



## LESLIE SAMUEL EPISODE TRANSCRIPT

**Mark:** Hey it's Mark Podolsky, [the Land Geek](http://www.thelandgeek.com), with your favorite niche-y real estate website, [www.thelandgeek.com](http://www.thelandgeek.com) and today before I introduce my guest on the [Best Passive Income Model Podcast](#), I wanna remind everybody. The only way I'm gonna get the quality of guests like today's guest is if you subscribe, rate, and review the podcast, send us the review, [support@thelandgeek.com](mailto:support@thelandgeek.com). Send us a screenshot, we're gonna send you for free the \$97 Passive Income Launch Kit. Also, download for free The Passive Income Blueprint, The Three Fatal Land Buying Mistakes and this get this podcast delivered each week to your email inbox. Just go to <http://www.thelandgeek.com>.

Glad we got the little promo stuff out of the way and now let's talk to our guest, Leslie Samuel from [becomeablogger.com](http://becomeablogger.com). So, I don't...I think this is my first blogger interview but Leslie Samuel is a former university professor and the creator of the [becomeablogger interactive biology](#) blogs. He has a passion for education and is taking on a mission of changing the world one blog at a time. He also has a podcast and he features solid lessons on how to build a blog that's gonna have a great impact in addition to interviewing other successful bloggers who have built successful platforms and turned them into thriving online businesses. He's a firm believer that what we do online can open the doors to lots of opportunities. His biology blog landed him his dream job as university professor, which has increased his passion for letting the world know that blogging is a force to be reckoned with. His message is simple. Create content, inspire others, and change the world while building a solid online business. Leslie Samuel, welcome to [The Best Passive Income Model Podcast!](#) How are you?

**Leslie:** [laughs] I'm doing great Mark. Thank you so much for having me on here.

**Mark:** So I think you're my first blogger! I'm pretty sure.

**Leslie:** Well, that's awesome! I'm always happy to be a first of something.

**Mark:** But Leslie, let's talk about the dark side of this.

**Leslie:** The dark side...

**Mark:** Like I don't know anyone who's ever made any money blogging.



**Leslie:** Oh man! Then you don't know a lot of my friends then.

**Mark:** I don't know any of your friends!

**Leslie:** [laughs]

**Mark:** I always hear like, "oh, start a blog. There's like a billion blogs! How do you break through that noise?"

**Leslie:** That's a very good question. How do you break through the noise? Well, you break through the noise by being different! What are you doing that's different from everybody else? I'll give you a specific example. I have a biology blog. When you hear about biology, what do you think?

**Mark:** I just yawn!

**Leslie:** [laughs]

**Mark:** [laughs]

**Leslie:** That's exactly right, right?

**Mark:** Right.

**Leslie:** And...and...that's what a lot of people do. A lot of people start to yawn and they...they just don't like it. So I...when I was gonna start my biology blog, I thought to myself, "how can I make it different?" So I did a search out there to see, you know, what blogs were out there. Found a bunch of biology blogs. Wrong research articles and all kinds of stuff that made me yawn [laughs] and I love biology! So I decided, "hey, I'm gonna do something that's a little different. I'm gonna take complicated topics and I'm gonna break them down one concept at a time and make a video that's kinda fun so that, hey, if you're like a grade school student, you can understand Neuroscience by watching these videos. So that made it a little different from everything else that's out there and that gave it traction.

**Mark:** That's brilliant! That's brilliant! But how long did it take before you built an audience?

**Leslie:** Well, on that blog, I got about...I could remember this because I've used it as an example so many times. The first month, I got 400 people.



**Mark:** Wow!

**Leslie:** The second month, I got 800. The third month, I got about 2,000 and then it went to 4,000, and then it went to 8,000 and within a year, I was getting about, you know, 15,000-20,000 people a month.

**Mark:** Who are these people?

**Leslie:** People all over the world! I mean...

**Mark:** That love biology!

**Leslie:** In the last month...in the last month? I've gotten 95,000 people to that blog.

**Mark:** Holy cow!

**Leslie:** That's significant, for me to be at home just creating videos and I actually haven't touched that blog in years but when I was creating the content...I...you know, I'm in my little room here creating videos and tens of thousands of people all over the world are consuming the content!

**Mark:** Well...I mean...Are your videos really high quality? I haven't even looked at them.

**Leslie:** They're not... [laughs] and that's the funny thing. They're not like professionally produced. I'm not trying to be this professional, super intelligent guy or anything. I'm just trying to break down these concepts. Sometimes, I'm drawing on this screen, I'm a terrible artist.

**Mark:** [laughs]

**Leslie:** [laughs] But they're coming for the information and they're learning content and as a result of that, they love it, they share it with their friends and that allows you to build something significant.

**Mark:** Okay, so tell me the whole story then. Just from the beginning. Obviously, you like biology but where was it where you started, "hey, I'm gonna start this blog." I mean, were you a professor first?

**Leslie:** I actually...

**Mark:** Or did you start the blog first?



**Leslie:** So I was a high school science and math teacher before. I was teaching at a boarding academy but I was unsatisfied by what I was teaching because I wanted to be a university professor but I didn't have a PhD and I didn't really want to go through the PhD and research and all that stuff! So I said, "you know what?" At that time, I was learning about blogging and business...and I was using blogging to teach people about business...and I was thinking to myself, "okay, I'm doing this and it's having a decent amount of success. What if I were to take these same concepts and apply them to something like Biology. Is that gonna work?" So I said, "I'm gonna start this blog and teach exactly what I wanna teach." And that's what I did. And then that blog started to grow. People started sharing it. People started using it all over the world and eventually, that blog landed me a job as a professor!

**Mark:** Wow!

**Leslie:** I'm no longer doing that. I left that job to do this blogging thing full-time. But it was just me taking that I'm passionate about and sharing that with the world!

**Mark:** Now, as far as gaining that audience, I mean, were you doing any kinda paid traffic? Like...

**Leslie:** None whatsoever.

**Mark:** So, I mean, was someone who had a big audience, did they find you and did they sort of promote you?

**Leslie:** So, it's a combination of a number of different things. When you think video, what do you think about? When you think online video, what do you think?

**Mark:** I think YouTube!

**Leslie:** You think YouTube. Why because YouTube, number two search engine in the world. You wanna learn how to do something, you go to YouTube and somebody's gonna show you how to do it.

**Mark:** Right.



**Leslie:** I knew that I wanted to create videos so I said, “you know what? I’m gonna leverage a platform that’s all about video! I’m gonna use YouTube!” So that was the initial part and that gave me a little bit of a boost because people were searching for the things that I was creating videos about. I was very specific with the way I titled my videos. Instead of saying, you know, biology video, I would say, “An Introduction to the Nervous System” or “How the Action Potential Works,” because people would go and search and once they find the content, if it’s good content, they’ll subscribe they’ll start looking at other videos and YouTube is gonna see that and then start recommending your videos as people are searching. So that was one of the first things that I did to get traffic. And the second thing that I did is, you kind of alluded to it, right? If someone already has traffic, they can send it to you. So what I did was I call it “Strategic Outreach.” I looked at a bunch of other sites and bloggers that were in a similar niche, I reached out to them in a way where it was, “hey, I love what you’re doing! I would love to support you, how can I support you? Oh, and by the way, this is what I’m doing,” and you’d be surprised at how many of them saw what I was doing and thought, “man, this is good quality stuff! I wanna share this with my audience.” And then you get this kind of a ripple effect. One person shares it with her audience and she has a huge audience and other people see it there and they start sharing it. It’s all about creating good content, putting it out there, making sure to have that unique angle, and then getting the right people exposed to it. People that can share it with others.

**Mark:** Yeah, I notice so much crap out there, Leslie.

**Leslie:** Oh man!

**Mark:** Like when you say, “create good content,” like what does that really mean?

**Leslie:** That’s a good question and the answer to that question depends on your target audience because what you have to do, is you really have understand who you’re trying to reach. I mean, if you can describe them in excruciating detail and then you think about what they struggle with or what questions they may have, and so on and what they’re trying to accomplish. So the answer to the question of what makes content? What makes good content? Good content is content that helps a specific person accomplish a specific goal or overcome a specific struggle or any of those things but it does it in a way that resonates with that person. You...I mean...you...If you’re looking for something online, you know when you’ve found good content...

**Mark:** No...I...



**Leslie:** Because it...

**Mark:** Absolutely. Absolutely!

**Leslie:** Exactly!

**Mark:** Yeah, they're graphics are good. They're well-written. It seems relevant, it seems timely, and it's valuable like it's "oh! I didn't know that!"

**Leslie:** Exactly!

**Mark:** Right? It could be entertaining. It's interesting. It's thought provoking.

**Leslie:** Or you know how it works for me? I would have students that would be in a Neuroscience class or a Physiology class and they're listening to their teachers and they're like, "what the hell...heck is this person talking about? I don't understand anything." And then they do a search on YouTube and they find a video and then in 5 minutes they understand a concept that they've been struggling to understand all semester. Once they have that experience, they want more from you because you're obviously helping them to pass that class. That's a struggle for them.

**Mark:** Alright, so let's talk about Land Investing for a second.

**Leslie:** Alright.

**Mark:** Alright, so we've got a niche and we help people you know, invest in raw land.

**Leslie:** Yes.

**Mark:** And I've done a little bit of blogging, right? I do more videos than blogging.

**Leslie:** Um...hmm...

**Mark:** If you were gonna give a newbie advice and they just started in this niche and they wanna start creating some valuable content in this niche, what's the first action step you'd advise them to take?

**Leslie:** Well, let's...let's act as if that person is you, alright?



**Mark:** It could be me.

**Leslie:** Yeah, so you're just getting started...well, obviously, you're not just getting started.

**Mark:** Yeah.

**Leslie:** Well, imagine you're just getting started.

**Mark:** Right.

**Leslie:** The first thing I'm gonna tell you to do is as I said before, I want you to really write out exactly who you're trying to reach.

**Mark:** Okay, so...

**Leslie:** Who is your target audience?

**Mark:** I think my target audience is somebody that grew up hearing raw land is an excellent investment.

**Leslie:** Okay.

**Mark:** They also have their world view that land is a great alternative investment, a hedge against inflation.

**Leslie:** Okay.

**Mark:** Right? So they buy silver, they buy gold, they buy land, right? Some kind of commodities type of person.

**Leslie:** Um...hmm...

**Mark:** They're also scared about the government and they want a place to bug out to, God forbid, things go terribly wrong...

**Leslie:** Uh...huh...

**Mark:** In this country and they're what we call preppers, so they're hoping for the best, they are preparing for the worst, right? So I think these are...you know...or someone in the military that might want to invest in raw land as well. So I kind of have a big audience in that sense. I think. It's a lot of people.



**Leslie:** And as you do that, you can kinda...and you kinda went into some detail about some of the struggles that that person is dealing with and so on, and you can kinda refine that into where you're extremely detailed about who that person is. Now, I would tell them that the narrower that niche is, the better and the reason I would say that is because if you know exactly who that person is down to the tee, when that...and you create content that's just for them, when that person finds you, they will know that the content you are creating is just for them. Alright? So, once you understand that...once you...you know, I tell people sometimes make a list of a bunch of questions that that person might have? And then start answering those questions and you're gonna start answering those questions by creating your blog post and your blog post might be written content, it might be like you're doing videos or a podcast, or whatever the case might be, as long as you are helping them accomplish their goals!

**Mark:** I love it! I love it! So, that's really, really good advice. Now what about keyword research? Cause you were talking about...

**Leslie:** [laughs]

**Mark:** "Hey, I know what these people are searching for, in their titles at YouTube?" How important, how critical is it when you first started out to know the language of your market?

**Leslie:** Knowing and understanding the language is very important. There are different ways to do that. Keyword research is one of the ways and it's a valuable way but it's a way that I just don't enjoy... [laughs]

**Mark:** [laughs]

**Leslie:** Personally. You know, I've been through courses, I understand how to do keyword research, when I was starting, I did some keyword research, that is how I came up with the name of my biology blog, [Interactive Biology](#) and it's how I came up with my initial pulls but it's just not something I enjoy doing.

**Mark:** Yeah.

**Leslie:** However, my research was you know, I was teaching students at that time and I understood what they were struggling with. And I had...I had taught students in the past, specifically with the concepts that I was gonna be teaching on the website, so I knew what they were struggling with. So I just figured, "I'm just gonna answer their questions. I'm just gonna go through these things one step at a time so that they understand it," and I didn't spend as much time doing keyword research.





**Mark:** Okay. Okay. So, as far as the actual delivery of the content.

**Leslie:** Yes.

**Mark:** Today. Right now. Video? Audio? Social Media?

**Leslie:** Um...hmm...

**Mark:** Or the pure blog, right? Or a combination thereof. Leslie, what do you think is gonna be the most bang for your buck or as far as a Return on Investment on your time?

**Leslie:** You know, I...

**Mark:** For the content creation, cause let's face it! It's hard to make a video.

**Leslie:** Um...hmm...

**Mark:** It's hard to write.

**Leslie:** Um...hmm...

**Mark:** It's...and it's hard to show up every day on social media.

**Leslie:** That is so correct. My answer to that question is, it depends.

**Mark:** Come on.

**Leslie:** Do you understand your audience? What's the best way to reach them? Are they the kind of audience that likes to read? Or that like to listen to podcasts. When I think about my biology blog, I couldn't think...I didn't see myself doing written articles because not that that couldn't do well...yes, it could do well but because I'm trying to explain concepts and show you how certain things work. That's a visual...that's a visual activity.

**Mark:** Yeah, a complex concept I think lends itself well to that visual piece.

**Leslie:** Exactly.

**Mark:** Like I think...I think of you and Khan Academy. Right?

**Leslie:** Yeah and...



**Mark:** And I love [Khan Academy](#) but it's visual.

**Leslie:** Exactly. And actually, when I saw what [Khan Academy](#), that was my inspiration to do what I was doing but specifically for biology and as a result, I've actually worked with Khan Academy and made videos for Khan Academy because they saw what I was doing. But yeah, it's that kind of concept. It's something where it's complex, you've gotta see it to understand it, I've gotta show you sometimes. Sometimes it's me on a camera just jumping around, illustrating how the sodium ions are travelling down the axon.

**Mark:** [laughs]

**Leslie:** So that worked well for biology. Now with my...you know...when I'm teaching people how to start a blog, videos work well also but I wanted to accomplish something different. I wanted to nurture relationships with my audience in a different way. And I felt like podcasting would be a great way to do that because they can take you along with them on their drives, and they listen...people listening to this interview for you know, 30, 40 minutes, whatever the case might be and they won't do that with a video!

**Mark:** [laughs] Right. Right. Yeah!

**Leslie:** Not online, at least!

**Mark:** Right. So your [podcast](#) is about becoming a blogger, though.

**Leslie:** Yeah. Ex...Yeah, that's true.

**Mark:** Right. Okay.

**Leslie:** Now, with that...with that...with becoming a blogger, I actually do all. I have my videos, I have my [podcasts](#), I have my written content and even with the videos on interactive biology. I needed to make sure to also have written content to go along with that because the search engines...they're not gonna index your videos. So I actually got someone to transcribe my videos so that I could have written content and that's how now Google is sending me a ton of traffic because it's indexing that written content. So, I think a combination is good but what I tell people is choose the medium that resonates with them and that they feel is gonna resonate most with their audience and go all in on that. Try not to do everything from the very beginning because man, to be on [YouTube](#) and to be all over social media, on [Facebook](#) and [Twitter](#) and all these different platforms and [Snapchat](#) now, and podcasting and it...it...it takes too much to



try to do it all and unless you focus, you're not gonna accomplish as much.

**Mark:** So now, as far as monetizing the blog, how do you recommend going about that cause I know there's a bunch of different ways...

**Leslie:** Oh yeah.

**Mark:** You can skin that cat.

**Leslie:** Yeah. So, it depends on your niche but generally speaking, one of the ways that I encourage people to start monetizing their blog is with affiliate marketing. Now affiliate marketing is where I sign up with a company that has a product or service for sale, I sign up as an affiliate, they give me a link and I can recommend this to you and if you go and you purchase whatever it is I'm recommending, I get a commission. Now, the reason why I tell people to start with that is because it gets you in the habit of selling and it helps you to learn how to sell online without having to actually create the product or provide the service. So you kinda get you feet wet by selling something that already exists that has a company behind it and you get a commission whenever you make a sale. That's a great way to get started and then from there, you can go on to creating your own products like a course or an ebook or whatever the case might be, there are different levels at which you can promote things, I mean you can do advertising on your site but that's not gonna do well unless you have a significant amount of traffic. There are multiple ways to monetize your blog but I think affiliate marketing is one of the better ways to get started or one of the easier ways to get started.

**Mark:** Okay. Okay. What is...you know...for like our niche, it's gonna be building your list, right? Do you agree with that?

**Leslie:** Oh I...I...don't care what niche you're in... [laughs]

**Mark:** [laughs]

**Leslie:** You should be doing that because you know what? Getting someone's email address is much easier than getting them to buy.

**Mark:** Right.

**Leslie:** And once you have their email address, you can start nurturing that relationship with them and in that relationship, when people get to know you, and trust you, and see you as an authority in whatever niche you're in, they're gonna be more likely to buy from you. That's a principle that applies regardless



of what niche you're in. If you're building an online business, you should be building and email list.

**Mark:** Exactly. Now, you hear these marketers say, "oh, email's dead," right?

**Leslie:** Oh, my word!

**Mark:** Email marketing is dead, the deliverability statistics are down, gmail's killing it, you're just going into promotions tab, what do you think about that? What do you think about these naysayers?

**Leslie:** Oh, my word! If anyone is telling you that email marketing is dead, run away from them immediately. [laughs]

**Mark:** [laughs]

**Leslie:** Because quite frankly, they don't know what they're talking about. Email marketing is not dead. It is still one of the most effective way to drive sales. More effective social media, more effective than just about any other other...well, more effective than most of the things that you see out there.

**Mark:** Wait...wait...wait...You just paused! What's the most effective? I feel like you're holding something back!

**Leslie:** I think it all depends, right? Because I combine email marketing with webinars.

**Mark:** Okay. Yeah. Yeah.

**Leslie:** And I find that webinars have been extremely successful for me but the webinars aren't successful on their own. When I combine the webinars with a good email follow-up sequence, the sales go through the roof. And for me, that's a great combination.

**Mark:** Right. Right.

**Leslie:** Now you're not going to be doing...

**Mark:** One, two, punch.

**Leslie:** Exactly. Exactly. Like I'll give you an example. I did a webinar once...First, I did an email follow-up sequence for a specific product and I got forty, I think about forty eight sales.



**Mark:** Okay.

**Leslie:** The next time I did a webinar, and I combined that with an email sequence, and it went to 48 to 126!

**Mark:** Wow!

**Leslie:** That's a significant increase. Now, I also did where I just did a webinar and after the webinar, I probably made about 20 sales.

**Mark:** Okay.

**Leslie:** Alright? But when I combine the webinar with a strategic follow-up email sequence, that's when I got 128. that's a significant increase.

**Mark:** Huge. It's huge. Absolutely. I love it! I love that! What question did I not ask you that I should have asked you, Leslie?

**Leslie:** Oh man!

**Mark:** What am I missing?

**Leslie:** There's so many questions. I mean, a big question that a lot of people ask is, "how do I get exposure?" "How do I get traffic?" Or which social media network should I be on?" Or "should I be in all the social media networks?" And I think that comes back to something I was saying earlier. When I started my biology blog, I chose YouTube and that was the only quote unquote social media that I did for that blog in the beginning because I needed to master YouTube. I needed to understand how to optimize my videos for [YouTube](#). I need to understand how to create my videos in the first place and if I was trying to do [YouTube](#), and [Facebook](#) and Twitter, and all these other platforms, I would not have had as much success as I did in the process of building it. So, I tell people to choose one social media network that they're gonna focus on, especially if they're just getting started, learn as much as they can about that network and then go all in. If you choose [Facebook](#), go all in on [Facebook](#)! Figure out what's going on with [Facebook](#). [Facebook](#) is always changing. They just...re...announced about a week ago that they're gonna start giving more preferential treatment to live video and if you know that, hey maybe if you're focusing on [Facebook](#), maybe live video is something that you should be thinking about doing. So, understanding these different networks, choosing one and going all in, focusing...that really is how you're able to have an impact



especially in this noisy world we're living in when it comes to social media.

**Mark:** Leslie Samuel, I...you know, I have to agree 100% [laughs]

**Leslie:** [laughs]

**Mark:** With what you say. It's been my experience...I...Yeah. I mean it's great advice. It really is.

**Leslie:** Awesome!

**Mark:** I hate to be so agreeable but...

**Leslie:** [laughs]

**Mark:** It really is phenomenal advice and I think it really helps the people that have a hard time getting started because...

**Leslie:** Yeah.

**Mark:** You get so overwhelmed, right? And you know it's hard to look at a blank lens. It's hard to look at a blank screen and then you compound that with the fact that okay, now, you've gotta have a content creation strategy...

**Leslie:** Um...hmm...

**Mark:** Where I need to be everywhere from day 1. It's like, ugh...I'm gonna pick up my physiology textbook...

**Leslie:** [laughs]

**Mark:** [laughs] Take a nap.

**Leslie:** Exactly!

**Mark:** Right?

**Leslie:** Yup! Yup! Yup!

**Mark:** Alright, so Leslie, we're at that point now at the podcast where I'm gonna put you on the spot and explain to you my business model and I know you talk about bloggers but this is still a business, so...



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**Leslie:** Yeah. I've actually been looking forward to this part. I'm very curious hear this [Best Passive Income Model](#), so let me have it! [laughs]

**Mark:** I know, I should change the name of the podcast...

**Leslie:** [laughs]

**Mark:** To the Most Arrogant Podcast...

**Leslie:** [laughs]

**Mark:** Mark Podolsky with the [Best Passive Income Model](#).

**Leslie:** There you go. There you go.

**Mark:** So...Alright. So this is the model. So I buy and sell raw land and the way that I do it is I look for somebody who's distressed. So, how do I know they're distressed? They owe back taxes. So we send the people that owe back taxes and typically don't live in that state where they own that property, right? Cause there's no emotional connection now to that land and we send them a quote unquote top dollar offer 20, 30 cents on the dollar, right? Now, a percentage of those people accept those offers and then we either sell that property for quick cash at about a 300% Return on Investment on average. But my favorite way to sell it is on owner financing, so it's a one time sale and then we get the recurring passive income on an asset that we don't have to maintain, we don't have to protect, we don't have to deal with any renters, any rehabs, renovations, no rodents, right? We don't have to deal with onerous real estate legislation because we're not dealing with a tenant so Dodd-Frank, RESPA, The Safe Act are all exempt with raw land and our return on investment with owner financing is about 1,000%. Leslie Samuel, [becomeablogger.com](#)...

**Leslie:** [laughs]

**Mark:** Oh, I forgot to mention, we have a noncompetitive niche as well and a huge market.

**Leslie:** Okay.

**Mark:** Do I have the [Best Passive Income Model](#)?

**Leslie:** It sounds to me like you have the Best Passive Income Model for you. [laughs] Now...



**Mark:** You're not the first person to say that and I do agree with you. It is the Best Passive Income Model for me because I...I will and I've gone on record. I really don't think it's the Best Passive Income Model.

**Leslie:** Yeah.

**Mark:** I think that the one is Life Insurance because Life Insurance is just an idea. It's a one-time sale and you get this recurring revenue on these premiums, forever.

**Leslie:** Um...hmmm...

**Mark:** And considering that there's no cost of acquisition but...

**Leslie:** Yeah.

**Mark:** But besides, life insurance, which isn't very much fun to sell. I think it's pretty...and life insurance isn't fun and it's very competitive.

**Leslie:** Yeah! No! It sounds like a really good Passive Income Model and if the numbers that you're quoting there are true, which I don't think you're lying to me, it sounds good! It sounds legit!

**Mark:** [incomprehensible]

**Leslie:** But I don't know enough about it to be able to say this is the best. I'm a [laughs] I'm a scientific guy so I like to see data, I like to see numbers, I like to see comparison charts and compare this to some of the others and so on, and that's how I would make a conclusion as to whether is the best but it definitely sounds like a very good passive income model.

**Mark:** Oh Leslie, we'll get geeky.

**Leslie:** Oh!

**Mark:** If you want some geeky numbers, I'll give them to you.

**Leslie:** [laughs]

**Mark:** So yeah, if you go on the website and go to the Success Stories, you'll see...

**Leslie:** Awsome!





**Mark:** A lot of that but alright, fantastic! I thought that was a great answer and you know, I can tell you're really passionate about teaching people, educating people, making people's lives better with blogging and I think that's a key component when you talk about any model is do you have a passion...

**Leslie:** Exactly.

**Mark:** For that model. Do you have a passion for what you're doing? And I have no passion for raw land but I have a passion for my model. I love it! And I love the freedom that it provides me as well. So, that part, I am passionate about and that part gets me up in the morning, you know, right out of bed. Like, I can't wait to get...to work on it. So I think that you're right. But let me put you on the spot one more time and I'm gonna ask you for your tip of the week. It can be a website, a resource, a book...something actionable where the Best Passive Model Income listeners can go right now, improve their businesses, improve their lives, what have you got?

**Leslie:** Yeah. So, I think what I'm gonna recommend is a book that I literally just finished reading. I think I finished it maybe two days ago and it's called "[No Excuses](#)" by Brian Tracy.

**Mark:** Ah...

**Leslie:** And it is...it's a powerful because I am the kind of person, if you ask any of my friends, they would tell you that I don't make any excuses, I just get stuff done but after reading this book, it made me realize that even though I am that kind of person, there are a number of excuses that I make that hold me back and...

**Mark:** Give me an example...

**Leslie:** Give you an example. So one example is I grew up on an island, a 36 square mile island called St. Maarten.

**Mark:** Okay.

**Leslie:** And I moved to Michigan when I was 17 years old to attend college. But while I was in St. Maarten and going to high school and so on, I was just chilling, I wasn't studying. I wasn't doing anything and as a result of that, there's so much of the fundamental things of academia that I just didn't know and I still don't know. There's this thing that...I've come to realize that I've been telling myself, "well, you know what, that was my experience, I wasted my time and



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there's nothing I can do about that. Those things that I don't know, I just...I guess I just have to not know those things and just move on with life. But this book showed me that, hey...I'm 35 years old! I'm not too...too old to start learning those things that I felt have been holding me back! I can't continue to make excuses for that and...and...I think that's a powerful concept but what I like about this book is it doesn't just go through the psychology and all that stuff but it gives you some actionable steps. This is what you do to accomplish your goals. Stop making excuses, just do x, y, and z to improve your life in terms of business, in terms of family, in terms of health, in terms of these major categories in your life and it is a book that for me was a game changer.

**Mark:** I love it! I love Brian Tracy. His stuff's great!

**Leslie:** Oh yeah!

**Mark:** He's got a ton of books! [Eat that Frog](#) for time management and...

**Leslie:** Yup!

**Mark:** Alright, great tip! Great tip! My tip of the week is gonna be learn more about Leslie and go to [becomeablogger.com](#). [Becomeablogger.com](#) and he's creating a ton of a value, he's gonna teach you how to create a ton of value. Leslie Samuel, are we good?

**Leslie:** We are good! This was fun.

**Mark:** This is great! Yeah! I'm gonna have more bloggers on, I think.

**Leslie:** I think you should! I could recommend a number of them for you.  
[laughs]

**Mark:** [laughs] Alright well fantastic. Yeah, it's a little outside our typical scope so...but I think...I think a lot of what you said is really valuable and certainly because we talk a lot about building that list and becoming a really effective blogger and learning these skills and building your list and doing that is only gonna increase your sales.

**Leslie:** Exactly.

**Mark:** So I think it's great! Anyways, I wanna thank you. I wanna thank the Best Passive Income Model listeners and we'll see everybody next time! Thanks Leslie!



**Leslie:** Thanks!