



Ray Edwards Show, Episode 340

Why You Should Become A Blogger And How To Do It

Female recorded voice: Coming up on the *Ray Edwards Show*.

Leslie: I can't imagine what my life would have been like if I hadn't done what I did. If I had built my blog, if I hadn't built my business in the way that I built it because today, man, I'm just so grateful in so many ways. Is it worth it? Absolutely.

Female recorded voice: *Ray Edwards Show Episode 340*. Why you should become a blogger and how to do it. [music]

Male recorded voice: The *Ray Edwards Show*. This is the podcast for prosperity with purpose.

Ray: Blogs are not dead, they are here to stay. You may or may not be aware of this but most of the web sites that you encounter online are probably run by some type of blogging software. I think something like 38% of the size of the entire Internet are run by WordPress alone. A blog is about more than just a reverse chronological diary of your life. It's a way of building a website or a platform from which you can attract your tribe, your listeners, your readers, your viewers, your 1,000 true fans. This is something if you want to build a business online, especially a purpose-driven personality-based business, this is how you're going to have to do it.

You're going to have to build a blog. It's going to have to be the corner piece, the foundation of your entire business. And there's nobody I trust more to teach you how to do this than Leslie Samuel, and he's who we're going to be talking to on today's episode of the *Ray Edward Show*. Also coming up, we are going to discuss the gift of no condemnation. Why you should no longer feel guilty about anything. That's crazy talk, isn't it? Well, wait till you hear. It's even more amazing and crazy than that. We'll share three ways to be more productive immediately. And finally, my conversation with Leslie, where you'll find out why you should become a blogger and how to do it. Stand by.

Male recorded voice: Does anyone want to live a life that is long and prosperous? Spiritual foundation.

Ray: In the book of Romans chapter 8, the apostle Paul writes, "There is now no condemnation for those who are in Christ." Now, I'm not going to go into a full theological discussion about this, I'm just going to tell you. What this means is, you should have no guilt. If you've accepted Jesus as your Savior, you should not beat yourself up about stuff you've done that's fallen short. Sins you've committed, mistakes you've made. Yes, you can learn from these mistakes. Yes, you can make amends if you hurt somebody else. But feeling guilty, those days are over, because your guilt has been paid for by the sacrifice Jesus made on the cross. He said, "It is finished." Meaning he paid the debt for sin past, present, and future once and for all,



for all time. The sins you have not committed yet, he saw them in advance and said, "I will pay for those." So they're done, they're forgiven. And this freaks people out because when they hear this they start saying, "Ray, don't tell people that because they'll think they can go do anything they want to, they can get away with anything."

Well, here's the scary news my friend. They can, you can. We already have, because, as I said, Jesus being divinity saw all the sins of the world from the beginning to the end of the world, to the end of time and said, "I'll pay for all of those. I'll pay the price." So whatever you can think of doing it's already been paid for. Now, will this cause you to go sin more? No. Because if you truly understand the nature of what I just said, there's a spirit that will rise up in you that will actually cause you to sin less, but not because you're trying to sin less, not because you're trying to be better, because the spirit that enables you to do that effortlessly is flowing through you.

The more you understand there's no condemnation, the more you beat up on yourself, the more self guilt you stir up, the more self loathing you stir up, that will cause you to sin more. Even though it seems counter intuitive, stop with the self guilt, with the self loathing, with the self condemnation, and just realize you're forgiven. You're loaded with grace and righteousness, and peace, and joy, and you are now unpunishable. I know it's messing with your head some of you, perhaps we'll go deeper into this in a future episode. But just right now, stop with the self condemnation, celebrate your righteousness, and receive what Jesus has to give you.

Male recorded voice: Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the Week.

Ray: Three ways to be more productive immediately. Number one, start using block time. This means set aside blocks of time to do specific batched tasks. I'm doing that right now with these podcasts. I'm recording three podcast episodes in one day, I have three hours blocked out to do this, and I'm doing nothing else. This is blocked out time for podcast recording. Batching and blocking makes you more productive, because it keeps you from being distracted and it makes you work on the things that are most important which you decided upon before you blocked out the time, not in the heat of battle, which is the wrong time to be undecided on what needs to be priority and what doesn't.

Number two, the second way to be more productive. Set yourself up for success. If you're going to use block time, make sure you got your phone turned off, your notifications turned off, your do not disturb turned on, a sign on your door that says, "don't bother me, I'm creating profit generating material" or whatever you're doing. Set yourself up for success. Disconnect the internet so that you cannot access Facebook, or Twitter, or social media, or Google, or Amazon, or any of that stuff that distracts you. Make yourself distraction free, undistractable, uninterrupted, so that you are more productive. Set yourself up for success, not set yourself up for failure.



Number three, the third way to experience more productivity, to be more productive. Buy experience. It's been said that experience is the best teacher. It is also usually the most expensive teacher, because experience comes out of failure. Doesn't it make more sense to benefit from somebody else's mistakes rather than your own, so you can skip the mistake altogether? The way you do that is you buy experience from other people, people who've been there before you. You invest in their online training programs, in their life seminars and workshops, in their mastermind groups. These are the kind of investments that help accelerate you, make you more productive in a shorter period of time, skipping the trial and error and the pain that comes along with that. So the three ways to be more productive immediately are, number one, use block time, number two, set yourself up for success, and number three, buy experience rather than enduring experience.

Male recorded voice: And now, our feature presentation.

Ray: If you're going to build a platform online you've got to have a blog to do it from at your home base. Leslie Samuel is going to be talking about building a blog as the foundation of your business. So let's jump in with Leslie Samuel. To start with, for people who don't know you, I can't imagine there are people who don't know you. But let's pretend that there are those people, can you tell us about your journey, about where you started professionally and how you ended up as the "become a blogger" guy.

Leslie: Yes, man. First of all, there are a lot of people that don't know me, and hopefully by the end of this episode a few more will. But, how I got into all of this is, back in 2008 I was working as a high school science and math teacher. My wife and I, we just got married in 2006 and we started teaching together. And I just felt this, "Hey, I'm kind of unsettled." Like there's more that I wanted to be doing. Now, at the time, my dream was to become a university professor, but I didn't have the PhD, I started going in that direction, I gave up on the PhD stuff, it was too much research. I realized that I didn't like it. So I decided to just be a high school science and math teacher. But I wanted to do more.

I stumbled onto like a website online. "Hey, you can make some money on the internet." I'm like, "Hey, that sounds good, I want to make some money on the internet." I started doing this thing back then to make some money, and I started making a little bit of money here and there. I remember my first day I made like 70 bucks, I was like, "What? If I could make 70 dollars in one day, man, imagine if I do this everyday for the rest of my life." I started learning about online marketing, and business, and then eventually I learned about blogging. Then I started blogging about what I was doing, and sharing that with whoever kind of stumbled onto my blog at the time. This was back in 2008 going into 2009. Eventually, I decided, "hey, this is cool, I'm blogging, I'm having some success, I'm talking about stuff that I don't really care about. How about if I were to take the same principles and apply it to what I wanted to do, which was become a university professor."



So I started a blog where I would teach what I would be teaching if I were a university professor, and that blog grew relatively quickly. After about a year or two or of doing it, that blog actually landed me a job as a university professor, and I did that full time, and I really enjoyed it until it reached to a point where I, once again I felt unsettled and I wanted more.

Ray: Wait a minute, you got a job as a university professor without the PhD?

Leslie: Without the PhD. My PhD was my blog. I should call it like *The Blog PhD* or something.

Ray: That is so cool, so exciting. You got the job, and you did it for a while and then you were once again unsettled. What was the source of that?

Leslie: The source of unsettlement, however you want to call it, that time was the fact that I had this job as a university professor, it was an intense job, it's in a doctoral program. So I don't even have a PhD, I'm teaching people that are getting their doctorates. And as fun as it was, it was like all-encompassing. I was constantly either in class, or preparing for class, or doing research with my research group, or working on a PhD which was a requirement for my job, and I had this online hobby business thing that I was doing on the side. And then in 2012 something amazing happened. We had our first child. When we had our first child, that caused me to re-evaluate everything, because when our son, Noah, was born I was there for two weeks and then I had to just like run back to work and continue doing what I was doing. I realized, it was as if my wife was a single mum. And that was a no-no for me. I remember being there like, "What in the world am I doing? I'm working like a crazy person. Not that I have a problem with working but my priority is my family. I want to be with my family, I enjoy being with my family."

I just couldn't do it. And then my mum got ill. When my mum got ill, I was able to leave for I think it was like 10 days and then I had to come back, and she's going through this ordeal and I want to be there for her and I can't. I remember going to my wife and saying to her, "Man, something has to change. I need to make a decision, either I need to leave my business or I need to leave my job." And she said, and my wife is not the risk taker, but my wife said, "I think you should leave your job."

Ray: Wow.

Leslie: Yes. Exactly. Because that was kind of like in the back of my mind, "Maybe I should leave this job and do this thing full time, but I have a family, it's not the same as when I was myself and I did all those failed projects. This now we have a son that's dependent on us." But when she said it and the next day I went in, I spoke to my boss, I was like, "Listen, this is it for me." And at the end of that year I left the job and now I've been doing this full time.

Ray: Talk about this. What is the "this" that you're doing now?



Leslie: Great question. What I do is I teach pe-- well, I blog, and my blog is about teaching people how to do what I did. How do you, you're passionate about a certain topic, you want to build a business. How do you start a blog, use that to attract the right people. How do you then turn that into a business. That is what I teach people. I want to empower people to do what I did for my biology blog. Whether you want to use it to land that dream job, set yourself up as an expert, or you want to build that business, which is what excites me even more, when you're able to do what you're passionate about and make money doing it. I want to help others do just that.

Ray: Your first blog, the one that got you out of the job, allowed you to leave the job, was not about how to make money online or how to make a blog, it was about biology.

Leslie: Well, just to clarify that a little bit. My first blog was about what I was doing initially. How I started making money, which was something called freebie trading and freebie websites. But then my first blog where it was like, this is actually what I want to do and I want to turn it into a business, was that biology blog. I was very fascinated by that concept of taking something where it's not necessarily about teaching you how to build a business, it's just about something that you're passionate about. That can be teaching someone how to build a business, but for me at the time, that was biology. And I wanted to prove to myself that this is something that could be done outside of teaching people how to build an online business.

Ray: Yes. I think that's so important, because there are so many people online who are teaching people how to make money online and the only way they've ever made money is by teaching people how to make money online. And so that concerns me. I love the fact that you built a successful business based on a blog that had nothing to do with starting a business or making money online, it was about biology. I mean, exactly how did that happen? How did a blog about biology become so popular that it was able to provide you a living?

Leslie: Yes. It's a few things. Number one, and this is key. A lot of people think you start a blog and you just throw content out there. But the content was actually really good. People were coming to my blog and leaving comments like, "Man, I've been struggling" that's a keyword right there. "I've been struggling to understand what in the world my professor is saying to me in this neurobiology class, and I come here and I watch your video, or read your content in five minutes and I get it." The content was good stuff, and it was solving a problem that people had.

So then, once I started growing that audience, people would come there, they'd see it, and then they'd share it with their friends like, "Listen, I was struggling to understand this. I went to this guy, Leslie's blog, and now it makes sense. You should check it out." It just continued to spread, a lot of it by word of mouth, a lot of it because of some of the specific things that I did in my marketing. Then because I was solving a problem I could then provide a solution and charge people for it. I had a study guide that I sold, where you can come to the blog, you can consume the



content but if you wanted something that you can kind of just go through without having to click around in a bunch of pages you use the study guide, you pay \$35 you get it. And that was a way for me to make money with my blog. I also had advertisements on the site. The more people visited the blog, the more they click on ads, and the more money I made. Those were the two main things that I did with that blog to make money.

Ray: So exciting. Now, you've helped a lot of people start a blog. You've helped them become a blogger. And many of them have been successful depending on their own personal definition of what that means. I'm going to put you in a spot. What are the top three mistakes that you see people make when they decide, "I'm going to be a blogger. I'm going to make some money, or I'm going to build a side business, or whatever." What are the three most common mistakes people make?

Leslie: Oh man, that's a good question. I'm talking specifically for the person that wants to build a business. One of the biggest mistakes that I see bloggers making, and YouTubers making, and all these people that are building platforms online, is that they don't actually think about the business. Like, "How is this actually going to make money? What problems am I going to be solving, and how am I going to be solving those problems?" Because they don't think about this. I've had a lot of people come to me, they have a "successful blog" because tons of people are coming there but they can't make any money. And then you look at what they're doing and you realize, "Well, of course, you're not making money, you don't have a business." [laughs] That's a one key thing. You actually have to build a business. A blog is not a business. I know people would be surprised to hear me saying that, but a blog isn't a business. A blog is a platform, a platform where you can attract people, you can provide them with value and so on, but if you want to make money, you actually have to build a business.

Ray: What do you mean by that?

Leslie: Okay. You have to have a way for people to pay you in exchange for providing them with some level of value. Whether it is you're selling an e-book, you're selling a course, you're offering a service, you are doing something that they can pay you for, you got to have something to sell. That's what it comes down to. You got to have something to sell.

Ray: Yes. I often ask people who are telling me they've got a site, or they've got a blog or something, or they got a YouTube channel and they can't make any money. The first thing I ask them is, "Well, can you show me a button on the Internet I can press to give you money?" No.

Leslie: [laughs] And you'd be surprised at how many of them would say no. It's fascinating.

Ray: Like, "Huh."



Leslie: It fascinates me. I see so many people that build huge audiences and make no money because they forgot to think about that whole business thing and selling stuff.

Ray: That's the first mistake, what's the second one?

Leslie: That's first mistake, second mistake, I would say is, has to do with the content that they create. They are creating content but there's no plan. All right? Now, I spoke about the business, right? Having something to sell. But the content is going to be the main thing that is attracting the people, and you want to make sure that that content is doing the job of attracting people and then leading them in the direction of that thing that you have to sell. Creating the right kind of content to attract the right kind of person, so that they can take the right kind of action and help you to grow your business.

Ray: Wow. Now, imagine that. You, a professor would have thought this through logically and have a series of steps to take. It seems obvious. I think a lot of people would say, "Well, that's common knowledge." But the question is, is it common practice? And your answer would be?

Leslie: Absolutely not. One of the, in my membership where I teach people how to build a business with a blog I have a course called Blogging Business Foundations. And it really helps you to identify, "Hey, who am I targeting? What are they looking for? What are they struggling with?" And by looking at those details you can then decide, "Okay, now, what content do I have to create in order to attract them" and get them to do the thing that you want them to do?

Ray: Smart. Okay. What's the third mistake?

Leslie: The third mistake is, "Man, I am doing such a great job creating all of this content and nobody is coming, like I don't understand. What's going on? This is great stuff. If I build it they will come, maybe." But absolutely not. The next mistake is they don't have a strategic way of going out there and consistently promoting the awesome content that they are creating, that's going to lead them to hit that buy button and buy that stuff that you are selling. I know, what I'm saying is like so simple, but I think it's often the simple things that get overlooked. Now you're creating that content, how are you marketing it? Are you using a specific social media platform? And if you're using that platform, are you just on there posting stuff, posting more stuff, posting more stuff without a specific plan? No.

If you're deciding you're going to focus on a specific social network, you need to learn as much about that social network as you can. You need to look at people that are doing it well. What are they doing? How are they having success? What can I learn from them so that I can apply it in my business to get more people to my blog, to get more people on my email list, and all that good stuff, all of the stuff that goes along with that. How am I marketing my blog? It's the business, it's the content, and



it's the marketing. If you do those three things well you have a recipe for building a successful blog.

Ray: I've only got one challenge with all of that, Leslie. That is, it sounds like that's a lot of work.

Leslie: Oh no, that's crazy. "Wait, wait, you mean Leslie is coming on this podcast to tell me that I got to do work?" I'm sorry for those-- no, I'm not sorry, but that's exactly it. Here's the thing, when it comes to building any business. You always hear that 80 or 90% of businesses fail within the first how many average years? I don't remember what the stat is, but you always hear that stat, right?

Ray: Yes.

Leslie: Part of why so many of them fail, I believe, is they just don't put in the work. I think there's this false information that's, misinformation, that's been spread by all these fancy sales pages. "Hey, start a business, no list, no experience, no work, no nothing, you're just going to get..." No. It's a lie. You want to build a business, you got to put in the work.

When I was building my business, man, it was rough, because I was working full-time while doing this stuff on the side. But I put in tons of hours, and I continue to do that because I want to build something that's worth building and that's going to take work.

Ray: Yes. I totally agree. And I think, if you're listening to this and thinking, "Yes, but I wanted a magic money button that I could just put up on." Then this is probably not for you. Because it does take work. But is it worth the work? Why do you think becoming a blogger and doing it the right way, why do you think that's worth doing?

Leslie: Okay. So fast forward five years from when my son was born. No, three years, sorry, my daughter was born. And when my when my daughter was born, I was able to see things with my daughter that I was never able to see with and experience with my son. Why? Because I had built a business that allowed me the freedom and the flexibility to decide when I'm going to do what. I've been able to travel all over the place to talk about something that I'm passionate about. I spend more time with my family today than I've ever spent with my family before when I was working at my job, and I'm building a business. I'm making more money with my blog now than I was making as a university professor in a doctoral program.

I can't think of any downsides to where I am today in comparison to where I was back then. Okay, maybe I don't get to go in to an office as much and interact with as many people as I did, but that is something that I will be able to do in the future as I build. I get to create, and that's the key for me, I get to create the life that I want. I get to determine how I'm going to build my business. I get the challenge of trying to figure out how do I take things to the next level.



I'm going to borrow from Cliff Ravenscraft here, "To the next level." I get to determine so much more of what I do. Is that worth it? Is it worth it to spend more time with my family and build exactly what I'm passionate about? Absolutely.

Ray: Yes. You've helped a lot of people along this journey. Are there any stories that come to mind about, that are special to you about changes you've seen in people's lives?

Leslie: Man, one of the things that I've enjoyed the most is, working with clients one-on-one and helping them take their business up from where it was to a different level. Okay. So we were just talking before this episode about how Cliff Ravenscraft messed up the phrase, "The next level" Any time I say it, I feel like I'm stealing from him, even though it's. [laughs]

Ray: You feel like a registered trademark, Cliff Ravenscraft.

Leslie: Yes. Okay. One-on-one coaching. I've had so many positive experiences with that. For example, I have this one lady who is a single mum, she has a blog about homeschooling, and she came to me when the blog was, it was kind of struggling. She had an audience but she really wasn't making as much money as she would like to be making with it. And by working with her, and just-- what she did very well was, she connected with her audience well. She engaged with them well. They loved her content. But she just wasn't able to really take it and turn it into a solid business.

She had products that she were selling, but I was able to come in there and basically hold her hand and teach her how do you sell these products to your audience? How do you price your products so that you're not really just giving things away? I've been able to see her go from making a little bit of money to now making more in a month than some people make in a year. For me, that is extremely rewarding. Because she's able to take care of her family. She's had kind of similar situations where family members were ill. She has a son that is going through some serious medical issues, and a little child going through stuff with cancer and so on, and she shares this publicly which is why I'm fine saying it.

But she's able to be at the hospital, be with her family, support them, take care of them financially, and do all kinds of amazing things and enrich the lives of so many thousands of people all over the world. For me, when you are able to take something you are passionate about and help one other person is awesome, but when you're able to now help tens of thousands of people every single month with that thing that you're passionate about, that's a dream that most people don't get to live. So to be able to see her do that and a number of my other clients and students do that, it is rewarding beyond anything else.

Ray: It shows. It emanates from you like a light. That's so marvelous. Even in your own life, recently, I don't know if you mind my going here, but-

Leslie: No, that's fine.

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Ray: -your mum passed away, and you've been able to go back home and do things that people with a normal job would not be able to do. Would you mind sharing a little bit of what you've done there?

Leslie: I remember coming to, we were part of a mastermind group together, and I remember coming to the mastermind meeting and saying to you guys, "Man, my mum, she's not doing well, I'm not sure how things are going to end up, but it's looking bad and I'm trying to figure out what I need to focus on in my business right now." There was like this huge disconnect. What I need to focus on in my business right now to make sure that I'm set up in case anything happens. And I remember you guys interrupting my, like I was in the hot seat, you guys just cut me off and said, "Whoa, whoa, whoa, you just heard what you said, you need to get up and go."

I remember getting off that mastermind meeting like, first of all, thank God I had you guys in my life to snap me out of whatever it is I was thinking about. And then I remember thinking, "They are right, I need to go." I went upstairs and I told my wife "Listen, we need to go." And she knew exactly what I meant. Within a few days we were on a plane with the entire family and we went down to St. Martin, and we stayed there for three months. I put my business on hold because of what my mum was dealing with, and then over the next two weeks I was with my mum before she passed.

For me, that is significant. Because when she first got ill, I was able to go down there for ten days but I had to rush back. This time I was able to go there, drop everything and be there with her in her last days, but then be with my family for the next two and a half months after that, just to help with the things that we needed to take care of. Everything happens for a reason, and I believe that God's timing is best. I look back and I see his handiwork in allowing me to build this biology blog, getting me this great job, giving me this great story quite frankly. But helping me build things in a way where eventually I left the job just at the right time to be able to build my business enough that when my mum was dealing with what she was dealing with in the last days, I was finally at a point where I could step back and say, "You know what, I'm going to take three months off." We just went down on a one-way ticket and said, we're going to be there for as long as we need to be there and that's exactly what we did.

We go back to the question when you asked, "Was it worth it?" I can't imagine what my life would have been like if I hadn't done what I did. If I hadn't built my blog, if I hadn't built my business in the way that I built it, because today, man, I'm just so grateful in so many ways. So, is it worth it? Absolutely.

Ray: Yes. I know there are people listening that now are all fired up, they're like, "I want some of that." How can they get some of that?

Leslie: Definitely. My main home on the web is becomeablogger.com, you can find out everything that I do right there and connect with me. Connect with me on social



media, connect with me however you want to connect with me, and I'd be more than happy to help you on this journey.

Ray: Leslie, we're going to have links to your website, to your resources, so that people who don't want to wait for the event they want to get a head-start and start learning what you have to share, you have so much valuable information at your site, people should just dive in, even if you think, "I'm not sure if this is for me" you should go take a look. If this intrigues you, if it pulls at your heartstrings at all, I would recommend you take a look. Is there any last word of wisdom or encouragement you would have for people who are thinking about doing this, or maybe they just don't know if they have it in them. They're like, "I don't know if I can do that."

Leslie: Yes. I'm reading a book right now called *The five-second rule*, and it's interesting because one of the things that they talk about, Mel Robin, she talks about is, often what happens is you know what you should be doing but then you start to think about it, and you rationalize it, and you talk yourself out of it. She encourages you to count back from five and when you reach the end go and do that thing. I want to encourage you that, listen, if you're starting to think possibly about the reasons why you should not, or the challenges you may have to deal with and all that kind of stuff, I want you to use that as an indication that you're going in a direction that is somewhat outside of your comfort zone, and I want you to just jump. If you need to count back from five, do that. I don't care what you got to do, just jump. Take that leap of faith. Imagine what could happen. A lot of people think about, hey, what could happen in a negative way. But I want you to think about what could possibly happen if it actually works out, and then I want to encourage you to take that leap.

Ray: Yes. I couldn't think of a better way to wrap this up. Leslie, thank you so much.

Leslie: Hey, thank you for having me on here.

Ray: If you found today's show helpful, entertaining, inspiring, uplifting, then you could help spread this message by subscribing in your favorite podcast app, especially the Apple iTunes podcast app, giving us a rating, and a ranking, and a review, and actually downloading the episodes and listening to them, that actually counts. It helps us rise in the search results when people are looking through the podcast listings, and that means more people find out about this show, more people get this message, and if you believe more people need to hear this message that's how you can help. Subscribe, download, rank, rate, and review. I would appreciate it so much.

Until next week, I pray that God blesses you, that he keeps you, that he makes his face shine upon you, that he gives you more than you can ask or possibly even imagine. And that you enjoy prosperity, good health, long life. And I wish you peace to you and your house.

Female recorded voice: Thank you for listening to *the Ray Edwards show*.



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