



**Yanik Silver's**  
**UNDERGROUND® SECRET SOCIETY**  
**DOSSIER ISSUE LVI**

Last issue I talked about how excited I was about the Capitals big playoff run. Ugh. The crazy thing is they blew a 3-1 series lead, but I wasn't that surprised. They've disappointed me a lot in the last 25 years or so.

Missy had a night away from the kids for her birthday and she graciously moved the date so it would be the night of the Caps game 7 against the Canadians. Last year we went to game 7 against the Rangers and we won, so I figured she was good luck. Nope. She's now 1-1.

The last couple days have been interesting as I've been participating in my civic duty as a juror. Yes, I got picked for juror service and was assigned to a case that spanned 3 days. Going into it I was really thinking the judicial system was broken because of how big-time cases like the O.J. Simpson murders played out with the jury finding him not-guilty. I thought the jury would consist of individuals who wouldn't figure out a good excuse to get off the case and who would be fairly incompetent to deal with the facts of a case. I was surprised. We had an interesting cross-section of my county from doctors, attorneys, and business owners to newly arrived immigrants – but the deliberation was actually intelligent. Of course, there were some wild speculations thrown out by a couple people who had seen too much Matlock, but overall we came to a sound decision delivering a not-guilty verdict.

It was also kinda fun being able to walk around outside the courthouse and have a solid hour for lunch each day. Usually when I'm home I just grab something out of the fridge 100 yards from my home office and keep plowing away. Not that I'm complaining since the times I'm out of my office are pretty frequent.

In fact, today is one of those times...

I'm heading out in a few hours for a cool event called 'Summit Series' put on by my friend Elliot Bisnow. Some of the speakers include Russell Simmons, Mark Cuban, Ted Leonsis, Ted Turner and President Bill Clinton. I'll report back next month with new insights and updates.

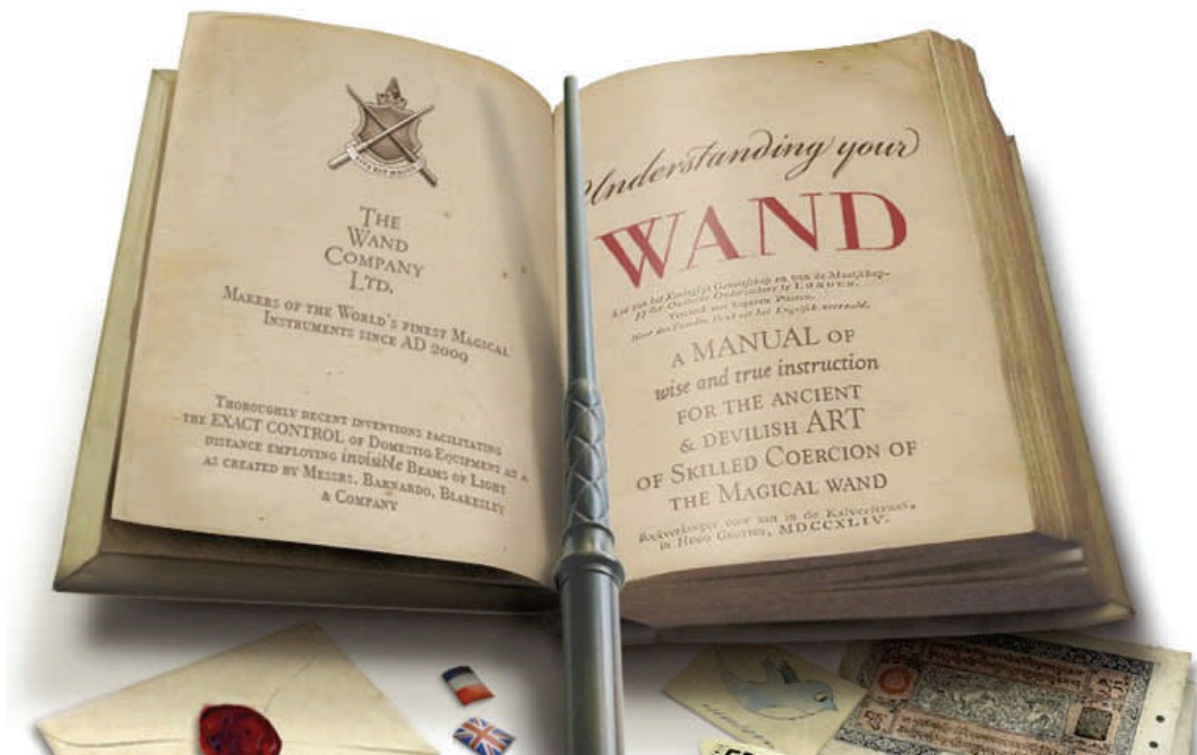
So let's jump right in...

I'm a huge fan of creating personality and something memorable in the way you do business.

So check this out – The Wand Company website, based in the UK, is designed to capture the true essence of their product with aged paper pages and magical illustrations and copy. [www.TheWandCompany.com](http://www.TheWandCompany.com)

For GBP 49.95 you can own a real magic wand that actually has a real function. The Kymera Magic Wand allows you to use gestures instead of pushing buttons. So you can flick your wand up to change channels or twist it in midair to increase the volume on your TV or stereo. And it can even run your Powerpoint slideshow to make it a little less boring.

It works with all devices that use infrared remote and it's definitely got that Harry Potter'esque kitschy factor to it including the fact it's packaged and sent in a 'faux dragonhide box line with Chinese silk brocade'.



Check out the site and copy to see how it's a really nice fit with an object that's ho-hum (a remote control) but turned into something extraordinary. Here's the user manual you'll get (keeping the theme going strong):



**Direct mail that stands out...**

I'm a big fan of using multiple ways to connect and contact your customer base...including direct mail. I think there's an opportunity right now to 'POP' in the mailbox since a lot of people are only marketing online. One of the quickest impact-makers is using a postcard - but not just a standard one. Check this out –

<http://www.shipshapes.net/our-portfolio.php>

This postcard is die-cut to a customized shape so it totally stands out in any mailbox. And as a postcard – the message gets read without opening an envelope. They developed a new class of mailings approved by the post office a few years back. And from some of their stats it looks like response is significantly better. Check out a few examples on the next page:



**Krispy Kreme Front**



**Krispy Kreme Back**



**FRONT**



**BACK**

## Truly Connecting Using Mobile Media...

You've probably seen some info on location-based, check-in mobile apps like foursquare and Gowalla.com. I haven't come to a conclusion yet on the power of using this in your marketing arsenal or not. But I did really like this simple acknowledgment for someone who is a hyper customer because she is the "Mayor" on Foursquare of one of the Austin Starbucks.



Source:  
BrandAutopsy.com

There's a lot to be said for simply acknowledging your best customers in unusual, public ways!

I've got to give a tip of my hat to Andy Nulman ([www.AndyNulman.com](http://www.AndyNulman.com)) and the author of "Pow! Right Between The Eyes" for pointing out this crazy furniture manufacturer, Straight Line Designs by Judson Beaumont.

Check out some of the furniture designs at [www.StraightLineDesigns.com](http://www.StraightLineDesigns.com).

This piece is called "Ooops":

And this is called, appropriately enough, "little black dresser".

I mean how could you not stop and talk about these kind of pieces. I would bet a hotel room with this kind of furniture would definitely get some tongues wagging.

Oh yeah and if you want to pick some of these pieces up for your house – it's not exactly cheap. I found some designs on Posh-Tots.com for \$5000.00+ for the kids furniture.

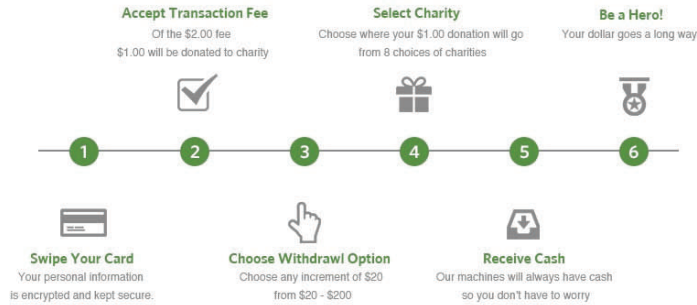
### **ATM for good**

I love the idea of taking a common, everyday occurrence and inserting a way to do good without changing our normal routine. The guys at ChooseChangeATM.com are doing just that with \$1.00 of your normal \$2.00 ATM fee going to your choice of 8 different charities. Pretty cool. There's an illustration of how it works over on page 7.

So for the consumer it's a totally lazy way to help make a small impact with their dollar donation instead of it going to a fat cat banker. I really like this idea but the big challenge will be



## 6 Simple Steps to Make a Difference



getting enough of these ATMs out there and people recognizing they might want to go out of their way to use these particular ATMs. Because when it comes down to it – getting cash out is typically based on convenience. Would I walk a few more blocks to find a Make Change ATM? Maybe. Perhaps if there was an iPhone app or something that helped me locate the closest one.

But regardless, I wanted to show you this idea not for you to go into the ATM business but to consider how you can take typical transactions and figure out a way to make an impact that's a little cherry on top for the end user.

### Underground® Secret Society FORUM Password for May:

Be sure to check it out to discuss this month's issues, new resources or anything else just for members. A new password will be sent to you with each month's issue so only active subscribers will retain access.

Here's this month's information:

<http://www.undergroundsecretsociety.com/forum>

login: may

password: pictureframe

Note: Because members receive their issues at different times – this password will be enabled for 2 months.

Check out this month's Secret Society interview!

Best,  
Yanik

### Underground® Secret Society Recap:

From numerous undisclosed sources, clients, friends and colleagues I've gathered some shocking and extremely profitable insights, ideas and strategies that I just can't share with everyone of my customers, my regular subscribers, or even when I'm speaking in public.

The thing is, I can't let all of these "underground" strategies out or else they may lose their effectiveness. That's why, I've decided to allow a strictly limited number of charter members into what I'm calling the "Underground™ Secret Society". You'll get:

- **Yanik's insights, ideas, hot strategies, "spy strategies", research and "Underground" secrets.**
- **Interviews with "Underground" success stories.** Not the same usual suspects and not people making their money pushing "how to make money online" info. Plus, a bonus "Millionaire Mindset" audio.
- **Web Site Critiques.** CD-rom filled with real-world copy critiques submitted by students.
- **Private closed-door mastermind meetings with me** in different parts of the country (and even the world).
- **Open Call-in Days.** Throughout the year, I'll set aside significant blocks of time only for Secret Society members.
- **First chance on "deals" that cross my desk.** From time-to-time you'll be alerted on hot Joint Venture opportunities that come to me.
- **You'll get the lowest VIP pricing for tickets to any upcoming "Underground Online Marketing Seminars" and lots more!**





## Yanik's Schedule Notes:

**Maverick Business Adventures® - [www.MaverickBusinessAdventures.com](http://www.MaverickBusinessAdventures.com)**

**“Epic Safari, Great White Shark Encounter and World Cup Maverick Excursion – South Africa July 2 – July 12, 2010**

\*

### **MasterMind**

**Millionaire MasterMind I – Sept 20-21 2010, Jan 24-25, 2011**

**Millionaire MasterMind II –Sept 22-23 2010, Jan 25-26, 2011**

**MasterMind call-in dates:** June 10, July 22, Sept 30, November 18 2010  
January 13 2011

[www.SurefireMarketing.com/mastermind/](http://www.SurefireMarketing.com/mastermind/) for details. If you have a high 6-figure or a 7-figure business –you can get on the waitlist here.

\*

**Underground VI (mark it down early to make sure you are there!)  
March 12-14, 2010 - Washington D.C.**

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Underground Secret Society



# **Underground Secret Society Success Interview:**

## **Shelby Larson**

**Confidential Information Strictly Reserved  
For Yanik Silver's Underground  
Secret Society Members Only**

**Yanik Silver:** Hey everyone. This is Yanik Silver. We're going to be doing another Underground Secret Society interview. With me today is a new Maverick member, Shelby Larson, from the founder and co-owner of Content Divas.

Shelby started her company only back in 2007 initially as a way to give stay-at-home moms a way to make some legitimate money from home.

Over the past 3 years, it's grown quite a bit. She's successfully expanded her business from just a small team of content providers to a staff now of over 300 members worldwide providing just the highest quality of outsourcing and organic traffic generation services on the net.

Currently 50% of the Content Divas stateside staff is still stay-at-home moms, so very true to her original core mission.

They work with over 500 and some clients all over the world. Shelby's company really specializes in buying targeted keywords, doing the research to attract buyers not browsers, obtaining organic rankings in the search engines – we'll talk about that, competitive analysis, and essentially anything that you need to really dominate your competition.

They're probably the secret marketing weapon for a lot of name marketers

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that you would probably recognize.

A little bit about Shelby and her personal life. She's married to her best friend, a home-schooling mother of 5 amazing children. Her family is her greatest joy.

She's very spiritual and active in her church. She loves dancing in almost every form but has a special affinity for belly dancing.

We might have to talk about that. Shelby and her husband are both green belts in – I have no idea how to say this...

**Shelby Larson:** Yeah... (unintelligible) Jitsu. We're real dorky. I forgot you had that in that in depth dialogue.

**Yanik:** That's right. I'm going to call you out on that. So we'll see what that's all about. So we'll talk a little bit about that and maybe a little bit about balancing family and business with what you're doing. So Shelby, welcome.

**Shelby:** Thank you.

**Yanik:** Tell us a little bit about how you got started because it wasn't that long ago. We're doing this in 2010.

**Shelby:** Yeah, we're just in our 4<sup>th</sup> year now, so... Yeah, it was interesting.

My story's probably not unlike a lot of people – a lot of people who have an entrepreneurial spirit – in the fact that I was a stay-at-home mom. I mean, I still am, but at the time I was a stay-at-home mom.

Making that choice obviously drastically reduced our income. So I just felt like I was making this great choice to be with my kids for me. That's what I wanted, and we were struggling.

So I was always looking for ways to create income from home and be able to stay with my kids because that was a really important personal goal of ours.

So I just tried a million different things. Somebody told me – it was really funny. Somebody said hey Shelby, do you know if you write online people will give you money? And I said really they'll pay me money if I write? Ok.

So I went online and started writing and quickly a lot of other moms are saying well how are you making money online? I want to do that too.

So I thought I'm just going to make a little company outsourcing moms as writers.

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And so I did that, and it has now grown into this crazy business where obviously we don't just have moms anymore, but we're more of a full-scale marketing company.

I know it's funny, my first internet marketing connection was actually Howie Schwartz. I told him - I said I'm thinking about this company.

He said oh yeah do it. You know, I'll hire all your people. I was very green at the time. He thought I would never take action on that.

Two weeks later I said, here's my PayPal information. How many people do you want?

**Yanik:** (laughs)

**Shelby:** (laughs) And so it was the start of a beautiful relationship. Yeah, so here we are in our 4<sup>th</sup> year. It just kind of blew up.

I'm still proud to boast that at least 50% of our stateside staff is stay-at-home moms. I love that. We really focus on quality.

**Yanik:** Yeah, I think that's pretty exciting. What do you think – I'm going to get maybe a little mindset stuff from you.

What do you think... like you said Howie Schwartz was one of your original first clients and you thought that he kind of wouldn't believe that you guys would actually do it and take off with it.

What do you think separates the people like you who just jump in with both feet and see what happens versus a lot of people who are so – I don't know – just sit back and analyze it and try and wait for the perfect time and make a million excuses?

**Shelby:** Yeah, you know, it's really funny because I didn't know this at the time. Now that I'm just head in the entrepreneurial lifestyle I understand now.

But looking back, it was just that I was willing to just jump. Honestly it could have been a huge failure and so many things that I tried to make money from home before was a huge failure.

I mean, if I would have stopped at any of those I wouldn't be where I am.

In September of last year, my husband was able to quit his job. That's such an amazing blessing and such a goal hit for us. And it never would have happened if I didn't just jump in.

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I really just really as reckless and careless as it probably sounds, I prefer to jump in head first and figure it out on the way down. I saw an opportunity and I wrestled it.

What's interesting about that is that year 1 of my company, I almost burned it into the ground. I almost destroyed my entire company at the year 1 mark because I found my initial success and then I was doing everything by myself.

I was running the whole company by myself. As it was, I could not scale that way, which is we're going to talk on this call a little bit about outsourcing.

I really believe that outsourcing is absolutely critical in order to be able to scale, and in my case it was.

And when I wasn't doing that and I wasn't able to let go, I really did almost take that first success that I had and destroy it.

So I really think that a. it was diving in and then step 2 was being willing to let go and bring on help when I needed it – being able to identify my strengths and weaknesses and hire out.

I say surround with the best in the world at what they do. So if I'm not the best in the world at copywriting, I'm going to hire out copywriters, you know, or whatever. That's just one example.

So those are the 2 things – diving in and then learning how to create an outsourcing situation so that you can scale.

**Yanik:** Well that's uh – alright, well let's maybe talk about that a little bit because I mean I think that's pretty important. So maybe the first year, what were some of the milestones you hit?

And then when did you figure out – like oh my god I can't do this anymore by myself?

**Shelby:** Right, ok, so first of all, I emailed Howie and said how many people do you want? And he was shocked.

And sometime I'll have to tell you my story because actually was my very first internet marketing conference ever. I had no idea of the subtleties of it.

Now I'm a speaker so I have an idea of both sides of that coin. But we were out at dinner one night and there was a speaker table and there was everybody else.



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I pretty much told Jack Humphry hey look beer, and he got up to get it and I stole his seat. And I sat at the speaker table next to Howie.

So it was kind of funny. I wouldn't advise that to anybody, but I was just so naïve at the time.

It was interesting because I emailed him. I said I've got some moms together. Here's my PayPal. How many women do you want?

And then I found the warrior forum, somehow I found the warrior forum, and I just did a WSO out of it.

I said hey we're going to do some writing for you. Here's our costs, and I woke up the next day with \$6,000 in my PayPal account, and I totally freaked out.

I was like, oh my gosh, people actually gave me their money. I have no idea what I'm doing. What do I do now? But I figured that out. That was a milestone.

So first I figured out how to attract the business. I figured out how to get people to give me money. And then how to supply what I offered in the first place.

Now as I figured all these things out, it started to grow. And then I started to realize ok, great. Is this my dream?

I'm working 60 hours a week. I'm starting to drop balls. I'm starting to forget a client because it's just too much. I don't have an organizational structure.

All of the sudden now winging it was absolutely what I needed to do to get it off the ground, but it was absolutely not – was not for me applicable for long term success.

I couldn't still just wing it with no organization, no systems. Now I had people's money.

I had a lot of clients at one time – more than one person should be balancing on their own.

So that's when I started to get, like oh my gosh, now it's great that I have the success, but now my life stinks. What kind of mom am I?

**Yanik:**

Right. Be careful what you wish for sort of thing?

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**Shelby:**

Exactly, yes. And now I'm not providing quality anymore because it's too much, and I don't have experience.

It scaled really fast, which is what we all want. I seriously going back – I wouldn't change it. I wouldn't go back and change it. I would have it happen exactly as it did. I like the sink or swim mentality.

But I really hit that sink or swim. I can remember the first time having to refund people because I just didn't, wasn't – I dropped balls. It was my own fault.

And that's when I kind of pulled my company off – well I didn't pull it off-line, really – but I kind of stopped taking people for a few weeks... maybe even 8 weeks.

And I brought in some people that I knew as project managers. And I just decided ok even if I have no personal profit, if all the profit has to go into paying these people, it's what I have to do.

It was really scary because it was, you know? And then to let go – to let somebody else take charge of something that was my baby was really difficult.

But when I started doing that, and it's not like it was smooth. There were still bumps.

We still learn and grow. But that really changed my business.

They say if you treat your business like a hobby, it will pay you like a hobby. If you treat it like a business, it will pay you like a business.

That was really the mental mind shift for me. All of a sudden, this isn't just a way for me to make a couple of extra dollars being a mom.

This is a serious opportunity for me, and I either have to start looking at it like a business and treating it like one or acknowledge that it's a hobby and not go there. You know? So, which is it?

I got married at 21. I'd never been to college. I really – obviously, I'm an intelligent person, and I'm driven. That was enough.

I just had to be willing to look at people who are more experienced than me in the areas that I was weak and learn from them or outsource to them so I could grow.

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There's some humility involved there. I'm really proud of my business. I say it's my 6<sup>th</sup> child. You know?

I love what we do. I love the success that we help others gain. I love that we're putting income into other people's homes.

That was just really the mind shift for me – from a hobby to a business and how do I have to change it to reflect that?

**Yanik:** Awesome. So right now you've grown. You've got 300 outsourcers or people that are working for your clients.

Quite a bit of, I guess, juggling or project management involved. Is that something that you're involved in? Or is that Heather or one of your other partners there?

**Shelby:** Yeah, so Heather – it's funny. Heather was one of the people I brought on as my project manager in like the second year.

She as of January 2010, I made her co-owner over the entire company. She's amazing. She is so good at systems and processes.

I'm really big picture. I'm figuring out the new businesses, and she is just like amazing at taking those and making them run smoothly and be... And her brain can analyze it.

So what we do is we just decided we're far more successful together than we ever will be apart.

A lot of people gave me a lot of negativity. You know, how could you give part of your company away? That's ridiculous.

And we are just far more successful together than we ever will be apart, and I recognize that. And so, that was one of the best decisions I ever made actually was bringing her on as a partner.

But as far as the project management, we have project managers. We do a lot of that together.

We have an executive assistant now, too, that does a lot of that. But we have specific project managers.

We've created what I feel – it's interesting because we also, one of the things we do for people's companies is we run their customer support or their billing systems or things like that.

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I had no idea that Heather and I were good at organization and systems until I saw – you know, got let into the private behind-the-scenes of some of these really successful marketers, and their back end was a mess. You know?

**Yanik:** About how jacked up they are?

**Shelby:** Yes, exactly. I'm like how are you millionaires? I'm so confused. I would tease them or whatever, but it's because we all have strengths.

Their highest and best use of their time was not organizing their processes. That wasn't the highest and best use of their time, clearly, when they can outsource that.

But they can't outsource the vision and their branding and getting themselves in the position that they're in.

So our systems are so amazing, and that's the key to outsourcing, I really think, is being able to have smooth systems and milestones and checks and balances and the project management.

I think that a lot of people – it's not that they don't know how to outsource it.

It's that they don't know how to manage that outsourcing so that they get the results that they want and reduce their risk because a lot of people want to think about outsourcing as the silver bullet.

And it is the magic silver bullet, but I always tell people I hate to burst your bubble but outsourcing in the beginning is – it's a cost. It's not a reward at first.

It's your job to turn that into a positive cash flow for you. At first it's an expense of both your time and your money.

When you do it right, it turns into positive cash flow for you. So I think a lot of people, they don't understand how to put that time in in the beginning to create that situation for themselves.

**Yanik:** Well let's talk about that a little bit because that's a great point.

So we've done with our company is we've done some outsourcing and I don't think that we're the ultimate best at it.

I agree with you. There's that pain at the beginning where, I don't know, what I've sort of found and we don't do this with all our processes and we really should.



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But even making things like Camtasia videos or Jing videos for the out-sources so they can, you know?

So instead of me taking 5 seconds to do a task, it might take me 5 minutes or 10 minutes or let's say instead of 5 minutes, it takes me 20 minutes because I have to make the video.

That part is painful. Is that what you're referring to?

**Shelby:**

It is. And you know, we went through the same thing too.

Especially when you're always hiring people, if you can take the time to create a video that from then on forever – if you ever switch outsourcers or your company scales to where you need to retrain, but you don't have to sit down and retrain them or pay someone else *again* to retrain them, it's either an expense of your time or your money or both, right?

You can create a system where they can easily be trained without so much effort on your side.

It also – people have a hard time when you're hiring, and this is one of those things you can do before you're hiring, during the hiring process, and after to reduce your risk and increase the probability that they will really understand what you're asking from them and get results that are what you're looking for.

A lot of people don't understand that what they're asking the outsourcer to do – it's clear in their mind, but it's not actually clear in the outsourcer's mind.

And so that's a huge part of reducing that pain is – a lot of times the outsourcers produce results, and like well this isn't what I wanted.

Now I have to re-explain it. You need to redo it or pay someone else to redo it when just asking a lot of questions, creating forms, being super clear that what you're asking your outsourcers to do they really understand.

That's a big part of what we've done. We've created forms for every major task. When our clients come in they fill out a form. They put the time in in the beginning so that we can work for them long-term.

And we're really clear on what they're asking for. And the other thing is – this is kind of Howie Schwartz coming out in me.

He's way more black cat than I am, but... I just kind of feel like I love the hire slow fire fast because if it's clear an outsourcer just isn't going to be a

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good fit?

I mean, I'm not just saying be a jerk and oh you're done. You didn't do it right. I just mean if it's clear that that's not their strength or it's not going to work out.

I mean, one of the benefits of outsourcing is you don't have to call them into your office and – you know what I mean? That distance is sometimes a little bit nice.

For me, my entire staff is almost all – I mean, it's 50% stay-at-home moms. So firing is not an easy thing for my company. You know?

**Yanik:** Mmhmm.

**Shelby:** It's very, very tied to them, you know? So it's difficult, but it has to happen.

For me, if my clients aren't satisfied, then that bad word gets out, then it affects the food on everybody's plate, right?

So, you have to protect the integrity of what you're doing. Sometimes that means firing if it's not a good fit.

I really think that's a difficult thing with it, and that's an important thing with outsourcing too is being able to let people go - **kindly**, but recognizing that.

**Yanik:** Let's talk about how many years you've been involved with outsourcing from both ends – best practices then.

So if I'm an internet business owner. I kind of realize that there's some stuff that I'm not the best at. There's stuff that I see new opportunities in different places.

What do – do you recommend, and I know this almost seems self-serving... Would you recommend going to Elance?

Would you recommend going to an outsource compiler, I guess, like you guys? Or a service agency like you guys? What's the criteria?

**Shelby:** That's a good question. So, I totally think there's a couple of different options here.

Obviously my company has a really good reputation. And yes, I would love for people to come to my company, but my company's not a good fit for everybody.

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Everybody's budgets are a little bit different. What they're looking for is a little bit different.

You know, and so I like places like Elance or places like mine that are compiled only because you have protection.

But you hire someone one-on-one, and they don't do the job, you're out your money that you already paid them – the deposit. You have to re-hire someone.

You know, my company if, heaven forbid, someone gets sick or doesn't do their job or even flakes out, I have another person to step in and take care of it, and it's on me. You know? I take care of that.

Elance you can put your money in and get it back if the task isn't completed. You have a little protection with places like that.

I always tell people when you're looking to outsource, a. first and foremost search your own personal sphere.

Ask the people that you respect, that you're in business with, who do they use? Where do they find them? Do they have referrals?

Because your best chance of success is by using people that you respect and consider successful have had good success with. So go through that first.

Second would be going to a place like mine or Elance or something that has some protection.

And third if you're hiring, my executive assistant who completely rocks my world and she doesn't even know, but if she said I'm sorry but I can't work for you for less than \$200 an hour, I would be forced to figure out how to pay that because I cannot live without her.

And I met her on Craigslist. I think I actually went through an official hiring/interviewing process. I interviewed a lot of people, asked a lot of questions, and found a really good fit for that position.

I think that that personal Craigslist and actual hiring can be really useful for key people in your company.

So that's what I say – personal sphere, then places like mine or Elance or oDesk, places like that.

And then third would be actually going through the actual hiring process de-

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pending if it's a good fit for that.

**Yanik:** Right. And then you said dealing with the outsourcer, I mean, you mentioned not having clear instructions is a big deal.

**Shelby:** Yeah, when it comes to hiring, I like to a. during the hiring process, really be clear on my expectations of what I'm looking for because we have this idea in our mind of what the end result is.

But what the outsourcer gets is only the small picture you give them. And so I really try to be clear and ask a lot of questions and make sure that I'm feeling good that they really understand what I'm looking for.

And then create mile - during the hiring, like once they take the job, create milestones because that's something that's a. trackable.

So then if it's not going well, you don't know until the 11<sup>th</sup> hour, and then you're scrambling to get 3 months worth of work in the last, or whatever the time line is. You're not scrambling to do that.

So having milestones along the way, even just basic ones, is really good and it helps the outsourcer too feel good about their project.

And then for the after hire, it's really interesting. I really believe, if you had a good experience, in tipping.

And here's why. If I pay \$200 for some articles, I can tip 10%. It's an extra \$20, and it seems like nothing, but how many people reading this or listening to this call would love their income to be increased 10%?

You know, it's a big deal. And so that outsourcer is way more likely to work for me again and take my job over other people's jobs and really want to do a good job for me because I showed that appreciation.

It really was so little off of my plate to do that. And so I really believe in rewarding because so many people have had such bad experiences of outsourcing.

In fact, more people have had more bad than good that when I find someone that's really good, I want to show them that they're good and highly have them incentivized to work with me and do a good job for me.

There's no better way to do that than that. So I really believe in that.

And then the other thing is, and I really suggest that people keep an outsourcing notebook because – we got back on Howie again.



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He literally hired an outsourcer and paid all this money and got this horrible job and says why is this so horrible?

And he didn't take notes, and he realized that he hired the same people twice. So he literally had to pay for a project to be done 3 times because he didn't take notes on who he was hiring.

And so I tell people take notes because over time you're going to have good people. You're going to have bad people. You really like this person because they had a strength in a but not in b. You know?

So you can compile this pool of resources to call upon when you need them.

If you're going to put your time in, why not make that time work for you long-term, right?

So that you know who you can go to for what and who you can't go to for what. I think if you're not going to go through a company like mine, you should have some sort of way to keep track of what works and what doesn't work for you, and maybe their availability and things like that.

**Yanik:** Yeah, that's a good one. For the milestones that you talked about, is that set by you or is that set by the outsourcer?

**Shelby:** So I, as the hirer, would set the milestones.

So for instance, in my company, every project has milestones. So if they're doing article packages, they have certain things that have to be turned into an editor by certain days. And then uploaded to the client by certain days.

If I were working one-on-one, and I was hiring directly, I would still set those same type of things.

Ok, I'm hiring you to write 10 articles, and so we've agreed that you're going turn in an article per day for 10 days or whatever. And I would have these milestones that have to be met.

And there's a lot of – we use Basecamp. I'm actually having a custom CMS built because there's nothing out there in the market that I can find that meets my needs, so I'm having it built right now.

In the meantime, Basecamp is a really good solution. There's another free one. I'm trying to remember what it's called.

Active ColLabs is a free application that you can do. It's kind of the same

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thing where they can – you know I have all the communication in one place where the writers and the clients and the editors and everybody that's touching that project can all communicate with each other.

Everything's uploaded to one place. I like that. You know, there's so many free ways to do that. Even a Google docs spreadsheet even - something that they can check off everyday.

And that not only keeps the goals clear of what your expectations are to the outsourcer, but it helps you know I don't want to find out that I don't have those 10 articles that I really need for my blog in order to launch until the day before.

You know, if you're just waiting for all 10 at one time, that's a problem, right?

You may not know until the last second. That's a very simplistic task to give an example on, but that's just an example of how the tracking can give you those warning signs early.

**Yanik:** Right, no, that's really good.

Let's get your take on, and then maybe we'll move on beyond outsourcing because I think people would love to hear about your organic marketing campaigns and what they can do around that.

But so when I've hired people off Elance or Rent-a-coder, what I've typically done is I have hired multiple people, usually like 3 people for one task.

And then it's a smaller task than what I originally wanted because in my experience it's been like one person totally flakes out, another one will do a pretty good job, and then one person will really exceed your expectations and do really well.

What's your thoughts on that?

**Shelby:** Yeah, I agree with you.

And I think if you are going from the outsourcing model that you are where you're sort of creating a pool of resources that you can return, I absolutely think that's the way to go because then you can take notes on those people, right?

And you know ok this person exceeded my expectations and now I'm going to give a bigger job to them.

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You know, and now you have that person in your pool to return to. And I absolutely think that that's a great way to go.

**Yanik:** And does that still carry over though?

I know you're not going to say well we have some that are worse, some that are better in our company.

But, you know, I've worked with other companies, and we've definitely seen differences where one outsourcer was just head and shoulders above another one.

**Shelby:** Mmhhh. With my company it does carry over to a degree.

The difference with my company is that's already managed for you. So when you come to me and you say Shelby I need job X, Y and Z done, we go through and pick the best person for you.

So you have no idea the 300 people on my staff, or you have no idea who's good at what. But we have 4 years with a lot of them.

**Yanik:** Got it.

**Shelby:** We know who's good at what. So it reduces the chances of flaking out. Now that being said, do things not happen? Things still happen.

I'm running a group of humans. We don't use – it's all – nothing is – it's not automated.

And so people get sick. People flake out. People get overwhelmed. It happens, but the good thing is, it's rare.

And when it does happen we have those systems. We know early. We can replace them early.

And all your forms you filled out, any videos you made for us, they're all right there on your ticket. So the next person can jump in, educate themselves really quickly, and pick up the ball where it dropped.

And that's where it's key. That's where you have, I think, the extra protection is we have plan b and c in place should something happen.

**Yanik:** Ok, excellent. Well give people an idea. I don't know if everyone realizes the extent of what can be outsourced.

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Why don't you talk a little bit about what services you guys do for a lot of your clients?

**Shelby:**

Yeah, sure. So obviously there's content development, and that's what we started as was purely content. Our company is Content Divas.

Actually we started out being called Work At Home on Outsourced. It's kind of interesting that we shifted.

But obviously content creation, so we do a lot of article writing, a lot of blogging, a lot of ebooks, a lot of press releases, things like that.

But we've gone way beyond that now. I asked at one point, I actually personally wrote Stomper Core, which was a cool internet marketing module that Howie kind of did with Stomper, and I was actually the writer on that.

It was kind of funny. There were a couple different programs like that that I assisted on or wrote.

And I woke up one day and I said you know what? I understand this stuff. I understand why people are having content created. Why am I only creating the content? Why am I not providing the full-scale marketing services?

And so I really sort of changed the emphasis of my company. It's more of a full scale marketing company now with a huge emphasis in organics.

And now what we offer – we still offer all those same writing services, but now we also offer doing full organic marketing campaigns with the content.

So we will take that content and publish through article marketing. And we'll create Web 2.0 properties and publish them with the content and link it all together.

And we'll do full scale blogging. We have a team that does social bookmarking manually. You know, if we say we're bookmarking your stuff at 100 different places, that's manually being done.

There's no tools It's for long-term sustainable results for you. We have an RSS feed submission team. We link all the material.

We dominate the search engine. We look at the – first thing we do in your market if you don't know, we try and figure out what your buying keywords are.

So, I guess going back, my whole philosophy – I call it BAM. So when I go and speak at conferences, I make the whole audience yell BAM! It's really

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kind of fun. But it stands for Bio -

**Yanik:** It's not like Bam Bam from the Flintstones?

**Shelby:** Yeah, I actually do the whole like comic book splash theme with the BAM! in the middle like Batman. It's kind of fun.

But what it stands for is Bio-Attraction Marketing. I feel like no matter what you're doing there's 3 key components.

I really feel like organic marketing can be boiled down into 3 areas.

Step 1 is buy your keywords. So most people when they do their keyword research, they're just looking for search volume versus results, right? And finding that sweet spot. And I'm not saying that's not part of it, but I really don't care how many clicks I get to my website.

**Yanik:** Right.

**Shelby:** And I tell people all the time, stop being a click addict.

I want to know how many people opted-in. How many people bought your product? How many people downloaded whatever you have to offer? Whatever the goal is of that site, what's your ROI?

And your best chance of getting that is identifying what are the buyers in your market typing in, which is often very different than what the search results are, right?

Like, what are the buyers – I want those buyers. I don't want the 1,000 browsers. I want the 100 buyers, right?

So we really try and... that's one thing you can outsource is having your keyword research done for you. That's step 1.

Step 2 is knowing how to open the floodgates of traffic, which can be done through media buyers or through PPC, but obviously we specialize in organic.

And so we create all of the content. We publish it. We link it all together, and we just start driving these buyers to your site.

And then if you know you've got the buyers, and you know you're driving them to your site, then step 3 would be converting those leads into sales.

So everything that we do falls into one of those 3 categories. That's really

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simplistic, but it really comes down to those 3 things for me in everything that you do.

So we specialize in all 3 of those components. We try to find the buying key phrases. We look at your market and determine which type of publishing will dominate.

Google likes diversity. So on page 1, if there's a Squidoo lens, I'm probably not going to use Squidoo lens because Google's not likely to list 2 Squidoo lenses on page 1 as much as they would 2 different properties.

Google likes diversity. So we kind of look at what the marketing holes are and try to fill those.

And then, the last part is we've got to be driving the traffic to a site that can convert those buyers. So we do everything in there.

We build the sites. We market them. We do the publishing. It's been really fun – the link building, and I've learned a lot.

Google changes all the time, so you always have to be ready to roll with the punches and shift as Google does.

What's really interesting is I was talking to a client, and Google directly told them – hey when you have incoming links to your site, it can reduce your PPC cost up to 30%. That's huge! That's massive.

So now I went from, ok if you're a smaller company, the organic stuff that we do not only kills it for branding, totally dominates the search engines because if your website can't rank on page 1 for a really saturated term, it's much easier for an outside content to link an article or a Web 2.0 property.

You're much more likely to get something on page 1 with that. But now if you have this massive organization where any organic campaign we can do – you're so well branded, it's just going to be a drop in the bucket.

But if it can lower your PPC cost up to 30%, now that makes a lot of sense, right?

So it's kind of interesting. Now I'm shifting from not only am I trying to get new clients, but some of these clients before where I felt like you know we're just going to be a drop in the bucket next to your massive media buys and affiliate traffic that you have coming on.

Now they're like wait a minute, I really want you to do this because it's reducing my PPC costs, which is in some of these people's cases, tens of thou-

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sands of dollars or hundred of thousands of dollars, right?

So it's been really fun to watch that shift of what organic does.

**Yanik:** Let's take it for a real world example, maybe. Without naming the client or anything like that, where do we start to figure out which keywords people use to actually buy not just click over?

**Shelby:** Sure, yeah. I have a really good example.

**Yanik:** Ok.

**Shelby:** So, for instance, and I'll pick on another Maverick here in a minute. You'll love the story. I have a really good one.

This is, for instance, if people are buying a big screen TV. It's a very simple example, but if you're buying a big screen TV, the buyers don't type in HDTV. They don't even type in Sony HDTV.

The buyers type in Sony X5961 – you know whatever the model number is – because they've already decided what they want to buy and now they're looking for the best price, the best warranty.

They've already done their research, and they're not browsing anymore. They're buying.

And that's something – that right there is an example of a browser versus a buyer.

If you're selling car insurance, you know, probably geographical modifiers. People are looking for car insurance, Seattle.

Geographical modifiers are often buyers because they're not researching about car insurance. They're looking to buy a policy, and they want it local, right?

So there's different things like that that differentiate a buyer from a browser.

And sometimes it takes a few months of adjusting to find those really good buying – you know drill down to those really good buying terms.

But once you find them, it's the sweet spot. And it's the sweet spot for whatever your marketing is, not just organic. You want to be doing all of your marketing around buying terms.

Even brick and mortars who are doing offline advertising need to figure out



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what is pulling the buyers into their store.

You know, like this is so critical – understanding the buying mindset versus the browsers. To me, it's core of all your marketing to really understand that.

**Yanik:** Ok. So going from there, so you have - you said you were going to call out one of our Maverick members.

**Shelby:** Yeah, Jeff Segal, love him. And this is going to be in one of my presentations, so he won't mind me.

Literally he has one of the #1 selling Clickbank products. He does very well with it, and he didn't have organic coming in.

I kept telling him – Jeff, you've got to get some more organic coming in. Google doesn't like weight loss and fitness. It's a lot of collateral damage. You really got to... Yeah yeah, I got to get to it. You're right.

So he hit his million dollars of sales, and he was so excited. He took all of his buddies up to Breckinridge. They drank all weekend. They skied; they had a great time. This is Friday night.

Saturday morning he woke up – flopped. It completely hit the brakes on everything he was doing. You know, from a celebration he woke up to a huge Google slap.

And that's in my presentation because it's so critical for people to understand that you've got to have organic to protect yourself if you're relying on Google.

So now of course he has all kinds of organic going on, and things are much better.

But that's my favorite story about loving Google. I don't need organic. I don't need organic. Then realizing – oh man, I really need some outbound links coming in as to protect my site.

So, that's my favorite story.

**Yanik:** So the organic part is around SEO. It's around social bookmarking and so forth, right?

**Shelby:** Well, organic means -

**Yanik:** Is that part of the process?

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**Shelby:** Oh yeah. So glad you brought that up because anything you publish online, you should be social bookmarking, RSS feed, and pingin.

And that's just the cardinal rule. I wouldn't even hardly bother with throwing it up online without doing those 3 things because it just makes such a huge difference.

**Yanik:** Well talk about that for a sec. So if I post – I don't know – if I write something on my blog, what should I do?

**Shelby:** So blogs are the only exception in the fact that you should only social bookmark 60% of your blog, unless and you may be in this situation, Yanik, actually.

If you have a blog that's more of an authority site that has 100 or 1,000 people visiting everyday, then you could bookmark every post because it's reasonable to Google that that many people are liking and reading your stuff everyday.

But if you're of the average Joe where you're not an authority site yet, if you're bookmarking every single blog post to 100 different places or whatever, Google says that's not natural.

Like, we try and keep it on about a 50% ratio when it comes to blogs. That's the only thing that's different.

But anything else – press releases, web 2.0 properties, articles, anything else, we Ping. There's a lot of pinging software for you pingers out there.

We social bookmark, and we RSS feed submit when applicable. It makes a huge, huge, massive difference.

I wish I remembered his name. You know what, Yanik, I will email it to you so you can put it into this because I have a really good example of this.

There's a man, and he dominated Starbucks onto the 19<sup>th</sup> position for a really key buying keyword in the coffee industry simply with social bookmarking.

Like the entire first page is this guy's social bookmarks, his organic stuff, and Starbucks is on the 19<sup>th</sup> result. I mean, it's so far off the first page, it's not even funny.

And he did it purely organically. In fact, if I give you his name, which I will, people can type that in and see what I'm talking about.

It's a beautiful example of the power of organic. Starbucks hasn't been able

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to come back and beat him out yet.

You know, at Underground Gary Vaynerchuk – this is something he was talking about. That high quality content is where it's at.

You know, and there's a lot of high quality syndication options, not just the article directories.

You can go to all these sites that seem like authority sites. Many of them accept user content.

And then you have this huge backlink on an authority site with a high PR site coming back to your website.

It's not only about quantity; it's about quality, if you are balancing that.

I just think it's the wave of the future, especially with the way that Google is getting so stringent.

I kind of think in order to have a competitive edge over your competition, you have to be wielding a pretty good organic campaign.

**Yanik:** Ok. One thing that you mentioned that I thought was really intriguing was if something already ranks high, like you said a Squidoo page, then you're not going to try to create another Squidoo page.

**Shelby:** Yeah, so I go down to the keyword level, right? So if my buy-in key phrase is – oh who knows? If my buy-in key phrase is post-partum weight loss, let's just say.

**Yanik:** Ok.

**Shelby:** When I put in that – when I do that search, I'm going to look at what's ranking on page 1. And if there's no video, I'm thinking I probably can get a video on page 1.

If there's 3 articles in Ezine Articles, I'm probably going to use Articles Base. If there's no press releases -

**Yanik:** Wait, let me just stop you right there. You said if there are 3 articles, you would use articles?

**Shelby:** Well if there were 3 articles in Ezine Articles, for example, I'd probably use Articles Base instead. You know, like I'd -

**Yanik:** Oh, oh, ok. A different article directory, got it.

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**Shelby:** Yeah, so I'm looking for what's already ranking because Google likes diversification and I know that.

So if it's a really competitive term, and I know that my website is not going to be on page 1 for at 6 months of campaigning or whatever I've determined, then I'm going to see what do I have the best chance of getting to rank as much as possible on page 1 and 2 and 3, right?

So, I'm looking for those holes. And if there's no press releases, I'm probably going to do some press releases. If there's no video, I'm going to be doing some videos.

I'm going to be looking at what web 2.0 properties are already ranking, and I'm going to choose different web 2.0 properties that I know from my testing are doing well.

And I can supply you with a list by the way of web 2.0 properties we feel are doing well right now, if you'd like to include them in this.

**Yanik:** Yeah, that'd be great. Yeah, people would love that.

**Shelby:** Yeah, absolutely. And same with RSS feed submission sites. I mean, we keep a list of that. But yeah, that's what I'm looking for.

So my keyword research doesn't stop at the search volume versus results.

It doesn't stop, but then I identify the buyer. Then I stop. I see what's already ranking, so how can I dominate?

And I look at my competitors, and I say – what are their strengths? So I can model that and not re-invent the wheel.

What are their weaknesses? So I can dominate over them, right?

Because whoever you think your competitors are, it doesn't matter. Whoever's outranking you in Google, that's who your competitors are online.

And that's very different especially if people have a brick and mortar. They sometimes know who their competitors are down the street, but it's very different online. It's different.

Who's outranking you could be a 17 year-old hopped up on Mountain Dew who knows how to market.

But that's your competitor because they're beating you online. They're get-

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ting your traffic.

**Yanik:** Ok, excellent. Anything else you want to talk about for organic marketing campaigns that can save people money and keep the traffic rolling in?

**Shelby:** So the big question everybody always asks me, so I might as well put this out there.

They're always asking me about – what about duplicate content? That's the thing that everybody's concerned about.

But truthfully, you don't take a duplicate content hit in Google.

You have issues on your rit domain. If you're putting duplicate content on your rit domain, I just say stay away from that.

And you can get away with that to a point, but I just say stay away from that on your rit domain.

How it really works is wherever it's published first online, Google considers that the authority. So they're going to give that the heaviest weight of backlinks to that.

Anywhere else it's reposted, it's still good. It's not – I would rather have 10 pieces of the same content that's high quality and really useful show up for my market than 10 different spun articles because it has to pass as human.

It's not just about ranking anymore. The humans have to read through it and click to your resource box and go to your site, right? That's the point.

So if it's not informative, and it's just spun crap, some people are trying to cut corners. Don't put your money into spinning the content, repurpose it.

Take an article, submit it to some different article directories. Create some web 2.0 properties out of it. Put it on your blog.

But if you're trying to save some money, I say repurpose over spinning. That's my suggestion.

Not that there's not a place for spinning, but farther out from your money site that's not linking to it, you know?

If I was going to use spinning at all, I would use it on promoting the promoters.

If you create a web 2.0 that's linking into your site, it's nice to have some-

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-thing linking into that web 2.0 property to help it rank and hold its standings.

So if you're trying to cut corners, I would say repurpose over spinning when possible.

**Yanik:** Ok, excellent. Before we wrap up here, let's talk a little bit about balancing family and business because you have 5 kids. What are the age ranges?

**Shelby:** So my youngest will be 5 this summer, and then I have twin 7 year olds. I have a 10 year old son, and then I have a 12 year old daughter. So I'm at 5-12.

**Yanik:** Ok. So still fairly young.

**Shelby:** And we home school, actually.

**Yanik:** Say that one more time. You home school, right?

**Shelby:** We home school. Mmhmm. So we're – it's definitely a balance.

**Yanik:** So they're here all day while Mom's running a very successful business. Some tips on that?

**Shelby:** Yeah, so you know, it's really interesting. One of my friends, who's actually on my staff now too, she and her husband have their own jewelry business – jewelry store.

When I first started she said, "Shelby, you need to be really careful because, if you're not careful, your business is going to feel like your 6<sup>th</sup> child. And it's going to feel like your favorite child that gets all your attention."

And you know that's so true. It would be so easy for me to be consumed with my business and staying on top of it and in some ways neglect my family.

Not that I would neglect them, but they wouldn't get the same mom that they would get if things were a little bit different, right?

So, for me as much as it sounds all Jon and Kate plus 8, I have to schedule.

I have to literally – we go to the gym at this time in the morning. We have home schooling until noon. And then I work from noon to five. After that it's family time.

I really kind of have these chunks of time scheduled out, and I try to really

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honor that because – I think the first time you asked me for this interview it was before noon, and I said mmm, if they can't do it any other time, of course.

But if you can get it for afternoon, my executive assistant knows to do that because if I don't make my family a priority, I don't want to have all my children grown and have this really successful business and look back and say you know what?

I've really gotten to have this business; I wish I had spent more time with my family.

**Yanik:** Right.

**Shelby:** I don't want to have that regret. And I think it's a week by week thing. There's some weeks, you know, and it's not realistic to think you're going to be perfect all the time.

Sometimes, if I have a big launch, or I have a big speaking engagement coming up or something big, that week they don't get mom as much, right?

But that's a temporary thing. Everybody has that even if you're working outside the home.

Big projects come up; you're a little more consumed. But in general, I just try to consider that time – that home schooling time or that family time – as high of a priority as if my whole business would crash if I didn't.

You know what I mean? That's the only way that I've found to be able to balance it is to be kind of scheduled. That's sappy, but true.

**Yanik:** Yeah, no, I think that's a good way of doing it. Do you think that there's any more pressure because you're a mom instead of a father?

**Shelby:** Absolutely there's more pressure. There's absolutely more pressure.

Not only the fact that I'm a mom, but I think that most mothers in general give themselves a lot of pressure and guilt about being a good mom or not being a good mom.

And I am a good mom, but you have your days when you feel like oh I should have done this a little differently.

And so there's increased pressure about that. But not only that, but you have a lot of people in your life that have opinions about what you should or shouldn't be doing.



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You know, as internet marketers in general, we have – my family thinks that I'm either doing porn or MLM. There's just nothing outside of that on the internet to my family, right?

So, trying to even educate them on what I'm doing in the first place is one pressure, but then also them feeling like what you should be doing as a woman or a mother.

This is just conceptions out there about what people should or shouldn't be, and you just have to really embrace who you are and what's right for you family, and stay true to that.

Sometimes that means getting funny looks or having weird conversations.

But in general, I'm really proud of my family. I'm really proud of what we're doing. We're not perfect, and we have our bumps, but it's just really staying true to what we feel is a good goal for our family.

You know, it's been interesting, Yanik, too is that my husband came home in September of 2009, and it's been an adjustment for him too, right?

He's always been the breadwinner. He's always been the one working outside of the home, so it's an adjustment for him too.

So it's just really finding that balance as a family and staying true to what we want regardless of what outside people might or might not think.

That's definitely brought us more happiness.

**Yanik:** Yeah. That's a great response.

So last thing I'll ask you about is with your kids 5-12, is there any entrepreneurial leanings there?

Because I know it seems like a lot of home schooled kids seem to be more entrepreneurial than typical...

**Shelby:** Yeah, it's so funny that you ask that because in my household to graduate from high school – my oldest daughter is actually going to go to public school next year.

So I'm really excited for her to go through that, but in order to graduate from high school in the Larson household, you have to have run your own business.

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And I don't care what it is, and I don't care if you ran it into the ground, but you have to have run your own business.

I would like my kids to go to college. That'd be great, but it's more important to me that they know how to run their own business.

So it's funny because you can probably relate to this. It's this mindset; I can't really turn the marketer off.

So I see things in the world, and I'm thinking – oh you could really make a business out of that or oh you could really monetize that.

And I see that coming across in my kids. They say really funny things about – they're starting to see like oh I could do this as a business or that as a business.

I want them to view the world like that. I want them to view it as, yes I may develop a passion and want to be a doctor or whatever it might be that's a more traditional job, great.

But I love that they're also seeing the world from an entrepreneurial perspective. So that's really important in my household.

That's actually a passion of mine, and I really would like to develop a program that teaches entrepreneurialism to home schooled teenagers because I think that's so important.

What we do in my particular market, you can't even teach in college because by the time you have your certificate, it would all be changed. Right?

Like, Google is constantly changing. To win in Google, it's always changing. You couldn't even teach it in college if you wanted to.

So I would love to create some sort of program that really teaches entrepreneurialism to not just home schooled kids, but teenagers in general.

I would say a large portion of the successful entrepreneurs that I know are completely unemployable in the real world.

Like, seriously, they're ADD. They have like crazy vision, and I'm no exception.

We're all a little bit kind of crazy and motivated and driven and maybe don't fit in the box.

So I love that I would love to see more teenagers be able to embrace that and

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create positive things that not only affect their life for positive but maybe better the world, right?

I definitely have a huge passion for that.

**Yanik:** Yeah, I'm with you on that. Our big goal is to get a million kids to have their own start-ups by 2020.

**Shelby:** Yeah, let me know how I can help.

**Yanik:** Yeah, well let's talk about Content Divas for a sec. So that's [www.ContentDivas.com](http://www.ContentDivas.com). So if anyone wants to contact you, what's the best way? Just through the website?

**Shelby:** Yeah, you can go through their website. The best way to get me honestly is to email – either go through the website or email [Leslie@contentdivas.com](mailto:Leslie@contentdivas.com) because she's my executive assistant.

She keeps my calendar. She keeps everything. If it goes through her, no balls will be dropped. If it goes directly through me, *probably* no balls would be dropped. (laughs)

**Yanik:** (laughs) Right.

**Shelby:** I can't guarantee it. It depends if I'm off speaking. What am I doing? You know, like, so I always tell people [Leslie@ContentDivas.com](mailto:Leslie@ContentDivas.com) is the absolute best way to get me.

And there's a content form on the site, and our website's actually changing and growing right now. So it's good to check back. We're always adding more services.

We try to really follow what's really helping people, and then we go in and test the crud out of it and manipulate it until we get banned so we know where the lines are. (laughs)

**Yanik:** (laughs) Right, not get banned with your client's accounts, but your own test accounts.

**Shelby:** No, no, with our test accounts, right. How far can we manipulate this and still be successful?

**Yanik:** Right.

**Shelby:** Right, that's kind of...

## Underground Secret Society

- Yanik:** No, that's sounds pretty good. So who is – so people know, so they don't waste your time - who's an ideal client for Content Divas?
- Shelby:** An ideal client is someone who really wants to get organic marketing working for them and are either a brick and mortar business or a serious internet marketer or even an affiliate marketer with a budget.
- We definitely – I will say – we're on the high end of the price scale, but it's because we are on the highest quality.
- We have US-based staff. I refuse to pay my staff wages that aren't right. Even our overseas teams are paid very well. So we're definitely a little bit higher on the budget end, but we're worth it. We're really good.
- So somebody who has a little bit of a budget and someone who knows what they're looking for.
- You know, if people come in and want to order marketing but don't understand the value or understand how organic grows exponentially each month, it can be a challenge for them. So I really think that we're kind of grown so that people who are a little more savvy. But the other thing is that we're starting our own coaching program, our deep end mastermind.
- So the other side to that coin is people who are newer and really just want someone to hold their hand a little bit and educate them and maybe aren't quite ready to have someone do it for them, but they're really just wanting to learn this stuff, we're starting a brand new coaching program. We've been coaching for other companies for over a year now, so we're starting our own. That would be the other ideal client is in the education realm.
- Yanik:** Alright, excellent. Well, Shelby, thank you so much. I really appreciate the time, and so go check out [www.ContentDivas.com](http://www.ContentDivas.com). Put them to use to help grow what you're doing.
- Shelby:** Yeah, I appreciate it.
- Yanik:** Cool. Thanks, Shelby. Appreciate it.
- Shelby:** Thank you. Have a good day, Yanik.
- Yanik:** Talk to you soon.
- Shelby:** Bye now.
- Yanik:** Bye.