants to say, "You know what, I want to get into this new media stuff. I want to start a blog. I want to start a podcast. I want to start a web show," or something of that sort, I know the answer to this and we've addressed this a little bit but, I want to say this as we're coming to the tail end of this, "Why should they be at New Media Expo in January in Las Vegas, Nevada, the one that's coming up right now?"

RICK: Well, it goes back to my earlier answer to you about being professional and treating your content like a professional would. We are the industry event for New Media. Everyone you can think of who's famous in New Media, who's successful in New Media, who provides the



tools for New Media, be that again, hosting services or blogging platforms like Wordpress or people like [Raw Voice](#) and [Liberated Syndication](#) for podcasting... All of those people are there. And, if you want to meet those people, if you want to create opportunities for yourself, then you need to do the things that professionals do.

Leslie, do you know of a guy named Steve Vai?

LESLIE: No, I don't.

RICK: So, he's a guitar player famous rock star, played with Frank Zappa, played with David Lee Roth -- amazing, amazing musician.

I remember reading in a guitar magazine, 30 years ago now. When somebody said, "What does somebody have to do to be a rock star?" He said, "Be a rock star. Do the things that rock stars do. Go to places where rock stars go. Say the things rock stars say. Practice the guitar the way a rock star does if you want to be a rock star."

If you want to be successful in New Media, that's what you should do. You should do the things that successful New Media people do and those people come to our show.

LESLIE: Awesome. I love it. You know what? I need to put in my two cents there because I have never been to one of these BlogWorld conferences or anything of that sort until this year.

When I went, I was blown away. The connections that I was able to make, the people that I was able to meet... When I think about BlogWorld, I think about specific faces. I think about people like [Crystal Collins](#) that I met over there and **Dan Morris** and my friend, [Chris Deals](#); [Pat Flynn](#) and [Cliff Ravenscraft](#)... These are the people that I think about when I think about BlogWorld because of the connections that I made there, also because of the education that I was able to get while being there.

I would encourage anyone that's listening to this to come. I'll be there. I'm going to be speaking. I'm going to be doing a presentation on how to podcast like I'm doing right now and never edit which is what I'm doing right now.

I want to personally invite you. If you're listening to this and you can make it, I want to personally invite you to come and see Rick, come and see me, come and see all of these other people that are like-minded individuals trying to do something big in this world of New Media.

So, Rick, thank you so much for taking the time out, I know it's a busy schedule to sharing with my audience a little bit about the history of **BlogWorld and New Media Expo** and what it's all about. We really do appreciate it.

RICK: Thank you so much for having me, Leslie! I'm looking forward to seeing you in January.

LESLIE: Awesome. Hey guys, so if you want to find out more about New Media Expo, head on over to the site. You can use my affiliate link, by the way, go to becomeablogger.com/nmx.

If you come back to the blog, you will see this blog post and I will be posting coupon codes there that you can use to get special discounts to be able to go there. I hope to see you there.

If you cannot make it, they do have virtual tickets. We didn't talk about that in the interview but, you can get access to all the video, the downloads and so on that are going to be from the presentations that are going to be there. So, I hope to see you there.

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There's a lot of exciting things happening right now and I'm excited to be a part of it. I'm excited to have you walk along in this journey with me and to walk with you.

That's pretty much it for this episode. Until next time, this is Leslie Samuel from becomeablogger.com, take care and God bless!