

MB Ray Higdon

Jaime: Welcome to Eventual Millionaire Builders. I'm really excited to have Ray Higdon back on the show. He was just telling me, right after the first interview that we did, that his blog is amazing. He gets an amazing amount of traffic and makes an amazing amount of money and I thought you would want to hear some of his tactics and techniques on how he does that. So thanks so much for coming back on, Ray.

Ray: Absolutely, thanks for having me.

Jaime: So tell me a little bit about how you started the blog and where it was at the beginning and where it is right now.

Ray: I started, probably like most people, in that I was just talking about my company, because I didn't really understand it. I thought that the best thing for me to do would be for me to blog about my company keywords and if someone was searching for my company then I'd get them! What I realized is that if I just focus on value and I focus on giving people, specifically network marketers, what they want, which is training and help, I can build a large list and make a bigger impact on the progression as a whole. So I switched from just talking about the company to really focusing on what network marketers need help with and so we teach network marketers how to get more leads, recruit more reps, become top earners in the company by teaching marketing, prospecting, recruiting, closing, those mindsets, those kind of topics. So from pretty meager beginnings, last month I think we had 4.5 million page views, we had 45,000 unique visitors, we ranked in the top 30,000 in the world for traffic and, consistently, for the last three, almost four, months now, we've been selling \$8-10,000 per week in product sales - and that's not affiliate products, that's my own products. Products is something that everyone wants, but you have to understand - huge overhead, and it took quite a while to get there, to actually sell our first product, so it's definitely not a fast thing, but it's been awesome and I love blogging, for sure.

Jaime: I love that you say it's a long term thing - a lot of people don't commit and they expect to see something amazing in six months. How long have you been doing it?

Ray: I created my first product in early to mid-2010. I was totally excited to do \$1000! I've always kept my eye on the prize, though, and the prize is residual income. I didn't want to be the launch dude or the product guy, where twice a year I have to create a new product just to eat, so I always kept my focus on residual income, but I have supplemented it here and there by rolling out different products. That's been good to me but I want everyone to understand that residual is where it's at. I'm still very, very focused on my network marketing team.

Jaime: We didn't really chat about this at the beginning, but this is a big piece and we get questions about this all the time - people create a product, they'll send it to

their list, they'll launch it, they'll make a little bit of money, and great! To tell you the truth, I don't even have a product page on my website – that's so bad of me – I have products, I don't even have them on my website. So tell me what you do to get that \$8–10,000 per week, which is insane. How does that happen? If you don't mind telling us the process that you go through.

Ray: There's a couple of things there – one, it's building a following, it's building the list. The people that see my trainings or have met me at events, they like, believe and trust me – that's the deal. A lot of time people will come and say 'I want to sell \$8–10,000 a week!' but what you should focus on is building a following and putting enough value into the marketplace so that the marketplace will reward you with \$8–10,000, and that's a very different question of the tactics that you use to shove products down everyone's throat. It just happens. A lot of times I'm on a coaching call or a three-way call or something and I recognize that there's an area of training that maybe hasn't been taught sufficiently, so we will go out there and create training around it. Lately I've stayed away from technical stuff – we've done some blogging products and done very, very well with them, but I'm also so concerned with confusing people, especially my team, that I've been shy, in a way. We are doing a YouTube one, I hear, pretty shortly – just a small product – but I just always get concerned because I see so many people go down the rabbit hole of technology and never resurface.

Jaime: That's another question that I have, too – and this is for people who have been blogging for a while – if you're just starting a blog you need to put in your time, you need to put in a year or something, just chugging along. But if somebody is a little bit past that, a lot of time people will go 'I'm going to create this product, it's this thing. And this random other product over here,' where nothing goes together, it's just random pieces. They do a survey, ask their audience what they want, and they want all these different things. Do you have a complete overview or are yours all over the place too? Trying to put them in a funnel of what they need when is hard if everything's all over the place.

Ray: A survey is definitely a good idea. I didn't use them for years, I just knew my audience. I respond to every e-mail, I've talked to leads, I do three-way calls, I do coaching calls, so I'm immersed in my profession, immersed in my target market, I know them very well. I know what they want and so I always like to do a profitable test – and a profitable test is not a test for profitability, it's a test that will generate a profit, and then I'll see if I like it. In June we did a big event where we rolled out mastermind coaching and sold some pretty large coaching packages – that was a profitable test. The same principle applies to products. Once we've sold a product I push for testimonials to see how people are responding and reacting and one thing that I've done which has worked really well is that I like to sell stuff before it's created – so I'll say 'Hey, I'm about to create this product. You can get live access to it for a discounted price by participating with me.' Doing those kind of live webinars, recording them, then doing Q&A sessions so you can see where to tweak it for future modules has really helped because I take the feedback that I get and really mold the other modules around it. I know that if someone has an issue, other

people are going to have the same issue. The biggest thing is continuing to build that following and I see a lot of people who are great bloggers but they're making a lot of mistakes in that their giveaway sucks or they aren't making the right calls to action and things like that. Keep in mind – if you have a following, people want to buy from you. They're saying 'Pretty please, let me buy from you. Let me place money inside your wallet,' and by not having products you're taking that away from them. People will love you, but they'll never appreciate your free training as much as they will your paid training. That's just true – I've seen it a million times – when they pull out their wallet they respect it at a different level and they will always reference that product purchase. 'Hey, Ray, when I bought your product it really changed my life.' We get those all the time. You've just got to know – this is not about pushing product, just like blogging isn't about pushing content, it's about providing value, and if you're providing value you should be compensated.

Jaime: So it's about filling that need that's already there and you're the one who can ethically give them that instead of them finding it somewhere else, where it probably exists but they're rather buy from you. I love that, especially as I had someone say yesterday 'Jaime, when are you selling something? I have my credit card out – this is not BS. Seriously.' I need to do this better – that's why I'm asking you questions, because I can use it too, so I really appreciate that.

Ray: I struggled with that in the beginning. What I have done is, if I want to do something I haven't done, I hire someone who's done it. So I hired a coach who's a guru of intellectual property and he helped me. When we started selling masterminds I hired a guru of selling masterminds and learned from them and we've done well with that. In the beginning I was doing Paypal and delivering videos on a not-great platform but, like Brendan Burchard says, version 1.0 is infinitely better than 0.0. My first products were not put together perfectly by any stretch of the imagination – now we've got Infusionsoft with CustomerHub with logins and passwords. We didn't have that at first and that was a big mistake – keep your costs low for as long as you possibly can, create that profit, then invest some of that profit is a big, big suggestion.

Jaime: It's a growing process – you didn't start out with Infusionsoft and all of this crazy stuff, first you figured out how to do blogging, then you started building a following, then when it's somewhat good you can improve that – you just take it one step at a time. I know people who just want to do everything all at once. My mentor told me to do the same thing – create a live product and be able to talk to people and all of that stuff. From there, though, do you create a second product that's 2.0 to sell or do you end up selling live webinars?

Ray: Good question. No, usually I'll take the live webinars, repackage them, take that content and resell it. I haven't gone the route, yet, of doing a 2.0 product. I don't know if it's because I didn't want to nullify the first product. We did Pro Blog Academy and that was a \$850,000 launch – even though it's blogging, which you would think, because it was a year ago, there's no way that's still valid, the way that I teach is I try to keep it so that it's the concepts to use, not the buttons to push, so the concepts are valid and will stay, so unless something major happens like we're

no longer using Wordpress or something, then it will remain valid. I try to create trainings that are timeless – mindset recruiting, prospecting, not much different. My wife is going to do a Facebook product – that will have to be updated, so there are certain things that have to be updated. One thing that I think people make a mistake on is not diving deep into a topic – I have six recruiting products, some are majorly different, some are similar, but a lot of my listeners bight all of them – they just love that topic. If your following loves a topic, they will probably buy more from you. obviously keep it fresh, keep it different – I’m not saying do the same thing with the same product, but understand that that category can usually be expanded upon and you can even niche it out – in recruiting there’s no reason why you couldn’t have ‘How to recruit financial planners,’ ‘How to recruit CPAs,’ ‘How to recruit realtors,’ – you could build an entire lineup out of that.

Jaime: This is great. I have like a thousand other questions but I know you have to run so I can’t ask you them! But I really appreciate all of this information – not only because I know that it’s going to be helpful for the people listening, but it’s been helpful for me! So I really appreciate you coming on today, Ray – where can we find out more about you? You’re talking about all of these products – people should check out your products page, just to see how it’s laid out, because it’s really interesting, so where can we go to find out that information?

Ray: Rayhigdon.com – I have a free giveaway there and there’s a products page there. Check it out – I very specifically speak to network marketers, so that’s what we do.

Jaime: Thank you so much, I really appreciate it. I hope you have an amazing day of coaching some amazing people today. Have a great day.

Ray: My pleasure, thanks so much.