

Sam Bell

Internet Marketing's Best Kept Secret

(Logical Soul Talk Interview, 3/29/11)

My guest on my show tonight -- I've had the pleasure of meeting this young man, he is a really, really interesting -- I was really impressed with his presentations with his knowledge, with his expertise and most of all his results. I mean this is someone who walks his talk, he knows what he speaks of, he knows how to teach it and he is one of the most amazing people I've ever met, his name is **Sam Bell** and he is really one of internet marketing's best kept secrets.

I was into internet marketing for years before I learned about him but once I learned about him it's almost like you know this was it -- I mean he was like the guy who I was waiting to meet for a long time. He is really a powerhouse of information, and got started in real estate. I'm going to let him tell his story but first a little background...

He is from New Jersey -- Trenton, New Jersey. He is an information technologist from school and he got started when he was 18 but again I'm going to let him tell the story and anyway this young man's name is Sam Bell and he is in his late 20s, he is not even 30 yet and he has already made millions and I don't want to say about the guy he is just really brilliant. Sam are you there?

Sam: Yes, I am, how are you mate?

Michael: Great Sam, I'm so happy to have you on the program thank for been here and I just wanted to find out what was the juice that you were drinking when you were younger that caused you to grow up and be so dynamic and powerful and results oriented.

Sam: [Laugh] Well it's just -- it was actually just of desire and definitive purpose you know, I knew at a very early young age that you know that I just wanted better in my life and you know I mean I grew up in very humble, very what people call poor conditions but I never, never do that I was aware of that because you know I was very fortunate to have you know a good mother as well as a good father but I knew that -- that I always wanted better and I was always looking for that ever since I was a kid.

Michael: Yeah you showed a picture of the house you grew up in, in Trenton that's just a -- you know just a regular house in the city, it wasn't anything fancy but apparently your mother influenced you, how did she influence you what were the things that happened when you were growing up that gave you an idea that you could go for?

Sam: Well I was very fortunate that I had you know a mother who basically never told me I could not do anything she always encouraged me to you know to follow my dreams and I could

do it. So I always believed that, I've always believed that I could go out and do whatever it is that I want to.

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I knew that it would take you know a lot of hard work to make that happen you know I can remember growing up in Trenton when you know when my mother was going to school she wanted to become a nurse and you know there was a point in time when you know she didn't have a car, so we had to catch the bus so we would get up early in the morning time and I used to put on my snow suit because it's cold in Jersey in the winter time.

So she would wrap me up, we'd sit up there at the bus stop and wait for the bus and we would catch the bus and she would go and drop me off at daycare and she would catch the bus and go to school, come pick me up, go to work. So I've seen -- I have seen this and I've seen just her passion to do better and she created **[0:06:13] [Indiscernible]** for us -- for herself and then for me. So I knew that I could do it but I would have to work hard but -- you know growing up you don't -- you don't know what you don't know.

Michael: Right.

Sam: I didn't know that, I didn't know anything about money or wealth or how to make money first day and you know came later on in life when I met certain people and I began asking question you know how is that people -- how do people you know make money, how do people become successful because that's what I you know credited with success you know wealth and having money. But as I have grown older I have realized it's a much, much bigger picture than just the money portion.

Michael: It usually is Sam, it's almost like there is this whole matrix and I go into it from my courses a bit that money just sort of springs from this inner, inner innocence really and it's -- it's just the things that we learnt that we deliberately push away money and wealth is what keeps us from getting and a lot of times just not having that influence is the best way to grow up you know and it sounds like you did.

Let me ask you this now you mentioned that you had a mentor and I think you said you started in business at age 18, I think it was network marketing, you said you met your first mentor then you want to talk a little bit about that or can you share something about that with us?

Sam: Sure, so you know like I said growing up all the time I wanted to be successful and make money. I really did not know how I was going to go about doing it. When I was 18 years old I actually -- I met a lady here in the Atlantic area.

Actually I moved here after I graduated high school and a friend of mine introduced me to this lady and she was actually one of the founders or one of the cofounders of the network

marketing company here in Atlanta and up until this point Mike I'd dint know anything about business or entrepreneurship or individual income and you know she pretty much educated me.

She gave me some great books to read that's when I learned about you know Rich Dad Poor Dad, How You Can Grow Rich and I was just exposed to all of these idea and it was like you know the **[0:08:36] [Indiscernible]** oh this is how you do it, you know this is how --

Michael: Great.

Sam: -- people become rich, then you have to have a business.

Michael: Right [laugh].

Sam: Not a job, a business.

Michael: Right.

Sam: So ever since then that's when you know I just realized that and I made a decision that **[0:08:52] [Indiscernible]** I'm going to have a business of some sort. I have to be in business for myself if I want to you know pursue you know true wealth creation because any and everyone that's ever done it have owned the business in some shape or form. And there is a total paradigm shift for me and I was thankful in that I was only 18 so I was -- I hadn't been jaded yet, life hadn't beaten me up so I said hey great I could do this anybody should be able to do this.

Michael: Right.

Sam: And I have just kept that motto ever since.

Michael: Right. That's really interesting and you have certainly done that I mean you've got a business now called Net Market Resources, LLC and you've got an internet marketing branches that you've also gotten into real estate. You've made quite a bit of money in real estate how did you -- did you first start buying properties at 18 or did that just sort of happen over time?

Sam: No that actually happened over time. At that time I didn't know I needed to be in business and you know I just really started on a journey, just started going through life and not knowing exactly what business that was going to ultimately be. It began with network marketing, however you know so many other opportunities presented themselves as time went on and although I had you know some early success with network marketing that was the end of the awe.

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So really you have to -- to me is a back in 2002, actually 2001-2002 I actually had another business, I used to take pictures in the local clubs here in the Atlanta and I actually had a partner that I worked and he actually had watched a late night infomercial with Carlton Sheeps and he was like man we got to get into this real estate this thing this is how -- where the real money is made and just to happens that the club -- one of the club that I worked at the owners of the club they were all real estate investors.

So one of the guys who worked at the club he gave me some tapes in exchange for some picture. So I listened to these tapes and on one of the tapes was a phone number to call to go to this seminar. I went to this seminar and I got my mom to come and this was like in 2002. So we all went. We actually drove to like South Carolina to go to this seminar, we wound up behind these books, tapes and CDs at the seminar [laughter]

Michael: All right.

Sam: And I was all just you know super excited about it and that's when I first started my real estate investing education. But I didn't really do anything with it. I got the information, I started going through it and I just kind of let it all through the wayside and then in 2005 you know I lost my mother in a car accident and you know for me that was just a wake up call that tomorrow was not promise and life is short, life is very, very short and all these ideas and all these dream that I had I've realized that I've just gotten content and just kind of put them to the side.

Well, when I had this experience it just really made took all those things back up and make a decision like look you know you need to get up and go out and pursue things because tomorrow is not a promise for you and once you pass away a friend of the family had came over during that time and he was really active, real -- real estate investor and I said look you know I want to learn, if I want to do this I started doing this some time ago but I really want to make the decision and the commitment to change my life and at that time I had already been working in information technology sector doing -- doing -- you know working on computers and computer networks.

And I'll tell you when I had some computer issues I am not good with that you can fix my computers and I'll teach you everything you want to know about real estate. So I said great and I did you know. So again I found another mentor in the real estate side and he shared some information with me, game me some strategies to go out and start implementing and I did and I took action. I really took action and really started going hard back in 2005.

And one thing let to another and I wind up building some relationships with some other people. I got some access to capital and I started going out buying properties, rehabbing properties and selling them -- properties lying here in Atlanta and I did very, very, very, very well. It was an awful time and this was when the market was booming, so it was very easy to go in buy a

house, fix it up and be out of the house in less than 60 days you know so we turning properties like crazy and it was a great time, it was really, really a great time.

And all during this whole process I had always been fascinated with the internet as well. And I just started the internet even before I got into real estate back in the early 2000 - 2001. But I really didn't understand how to grasp on it. So I always you know was buying eBooks and just finding out just the ways that you can use the marketing.

In fact in 2007 just two years after my real estate career, I started my real estate career full time I went to a seminar down in New Orleans and the whole concept was virtual investment how you could use the internet to buying some houses and I said well this is pilgrimage because I am active real estate investor, I love the internet and I know a lot about the internet so Dean what do these guys know that that I don't know.

So I went down there and I learned about this whole concept of using the internet to buy and sell houses, and then it just kind of hit me, wow I've been doing all of these things online, searching and optimization, and buying traffic to sell, you know these eBooks and information products. I am wondering if I could use these things and strategies to buying some houses.

[0:15:00]

And I started and this is when you know Net 2.0 and the whole social media revolution was really started to pick up. So I started to plan all these strategy and techniques that I was using to find buyers and build a list to sell my properties and lo and behold it worked. I actually started getting a lot of traffic and I actually started to building a list of people to buy real estate through the internet and it was -- it just was phenomenal.

Michael: It's amazing it's such a marriage between two industries like that and I've seen, I was in real estate myself, I was an investor and I have seen a lot of people you know switch over from real estate. Not -- not give up real estate necessarily but just embracing the internet and I'm finding that as we move along just about every business and industry out there either has to embrace the internet or lose out.

I mean the social media revolution is just -- just losing people in the dust if they don't grab hold of it and which bring me to my point here Sam, we've got several people on the call and some may want to ask questions. If you want to ask Sam a question just press 1 to raise your hand. Our call in number is 347-843-4544. As I said press 1 if you want to ask Sam Bell a question. He is the guy who knows so be sure to take advantage of that.

You've got something that really interest's me Sam and that is when you talk about mentors and you talk about motivation, you talk about all these, obviously you've got all the parts that make up success, you've got the mindset, you've got the mentors, you've got system and you

take action. And I find that people that have all four of those I mean they just can't fail. I mean there is just no way they can get stopped and obviously you haven't.

What would you recommend to people and I know you've got a system called internet domination system; we are going to get into that in a little bit. I think you've got a webinar coming up that I want to share with people. But share a few basic tips that if people are starting out now they want to -- they want to build website or they want to get more traffic from their existing site what would you recommend that they do that they can start seeing results right away. Is there something fairly simple that they can start with that you can help them with right now?

Sam: Oh yeah absolutely. Well the beautiful thing about the internet market is that the strategies that we use apply to all business vertical; real estate, mom and pop store front, I mean you name it. But the bottom line is that you need traffic **[0:17:31] [Indiscernible]**. So -- but since you've got to get online, you've got to have a website. I recommend that regardless of whether you have a business or yourself as individual that you set up a blog.

Now you want to have a blog that you own preferably a WordPress blog that you host and you have full control over. Once you have that blog set up you want to talk post some contents. Useful contents and useful information that's going to help or benefit whoever your target market is.

So for example if you are a real estate investor and you are looking to buy houses you want to post information on how people can sell their houses. Be in a place where people to get out of their properties. If you are in the donut business you are going to talk about some of the different flavors and some of the great things about donuts, whatever it maybe.

Michael: Right

Sam: You want to start creating and posting contents out there because what you want to do is either build your brand or yourself as the authority figure in that vertical or in that market place. And once you start doing that then you can actually -- and I'm talking just from a free traffic standpoint you could really integrate all the different social network and platforms with your blog.

Of course first and foremost Facebook I mean the kind of traffic you can **[0:18:51] [Indiscernible]** somebody can go on air and group and built relationships with people and basically as you build relationships either through post or good quality articles and links of videos on the social network you can the then move people from those social network sites to your blog where you have the opportunity to build further trust as well as build a list with those individual.

I mean that's really the second thing. Once you have site up and you start creating contents you want to have a way to capture that information so you got to have some sort of auto responder service. I personally use **[0:19:22] [Indiscernible]** for my business and basically people come to my site to contents, free videos, or information they also have actually my newsletter so that way I can follow up with them via email.

So you know those are some of the basic things that you want to start doing and that's not even talking about some of the other important stuff. We are going to talk about search engine optimization and get it ranking and keywords. But I think a good **[0:19:46] [Indiscernible]** and most people start out and if you are just a beginner to get to your site up, have a WordPress Blog set up, start posting some contents to it you know some of the social networks, Facebook, Twitter and YouTube the main three that I recommend and you want to post video content, you want to post link to Twitter, you want to post link to your articles on Facebook that all lead back to your blog because blog is your home, is your main page, your main money site where people are going to be coming to.

[0:20:13]

And then have some sort of opt-in bots where you can capture a name and an email address. So now you can begin to start following up with people. And what happens over time is as you put more accounts out there you position yourself as an authority figure, you bring in more traffic to your site and your visual, and you are able to communicate with those people and then begin to offer products and services that are going to be able to benefit through them okay. And that part you can actually begin to monetize your marketing efforts online.

Michael: That's so true. Now I'll tell you Sam one of the things that pops up for me it has in fact it's slowed me down for years and that was the technical aspect. A lot of the stuff I'm familiar with for example. Lot of people are familiar with blogs, lots of people are familiar with Facebook, lot of people are familiar with articles things like that but sometimes putting it all together is a bit of trial you know what I am saying.

Especially if you are a little older you know folks your age pretty much fall into it but us older folks sometimes find it little difficult to catch up with that stuff and I know that you have a lot of this information that you are talking about in your webinar, do you want to talk a little bit about that about how you know how you are able to help people with the technical stuff and how you can get them just sort of switched on and what do you have to offer on that.

Sam: Absolutely. So we are actually going to be doing a webinar tomorrow evening and basically I'll just layout seven steps. I've developed a system and I've been doing it now and it doesn't seem like for nine years I mean 2002 it's going to be whole time but --

Michael: Wow.

Sam: I have developed some -- over the years just to really simplify how to bring a site online, how to already know the marketing nature of that, everything that you are doing is going to be possible for the efforts that you are going putting for and basically bring traffic into the system - using a systematized approach and strategy for making that happen. And I basically take people whether you are an experienced marketer or even if you are a newbie, I take you through a process going from affiliate marketing this is one of easiest ways to start generating the revenue online all the way up to where you actually have your own products and services.

And there is a lot of stuff that goes on in between and we are going to talk about lot of that on the call tomorrow evening but the internet domination system is basically online marketing classes that are used in my business for multiple things, everything from an affiliate market to selling my own products and service. And I think the great thing now in such way which is easy to understand and to go out and do. So for example and just so I can only give something of real value in addition to everything I've already shared on one of the calls if that's okay mate.

Michael: Sure be my guest.

Sam: Well one of the things that you -- that you tend to from the technical aspect and that's a big hangup for a lot of people and that really was true when I first started back in 2002 but now there is so many different resources and you know cloud sourcing and everything.

Perfect example do you want to get graphics done you used to go and hire a graphic designer and they would charge you all types of money. And now you can cloud source that by going over 99designs, okay and have someone build you know design with beautiful graphics fairly inexpensive, fancy website. It used to be that you had to be a programmer or you had to know someone or you had to pay thousands of dollars to get a website done.

Now you can go and get and WordPress blog and you got people who will go and put it happily for five bucks. You can head over to fiverr.com to actually find someone that will go ahead and set this stuff up for you. So even if you are not a technical person in nature, if you understand conceptually what it is that you want to get done okay and what your angle is you can just say okay, I need this person to do this and I need this person to do that and just know where to go and get it according to **[0:24:11] [Indiscernible]** and that's what I'll show you how to do within internet domination system

Michael: Right. I'm familiar with Fiverr, I've used them a few times that's F-I-V-E-R-R.com correct?

Sam: Yeah that's correct.

Michael: That's a really phenomenal place. People do amazing stuff for five bucks that's [laugh] really good. Well thank you Sam so much. I know that we are putting on a special webinar I'm going to have like a private webinar call with you where we are going to go over some of these

things and as I said that's going to be tomorrow night and actually you can register for it and you can check it out by going to logicalsoul.com/webinar that's logicalsoul.com/webinar to just sort of sign up for it and we will have the webinar. And it should be really, really good thing.

Anything else you want to share with us as far as your internet domination system because I know that's really the heart of the matter and that's what you've been working on recently. And I got to tell you I was blow away by some of the stuff I saw when you presented an event this past month and it is really good. You want to talk a little bit more about that?

[0:25:19]

Sam: Yeah sure, so basically we cover a lot of different strategies. One of the major challenges that a lot of people are having right now is getting traffic to their website. You know for all who have been doing internet marketing or have done internet marketing you know in the past or just become familiar with it. You have heard of Google's **[0:25:38] [audio glitch]**.

And for a lot of marketers Google was their main source of traffic in terms of actually buying traffic. Well you know that's not the case anymore. Google had basically banned a lot of people so you have to build a blog there and find alternative traffic sources. Well one of the traffic source that I have discussed was the internet domination system is a pap-per-view traffic which I think is one of the best traffic sources out there if you know how to use it properly, okay.

That just requires you know having the page to be set up in a certain way to that way where your can match and make a conversion but there is no shortage of traffic out there, you got to know what it goes to look for the traffic.

Michael: Right

Sam: You know that way I make the changes.

Michael: Yeah I know Google has been slapping a lot of people including some of my internet friends who are really getting turned off by the whole thing and they are law onto themselves aren't they.

Sam: It's --

Michael: Pretty much don't follow anybody's rules. Well Sam it's been really, really enlightening. I know you've got a lot to talk about, we have only got three minutes left on the show so if you are listening and you want to ask Sam a question we've got a few minutes and we have got some outtake moments after the music plays where you can hang on if you are on the and ask Sam a few question.

If you want to call in to get on that -- to get there our phone number is area code 347-843-4544, press 1 to raise your hand, ask Sam a question. He is full of information, full of knowledge. We barely scraped the surface, I mean trust me this guy knows a lot and we are going to hang on for a few minutes after the show here so we can chat for little bit if that's okay with you Sam.

Sam: Oh yeah definitely. I'll love to answer questions so if anyone has any technical -- technical questions or life question or whatever I'll be more than happy to answer those.

Michael: That'd be great. As I said, it won't be streaming live after the music, but if you are on the phone you will be able to ask Sam a question and so give it a try. So let me just make one quick statement here Sam I've got your good friend Zach Childers is going to be on the show next week.

He is a real big real estate guy, he is launching a real estate program which is going to teach people how to do exactly what Sam is talking about just in a little different way and he is going to be on the show next week. And in fact it's going to be an hour long show that will in April, April 5th at 6 o'clock from 6 to 7, Zach Childers will be here and tune into listen to that Logical Soul Talk.

As far as we are concerned here I want Sam to just hang on for a few more **[0:28:29] [audio glitch]** and we are going to take some calls or we are going to talk a little bit more about what he is doing, maybe I can sort of squeeze a little bit more information out of him as far as the internet domination system is concerned and we will get on with that so we've got a quick question, area code 202, you are on the air. Can you hear me?

Okay, there is a caller on the air from area code 212, I see you raised your hand, do you want to ask a question?

Caller: Yes I would like to ask a question.

Michael: Okay, go ahead.

Caller: Well I feel there is something maybe he could give me an insight on. I am -- I graduated from school, I'm an art therapist, have a masters in art therapy and --

[Background music]

Michael: Would you hold for -- if you hold on for just one second, I mean right after the music, okay, hang on.

Caller: Yeah.

[Background music]

[0:30:06]

Michael: Okay, it's Michael Craig again, I'm back we are no longer streaming live but if you are still on the phone you can go ahead and finish your question, sorry for the interruption.

Caller: Thank you. Anyway I've been out of job for a while, I've been looking for a job and I was wondering like what would be a way to get out there, I've already have something on Facebook where I am hosting special events like breath work in my apartment for other people but making like \$25 for two hours, whereas the person is giving a session for like four people and she is making like \$35 a person.

You know I don't feel like I'm really getting enough money at the money at the moment for what I am doing and I feel like what do I need to do to -- you know starting a business takes a while to build from the scratch to you know build up like every little stone counts but what do I like what do I need to do to find you know how can I stay open to attracting what my purpose is in this life.

It seemed like you are -- when you are telling your story like as if all these little things that you are doing led you to the perfect job or the perfect you. You know doing everything in a leadership form of way making your money and being the leadership of your life.

For me I don't know how to bridge myself from being here with all my skills and talents and making it work for myself, making a real you know paying, working thing.

Michael: Okay, so what's your question?

Caller: I'm saying like my question is what would be a way to find you know the next level of brining an income to me if it's challenging to get hired in a place, like what would it be for me, what would I need to do extra?

Michael: So what is the next step for you is what you are asking.

Caller: Yes, I'm doing some things in my apartment hosting some special events, breath work very related to my field, I'm doing some exchange thing, I'm going to classes in this field.

Michael: Right, right.

Caller: Like how do I -- what do I need to do to make money?

Michael: Right, okay, we'll --

Sam: Well --

Caller: I'm not getting --

Michael: Okay, well Sam, go ahead and answer I'm sorry to cut you off there we've got to let Sam answer the question here, go ahead Sam. That's a big question.

Sam: It's really like a -- quite a few questions but here is what I would suggest. I would first find out really what my passion is, what it is exactly that you desire to be with, it's fulfilling to you, what makes you happy. And then once you have determined that how can you take that which is fulfilling to you and provide value to other people.

So for example if one of your talents is helping people you know see clearly or feel better about themselves, if you actually enjoy that and making people feel better about themselves how can we monetize that okay. So I would begin to identify my passion and then go out there and start putting it out there, start putting whatever your passion is out there online via your blog whether it be -- especially videos are very, very powerful way to do that.

So just start communicating and building those relationships with those individuals and then what you can do is you can offer some sort of program or some sort of training where they can either pay you for your time whether it be on a one on one basis or in a group setting, okay. Because right now you are doing stuff at your apartment which is -- it's a great start but now you want to be able to scale that because you can't have 100 or 1000 people at your apartment but you can have 100 or 1000 people on a call or teleseminar or webinar and that's how you can actually start growing and scaling and then begin to actually charge for the higher levels of value that you provide.

So you give freely to help people and build relationships with them and brand yourself as an authority and then put those higher levels of **[0:34:41] [Indiscernible]** where you can actually charge fees for that. What those fees are I don't know exactly do what you have to do, takes a little bit of research as to see if there is other people in the market who are doing something similar so that you can get an idea of pricing and what you would need to charge. But that's a great way for you to actually start doing something that you enjoy doing, helping other people in the process and then ultimately turn that into profit. Does that make sense?

[0:35:08]

Caller: Well, yes, yes it makes sense. You are also saying a lot of things and it makes sense. And I think it would be good to start with defining you know what I want to offer and what my passion is and what I want to offer people.

Sam: Right.

Caller: Because I have a very wide range of things I want to offer but putting that in a focus plan and creating, making a blog out of that and video, promoting that and then bringing the people in to do it that's my thing like how do I bring people in to do and feel comfortable with strangers doing it you know.

Sam: Well that's the first thing you have to do is get clear on exactly what it is that you are going to offer that you feel is going to provide the most value and that you enjoy doing; because it's going to be very difficult for you to generalize because you have so many talents.

It's going to be very difficult to generalize and just say okay I'm going to do this, this and this. You have to kind of just bring it in and focus in a little bit to what you -- what's going to be most fulfilling to you and what you also think is going to provide most of the people.

So once you identify exactly what that is then you can begin to start to promote and market it but you have to determine that first.

Caller: Yeah well for me it was very evident that I wanted to do art therapy with children and work somewhere and do that I mean it didn't matter if it was with adults or children but I'm not getting hired.

Sam: Well if it's arts therapy then what I would do first if you are already working with people I would do it for free volunteer to do it okay. Volunteer to work with people and then just develop some case studies to say well you know here is what I've been able to do with other, okay. And do it for free don't charge anything. Don't look at it necessarily as getting hired first, look at providing value first.

So if that's what it is if it's the arts therapy work with some children, do some case studies and you show what you are able to do for them and then start talking about that and sharing that and start building yourself as an authority as you build those case studies.

And then once that happens people begin to come to you and say well hey look I have a job that might be able to benefit from your services, how much do you charge. So start there by working with people for free and I know that that may seem counterintuitive that you are going to do for free but that's how you're going to be able to get a foot up and start building case studies and start building relationships and positioning yourself.

Caller: And what is your blog where can I find more information about you?

Sam: Well we are going to be doing a webinar tomorrow or you can just Google me but my personal blog is sambell.us.

Caller: Double L?

Sam: Yes s-a-m b-e-l-l .us that's correct.

Michael: Did you get our webinar information for tomorrow night?

Caller: No, how much is that?

Michael: It's free.

Caller: Okay.

Michael: Sam is going to be giving a lot of information and you just go to -- I've got a page setup for it, its logicalsoul.com/webinar that's w-e-b-i-n-a-r, logicalsoul.com --

Caller: Yeah, logicalsoul.com

Michael: [Logicalsoul.com/webinar](http://logicalsoul.com/webinar) and you'll be able to sign up right there.

Caller: Okay.

Michael: And there is no charge. And trust me he is going to give out a lot of information I mean I was -- I was really impressed. But if I may -- if I may add something to your situation because I'm doing something very similar. What's your name by the way?

Caller: Anna **[0:38:57] [Indiscernible]**.

Michael: Anna I'm Michael, and if I can put you on hold for a second, Anna I wanted to share a story if I may, is that okay Sam?

Sam: Sure, absolutely.

Michael: And this just has to do with because I think Anna is going through something very similar to what I am and that is that I have a product myself and it's very intangible. And there is -- there is you know I call it the logical soul because there has been nothing like it before and how do you market something that is brand new that nobody knows what it is they are obviously not doing Google searches for logical soul at least yet.

The point is how do you build up a brand starting with something that's not tangible like art therapy or logical soul or something like that and I just wanted to share with Anna that it takes like you said Sam and I think you're really right on that it takes doing a lot of things for free. You have to volunteer.

I have done a lot of courses and seminars, you know I've put myself out there, I've gone to California to give presentations and I didn't get paid. I mean there is just a lot of things that you do.

[0:40:02]

One of the things that really build credibility, and I'll just share this with you Anna is that once you get the experience and you think you have something no one else has or something that unique that you think that you can share with the world, write a book.

And when you write a book suddenly you have some credibility. You know once I wrote book suddenly people started paying attention, oh you must know something [laugh]. I didn't know anymore than I did before but I had a book you know and so that was -- that was the difference for me.

Caller: Yes I feel that that's another way to get in, another way to get into the public. Book, writing a book or even if its a small book it just -- it makes other people feel like oh she is a good person, like she knows what she is doing, it's a good way to get in I feel.

Michael: Right.

Caller: Sense that in my body.

Sam: Right and it establishes you as an authority. So it's just one of those things where writing a book is just -- it's like a business -- it's like a big business card that you hand to somebody and say this is what I do and instead of a card they get to read about your story, they get to read about you, they get to read about all the things that you do.

But let's Sam -- do you have anything else you want to ask Sam right now?

Caller: I feel like I could even write a children story in my blog and start you know approaching hospitals where there are kids suffering with all sorts of diseases that are in the hospital all day long and need something in addition to what they are already getting. Like doing something with these kids. I feel compelled to do that in like prestigious hospitals or schools and doing it for free.

Michael: Right. Well, Anna the best of luck to you and thank you for calling in I know Sam gave you some really good information and I hope you start your blog and start writing about that because really that's going to be the basis of your book. I mean if you could do a blog, start doing articles, your book will come about you know just by doing that.

Sam I want to turn it over to you, do you have anything else you want to add before we call it quits here?

Sam: No definitely everyone you know thank you for just spending time with us and you definitely want to hop on the webinar tomorrow evening, it's going to be **[0:42:22]** **[Indiscernible]** lot more in-depth conversation and sharing a lot of good details. I want to give you some of our SEO strategies that you can actually go out and use and implement that evening. So it's definitely going to be worth your time. But the main thing is you take action you know whatever it is, whatever it is that you do, whatever business that you are in you know go after it, implement it you know.

And if it requires you to roll up your sleeves and you know and get your hands dirty then do that. One of the biggest challenges that I found when it has come to business is lack of focus or not having enough focus so you got to focus and you got to realize that it's going to take some work.

You know I think business is one of the most challenging but also one of the most rewarding things that you can ever do, and I think it's worth it but if you are going to do it, commit to it, follow through and just take action.

Michael: That's really true Sam. True words were never spoken [laugh] and you are a man that has done that and I applaud you for it, you are real inspiration to me and I know to a lot of other people as well. So keep the faith man and keep doing what you are doing and I look forward to talking with you tomorrow night because it's going to be a real kicker and you've got some really good information that I want to put it out there to people.

So again you can go to logicalsoul.com/webinar to sign up for a free webinar tomorrow night with Sam Bell internet real estate authority. He knows his stuff, he is going to share some marketing strategies and ways that you can learn how to get the most out whatever you are doing online and put it out there so people will know what you are doing.

Sam the floor is yours I'm going to give you the last minute here and then we will just hang it up for today until tomorrow, okay.

Sam: Excellent, well again Mike I would like to thank you for bringing me on the show and being able to tell a little bit about myself and my story. And hope that I have been able to aspire and you know get people to want to go out and implement and do the things that they really, really want to do. I think what you are doing is great and it's good to have platforms like this and be able to connect and communicate with people because there are a lot of great people out there with a lot of great ideas and desires and platforms like this to you know actually bring.

People such as myself or other to the forefront to help -- to help motivate and get those people going in the right direction. So I want to applaud you for putting this together and being persistent and putting this information and providing a platform so that we can grow and learn from.

[0:45:05]

Michael: It's my pleasure Sam and I do it mainly for self, really, because I learn so much. I really do and it's such a pleasure to speak with people like yourself and people are really, really leaders in society and business community and make things happen and that's really an inspiration to me and you are one of those people and I just want to thank you for your story and your continued work and I look forward to speak with you tomorrow.

Sam: All right, it sounds good. Take care.

Michael: Okay, brother take care and I'll speak to you soon.

Sam: Bye.

Michael: This is the end of the show thanks for calling in show up at logicalsoul.com/webinar, sign up now, don't wait because you'll forget and you don't want to miss that so see you next week, this is Michael Craig signing off.

[0:46:07] End of Audio