



BLOG MASTERMIND BONUS CALL

Yaro Starak with “Miami Mitch”

Yaro: Hi, everyone! This is Yaro Starak from Blog Mastermind. I have a recent student of the Blog Mastermind program. His name is Mitch, otherwise known as “Miami Mitch.”

That’s where I first came across Mitch—it was actually that nickname in the Blog Mastermind forum. If you’ve ever been inside a members’ forum for any kind of program, you don’t usually see that many very active people. The people who are active are usually the action-takers and the doers.

Mitch was one of those people, and he was certainly asking a lot of questions early on and getting help with his blog. That indicated to me that Mitch was facing a lot of action.

As a consequence, Mitch has had some good results. It’s still in the early stages. I’ve invited Mitch onto this call so we can talk about what has worked for him because he really is in the early stages of building a blog. That’s where it is most challenging for most people.

So, Mitch, thank you for joining me today!

Mitch: It’s my pleasure.

Yaro: Let’s start at the beginning. What exactly do you blog about, and why did you choose that topic?

Mitch: I blogged about college football. The reason why I chose this as a topic is that I never really expected it to be much of a moneymaker or anything of that nature. I just chose college football because it’s something that I love. I’ve loved it ever since I was a little kid.

It’s something that I live in—it’s in my blood. [Laughs] It’s something that I’m very, very passionate about.

While I’m very passionate about it as my favorite theme, I love the sport in general as well. While I’m biased towards my team when I’m rooting for them, I can be unbiased as well, when looking at the whole picture of college football. That’s why I chose it.



Yaro: When you decided then that that was the topic for your blog, it made a lot of sense because you're so passionate about it.

Did you sort of have an idea of the direction you wanted to take? With college football it can be news, it can be updates on players, etc. Did you have an idea in your head about what it was actually going to become?

Mitch: I had an idea that I wanted to do picking games. It's something that I've done for quite some time. It's sort of why I got involved in blogging in the first place. I did a newsletter for a number of years. It wasn't a huge distribution—it was more just for my friends.

Over the last couple of years, a few of them have told me that I should just start a blog and do it in that format. That way I could update it easier. It would just be an easier format for me and I might reach more of the public doing it that way.

Also there are other issues within the game that I like to talk about. My blog, like you said earlier, is still in the early stages. While picking games is a big part of my blog right now, there are some other directions that I do want to take it. It's just a matter of building right now, so I have less time to work on some of the other directions that I want to take that.

Yaro: Why did you decide, then, that you would want to join a program like Blog Mastermind?

Mitch: The reason why I decided to join Blog Mastermind is because the way that I started my blog was I went onto the internet and went to Google. I typed in "How do I start a blog?" because I have no technology background whatsoever.

I found an article, got a host, and got a domain name all within about 20 minutes and under around \$15 or \$20 for the whole process. I was just shocked about how easy it was.

Then I started blogging and writing articles. I talked to a couple of other people who were bloggers and they said, "Just keep writing. Keep writing, keep writing, keep writing!"

I was writing and writing, but no one was coming to read my stuff. I just figured that if I was going to spend this much time and effort, I might as well at least channel it into the right places. Maybe that way I could get some other people to come to my site, and maybe I would have someone



else to talk to about college football instead of me just talking about it.

Yaro: Okay. So then you just stumbled across Blog Mastermind? How did that happen?

Mitch: I don't recall exactly how I came across it, but I know that I got an email from somebody and maybe it was from another Blog Mastermind student that had a piece of software or something. Maybe it was a favicon or some kind of thing where they asked for my email address and they sent me a newsletter of some form or another.

Of course because I'm a blogger and I have no technology background, I don't know what I'm doing in the blogosphere. Any kind of newsletter or anything like that that I could get my hands on, I wanted a piece of it. I wanted to read about what my options were. I really did start with a blank slate.

Somebody sent me an email, I explored it further, and I liked what I saw. I was pretty much sold. I thought that the initial investment was reasonable for what the results could be.

Yaro: Let's talk about some of those results. Like I said, the reason I brought you on this call is because you are having good results, certainly on the learning curve or the results curve of the growth of a blog.

Unfortunately, it's not something that happens to a lot of bloggers, so whenever someone does something right, I like to get them on the call and sort of break down what it was.

Let's quantify first. We want to talk about traffic a lot here because that's obviously the first thing you're getting great results in. What's your traffic like now versus what it was before? Then we'll dive into how you did that.

Mitch: When I first started, even in my first week or so of the Blog Mastermind course, I only had maybe less than 50 hits a day. I remember that on some of the really slow traffic days there would be less than 10 hits a day. Sometimes there would be 19 or 20 on a Sunday, even as I got more content.

Now I'm up to 3,000. Some days there will be 3,500 unique hits a day that I'll get on my blog.

So it's been a big quick growth, and it has definitely been a process. I can see where the traffic is coming from and how it has been a building

process.

It hasn't been luck that the traffic came to me. It has been by following the steps that Yaro provided for me. He's not paying me to say that or anything like that! [laughing] I'm just saying it because I'm just so grateful to him that I have actual people that read my stuff.

Yaro: I'm curious myself. What do you think it is that you're doing differently now versus what you were doing before when the traffic wasn't as good?

Mitch: Like you said before, I was always active in the forums. Also when Yaro has his conference calls—and he'll tell you this too—I'm always one of the first people to call in. If I'm not one of the first people on the actual call, I'm always one of the first people to ask a question.

I always have my questions prepared. I have specific questions and things in mind. If other things come up during the course of the call, then I'll ask those as well.

But specifically what I've done—things I wouldn't have even thought to do—are things like going on other sites, other blogs, or other platforms where I can get the word out and establish myself as an expert on college football.

I let other people know that I do have something to say. If I leave my signature there, they'll find me. If I put my name and my picture out there, then I'm a real person—I'm not some icon of a devil with a football in my mouth or something. [laughing] I'm Mitch and my picture is there.

On my blog, www.CollegeFootballPlace.com I don't have a picture of myself on the front, but I have my video right at the top and I change that all the time.

Those are just some of the things. I go into different forums. I found sites that post articles and I posted full articles of mine on other sites with just the link to my site or just a part of one of my articles where you have to click on the link to get to my site.

As Yaro explains in the course, if you say certain things in the link instead of just saying, "Click here for the rest of the story," if you say stuff like "More of Mitch's college football picks..." or something like that, Google will pick up on that as well, and you'll find your way into the search engines a lot better that way.

Yaro: What you said is great and the fact that you're doing all that is the reason why it's succeeding.

But can we get practical with that? Just pick one of the forums you go to or one of the places where you submit articles—preferably one that has sent you a significant source of traffic.

Can you just give us an example of what you did? For instance, the name of the article you published, what site you published it to, and what type of traffic came to you as a result?

Mitch: One of the articles that I wrote was a Top Ten List, and it was basically just an article where I took an Excel spreadsheet and I compared the teams that had the best record in college football—just win and loss percentages over the past 10 years. It was just the top ten teams.

What I did was, I published that article on my blog, and I also published it on a site called www.TheBleacherReport.com. On the Bleacher Report, there's a place where you can say: "My website is...." There's no place where you have an actual signature, but you have a profile page that has a link to your blog.

What happened was that because of the style of that specific article—because it was a Top 10 list—Fox Sports picked up the article because they're part owner of the Bleacher Report.

It hit the front page of their sports section of their global website, which I think is one of the top 100 Alexa-ranked sites on the whole internet. It gave me tremendous exposure.

So just about one month or so into blogging, I had a day with thousands of hits. Some of that traffic stuck; some of it didn't. But at least it gave me exposure.

It was a very big thing and it's something that I would have never done without Blog Mastermind because I thought that, with no experience whatsoever, other websites were just my competition and other places where people were going to go to read material. I never thought of the whole idea that we all share traffic.

The way that I surf, I don't go to just one website. I go to 20 or more on a regular basis. I don't go to all of them every day, but I go to a bunch of them on a regular basis and I never even made that connection.

It was more like, “Once I get people in, I want to keep them to my site.” Forget the fact that I couldn’t even put two and two together that I don’t have enough content to hold somebody! [laughing]

While my voice is okay for a while, I don’t know if it’s going to hold somebody for several hours. [laughs]

Yaro: I don’t think anybody’s blog can do that! [laughs]

Let’s talk about content. You’ve obviously hit the nail on something people really wanted when that article made the front page of a popular news site. How do you get your ideas for content? Where are you coming up with this?

Mitch: They can come from anywhere. Currently it is the college football season so a lot of my articles revolve around the actual games that are being played and doing some predicting.

I do a lot of research about the subject. It’s something that I love to do. Whether I was blogging about it or not, I still love to watch college football and it’s something I’ve done ever since I was a little kid.

I watch college football day and night. It’s something that my wife pretty much knew before we got married. It’s something that she accepts. She goes to a spa or something and I watch college football. She goes out with her girlfriends to lunch which might cost me a couple bucks once in a while. But you know what? For me it’s a fair enough trade-off that I get to watch my games.

Yaro: You probably have no shortage of ideas simply because you’re so immersed in your subject matter.

Mitch: Right. The picks are part of it, but I try to mix it because I don’t want my site to just be about picks. There will be a point where there are no more games, during the off-season, and there will be other things to write about. I try to do some humor articles.

Top 10 lists are very popular in the sports world and just about any subject. I think even Yaro could probably do a Top 10.

Actually I’ve read articles that are like “The Top 10 Ways to Not Get Your Blog Read by Anybody” and they’re just things that you absolutely wouldn’t do—just bad ideas! [laughs] They’re funny!



No matter what area your blog is in, I think those lists are always popular. So I try and do stuff like that.

Yaro: It's a combination of some sound formats and content style with your blogging and that requires first a bit of awareness of what good structure is for a blog post, but also having the passion for the subject so you can actually fill that type of format with relevant content.

I think that for most people listening to this it's possible. It might take a little bit of practice. Where a lot of people are stumbling is the second part which you talked about before, which is getting their blog out there and getting one or two major events like you talked about before with the link from a big news site.

How have you managed to sustain that? Obviously, just one hit on a news site, as you said, some visitors stick but some go away. However, you managed to grow your blog to 3,500 daily readers on some days from almost a standing start.

You joined Blog Mastermind in...what? Early August or late July of 2008? And we're only talking about this in September! I think you were reporting these kinds of results a month or two after you joined the program.

What is it, do you think? Is it just the fact that you're doing everything, or are there any magic tricks that you can reveal to people here if they want to replicate what you're achieving?

Mitch: I'm going to say that it's not magic, and it certainly wasn't luck. I think that there is some luck involved no matter what you do. In some cases it's bad luck. [laughs] In my case, it's been good luck.

I think that for the most part it's been actually doing the work. I haven't done a lot of "I'm going to sit down, I'm going to plan, I'm going to come up with a blog topic, and I'm going to come up with an article topic, etc." I just sit down, I write the article, and I put it out there.

Some articles are going to be more popular than others. Some days my writing is going to be better than others. But it's always action. Action is always going to be the loudest thing. Through the action you build content.

Some articles I think are the best articles I've ever written, and I think they deserve an award. [laughing] Those might be my worst or as Yaro could probably tell you—the deafening silence of nobody reading it. [laughing] Or maybe they do read it and you can see on Google Analytics where they



were on that page for six seconds. You know there's no way they could have read that article! [laughs]

I think it's just constantly going forward and constantly trying new things. I know a lot of people who spend time planning. Obviously on the technology side, I'm not going to say I didn't put any money into my blog because I certainly did. I didn't put a lot of money into it. I just put enough so that I don't have to worry about the technology stuff because I don't really know anything about that stuff.

What Blog Mastermind did was it helped me channel my efforts to the right areas as opposed to me guessing. So I could spend the time making the actual efforts, as opposed to doing the planning part. Yaro has taken care of the planning part for us. He said, "This is the stuff that works," so why not do it? I've already bought into the program so I might as well do what he says.

Yaro: [laughing] I love the fact that you said you invested some money in technology because I have so many people who come into the program and, fair enough, they have financial constraints. They want to do everything themselves, but it's almost a guarantee if they have that mindset the entire way through, they quit before they get anywhere.

It's frustrating trying to make WordPress do what you want it to do, or get certain theme elements to look right. It will kill your motivation sometimes because you're sitting there trying to code something when you want to be writing an article.

I love the fact that you got out of your own way when it came to technology and spent a bit of money to get that outsourced. You're using Joel who I recommended in the program from www.BlogTechGuy.com who will do most of the tech work for you so you can just focus on what you're good at. In your case, which sounds like it's the same as it is for me, it is writing the content.

There's one thing I'd like to touch on, though, again with you, Mitch. When you've gone out to market your blog, it sounds like you've found some great sites where you can submit articles, and where you can post to forums with your signature, etc.

How have you found these sites? Is it just a Google search? Is there anything there that you can reveal to us?

Mitch: Seriously all I did was Google around and I visited a lot of sites. I probably wasted a little bit of time doing that. I know that in Blog Mastermind it says,

“Don’t waste too much time in the forums.”

I maybe spent some time finding forums, finding where they have good flow, a lot of people and not the same posters over and over again. I think I got very, very lucky with Bleacher Report. If anyone has sports blogs, it’s a fabulous place to start.

The people that run the site are really understanding. You would think they would say, “Oh, if you just post half of your article and then put a link, then you’re just trying to get traffic to your site.”

You know what? I am! That’s exactly what I’m doing, but they’re getting great content and I’m getting traffic, so we’re both happy. They’re fine with that.

That’s why those guys are nominated for Entrepreneurs of the Year! [laughing] At 18 years old, or whatever they are, they’re nominated for Young Businessmen, or something like that, by *BusinessWeek Magazine*.

Yaro: Right. Awesome! So there was just a bit of hard research going through Google, doing searches, then investigating the forums you found and the content sites, then having the guts to submit an article and see what happened.

Mitch: I wasn’t exactly sure how to do that at first. Do I submit a whole article? Do I submit part of an article? I certainly didn’t want to step on anybody’s toes or damage the relationship I had with these people, either. At the same time, I didn’t want to give them free content with me not getting any traffic back in return.

You have to find that balance between them. Even right now when I’m getting all that traffic on the pick articles, I’ll give them maybe one game that I’ll post there, and then for all the rest of them the link will say, “Come back to the College Football Place and you’ll get the rest of this article with five more picks.”

If it’s just the Top 10 or something, I’ll just post the whole article there and say, “Visit Mitch any time over at the College Football Place” with a link. It doesn’t really make much of a difference in traffic at this point anymore. It’s funny that it’s been just a few months.

Yaro: When it happened you were pretty excited, though!
I like the technique there. Obviously not every topic or niche is going to have a Bleacher Report-style website where you can submit articles to,



but certainly every topic has a forum that they can go to, or even other blogs who are writing about the same thing.

Obviously in your case, content exchange worked really well. You've just been giving people content and they've been sending you traffic. It's given you great rewards as a result of doing that.

I think that pretty much covers most of the topics I wanted to cover with you, Mitch, but there's something I really want to know.

I know you've said you're not in this for the money, but given that your blog has become quite successful—and I know you're not thinking too much about the future, you're just trying to build a stable base—but you must be thinking a little bit about what you want your blog to become, even next week or next month, if not next year.

Can you give us little insights into your strategy with your site now that it has grown so much?

Mitch: Sure. I had never really thought about money before. Actually, before I signed up with Blog Mastermind, I had Google AdSense ads on my blog. But in one of the early Blog Mastermind lessons, Yaro said to take the ads off. He didn't demand that I take them off or I'm out of the course or anything. [laughs]

He just said, "You don't want people to come to your site and think that you've just set up a blog so you could have a place to put your ads."

You know, I thought about it and it really made a lot of sense to me. In any event, right now where I'm at is, I'm thinking about maybe going to a premium subscription site where I sell monthly premium subscriptions. Then on top of that, maybe have some affiliate linking and advertising as well.

I think it will be a premium subscription site for some of the information, but the bulk of my site will still always be free. That's just me and how I want my site to be.

I think that by having it that way, I'll be able to pick and choose my advertising, how tasteful I want my advertisers to be, and how their ads should look. I could be a little more selective because that won't be the primary source of income on my site.

Hopefully it will be a nice source of income. Whatever appears on my site is my content. I don't care if it's somebody else's ad—if it's on my site then that is my content. That's what my readers see when they Google my site. When they get to my site, that's what they see. So that is me whether I wrote it or not. It still is my content if it's on my site.

That's something that's important to me now. I'm hoping that no matter how big my site gets, that it's something that it will always be important to me. So that's the direction that I see my site going.

Yaro: I'm glad to hear you're doing premium content.

I think we probably should explain to people. You keep using the word "picks." Just to clarify, that means you are picking who you think will win a game of football, which is obviously very compelling, especially given your background.

You know a lot about college football, so you're going to be right more often than you're going to be wrong. That's a pretty compelling reason to visit your blog. I could certainly see the premium content working very well in your model.

Hopefully, Mitch will get to do a second call maybe six months down the line and we could talk about how much money you're making, as well.

Mitch: [laughing]

Yaro:

That would certainly lay the foundation for whatever you choose to take with it. What I love about what you're doing is you're very relaxed about it. There's no sense of urgency like, "I've got to start making money from this or I can't pay my mortgage," or something like that.

It's not a luxury everyone has, but it just makes the process so much more comfortable and enjoyable. You've clearly treated it like a hobby to begin with and potentially a money-making activity if it works out, which it seems to be doing for you now.

That's the attitude I wish all students could come in with, but we're all in different circumstances.

Mitch, we haven't given out your website address. If people want to check out your college football site, what's the URL?

Mitch: Oh, it's www.CFBPlace.com.

Yaro: If they're college football fans they can check that out, and even if they're not, they can see what you're doing and how you managed to generate a lot of traffic.

Mitch: Leave me some comments and suggestions. I'm always open to it. I'm just trying to do what everybody wants to see and any kind of hints or help. Like Yaro said, I'm still new to this. If you have any suggestions, I'm all ears.

Also, there's one more thing that I didn't get a chance to say, and I don't know if this is the right thing to say or not. I just want to say that none of my friends read my site. I'm not offended at all. [laughing] They're not college football fans.

You know what? They don't count in my stats either, so I know that all my traffic is all organic real traffic from out there. My friends don't read my site. My family doesn't read my site. None of them do and I'm not offended one bit by any of that!

To me it's just more encouraging when I see my numbers increase and I know that it's not my friends and family. If your friends and family don't read your site, I wouldn't be too upset with them. Just because you're interested in something, it doesn't mean that they are.

Yaro: My friends and family don't read my blog either, so it seems to be a trend, you know?!

Mitch: Maybe that's why we enjoy blogging about it because maybe we find people who actually do want to read and are interested in the same things that we are. Maybe that's why we enjoy blogging so much!

Yaro: Let's just put this in time perspective, Mitch, before we finish up. What lesson are you up to in Blog Mastermind right now?

Mitch: I think I'm on nine. I'm actually falling a little bit behind and I'm not going to say that I've done every single thing in every single lesson. I'm up to #9. I'm ahead, maybe, on the book part. I did finish the report and I do have my report out there.

I have not finished the life story. Judging from my traffic, that's something that I really need to be getting on because I'm doing it in segments and that is a segment that, surprisingly enough Yaro, there's another thing that I would not have done if it was not in Blog Mastermind, aside from not putting my picture out there.

I wouldn't have thought that people were interested in my life story, but they want to know why and how I'm able to pick these games like this, and they think maybe they're going to find the answer there or...I don't know. Maybe they're just interested in me. It's an amazing thing!

Yaro: You've got personality. They want to know the guy behind what you're saying. I reckon that would be a very popular article series. So, definitely get to it.

This is good. You're up to Lesson 9. You know, we're only up to Lesson 10 for the first people who joined, so you're not really that behind. I think Lesson 10 comes out this week to most people who joined when you joined.

It would be really interesting actually, maybe at the start of next year, 2009, to get you on a call and see where things are at. Obviously we're going to keep in touch throughout the program, so maybe we'll do a follow up and see where you're at.

But you're certainly right on track. In fact, you're doing way better than average for most people who are up to Lesson 9. They are all purely on content. We haven't really touched much on traffic yet, so it will be interesting to keep up with that.

One more time, your web address is www.CFBPlace.com, for anyone who wants to check it out.

Mitch, thanks for taking the time to do this. I hope everyone who is listening to this finds what Mitch was talking about encouraging, especially you people who are just starting out. You certainly can get some quick results if you're willing to put in the work like Mitch did.

Thanks for joining me today, Mitch.

Mitch: Thank you, Yaro. Thanks for all of your help. You've definitely made my whole blogging experience much more enjoyable than I think I could have ever even imagined it would be. Certainly I'm far ahead of wherever I would have been on my own. I can safely say that.

Yaro: Alright. Thanks for your comments, Mitch. I appreciate that, and thanks for listening, everyone!

I hope you enjoyed that story from Mitch and can take inspiration from what he has managed to achieve with a relatively young blog. He has



committed himself to doing two things really well:

1. Writing a lot of content that comes from a passion that he is inspired to produce.
2. He's willing to get out there and tell people about it.

In a matter of months, he has already managed to establish several thousand daily visits to a blog. It does show you what's possible if you dedicate yourself to following a strategy and a process.

I'm really grateful for Mitch mentioning the fact that he found Blog Mastermind helpful for that reason, that it offered him a plan and system to follow and steps to do in order to move his blog forward. Of course I'm ecstatic that he has actually implemented it, which is always a challenge for anyone.

What I'd like to do now is if you're interested in partaking in Blog Mastermind—assuming of course that you're not already a Blog Mastermind member—listen to this, and come and join us. We're already working on all kinds of things with our blogs. There are people blogging about all kinds of topics in the program.

I take onboard students at any time, so you're welcome to begin your own blogging journey at any point in time. Provided you're willing to do a bit of work like Mitch did, you can enjoy results similar to the ones he has.

If that sounds like something that you're ready to do, or even just investigate, please head to the signup page—the information page—which is at www.BlogMastermind.com/coaching.

There you'll find all the information about the program—what you get and all the resources that are available—and you can start, as I said, at any time.

You can begin this program from Day 0 and go through all the weekly lessons, or you can purchase the entire course up front and work at whatever pace you want. All the information is available at that page. It's www.BlogMastermind.com.

If you do decide to join, I look forward to working with you and speaking to you through the coaching program.



That's it for me. Thanks again to Mitch for taking the time to do this. I look forward to speaking to everyone in a future audio, and of course, through my blog at www.Entrepreneurs-Journey.com.

Do You Want Yaro As Your Blogging Coach?

To follow in Mitch's footsteps and start a successful blog of your own, consider joining Yaro's coaching program.

For more information click here -

<http://www.blogmastermind.com/coaching/>