[00:02:07]

Jamie: Welcome to Eventual Millionaire. I'm Jamie Masters. And today on the show we have Yuri Elkaim. I'm so excited because I went met him I didn't know he was such an amazing baller in bus. You can find him at YuriElkaim.com, and HealthpreneurGroup.com. Thank you so much for coming on the show today.

Yuri: It's been a pleasure – well, it's not been a pleasure yet, but it's a pleasure to be here, and I'm sure it will be a pleasure after we're done.

Jamie: Better be, right?

Yuri: Absolutely.

Jamie: No pressure, go!

Yuri: Thank you for having me, I'm excited.

Jamie: Heck, yeah. Well, it's funny we met in person, and then it's always amazing to be like: oh, by the way this is my amazing business. So why don't you talk about, because you sort of have two different niches that you run down, why don't you tell us a little bit about both of those?

Yuri: Sure. So kind of my bread and butter for the last 11 years online specifically has been our health business, which is YuriElkaim.com, so it's kind of branded around me. And we've been able to grow a really great presence online, you know, helping half a million people.

[00:03:00] I've got 22, almost 23 million YouTube video views. We've done really well. So three published books, one of them is New York Times Best Seller, blah, blah, blah. So anyways, my whole mission has been to help make fit and healthy simple again to truly transform people's lives, so they can take better control of their health and live a life that they want to live. And I've been doing that for 20 years, 11 of those years online, and I got to the point where I just had a lot of other colleagues in our space asking me like: hey, can you give me some advice on business?

And that happened a lot. And then I was like maybe I should do something with this. So about a year and a half ago I started a new

division called Healthpreneur. And we kind of planted the seed didn't really do much with it, but I took a two month sabbatical this past summer. And when I came back I said: listen guys, 90 percent of my time is on growing this bad boy because that's what I'm most passionate about is helping other health and fitness professional turn their expertise into a thriving online business.

[00:04:00] Because I really believe that health and fitness professionals have a gift that can transform people's lives, probably more so than most other professions, but they just don't know how to get their message out effectively in a lot of cases. And so that's – yeah, so those are the kind of two businesses. And the cool thing about Healthpreneur is that I only teach stuff that I actually do in my other business. So it's not like I took a course and I'm like: hey, here's how to do a product launch. It's stuff that we actually have different in our business and it's awesome.

Jamie: Thank goodness. Oh, real results, awesome. So let's dive into that because I feel like that's where everybody I don't know excited, whether they're health professionals or not, but I get this over and over and over again because it's a saturated area. There's literally, I get emails, there's so many people that are like I want to go in this space, or they're already in this apace and they're trying to figure out, how do I set myself apart? So you in general probably know a lot about niching and trying to go down that path. Can you sort of give success some enlightenment on what works right now?

Yuri: Yeah, so especially the health fitness space is super saturated, so like what's different between you and the next 100 personal trainers or natural practitioners or health coaches. And that's –

[00:05:00]

Jamie: I'm a special snowflake, wait a minute, that's it, that's all.

Yuri: Exactly. So I tell people, I'm like first and foremost the biggest – your biggest uniqueness, your biggest unfair advantage is you, right? So the difficulty online is like you, you go on Facebook, you go on social media, you're like oh, this person is doing some cool stuff. I should do what they're doing. I love the look of their website; I'm going to copy that one. And I can name one person off the top of my head, who I'm not going to, who is a big prominent figure, especially in the female entrepreneurship space, who I can't

almost – I can come across somebody's website and I'm like yep, they're one **[inaudible] [00:05:35]**.

Jamie: Carbon copy. Yes, oh, my gosh, yes, me too.

Yuri: You know?

Jamie: Yes.

Yuri: And it's like: okay, you want to model what works, but at the same time you have to find your voice and authenticity because that's what's going to help you stand out in this marketplace. And I tell, like one of the things that I teach our clients is this whole concept of cool-aid content, which is content not so much about like ten ways to lose weight, or ten way to whatever, it's about your essence, your position, your belief system, your manifesto, if you will.

[00:06:00] Like, what do you believe to be true, what do you stand for, what do you stand against. And just as an example I posted a quick video on my Facebook page, on my profile page the other day before the election, and it was simply about it doesn't matter how wins. All that matters is the fact that if I were to vote, I'd be voting for you because you're in control of your future. You're the one making the decisions every single day, blah, blah, blah. So it was a big kind of like indoctrination piece, and that's what I call cruelty contents. I mean, that video went viral, and I was like holly cow that's surprising.

But it was because I was simply sharing my beliefs, and polarizing, saying listen I believe this, do you want to join me yes or no? That's the type of stuff more people need to put out, as opposed to the plain vanilla ten ways to squat, you know, whatever. I mean, that stuff is important too, but I think really your position in the marketplace is first and foremost based on who you are as a person and you have to share that in an authentic way. So there's a couple other things.

[00:07:00] One of the other things I think would be, you have to identify, if you're coming to marketplace, for instance with a product or an idea, you have to ask yourself, is this already being done? If so, is my version like exponentially better than what's out there. I mean, if it's marginally better, you better be the smartest marketer on the planet because it's going to be very tough to move that bad boy.

But you have to come up with something that's very unique that meets a problem, and serves that audience in a way that's very unique, otherwise it's going to be pretty tricky.

So there's a couple of different things. I'm actually on our website at healthpreneurgroup.com. we have a two page idea filter that helps people kind of sift and sort through all this stuff, so they can learn how to position their stuff and really go down a path that's not going to waste their time. So they can get that for free if they want, but it's a really cool tool.

Jamie: Not always their debt – well, that's the problem, right? when we want to be a personal brand it's more about us, but that also means that if we have tall poppy syndrome, that's going to affect what we feel like I don't know okay to say, versus what we're not, we're not use what's going to hit. And then we get all crazy and caught up in our head on what should happen, versus what it feels right, right?

[00:08:00]

Yuri: Yeah.

Jamie: So how do we determine what is good versus what is not good? Do you know what I mean? Like, yeah standing in your beliefs you can do a video and then no views, so I don't know, where's the line?

Yuri: A lot of it is trial and error. You also have to know your marketplace to some degree. That's what I love about, like the health and fitness profession for the most part, most people started off in a one on one environments, where they have direct interaction with the customer, whereas if you're like an internet marketer, I don't know where the one on one is coming from, right?

Jamie: That's a number on the analytics – yeah.

Yuri: It's a lot of market research that's a little bit less connected. So I think having that person to person, toe to toe experience definitely helps to get a good sense of what your market's like. That's important, but otherwise you just have to test stuff. Like you just got to put stuff out, you see what works, what doesn't. You'll get a pretty good sense pretty quickly of who your market is.

[00:09:00] I mean, you can also survey them, just be like: hey, listen, like what are your political views, are you democrat or republican? Stuff like that, just to get a better feel for your audience, your marketplace. And then if you're creating stuff, you want to – I mean, one of the biggest mistakes that I made when I was starting was I created a lot of products out of what I thought the marketplace wanted.

Jamie: Me too, yep.

Yuri: And it was simply like: oh, yeah, this is a great idea, I'm going to do it, and then like crickets. So really look for pain and urgency in your marketplace. If you go after pain and urgency, the selling process, the marketing process becomes a whole lot easier, because if you've got a splitting headache, if I have a pill, like just give it to me. But if I'm telling you this pill is going to help prevent headaches in the future, whatever I'll take care of that with water or something like that. But if it's painful and urgent in the moment, that becomes a lot more powerful.

Jamie: Fork over the cash. Well, number one it makes us feel a lot better that you've had this issue also. We're like yay, somebody else screwed up.

[00:10:00]

Yuri: Yeah, I tell people the only reason that I'm a little bit more ahead than you is that I've made way more mistakes.

Jamie: Because you're like: oh, been there done that, felt the pain and moved on.

Yuri: Exactly.

Jamie: So let's go in a little bit further because you've created, I mean just reading your bio and stuff, 20,000 page views about – like, we started getting into number, where everyone's like: oh, that's great for him, but if I were starting now? If I started 11 years ago that would have been easy, ha, ha. We can't do that.

So if somebody has a brand, and they sort of know their niche in general, and they're still collecting feedback and data, what do you suggest for really trying to level it up faster because we are an

impatient entrepreneurial bunch. We want it all now, more views, more people loving us, more sales.

Yuri: Yeah. Well, I think first you have to really identify like what's the business model, like what type of business do you want to have? So I have a team of 12 people, and I could easily fire all of them and run an affiliate business, where I just send out affiliate promotions all day long, but I would not feel good about that, I would not sleep well at night. That's not the type of business that I want to run. I want to build a business that leaves a legacy and really creates impact.

[00:11:00] So I need a bigger team to achieve that dream. And we decide about two years ago that for us content in a very strategic fashion was going to be our major play. And I've created like 900 videos on YouTube. A lot of them just verbal diarrhea, no strategic focus, nothing, but they helped a lot of people. And I said well, what if there was a way where we could develop a system around content that provides amazing value, but also leads people down a path that actually leads them to becoming customer of ours, in a way that benefits them as well as us.

And so we started doing some research around the web and there weren't really many websites, even though they were getting tons of traffic that were doing this properly, and so we developed this whole framework called Teach to Sell. And it's a very proprietary thing that we have now that we're starting to teach other health and fitness professionals because it's such an unfair advantage when you can come to the market and provide content in a way that people are just wowed. Content, if you're not producing content, you're severely handicapped in this marketplace.

[00:12:00] Because content positions you as an authority, as a thought leaser, and as an expert in your niche, right? The only difference between like Seth Godin, and Gary Vaynerchuk, and someone who is not known, is that they've simply been around longer sharing their thought about stuff prolifically, right? They've written books because they've been sharing their thoughts. They've written blog posts. It's simply what you have up here is your biggest asset. And you need to produce content around that, and if you're not, it becomes an issue.

So I think if you want to make money quickly, content can do that if you do it properly, but if you want to make money quickly, you

have to develop a list. You have to build a list. Full disclosure my wife has an Etsy business. She makes beautiful crystal bracelets, like healing crystals. And I was just talking to her last night, and she still doesn't have an email list, not even of her customers. And I'm like: oh, my God, like what are you doing?

[00:13:00]

Jamie: Wait a minute, you're married to me, you need to listen.

Yuri: She's like: oh, for my business I don't need one.

Jamie: What?

Yuri: I'm like okay; you just gave me fuel for this discussion along with everything else. It's a cardinal sin that she even said that, right? I'll keep it on the down low, so she doesn't hear it.

Jamie: I won't judge. No judgment.

Yuri: Like, if you have a list of people that becomes – it becomes like you treasure chest. That you can email people and get feedback. You can email them a specific offer, something that's really going to help them, without having to go through jumping hoops and stuff like that trying to get people on to your – sorry my dogs are going crazy.

Jamie: I noticed. That's okay.

Yuri: The mailman or something is at the door.

Jamie: I get it. I got dogs, too.

Yuri: Yeah, you have to build a dream mail list, that's massively important. So if you're driving Facebook adds to an offer, some type of free thing that's going to serve your marketplace, get those people opted in for something of value, build your list, build you relationship with them, and eventually it becomes a lot easier to monetize that.

[00:14:00]

Jamie: Killer. So our audience is pretty advanced too, I want your secret sauce, ha, ha. I want to know like what is that strategic way of

doing content? Because it's one thing we're all told that content is king and blah, blah, blah. And how much time do we dedicate it to how often do we do it? We get that an email list is extremely important, but even open rates are going down right now. We're going through this whole process of like funnel is the best, and then people start going down the funnel path and they're like ahhh, and they cry.

Yuri: Yeah.

Jamie: So give me your special sauce on that to try and fix all of this.

Yuri: Well, the funny thing is that our whole framework actually combines content and funnels together. So what I realized is that there is a lot of amazing people out there producing content, who have no idea how to market on the backend. Our strength is both. We're great content producers and very smart marketers. So for us we realized that – so I made a lot of mistakes back in the day, before like the panda and penguin updates. I had all these little many sites, and like subpar contents, and just junk. And all that got shot down, like just over night.

[00:15:00] And then I was like: well, I don't know, I don't want to do the blogging thing. I don't want to do the content thing, and it was just kind of like haphazard. And then we decided that we actually have a pretty interesting competitive advantage based on our team and what we can produce and stuff, so we decided to go full into it, but like really doing it properly. And the biggest thing that I realized, even when we started was we actually did a couple things for the first couple months, this was probably about two, two and a half years ago, that that kind of wasted our time. And that was not planning properly.

And by planning I mean just basic keyword research. Not knowing how to do that properly. Like, we did go after very competitive keyword phrases that unless your Huffington Post or CNN.com, I mean you're not going to get found. It took us a little bit about time to be like why is this not working? And then we're like oh, okay. So we started to look at okay, how did you cure research more intelligently. Just, you know, a quick overviews is basically go after very long tale, infrequently searched cure traces. So I use the example of weight loss, good luck, right? 169 million results in Google for weight loss.

[00:16:00] You type in how to lose weight after pregnancy? That competition drops down significantly to maybe a couple hundred thousand competing websites. So 169 million, versus a couple hundred thousand, which one are you going to do better on, right? But the more implementation things with long tale keyword and long tale keyword phrases are essentially more than four words in a search query. So weight loss is not long tale, that's just what's the intention there? You have no idea; it could be a host of things. But how to lose weight after pregnancy as an example, the intention is singular, how do I lose weight after pregnancy?

So there's two things that happen here, because of the words that are being typed in, there's fewer competing websites, which increases your chances of being found, second the intention is known. And the more you get intense when people are searching, the more motivated those individuals are to finding a solution, right? So if somebody said, you know, best DSLR camera. If they type that into Google, they're kind of like actively searching for maybe buying something.

[00:17:00] But if they typed in Cannon 60D versus Cannon T1 – I don't even know if that's a model number – that's a very specific search, and you're most likely in a buying mode at that point. So think about what is the intension with the keywords that you're going after? Are they just randomly browsing type of keywords, or are they motivated keyword that people actually want to do some type of business with. A simple way to find this out is if you use Goggle Keyword Planner, you can look at three columns.

You're going to look at the number of months your search is, competition, and suggested bid. In the monthly searches category, you want to find that as high as possible, but when you find high monthly searches, you're going to find very high competition.

[00:18:00] So realistically if you can find anything above 100 searches per month that has low competitor, that's a pretty good place to start with, especially if you have a relatively young website. And then very importantly, alto of people overlook the importance of a keyword phrase that has a suggested bid of some dollar amount associated with it. So if a keyword phrase – and I hope I'm not going over your head –

Jamie: No, I love this stuff, so everybody else just takes this.

Yuri: If the keyword phrase has zero dollars associated with it, that means nobody on Google Ads are buying ads with respect to that keyword because there's no money there. Okay, maybe don't waste your time there, but if you have a keyword phrase that has let's say $1.47 associate with that keyword phrase, okay, now there's some money being spent in that specific area.

So use that, if everything else is equal, look at where is the money being spent and go after those keywords that have more money associated with them, that's where you're going to find more of your buyers. So that's a simple thing that if you spend more of your time in the planning and research phase, you'll save yourselves like years.

[00:19:00] And this is something you do once, like once a year. You don't have to do it every single day, once a year. Spend a week if you have to, just do this and you're done. And it's the best use of your time. It will help you navigate throughout all the nonsense, it's super powerful.

Jamie: I love that you went down this path. Because the hard thing is everybody is like SCO is dead, and just create content, and blah, blah, blah. Because I've had clients that got hit by Google stuff also, but what we're hoping is that the people that are actually doing the amazing work and really trying to share, Google will like them in general anyway for a long period of time.

Yuri: Yes.

Jamie: So how deep do we have to go? Because you know I'm a geek also, so this is a rabbit hole that we could go crazy on.

Yuri: Sure.

Jamie: But for right now is that enough to get people started to really start going: okay, at least there's a plan for the content that I'm creating.

Yuri: Yeah. So we have – so we use another tool. So we use Google Keyword Planner, which is free. If you have Google and an Ad Words Account, which everyone has, you can use that.

[00:20:00] We also use a tool call SEMrush, which is the best $69.00 a month you will ever spend. It's unbelievable. I don't even know why they're not charging $1,000 a month. Everything you need,

competitive intelligence, keyword research, everything is in there. And with that it gives you a bit more flexibility to be a little bit more intelligent. Because Google for instance will say that it has high competition. Well, what's high? Right, like is it 100,000 pages, a million pages, SEMrush will tell you exactly that number.

So you can – and we have a very specific set of criteria that we based our keyword research on, so different parameters that SEMrush will allow us to see that we would not se in Google Keyword Planner. So it can be a little more granular, but it's actually a really cool and simple three step process that I have basically trained my VA to do for me.

Jamie: That's what I was going to say, you don't do this anymore, I'm assuming, with trained sales.

Yuri: No, like literally, I mean, we have a course that we've built around this whole concept, but it's – I tell people, I'm like listen, if you're the expert, if you're the content producer, you should probably know this, but just watch this 20 minute video, and then give it to your VA.

[00:21:00] They can do – so right now as we're recording this, my assistant is doing the next year's worth of content cured research for our Healthpreneur business. Because I'm like, well, I don't need to do it. I mean, here's exactly what you need to do. Here are the parameters. Go do it. She'll come back to me with what I call our gold mine cured list, and now I can start producing content around that.

So it's super valuable, but it doesn't have to be, like it doesn't have to be – I mean, you can go super deep and granular on topical stuff with this, but I think if you understand the basics of cured research, and understand like go after relatively high search, low competition where there's money, that's a great starting point.

Jamie: Well, and then how do you figure out what content? So we know the keywords of the content to create, but how much of it, what should – because this is where people start to – and content calendars, and blah, blah, blah, how much can they actually do?

Yuri: Oh, yeah, I love that.

Jamie: Tell me more?

[00:22:00]

Yuri: Okay, so I don't – so we publish a 2,000 word article on our blog every single day.

Jamie: Are you kidding?

Yuri: Every single day.

Jamie: You don't write them all?

Yuri: What? So here's the thing, I have no involvements in any of it.

Jamie: Okay, phew.

Yuri: So I created this whole process called the content automater, which basically allows you to share your expertise, your voice, your perspectives, your philosophy, everything, without you actually doing the work. So for those of you who are like how do I, like I don't want to do all the work myself? I don't want to do the writing. I hate writing.

Jamie: Yu do? Me too, yes, yeah.

Yuri: That's why I did 900 videos on You Tube.

Jamie: Okay.

Yuri: You don't have to – see the key is as a thought leader, your goal is to just get this stuff out of your head, out, let somebody else worry about sentence structure, okay? So let's talk about frequency, the best frequency for you is the frequency that is going to be realistic for you. So I would say like just start with once a month. If you can create – if you were to ask yourself, if I were to create the best possible piece of content, blog posts, podcasts, video, whatever it is, what realistic frequency could I do that at?

[00:23:00] And maybe it's, you know, I'm going to write the most definitive guide on topic X once a month, and that's going to be a 5,000 word blog post. And that's going to be like if you were to buy an eBook, it would be better than that. and if that's your frequency, then that's your frequency, because the reality is like quantity does matter in terms of freshness of content, but if you produce

something so good that people are like: oh, my God I've got to share this, you know, that's very valuable. Because in today's day and age sharing and people talking about it and linking to it, that's really, that's the currency of content.

And Google is becoming more human because they want to allow us to have a great experience on Google, so if people are loving your content, then Google is also going to love your content. So figure out a frequency that is going to allow you to produce an amazing piece of content. Second is the content, I have a framework called the EPIK Framework for Content. So basically E stands for Educational and Entertaining, don't be boring, right?

[00:24:00] If you're writing it's maybe a little more difficult, but you can still infuse some voice and some passion there. It has to be educational, like obviously it has to help people, right? The P stands for Proof, so especially in the health space, or really in any other space, so you have to validate what you're talking about. You can't just say, you know, studies have found that women who eat bagels lose weight. Alright, well, where are these studies, like reference them. That's important, it makes you look better, Google like seeing those external references. I in the EPIK formula stands for Insight. Insight is your unique perspective on the specific topic.

So when I tell people I'm a huge believer of working out less. And that's because as a former pro soccer player, I've seen what working out seven days a week does to your body, blah, blah, blah. So I'm basically saying here's an idea, and I'm backing it up with my own experience, my insights, my perspective, so that it's not just plain vanilla content. C in the EPIK framework is Clear and Call to Action.

[00:25:00] I mean, I believe our job is to make life a bit easier for people. So make your content clear, not overwhelming and just all over the place, and have a call to action. Every single thing you do has to have a call to action. Subscribe to my channel; opt in here for this free thing, something of that nature, where you can take people to the next level. And finally the K, yes we spell EPIK with K here in Canada.

Jamie: I wasn't expecting that. Okay, go ahead.

Yuri: The K goes back to Kool-Aid content, right? So add some Kool-Aid into your stuff. What do you stand for? What do you stand

against? Where do you kind of claim your stake in this thing, add your own perspective and personality, otherwise it's just like you mind as well find this on livestrong.com or wherever else. So yeah, if you follow that formula you can use that on video.

You can use that in podcasting, or you can use that in written format, but the key is just create something amazing that people are just going to be wowed by. And if they're wowed, they're going to share it. And if they share it people are going to see it. And if people see it, then that's how you start building traffic.

[00:26:00]

Jamie: I love this. Especially, because as you were talking about the guides all I thought was Neil Patel, who had the beginners guide to SCO, advanced guide to SCO. And I refer him to everybody because you're like: oh, this is just one thing where you can get all really great advice all in one little thing.

Yuri: Exactly.

Jamie: And of course he's doing quite well for himself also. So I know you have to go pick up the kids in just a minute, so we have to – I know, gosh darn those children. So I'm going to ask you a last question, what's one action listeners can take this week to help move them forward towards their goal of a million?

Yuri: I would say – I'm going to say something kind of – I don't know if it's controversial, but i would say get very clear on your messaging. Like, get very clear on your statement, like what are your beliefs? Like, what do you stand for?

[00:27:00] And I know that I've mentioned this already a couple times, like going back to Kool-Aid content, but I think it's really important because if you want to build a following, people need to follow a leader, right? And if you don't stand for anything, well people are not going to fall behind you. Talking politically for a second, like Donald trump stood for something, he stands for something. And it's like; it's brought to surface a whole bunch of stuff that people never even thought about until he talked about it.

And that's kind of what you have to do. And that's one of the reasons I believe he won the election is because his campaign, not that I'm saying it was a great thing, but very well thought out.

Jamie: Marketing.

Yuri: And when you spend the time –

Jamie: Yeah, I'm like hashtag marketing. Sorry, go ahead.

Yuri: When you spend the time on your messaging and understanding your audience, it's amazing what you can do. So that's I would say, just as a very quick exercise, write down what you stand for and what y stand against? What do you believe to be true? What are you doing what you do? Why do you do what you do? What is the purpose for what you're doing? Was there something in your past that propelled you to do this? What is the vision moving forward? What are the pains you're trying to solve?

[00:28:00] Write all this stuff down and start sharing it, even on Facebook as a post. I'm telling you, you're going to start developing a really amazing following just by doing that stuff on Facebook, and then taking it into your content. And it's amazing, watch what will happen to your business. I'm telling you it's crazy.

Jamie: It's so funny how we don't actually think about that stuff. We're just like we make decisions based on what's in our brain, and we don't actually pull it out as to what we stand for and what we believe for, so I love that. Where can we find out more from you? Tell success your websites again, how we can follow you, where we can get all those information guide things with EPIK that you talked about before, tell us everything.

Yuri: Yeah, sure. So if you're interested in improving your health, check out my blog at YuriElkaim.com. If you're a health or fitness professional, who wants to grow your online business, join us at HealthpreneurGroup.com. While you're there you can download that idea filter that I mentioned, which is the two page kind of sifting and sorting tool to not waste your time and energy on stuff that doesn't make sense.

[00:29:00] Yeah, otherwise on Facebook, I've got my personal profile, which is actually kind of like my business page, and then my fan page, which is my health side of things. I just use my personal profile for business because I'm like I don't want to start another fan page, there's no organic reach there.

Jamie: I know right, man. We'll make sure we will link everything up, so everyone can follow you and learn way more, and spell things with Ks now because that's what he already does.

Yuri: Yep, that's how we spell Canada, with a K, not C.

Jamie: But thank you, I really, really, appreciate it. And let me know if you need anything at all, okay?

Yuri: Awesome. It's been a pleasure, thank so much, Jamie.

[End of Audio]

Duration: 30 minutes