
Jaime: Welcome to Eventual Millionaire. I'm Jaime Masters and today on the show we have Josh Pather. You can check him out at joshpather.com. He actually had a business beforehand, that he sold, called Photo Booth International. Thanks so much for coming on the show today.

Josh: Hey, thank you, Jaime. Thank you for having me on. Glad to be here.

Jaime: Great. So, not only did you sell your business, when did you sell your business? I know you're based in Texas.

Josh: Yeah. I'm in Texas. The company name is actually Photo Booth Dallas, was the one that I sold, so that one was in 2017. I can cover a little bit about the background and how I started that and how I sold that.

Jaime: I would love to hear that.

Josh: Okay, cool. Yeah. It actually started, I was working in a call center in 2013, it was Experian. I had a friend call me up and he said, "Hey, I went to a wedding," and he saw a photo booth there and he was like, "Let's do it." Prior to that, I tried different endeavors and so he's always looked at me to have a business mindset and so he wanted to someone to do it with him.

We went to Home Depot. We built a photo booth from \$500 of just wood and extra touchscreen we had and keyboards. This was December, 2012. We did our first photo booth event on December 6th. It was a DJ and photo booth and we did \$500 and that was our first time doing real business. That's how it started there. The following month I went into work and they walked in and they told me, "Hey, we're moving your job overseas." This was that Experian, the Credit Bureau. I've been working there three years prior, I was working in the credit department working with banks and credit unions. I thought I was safe. I had a good job at a big company, full [inaudible] [00:02:04] and stock purchase plan and healthcare and all that stuff. I wasn't expecting this.

They said, "Well you can take an entry level position or you can take a severance package." I thought it for a sign. I was like, "Well if there's ever a time to give it a shot to be an entrepreneur," I was like, "Okay, well let me give it a shot." So, in July, of 2013 was the last day of working. I took the severance package. We started the business about six months before that, and so things were going

great. The timing of starting the photo boot business, we hit it spot on, because the trend was going up. Instagram and selfies and stuff were coming around at that time. So, I think timing is crucial and taking action at that time instead of delaying and doing research and stuff, I like to just take action.

The first year we did over six figures and we were blown away. We never thought, sitting at a desk all day, that you could start something and do over six figures. Me and my business partner at the time, around 2015, we had some disagreement, if you will. As I'm telling these stories, I'm going to give a little bit of advice, if you will, some tips for the people that are listening in so that, if they run into these problems, they know what to look out for. Whenever you take on a business partner – because the guy who called me up, I and he have been friends for 10 years and it was like, "I love you, man. I love you." We never thought that it would split up and things would not work out.

So, if you are getting in business with a business partner, make sure you start with the end in mind. Someone once called it a friendship agreement, just a separate document stating, okay, if things don't work out, we can still remain friends because that's more important than business, and we can work out, I buy your shares or you buy my shares.

We didn't do that and when things got kind of hairy and I don't know who has the money or just finally get a little bit taste of success, it kind of changes things. We had a nasty split up. I ended up buying his shares of the company out and I didn't look at the buyout agreement properly because, as an amateur business owner, you just don't know what to look out for, and the noncompete agreement was only County specific. I wish it was actually state specific. So that's one thing. He ended up breaching the contract probably within one year of the buyer agreement and so we ended up in another lawsuit. That would have been my first lawsuit with him.

Jaime: Your first. The first of many, apparently.

Josh: Yeah. Yeah. The first of many. I don't know what it is. I think of it like a sign, a sign of success. I don't know. I bought his shares out and the company was doing great. During that time we had a lot of people asking us, where can they buy a photo booth? Because they see the success that we're having and they were like, "Hey, I can do this. This seems fun. I can do this on the weekends. I can set my

own hours. I can start my own business. Do it with my family or my children or my spouse." So, in 2015 we launched Photo Booth International. This company was designed to help people start a photo booth rental business and not have to go through all the problems and the pitfalls that I went through. Then it started taking off. We were providing turnkey packages for people who would buy a photo booth; they can get the photo booth delivered and do an event that same weekend.

[Crosstalk]

Jaime: That company was just you? Because that was after, right? So that was just you.

Josh: Yeah. That was after.

Jaime: Okay great.

Josh: Yeah. We provide turnkey and people really appreciated that because it eliminates the risk of starting up, because we give them a blueprint for starting a business. We give them training. We give them a community. We give them Facebook group. We give them contracts, tech support, that kind of stuff. So, this business started taking off. In 2017, I decided, "Hey, the rental business was great. It got me to where I was at, but I can't focus on more than one thing if I want it to be successful." So, we ended up selling it to a customer that came in to buy a photo booth. We offered it to them and we could tell they had great ambitions and they mentioned several times in the meeting, "One day we want to be like y'all, buying a photo booth from us." Like, "Well, we have an option here, because we're looking to make an exit."

So, they let us know. They left the office and within one hour they texted us and they said, "Hey, we'll take it." That was in 2017. Since then, I've been focused on building up Photo Booth International and it's been my passion to help people because those first years of business it's really hard and confusing and we didn't really have a lot of access like we do now to celebrities and content and podcasts and mentors because things were just getting started back in 2012 and '13. And I want to be that mentor for people that I never had because I needed that. It would have saved me a ton of stress, lawsuits and headache if I had someone to kind of show me the way.

Jaime: Darn. You should've listened to my podcast back in 2010. I was

there way back in the day when nobody else was there. Right?

Josh: Aw.

Jaime: I know. Man. So, it's interesting because I see the Two Comma Club and I know you're really a Click Funnels guy now. So, is that based on Photo Booth International? Are you using the funnels to really sell the photo booth stuff still?

Josh: Yeah. So, we used it in both businesses. To get the rental leads, we use that in Photo Booth Dallas. So, people will come to the website. And we plastered all over like, "Hey, get a quote." That's another tip for business owners. If you have a service business – even your website, you're collecting emails all the time. I'm sure your list is growing every single day. But I feel like a lot of entrepreneurs, they overlook that. There's too many things to look at whenever you go to someone's website. Okay? What do you do? Where do you go? Where do you click? It's 25 pages. If you just simplify it down and that's what we did. Our competition doesn't even know about Click Funnels, you know?

And so, we implement the Click Funnels. They go to the website, there's one thing for them to do to get a quote. That's it. There's nothing else that they can do. And so, they go there, they get a quote. And so, that's how we got the first one. And then, the second one was done through Photo Booth International, which is also getting a quote, as well. And that seems to be the thing that works for us, getting a quote. I'm not a fan of showing prices on the website. A lot of people always ask me about that, but I prefer like, "Hey, let's talk. Let's see what we can do," because it's customized.

Jaime: Quick question. So, is Photo Booth International actually selling leads to your certified photo booth people? Is it your funnel or are you creating funnels for all of – Is it a franchise or is it certified? How are you working with that?

Josh: No. So, we use the funnel now to get leads for Photo Booth International to sell the photo booth.

Jaime: Okay.

Josh: And then, we have a 45 day follow up sequence, which follow up is very important. I feel like there's a lot of neglect in that area, as well. Because once you do set up whatever landing page software it is, you've got to have a follow up sequence. But yeah, we use it

to get leads to grow our company. We do tell our customers about that, but when it's a first time entrepreneur and they just got a photo booth and they're trying to learn the photo booth and learn the business and trying to throw click funnels on top of that, it's a little intimidating. But some of our advanced users have adopted it and are starting to understand. I'm starting to bring it more into the industry because marketing is a big area of improvement for us, for the photo booth industry.

Jaime: For everybody, I think, just about. Unless the owner loves marketing like crazy, which there's a lot of them out there. It sounds like you're one of them. So, I would love to hear a little bit more about that sequence and how you evolved it. I like getting nitty gritty and into this because like you said, most owners, they know they should be doing follow up. And when we say follow up, they're like, "An email or two or maybe three," which they feel like they're pushing really hard. So, how evolved is your follow up process?

Josh: Yeah. So, I'll tell you. As soon as they hit the quote button, they're going to fill out their first name, last name, email, and phone number. So, as soon as that happens, we have our IP phone system send out an automatic text message and it says, "Hey, thank you for calling or getting a quote." So, that comes from our company phone number. And so, that's automatic. So, then they can reply to that and start chatting with one of our sales reps or myself. It even comes to my cell phone. So, that's the first step. Then the second step is an email that triggers from my company email and says, "Hey, thank you for reaching out. Which photo booth were you looking at?" So, I found what works well is keeping it short and ending with a question always, because there's something that makes us feel guilty if we don't respond. And so, customers always feel like they need to respond. Once that email chain is opened up, then you've got your conversation there. You can find out more about the customer.

So, that happens in the first couple of minutes and then every other day for the next 45 days, they'll get an email. And the emails are broken down into emotion, logic, and fear. And so, we rotate that on sequence. So, one day it will be emotion, logic, fear, and then emotion, logic, fear, and so on and so forth. So, emotion will be, "Hey, here's one of our customers. They're a single mom. They bought a photo booth, and now they're making over six figures a year," or, "We just awarded them a 10 K award and this is their success story." Logic would be like, "Okay, look, you buy a photo

booth for X amount. You can rent it out for X amount and it's going to be paid off in X amount of events." Okay. And then, fear would be – a good one that I always like to use, like, "Imagine that someone told you about Bitcoin in 2010 and you invested back then. So, just like Bitcoin, I'm telling you about this industry and you can make a side hustle and make six figures with it. And so, don't miss out on this."

Jaime: Were you always a copywriter? Are you good at writing or did someone else write this?

Josh: No, I'm terrible at writing, but luckily I've been blessed. My wife is great at spelling and grammar. And so, she always has to proofread everything.

Jaime: Entrepreneurs are smart. At least we have people. I know, I am horrible at that, also. And I need to have everybody read it. So, are the calls to action on that follow up sequence the same? Because it sounds like you're warming them up, even. I like that you're getting some engagement. It's not always like, "Sign up for a call," or like, "Let's try and hard pitch you," or whatever it is. It's nurturing.

Josh: Yeah. It's nurturing. So, the call to action on the email, it's typically going to send them either to our financing app so that they can – so we'll end the email, like, "Hey, you want to start today? Step one, finance your photo booth for X amount per month," or something like that. Or the next step, "View our shop." Or they can call or text us. We put call or text in every email. So, there's three options that they can use. We like to give people options like texting. People love texting. Scheduling a call does not work for everyone. People try to always schedule calls with me. I don't know. It's a little bit tough sometimes. Like you missed a call and then like, "Okay, well, my next availability is next year in 2021."

Jaime: Right? Everybody seems to be texting. It's just so much easier to just get asynchronous. And so, what system – I know you're using Click Funnels and stuff like that, but it sounds like you had to learn a lot of this stuff, right? So, working at Experian, you had no funnel work and now you have Two Comma Club things. So, tell me a little bit more about the testing and about figuring out what worked and what didn't work as far as texting versus phone calls and that kind of stuff.

Josh: Yeah. So, what we've learned over the years is that some people – we've closed deals over text message \$10,000 purchase.

Jaime: Thank you for saying that. Yes.

Josh: And so, when we tell someone that, even if it's a new sales rep, they're like, "Well no." Because they've already been pre-programmed coming from whatever past a job they had. It's like you've got to see, "Okay, this person likes texts. This person likes email. This person likes video chat, whatever." So, that's testing. And so, we have all the options and we made it simple for our customers to communicate with us. And we'll reply back on, no matter what platform it is. So, I think that's key to not force them to go to something they're not comfortable with, especially if you're in a sales environment. If they want to do it over text and have that availability – the phone company that we use is called JustCall. I've tested a lot of them out there. This one seems to be the most integrated one, and it works with Zapier and so you can set up triggers. And if it's not integrated with something, if you can just send them a message, they're like, "Hey, we'll work on it." So, it's been great.

Jaime: That's awesome.

Josh: Yeah. Just having that text message come from your company number, it says a lot right away. And we speak to people all the time, they're like, "Well you guys are so fast." But they don't know it's all automation.

Jaime: Smart man, smart man. And even with the tonality of the email, that first email, it probably sounds like, "Oh, that's the owner of the company sending me a message. That's great. Oh, of course they care so much about me." And you're like on the beach somewhere, hopefully, texting them randomly on your phone and no one knows. I'm grateful that we live in the world that we do now. But it sounds also like you're really paying attention to what the customers actually want and need, instead of your preconceived notions you were saying of like, "Oh, high ticket sales, you have to do a phone call and it has to be an hour." Do you have salespeople and did you train them? Or how did you actually grow that side of the business?

Josh: Yeah. So, the salespeople – so we have three sales reps. And we use Cardone University. So, it's a bit pricey, but we strictly go through that. There's a basic training in there that we go through and then monitoring the calls and just taking care of the customers. We go above and beyond. We have a showroom in Dallas, Texas.

We have customers fly in from all over. People will come in from California, from Virginia, New York. They come in. We send them a [audio cuts out] [00:18:33]. They come. I sit down with them. We eat and we talk and we go above and beyond for our customers. And so, we service our way to the sale and none of our competition is doing anything remotely close to that. And so, that's able to help us stand out.

And the customers can see that nowadays. I think gone are the days where you can only just do so much. The expectation level has gotten higher. And we're there to deliver and it shows. Our prices are not the cheapest. Customers know that, but they know they want to be a part of this because they've seen my YouTube videos or they've seen how we take care of customers or they've seen our reviews or they've seen our training and stuff like that. And so, all that in combination, once they get on the phone with the sales rep, they've already been exposed to all of this, and so it makes the sale a little bit easier for them. So, it doesn't have to be a hard sale because I think that hard sale is – I think that's going away now. Unless you're in a car dealership and you're face to face, I think times have changed. We've had to change our approach with COVID now.

Jaime: That's exactly what I was going to ask. So, tell me more, because especially in person stuff, versus – You're like, "Oh, a photo booth for people in public places or –" weddings can be 10 people nowadays. So, what can you do about that, especially for all those business owners?

Josh: Yeah. It was tough in the beginning with the lockdowns, but we have our private group and so we get a pretty good pulse on what's happening in the market. So, every week we are seeing more and more people go out, more and more events are happening all over the country. So, it's definitely going to be a little bit different, but it's not to say all those people are not going to get married. Those events just got postponed and so, personally, there's just going to be a bigger need for it in 2021 when this does pass over because love is not canceled.

Jaime: Thank goodness. Does it make you as a business owner, especially because like you were saying, at the beginning, you're a new business owner and navigating that, and then you're a business owner navigating COVID, which is a whole separate set of rules that is hard to even guesstimate what's going to happen, what did you do to navigate that time?

Josh: Navigating COVID?

Jaime: Yeah.

Josh: Prior to COVID, probably about six months before, we hired a fractional CFO. And it's actually my friend Shane Mara, and he's been in banking for 20 years. He came in and he was working with us. And when your company is doing really good and it's almost uncontrollable growth, you do need to have someone come in and have a second set of eyes in there. And so, that would be the flip side of the spectrum, where once you start making it and you do have a lot of money coming in, it's like, "Okay, what do we need to have in reserves to sustain something?" And no one could predict this. And so, luckily, he came in and he was like, "You need to have X amount in a separate account." And so, we had that and thankfully, we had surplus and so we had that available. And that was able to sustain us.

Also the way – whenever I was running the rental business, in 2015, we did 800 events in one year. And so, we ran into a scaling problem because there's only so much we could do and then we needed more staff to do it. This business, we're able to do it smartly in the sense that in order to scale it, we didn't need to add another person each time that we wanted to, let's say, add another zero. So, we were able to leverage outsourcing. We have our customer service in the Philippines and we have people in sales reps who are on commission. Now they're working from home, so that tends to be a little bit better. So, we're able to manage our overhead, but just being proactive about that all the time, instead of letting it get carried away and having higher overhead.

Jaime: Yeah. I that's amazing timing for you, too, building up the foundation right before all this. I'm sure you're like, "That was a great decision on our part beforehand."

Josh: Yeah.

Jaime: Tell me a little bit about, especially the commission structure that you've got set up and hiring in the Philippines. How did we do that? Because I know a lot of people, especially right now, are like, "I know I need team members," and it feels like a growing pain to learn either to outsource in the Philippines or hiring commission only. Is it commission only?

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- Josh: It is commissioned only, yeah.
- Jaime: Wow.
- Josh: Yeah. So, it is commission only. Because at the end of the day, I'm actually spending a lot of money on advertising. So, we spend –
- Jaime: Totally. You're hand delivering leads to them. Right?
- Josh: – exactly, right. And so, in the beginning we did pay a base salary and looking back on it now, it was kind of unnecessary because we're giving them hundreds of leads a month of customers. And so, I feel like – I heard this from another guy and that's teaching commission only sales. He said, "They're just order takers at the end of the day." And so, you want that hustle. You want that edge. You want someone who wants to wake up every day. And then, we don't have caps on commissions. Now that's what works for me. It may not work for everybody, especially in the beginning.
- You do need to probably have – maybe develop a relationship with someone and pay them a base salary and tell them, "Hey, this is what the future looks like for you." And so that could be something to consider, but it's really just case by case and business by business. Salespeople are hard to manage, just notorious, and they're a lot to deal with. And managing them plus the operational side, you do have to have someone else. If you focused on sales, managing salespeople, you'll have to get someone else to manage operations. Trying to split your time between the two, it's going to be difficult.
- Jaime: Yeah. Tell me more about hiring them too because I know – my friend owns a sales recruiting company. It's like, they're really good at doing a really great job at thinking you're the best because they're salespeople. So when it comes to actually hiring, especially for commission only, how did you find them and what was that process like?
- Josh: So the commission-only sales rep, we just post ads on Indeed, and what's the other one? Facebook. So it's what we do. It's no secret. I mean, we're going to go through a hundred apps. You just got to put in the work, we just happen to do it a long time ago, and so, the people have stuck with us. There's no secret source, I wish there was. It is a pain in the butt to have interviews set up and they don't show up, or they show up and they're not qualified or something like that. But I mean, there's nothing special that I did. We had to
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go through a hundred people to find the good one.

And it's also something to consider, the ones that did work out for us, their lifestyle and their setup. Did they have kids? Did they have more time? Are there like – what are their commitments like? What were their expectations like? What were their past jobs like? So I think that's also a big factor to the people who have worked out for us and have not. And so going into – we can have that mindset, and not everybody's going to be a good fit. It is going to be a lot of hard work to find them. It's not easy. We still spending time finding new people, we're always hiring, until – and it's just going to be a matter of time before that next person comes there. I wish I had a better answer for you on that.

Jaime: No, I appreciate reality. Because it is, when people are in it and they're like, "This is so hard." Even comparatively to finding an operational person. It's like, "But salespeople are just harder to have the drive that we're looking for, along with everything else." So when you were saying that – especially the working out part, do you test them and then sort of know if they're going to work out or not? Do you give them – or do they have minimums that they have to deal with before you let them go? What does that look like?

Josh: Yeah. So whenever we onboard them, we actually – so, I was getting tired of doing one-on-one training. So I turned it into a course. So you can join our company. We have an online course on Thinkific, that sales training, and so, it covers everything about the company, why we started, all that good stuff and about our products, there's recorded sales training calls. And pretty much in the beginning, you can tell right away if somebody's willing to put the effort. The other thing we do is, with the Cardone University that we have, we give them their own login and we tell them, "Watch your three videos every day. That's going to get you in the right mindset and get the basic sales training done." And if they can't do that, if they can commit just to doing the three videos, that just tells us everything we need to know. And it's like fire quick – what is the saying? You probably know.

Jaime: Hire slow, fire fast, yeah. Which nobody does, but, I really – I shouldn't say nobody does, but it's just easier said than done, for sure, when you're in it. And you're like, "I need someone now. Wait, they suck, but I don't know if anyone else." Right?

Josh: Yeah. That's –

Jaime: It's hard to actually make those decisions in the moment that we need to make them.

Josh: – and then I can talk about the outsourcing part. So I think, going into all of this that's going on now and just leveraging the pay difference. And I think a lot of companies do need to outsource 10 to 20% at minimum, of their work, backend work, with its social media, just tedious tasks. There's a lot of fear in it, I don't understand why. If you have clear outlines, clear expectations, clear processes, if you – It's easy for you to get someone. They're very trustworthy people, so you don't have to worry about that. But you do want to interview them. And it's been great for us. It's allowed us to scale. It's allowed us to have someone longterm. People in other countries tend to – they do want a longterm position. They do want to improve their lives. They don't have a lot of options depending – based on wherever they are.

And if you get the right people they'll stay with you for a long time, even longer than some of the people that I've hired here. And so I find their commitment is a lot more higher. And so, they can really – sometimes, they'll say, "Hey, I've clocked already, but I'm going to stay on and do this." And I'm like, "I didn't even ask them to do that." So I think that you have to just write down the tasks, do a time study. I'm sure you do that with your customers. Time study and pick out the ones that you could easily outsource, and start with that and go from there. It's just about starting. And maybe, the first or the second one won't work out, but you'll stumble upon the right one that's going to be for your business, that will be a good fit. And it can really help you grow and take off a lot of the stress and the tedious stuff. And you don't have to worry about turnover and payroll taxes, so, that always helps.

Jaime: Well I just want to highlight what – I have three team members, and the Philippines, I think they've been with me, one of them, 10 years, five years for the other ones, a long time. But I really appreciate what you said because it's about the business being clear and good at delegating and management, which, when I first started, I was not as great as I am now. And now, I have a team that manages them because I realized Jaime sucks at it. So just so you know, it might be you, as the owner, that sucks, not the outsourcing part, just so we're clear. But yeah, it does make a big difference. It does seem like you're always paying attention to how to do things better. So I noticed you said a couple of things on the tech side and the software side. What other things do you use tech-wise, that maybe we – because I had never heard of justcall.com. And if you

tested things, I really appreciate all the work that you've put in. So what are the sort of tech things do you really lean into?

Josh: Yeah, I love technology. So let me look at my phone here. So Evernote is a great one. I don't know if you use that or not. But I'm all about efficiency. So we use Evernote, we use Slack, we just migrated to Shopify from WooCommerce, and let's see – So JustCall is –

Jaime: What made you end up changing from WooCommerce to Shopify? I know there's always– Everybody's trying to figure out what's the best, and I know it's individual, but why did you guys do it?

Josh: – well, Shopify – I mean, WooCommerce, it's a bit clunky; it slows down your website. So I do have a background in SEO and so I pay attention to page speed, and Google is paying attention to that right now. And so having the Shopify plugin – I mean, the – I keep saying that – the WooCommerce plugin installed into your WordPress, it also requires additional plugins to accept certain type of payments, and they add a lot of additional codes to your website, so it can slow it down. So that was the first thing. The second thing was just integrations. So obviously like we would need Shopify to integrate with our ticket system, our order fulfillment system.

And also if I hire a new employee, if I give them access to WordPress versus Shopify, Shopify is so easy. You can just log in and click orders and you see it. With WordPress, they log in and they're going to see a dashboard and they're going to have to go to WooCommerce and then click on orders. And it's not presented in the right way. So, actually now, the great thing is; all of our sales reps, they can have access to the backend off Shopify. They can go in and place an order, an offline order. And if they need to make a change to a product, they don't have to ask me. Before, it was like, oh, only Josh knows WordPress. So, they'd have to email me and wait a couple of days for me to get around to it.

And so, the ease of use would be the second one. And then, the integrations, I think that would be. And then, also they did a webinar recently. Not recently, but a couple months ago. And they talked about the future of Shopify. They're going to be building in integrated split payments. They're opening their own bank, Shopify capital. There's so much stuff going on there and I wanted to be a part of it. And so, I think, yeah, it worked out really awesome for

us.

Jaime: I love that you pay attention to that stuff, because yeah, it's a pain in the butt to switch. I'm sure that was fun, super fun. But worth it.

Josh: Oh man, it was, yeah.

Jaime: Well, tell me a little bit more than – well actually, number one, I want to know your ticketing system and stuff like that too. Because I get asked this all the time and I'm a geek and I love other people's opinions on it also, but then I want to go into SES. So, what, what's your ticketing system and the other sort of softwares that you use on that side?

Josh: Yeah. So, ticketing system, we use Groove HQ. It's a company. I don't know where they are honestly, but we've been with them for a long time. Ease of use. I mean, we've tried Zendesk and Freshdesk, I think is the other one, and all the desks. And so, some of the other ticketing systems, they're made for AT&T and Capital One. Large corporations and when you just need one or two support boxes and you need to get up and running quickly, that was the best option for me. It's funny because I did an interview with them, and I told them, "Yeah, I tried to leave one time, but it didn't work out. So, I came back."

Jaime: See, I love that you test though, because it does. While it is a big, huge pain in the butt, sometimes it can really ease whether internal use or external use or it can increase in conversions on different things. So, it's really important to do, but the amount of pain in the butt that it is, most business owners don't do. They're like, "Well it's only this pain and it's known pain. So, I'm just going to deal with it for as long as I can." Until it hits a point, because we only have so much time and priorities. So, I appreciate all the work that you've put into testing. On the SEO side then, so I'm a geek too. So did you with SEO? Especially when you were working on the first business in Dallas and then sort of grow from there and learn SEO yourself?

Josh: Yeah. So, since I graduated, I graduated high school in 2008. And so, between 2008 and starting Photo Booth Dallas, I had a lot of endeavors that I tried. Herbalife and all this stuff.

Jaime: Tell me more. I love that. Yes. Everybody's like, "Oh see, I had a bunch of crappy things at the beginning too!" That's awesome.

Josh: Not everything worked, not everything worked, but I never gave up. So, one of those times, I had a friend and he was like, "Yeah, I was making money on a blog." I was so confused by it. I was like, what? You just make money with having a blog? And he logged into his AdSense account and he showed it to me and I was like, whoa. And so, I started diving deep and just spent hours and hours and hours. So, I used to work at the call center from 10:00 a.m. to 6:00 p.m. Then I would come home and work from 6:00 p.m. to 1:00 a.m. and just on the Warrior forum and just reading and searching and buying everybody's SEO courses and watching videos. And so, I had a pretty good understanding of it.

And so, I started making these niche websites. So, I would find a keyword term, like back pain or whatever, something like that. And I would make a five page website with a couple of articles on it and try to get that ranked on the first page of Google. And then, people would be searching for the term. They would visit the website, click the ads and then I would make money. And so, that was a big thing until 2012, as you probably know. Google wiped out everybody and entire businesses and companies were wiped out when they did that update.

Jaime: I had a few clients. I was like, oh, it was gray. You knew it was gray beforehand, gray hat. They knew what they were doing. So yeah.

Josh: Wild, wild West.

Jaime: Yes, exactly.

Josh: So yeah. I was devastated. I was like, man, I put out so much at work, and I was getting pretty decent money back then. And it's all profit. Once you write the articles, there's no expenses. Maybe \$20 for hosting. But I learned, and that information I was able to transfer. So, when I made the Photo Booth rental website – So, I named the company Photo Booth Dallas, and that search term itself has 500 searches a month. And so, that's why I named it that, and I tell people that all the time, when they're naming their companies, they're coming out with crazy names that it's so hard to spell. And I'm like, okay, are they going to type in T O or the number two?

It's going to be hard and people are not going to go to your website. I try to tell them, keep it simple. So, that's what started it. Then I implemented the SEO strategies and that put us on the first page. We've been on the first page now for seven years, and the

new owners are still enjoying it. They didn't really have to spend hard whenever they bought the business because it was already bringing in leads and it still brings in today.

Jaime: Yeah, local SEO still to this day, I look because I'm a geek and I go and look at my client stuff. I'm like, dude, why is nobody going – this is actually super easy to get still, even 2020, which is crazy when you start thinking about that. But again, such a huge skill set. If you didn't have that, a lot of your marketing would have sucked when you started. 500 free leads a month, free leads without paid is huge for a starting company. So, that skill set.

And I just want to remind everybody listening because it feels like, especially listening to your story, you did so much work and then nothing, and then it went away. But it's not, you're building on your entire career people, just so – all right, I'm off my soapbox now, but I think it's important; especially people going through this or dealing with things that are going on in the pandemic. They don't realize what the company in five years that they'll create with all the skillsets that they already are getting right now. So, I highly recommend that too. So, on the SEO side, do you still do the SEO or do you have somebody else do it internally now?

Josh: I don't trust anyone still. I like to get my hands dirty and do that. And that's really what I spend a lot of my time in. Like, okay, how do I optimize this page? How do I make it faster? Where do I get back links from? I just purchased Ahref's software.

Jaime: Yeah, I love that, yeah.

Josh: Yeah, so I just got that. And so, I'm learning that now. And I'm helping my wife set up a blog for herself. She's going after keywords and making product reviews and stuff like that. So, I'm telling her, you remember all those nights, I used to work in the computer late and you had to go to bed? This is what I was learning. And now you don't have to spend several years. I can just teach you in 20 minutes.

Jaime: I wasn't playing video games. Jeez. I was actually – that's awesome. And it's such an important skill set even now. I mean, a lot of people are like, "Oh, it's saturated." And big terms, on a global scale, that's huge, but a lot of local terms and long tail stuff is really still very doable. I think what's so interesting, is we're content producers. I'm very opinionated about this, just so we're clear. So, many content, producers, podcasters, they put tons on

social media and then they completely forget about SEO. You're creating all, and then you're – zero longevity. It's on social. It's podcasts that nobody's going to listen to a year later. Anyway.

Josh: Right.

Jaime: So, buck's over. But yes, it's a huge skill set that I think most people need. And if you have it in-house, then you always have it. And it changes a bit, don't get me wrong, but it's definitely really important. I love it that you're teaching your wife.

Josh: Yeah. I try to tell people, even the people who buy photo books from us, and then people that I mentor, it's like, once you learn marketing, it doesn't matter what business you go into. You'll have that skillset and you can have an edge over the competition right away from the get-go. Because most entrepreneurs, when they want to start a business, they just want to make money or do what they love doing. Whether it's painting or writing a book, whatever, but they don't want to learn about the marketing. But I think it's foundational just like accounting is, it's something I neglected and got burnt on in the past, but now I was forced to learn it, because we kept getting screwed over by the accountants. And it's a lot of work to have to redo your chart of accounts after doing business with –

Jaime: That sounds so – you're paying less and less, and yes, let's help the people so they don't have to go through this stuff too, because you're right, it does make a huge difference. And finding, especially an SEO company, when they can say, "It's going to take us six months before we see any results, and you have to pay us for six months." You're like, "Okay, great." I look at what they do sometimes on the backend and go, "No, this is not – you've got 12 new backlinks. I don't know what to tell you. They didn't do squat." Anyway, I think like you said, in-house and being able to have that skill set, no matter what company you create, is going to be huge. That's awesome. Do you do any other.

[Crosstalk]

Josh: I want to add –

Jaime: Yeah, go ahead.

Josh: – I want to add to what you said. I speak to a lot of people who've gotten worked over by companies that they hire. So, my advice

would be, you don't have to know everything about what you're hiring for, but know enough so that you don't get screwed over. And if you just know that, that would take you a long way. Like with accounting, we made that mistake. We went through seven accountants, and everyone corrected the prior one's mistakes. And we're just like, "I hate accounting. I don't want to deal with this. I just want to work my business and do what I love." But if you want to do this long term, and you're a committed entrepreneur, I think it's important to have just a basic foundation of understanding accounting.

Jaime: I completely agree. Or find somebody that's a friend that you can trade services, that can teach you the basics if you don't feel like you want to do a course, or if it's too complicated, or you have dyslexia. You know what I mean? There's so many excuses that we have, and there are little ways to get around some of this, which will save you so much pain in the future, which I really appreciate you saying.

Josh: **[Inaudible] [00:42:54]** pain, yeah.

Jaime: Yes, please. We can't predict the future, but we can definitely mitigate some pain, as you have found all too well. I think that's awesome. I know we have to start wrapping up. So, what is one action listeners can take this week, to help move them forward towards their goal of a million?

Josh: All right. So, there's something that's holding you back right now. And for everybody who's listening, we all know what that is. It's different for everybody. And I want to ask you to face your fear and get that done, whether it's publishing your book, making that video, getting on the podcast, sending that email, sending that Instagram message. Because fear kills more dreams than failure would. And so, that would be my advice for everybody, or I would tell you.

Jaime: Go now, do it. Yes, out of your comfort zone actually makes so much more results than staying in your comfort zone, and doing a lot of little things over, and over, and over again. So, thank you for saying that, it's really important for everybody to know. Where do we find more about you? I know you have a YouTube channel and a bunch of different things online.

Josh: Yeah. My website, joshpather.com, and Instagram at [nextleveljp](https://www.instagram.com/nextleveljp).

Jaime: Awesome. Thank you so much for coming on the show today.

Josh: Awesome. Thank you Jaime.

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Duration: 44 minutes