



It's Simple -
If You **FOCUS**,
You Will
Get **MORE** Done

Learning with Leslie
Podcast Episode 128

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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 starts "PMS-ing" (*laughs*). Oh man, I can't believe I said that. Anyhow, 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 be talking about one simple concept, "focus." You see, it's simple. If you focus, you will get more done and this is something I have spoken about before but, it's something that I need to keep reminding myself about.



I have a lot on my plate and there's always a temptation to add more so that, I can accomplish more but, I realize that I get much more done when I [focus on doing fewer things](#). So, I really want to dig in to this concept and I really want you to follow along with this because I know that so many bloggers struggle with this same thing. That's what we're going to talk about today.

All righty, if you want me to be switching this things up, "... when Google has a mood swing," "when Google puts you in detention," and all these kinds of things, you guys need to start giving me more suggestions. I had a few that were called in. You can email them to me. You can call them in to the hotline. Of course, the hotline number is 888-835-2414.

You know, on a week like today when I don't have anything, I might say something that's just way out there. We don't want that because it can get kind of crazy. We don't like when it gets kind of crazy.

Anyhow, so what are we going to talk about today?

From Your Calls

First, I have two calls from the hotline, one from Dr. Nicki from reversedibetesholistically.com, she called in with a suggestion and then, James Bitter from businiche.com, he called in also with a specific question.

I'm going to play those two calls from the hotline. They are both actually related to what I'm going to be talking about today, this idea of focusing.

What I'm going to do is I'm going to play them and I'm not going to answer them immediately. Why? Because I'm going to go into detail about some of the things related to those questions in this episode. So, this entire episode will have something that can be applied to their question. So, let's go ahead and hear the first caller. That is Dr. Nicki from **Reverse Diabetes Holistically**:

"Hi Leslie! It's Dr. Nicki at ReverseDiabetesHolistically.com, coming soon. Leslie, I have a suggestion / request. You may have thought of this but, I'm just thinking about a Become a Blogger Facebook group. Now, I know that we have a [Community on Google+](#). I don't think it would divide your audience because some people are on Facebook, other people are on Google+ and the Facebook platform is really nice.

I have a group that's called [Detox, De-stress and Discover](#) and it's a really sweet place where people come together and then, explore around that topic.

I just realize that I'm not part of any Facebook groups around business and blogging that are really great and that offer a lot of value. I have a hunch that if you created a Facebook group for Become a Blogger, that folks would really gravitate towards it and we could all kind of talk to each other and share what we were doing and ask questions and you know, I know that you said that you want to move in even more into social so, anyway, that's what's on my mind.

Sending you love for your PhD program. It wasn't easy for me. But, you know, who said a PhD is supposed to be easy. I wish you a nice work, life balance. Peace."

Thank you so much Dr. Nicki for calling that in. I think it's a great suggestion. I'm going to talk a little bit about that. A little later on this episode, as I mentioned before so, thank you for your encouragement for my PhD. I am looking forward to this journey. It's going to be a challenging one and also an interesting one.

Let's go directly into James's question. So, take it away James.

*"Hi Leslie, my name is James Bitter and I have a blog at **businiche.com**. I'm having trouble nailing down who it is my audience is going to be. I'm passionate about trying to help teenagers and twenty-something get a business going with a blog, kind of the way that you've inspired me. But, my customers as a writer and a social media marketer are all for bigger entrepreneurs and I can't let go of wanting to write for my younger audience but, it doesn't seem to be helping my older audience a whole lot.*

So, if you can give me some advice on how to create that perfect avatar or if it's okay for me to have to, I would love your feedback. Thank you very much!"

Hey, thank you so much for calling that in James and yes, I definitely have some suggestions and I will be talking about that in this episode.

Let's get into the content for today.

Focus and You Will Get More Done

So you know, there's a lot that's going on in my life. If for some reason, this is the first time you're listening to this episode, I'll give you a little bit of background. I am a University professor teaching in a doctor of Physical Therapy program and that is my [full time job](#). That is what I do. That is what I'm employed to do.

My wife and I also are relatively new parents. We have [little Noah](#) that was born nine months ago, nine months and... let's see, Friday Saturday, Sunday, Monday.... Nine months and four days ago and he has been a joy in my life, in our lives.

This is a huge part of my life, yes. I'm teaching as a University professor but, being a parent is a new experience and it's an experience that I cherish tremendously. I mean, he is one of the most important things in my life and I want to make sure that I am spending time with him. I want to make sure that I am giving him the attention that he needs as this little young baby boy coming up in this home that we created. That is one of the most important things in my life.

Besides that, I run two relatively successful online businesses. Of course, there's [Become a Blogger](#) and then, there's my [Interactive Biology blog](#), the blog that really made it possible for me to have my job as a University professor and also to add to all of that stuff, I just started my PhD. So, as you can imagine, there's a lot on my plate and I want to do everything well.

That can be a challenge sometimes. I don't know if you find yourself in a similar position where there's so many different things you are doing and you want to do them all well. You want to be effective on your job. You want to be effective with your family. You want to be effective with your business, the stuff that you are doing to build something, build a platform where you can create content, inspire others and even change the world. You want to do it all well but, it's kind of hard to figure out how to balance it all.

A Little Physics Principle

That word **balance**, it's such a tricky thing because do we ever fully achieve that balance? I don't know. But, I keep striving towards it. Now, what I have realized is in order to be as effective as possible, in order to be very effective, **you have to focus**. If you're not focusing, if you're spreading all kinds of different directions, you will not get much done.

A lot of people ask me, how do you do all the things that you're doing? Part of that answer has to do with the fact that I try to focus in and I don't do it perfectly but, it is something that I constantly strive towards.

Now, I want to illustrate this with a very simple principle that comes from Physics. I used to be a Physics teacher, a high school Physics teacher so, this is something that I get into very much and I want to give you a really simple Physics lesson.

Physics formula is this:

$$P = F / A$$

What that means is "pressure equals force over area." So, if you want to find the pressure, you take the force and you divide it by the area.

Now, here's the thing. I'm getting into Science and Math and don't just tune out or anything of that sort. I want to try and make it extremely simple.

If you have a certain amount of force and you are applying it over a certain area, the size of that area is going to determine the pressure. If that area is large, there won't be a lot of

pressure. If that area is small, there will be a lot of pressure. I want to make this very practical and very vivid in your mind. This will make it make sense.

If I take my fist, I make a fist and I hit you on your thigh, like I just did to myself right now, it kind of hurt. But, it wasn't... it's bearable. I didn't say, "ow!" I didn't cry. No big deal because I'm applying that force on a relatively large area.

Now, I want you to imagine this. Instead of applying that force directly to your leg, I am going to take a needle, significantly smaller area because we're dealing with a tiny little point. I'm going to put that needle, I want you to imagine this because we're going to make this vivid, I'm going to put that needle on your leg and then, I'm going to take my fist and with that same amount of force, I'm going to hit that needle that is on your leg.

Do you think you're going to feel a difference in pressure there? Of course you will! Because it's on such a small area, you have the same amount of force applied to that area and that is going to make you scream. That is going to make you cry. You might hate me for the rest of your life because of how much pressure I've just put on that small area, because of how much force... It's the same amount of force actually. Nothing different. The only difference is the size of the area.

Because it's smaller, because you're focusing in on one tiny point, it's going to have a much stronger effect. That principle makes sense, right? That is the exact same way that it is with your online business.

If you are trying to do everything, you have fifteen blogs or you have five blogs or even you have two blogs and you are trying to make these blogs very awesome, here's the problem. You are dividing your force, you are dividing your attention over a larger area and it's not going to have as great an effect.

You need to have focus. If you are not focused, we need to change that. By the end of this podcast episode, I want you to have a game plan so that, you can start focusing even more than you are right now. And, if you have focus, that's great. You might want to refine that and make it even more narrow and we're going to talk about that in this episode.

So, I want to talk about some areas that you need to focus on. Those areas are:

1. What your blog topic is. Specifically, what are you blogging about?
2. Who is your target audience?

3. What is your main goal for people on your blog?
4. What social media platform are you going to use?
5. What is your mission? What are you trying to accomplish?

These are the five areas that I want to cover. So, let's deal with the first one.

#1: What is your blog topic?

Starting multiple blogs is a pain. I have two blogs right now and I'm going to be very honest with you, it is a pain. Yes, I do get a lot done because I have a lot of help. I have great help. I have two virtual assistants that do a lot. And, without them, I would not be able to do what I'm doing today. But, the fact is trying to manage multiple blogs is much harder than managing one.

A lot of people have contacted me especially recently and tell me they have ideas for three blogs that they're going to start. I beg of you, don't do it. Please, don't do it. Here's the thing...

It takes a lot of work to build a blog. It's no longer the way it used to be. Back in the days when people just started getting into blogging, there weren't many blogs out there so, you could start a blog about almost anything and if it's interesting, you can grow a following.



That is no longer the way it is. To build a blog, now that things have kind of equalized and it's well-established, this whole blogging platform, to build a blog into something significant, you've got to work hard. But, here's the thing, you can do it. You can do it.

You do not want to limit your effectiveness by spreading out your time over multiple blogs. We all know the saying, "*A jack of all trades is a master of none.*"

That is so true and it applies to blogging. **Be a master at one. Be the best that you can be at one thing** and then, once you have that established, then you can consider moving on to something else.

I didn't build my [Biology blog](#) until I had really been into the other stuff that I was doing, my online business when it comes to teaching people to blog. That was relatively well-established

before I moved on. I understood blogging. I understood what I needed to do in order to drive traffic to my blog, in order to monetize my blog, in order to build an online business that would have an impact.

Then, I moved on to something else. So, if you're just starting, don't try to start multiple blogs. Choose one and then, work it. **Learn as much as you can** and build that into a significant online resource.

If you've already started multiple blogs and you're struggling to get both of them going, or three of them going, or five of them going, whatever the case might be, put the rest on hold and focus on one.

That's my opinion. You can choose to do something else but, that's what I want to encourage you to do. So, number one, what your blog topic is. What is the main thing that you're going to be blogging about?

So, it's not just, not starting multiple blogs but, what specifically is your blog topic? Become a Blogger is all about creating content to teach people that they can build a platform where they can create content, inspire others and change the world.

Interactive Biology is all about taking the complicated topics in Biology and making them fun.

What is your blog topic? **Choose one and then, become a master at that.**

#2: Who is your target audience?

Now, this is a tricky thing. This is exactly what James wanted to know about. James, you're not alone. There are so many people struggling with that and for me, this has been something that has evolved over time and not until more recently have I been extremely clear as to who my target audience is. But, this is something that you have to figure out.

In [Episode 104](http://becomeablogger.com/episode104), becomeablogger.com/episode104, I recorded a podcast entitled, "How to Set a Firm Foundation for your Blog." I talk about your customer avatar and I gave you some very detailed examples of my customer avatar, both of them for my Biology blog and for Become a Blogger.

This is actually something I will be sharing much more about in the future because I see that people are struggling with this concept and I see how much clarity it has given me to be able to come up with my customer avatar.

So, James, first I would recommend for you to go back to episode 104 and listen to that if you haven't done so already. Now, as I mentioned, I'm going to get into more detail about this topic in future episodes James and when I do that, I'm going to play a question again.

But, I do want to give you a few ideas, right here, right now that you can implement to help you decide who your target audience is, who your customer avatar is.



And, if this term, "customer avatar" is not something you're familiar with, all I'm basically talking about is really narrowing down on who that person is that you are trying to target, so that avatar for that person, creating that avatar.

Here are the tips that I would recommend. If you already have an audience, I would recommend for you to create a survey and see, and just find out who your audience is. Who are the people in your audience?

These are the questions you want to be asking yourself:

1. What are they passionate about? That is extremely important.
2. How do they think?
3. What are they struggling with?
4. What are their fears?

These are some important things that you want to know about your target audience so that, you can target them well, so that, you can know where to go to find them, so that you can know what kind of things they are interested in hearing about, so that, you can know what they are struggling with, so that you can help them with those struggles.

You want to know who they are so that, you can better serve them. This is something that I did for Become a Blogger and this is actually how I came up with my target, with my customer avatar for Become a Blogger. I just ask my people who they were. They told me what they struggled with and I created my customer avatar based on that.

Creating Your Own Customer Avatar

Now, if you don't have an audience, you're just starting, there are a few questions that you can ask that can help you to come up with that customer avatar.

1. Who is THE person that wants to hear about your blog topic?

I'm assuming you already have your blog topic, you know what you're going to be talking about. Who wants to hear that stuff?

2. Are you that person?

Because many times, we create content, we create our blogs based on something we're passionate about because we know what we want to hear. Are you that person? And if so, who are you? You can be your target audience and you can write exactly the details about you that make you that ideal customer, that ideal blog reader, that ideal subscriber. If you are that person, that makes it very easy.

3. What do they look like?

I know that's a silly one but, you are trying to create a picture in your mind of who this person is from the physical, to the emotional, to the spiritual, the mental... Where are they coming from? All these things fit into who that person is.

What do they look like? Do they have a job? Where do they work? I get really detailed with this whole target audience thing and I think the more detail you have, the better. Do they have a family? How many kids do they have?

These are some of the questions that give you a good idea of who that person is. Think about it like this.

You're going out on a date with a person and there are things, this is the first time you go on a date, this is the first date... There are things you want to know about that person. What are the things you want to know? You want to know how old they are, where they are from, what do they enjoy doing, what are they afraid of, what are they passionate about, treat it like a first date and just create that person.

If you don't have an audience already, you're just trying to get going, just choose, just create that person that you think would be very interested in the content you have to deliver to them. Be as detailed as possible so that, you can know exactly where to reach them.

Now, the questions that I had before with if you have a target audience, that's still applies. What are they passionate about? What are their fears? What are they struggling with? How do they think? All of these things can go into your customer avatar so that, you know exactly who that person is.

Narrow Down Your Customers

So, in terms of narrowing down your target audience, these are some of the things that I would encourage you to think about. Pull out a sheet of paper or pull out Evernote or something for taking notes on your laptop, your computer and just start jotting things down, compile it into a person, a customer avatar and then, that is the person you are going to target.

You might be wondering, well, you know, yes, but should I choose this person? Should I choose that person? My recommendation is choose one. I don't care which one it is. Choose one and work that and as time goes on, you're going to start to refine that but, you want to have something to start with and it's as easy as simply **making a choice**.

There can be many customer avatars for every single blog. **Choose one**. If you make a mistake, which I don't consider it a mistake, but you will learn, you will learn a little better. Okay, your audience seems to resonate with this type of content and if they are resonating with this type of content, maybe they are this type of person.

All right? I hope that makes sense. James, I hope that kind of answer your question.

#3: What is your main goal for people on your blog?

The next one, what your goal is for the people that are coming to your blog. You want to be extremely focused where that's concerned. I'm talking about the one main goal. For me, personally, that goal is my email list. I want them to subscribe to my email list. That is my most valuable asset because that is how I get to nurture relationships with my subscribers. They get to know me. I get to send them messages to have them come back to my blog. That is my most valuable asset.

And, because of that, I want to make that goal extremely clear. When you come to my blog, you're going to see opt in forms that make it extremely clear that I would like you to opt in because that's how you're going to get the most value when it comes to interacting with Become a Blogger.

Now, your goal might be the same. I think most blogs, that should be their goal, to get people on their email list but, your goal might be different.

You might be more into [Social Media](#) than email list. If that's the case, then you want to make that very clear. You want to make it extremely easy for someone to connect with you via Social Media.

Choose your main goal and then, the design of your blog, the content on your blog should be centered around that main goal, the layout of your blog, extremely important. I went a bit over board on this.

I have a bunch of opt in forms. I put them in a bunch of places initially because I'm testing them to see where is most effective and I'm kind of coming to a conclusion now and I'll share some of that in a future episode.

But now, as I figure out what's more effective, I can use those and get rid of the ones that are not as effective so that, they can focus, once again, focus is the key, focus my effort, focus the eyes of the people that are visiting my blog on to the most effective opt in forms so that, they can opt in since that is the main goal that I have.

Now, this doesn't mean that you shouldn't have more than one goal but, you want to have one main goal and all of the other goals are just kind of there also. But, your main focus is that one.

#4: What Social Media platform are you going to use?

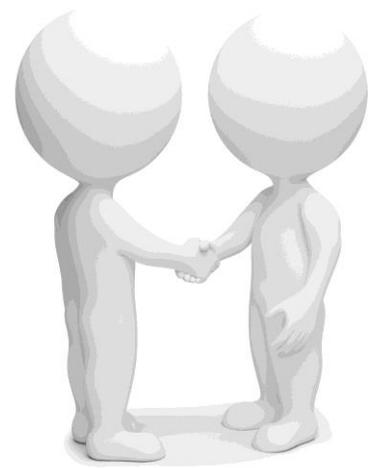
All right, the next one to me is a big one. What Social Media platform are you going to use? Which one are you going to use?

My recommendation is choose one. The fact is you can't be everywhere and be awesome everywhere especially when you're first starting out. My good friend, Pat Flynn encourages people to be everywhere.

I hear where he's coming from and I agree that that is a good strategy. However, he does not believe that you should be everywhere if you aren't able to be there well. The fact is, not even him. He didn't start everywhere. He has built up to everywhere. I think that's a great strategy.

One of the things people get sidetracked with is they look out and they see bloggers that are well-established, that have been doing this for a while and they are everywhere.

Don't look at what everyone else is doing. This is what I want to encourage you to do.



First of all, ask yourself this,

"On which Social Media platform are you most comfortable?"

DO NOT, do not, I repeat, do not feel pressured to be on Facebook, Twitter, Google+, Pinterest and everywhere else. This is what I would recommend. Yes, you should create accounts everywhere. The reason for this is you want to make sure to reserve your name, the name of your business or if it's your personal brand, you want that to be reserved on all of the different platforms.

Even if new platforms come out, you never know if it's going to pan out to be anything significant. Create your account there. Have it there but, you want to focus on one.

Become an expert at using that one for your business. I'm talking studying it, study it. Study it hard and become an expert at using that one for your business. Invest fully in that one.

Dr. Nicki called in from Reverse Diabetes Holistically and she had a suggestion which I think is a great suggestion. The suggestion was to build a Facebook group for Become a Blogger. That's an excellent suggestion.

Facebook groups, I love Facebook groups. The fact is, over the last few months, I have been trying to come up with a great strategy for using all Social Media sites effectively and I have realized one thing. I can't do it.



So, I've decided to do something a bit different. I've decided to focus all my energy in building the Become a Blogger fan page and nothing else. This is kind of a recent decision that I have made because in trying to be everywhere else, in trying to manage my job, in trying to be with my family, in trying to build a Google+ community, build my Google+ profile, my Google+ page, my Facebook page, my personal Facebook profile, my Twitter account, my Pinterest this and that... Things get really hectic. Things get really crazy.

So, everything else will still be there but, those will be more kind of an auto-pilot. Yes, I will post to them. I will share, when I post a new blog post to Become a Blogger, what I usually do is share it on Pinterest, share it on Google+, share it on Facebook, and it takes about five minutes to do all the sharing.

I will still do those things. I will still interact with people when they try to interact with me on the others but, in terms of building, I am going to focus right now on my Facebook fan page at

[facebook.com/becomeablogger](https://www.facebook.com/becomeablogger) and that's where I'm going to do the main building. That's what I'm going to be studying.

A Facebook group is a great idea but, I don't want to add anything else on to an already full plate. So, I'm going to leave that for now and it's probably something I'll come back to in the future.

So, first my recommendation is choose one. Focus on that. Become an expert in that. Once you have that optimized to where you are really engaging your audience and it's not taking you a ton of time because you have systems in place then, you can move on to the next. That's where I would recommend it because to me, trying to be everywhere is extremely overwhelming. So, don't feel that you have to be everywhere.

Where you are, be there well. Build it. Put systems in place. Optimize it. Build engagement and once you've reached the point where it's not taking you as much time because you have those systems in place then, move on to something else.

#5: What is your mission? What are you trying to accomplish?

All right, and lastly, your mission. What is your mission for your blog? Why do you blog? This is the first video in my series at freebloggingvideos.com because I think it is such an important concept. I blog personally because I believe that I can create content to inspire others and change the world and I want to inspire you to take that kind of action so that, you can create content, inspire others and change the world.



So, everything I do online with Become a Blogger is focused on that single mission. What is your mission? What is your "why?" Figure that out and once you figure that out, focus on that and say, "no" to everything else. That is the take-home message from everything that I'm talking about.

Once you've decided what those things are that you're going to focus on, do them well and say, "No" to everything else.

Why?

Because if you're working at a job, your job needs you. If you have a family, your family needs you. If you're a human being and you're alive, your health needs you and you need to be able to take care of all these different aspects of your life without things just getting too crazy.

So, yes, that's pretty much it. I should start a music. Let's go ahead and do that now.

Hey, I hope you got value from this. Really, the take home message is, "Decide on the few things you are going to focus on. Don't try to do everything. A jack of all trades is a master of none." Make sure that you are doing what you need to do and just focusing on those things, saying "no" to everything else.

Hey, if you need guidance on your blogging journey, you want to get your blog up and running fast, you want to know how to build that blog into a significant online business where you can create content, inspire others and change the world, head on over to my free blogging videos at freebloggingvideos.com.

You get to follow me as I show you exactly what I've done to build successful online businesses and how so many others have done the same. So, check it out, freebloggingvideos.com. It's free. It's actionable. It's awesome.

That's pretty much it for this episode. I'm going to let you listen to some music for a little bit but, until next time, this is Leslie Samuel from becomeablogger.com where we're changing the world one blog at a time.

Until next time, take care and God bless!