



Achieve Your Goals Podcast #118 - Grow Your Platform with Webinars | Omar Zenhom (Founder of Webinar Ninja)

Hal: Goal achievers, I have a very exciting announcement for you. The dates and location have been set for the first ever Miracle Morning Experience live event. That's right, go to MiracleMorning.com/Events to get all the details, and to apply for a spot. When I say apply for a spot, I mean that very sincerely. We'll have probably 10,000 people plus apply. It is narrowed down or is limited to 200 individuals. The reason is this event will be unlike any event in history in that every person there will be working together to literally create history by planning the future of the Miracle Morning movement.

Every morning, we'll start by experiencing guided Miracle Morning sessions to deepen and expand your abilities to benefit from [the savers 00:00:46] practices: silence, affirmations, visualization, exercise reading, scribing. We'll have a world renowned expert in each of these areas to take your Miracle Morning to a whole new level.

Then, during the afternoon is where the collaborative part happens. You will connect and collaborate with hundreds of like-minded Miracle Morning practitioners to brainstorm, plan,

and execute the future of the Miracle Morning movement. How will we continue to change millions of lives, one morning at a time? You'll be a part of the future.

Every evening, we'll celebrate together. Not too late, of course; we have to be up early. Everything from helping to guide the vision for the Miracle Morning movie that we're filming right now to initiatives that you literally create right there in the room that I don't even know about. They'll be created collectively by the brilliance that comes together this June in the middle of the United States. Again, go to MiracleMorning.com/Events for all of the details, and I cannot wait to see you at the Miracle Morning Experience live event.

Nick: Welcome to the Achieve Your Goals podcast with Hal Elrod. I'm your host, Nick Palkowski, and you're listening to the show that is guaranteed to help you take your life to the next level faster than you've ever thought possible. In each episode, you will learn from someone who has achieved extraordinary goals that most haven't. He is the author of the number one best-selling book "The Miracle Morning," a hall of fame and business achiever, an international keynote speaker, ultra-marathon runner and the founder of VIPSuccessCoaching.com, Mr. Hal Elrod.

Hal: All right, welcome goal achievers to another episode of the Achieve Your Goals podcast. This is Hal Elrod, your host. We've got a guest today that I've heard about for a long time, it's actually our first time connecting. One of those, almost like an online celebrity where you see his face everywhere, and you

hear from the mutual contacts, colleagues, friends, about what a brilliant guy he is. I'm really honored, and excited, and grateful to have him on the show today. Omar Zenhom, and Omar, am I saying your last name right? I just realized I should have checked that.

Omar: You're saying everything right, dude.

Hal: Okay.

Omar: Thank you so much.

Hal: Nice. Well, welcome! ... Don't say too much, I'm going to give you a formal introduction here. For our listeners, if you are not familiar with Omar, he is probably best known as the co-founder of the 100 MBA, and host of an iTunes Best of 2014 podcast, The \$100 MBA Show. The \$100 MBA Show delivers daily 10-minute business lessons to over 50,000 daily listeners. It was named by iTunes as the number one Work Smarter Podcast for 2015. Again, Best of 2014 on iTunes and number one Work Smarter Podcast on iTunes for 2015.

That is not what I want to talk to Omar about today. There's actually a really specific topic that I want to go into, and that is webinars. Omar is the co-founder of Webinar Ninja, which is a webinar platform, it's a community to support that platform and all the people on it, that's dedicated to online business owners

success with webinars. This is something that I've just now started to dive into the world of webinars. I'm always late to the party, personally. Webinars have been really hot for a long time, and finally I'm a, what do they call that? I'm not an early adopter. I'm the last to the party adopter.

This webinar software, Webinar Ninja, I've been researching it and comparing it with what else is out there, GoToMeeting, and WebinarJam. This seems to be the front runner in the webinar software to use. I wanted to have Omar on to talk about webinars, because webinars are ... Podcasts are still cool, but webinars convert better, right? You get all the elements of audio, and visual, and email, and text, and you get all of it put together. It gets interactive. A podcast is one way, you're just listening. When you're on a webinar, you're able to post questions to the person hosting the webinar. If you are an entrepreneur, or if you have any message that you want to get out there ... This is what I want to ask Omar about today is, how do webinars work? Why are they so effective? Why are they so popular now? How can we leverage webinars to achieve our goals? Omar, if you're up for that challenge, let's dive in.

Omar: I'm pumped, man; ready to go.

Hal: Right on. Before we dive into the webinar stuff, I got to know, who is Omar Zenhom? Give us a little bit about your background.

Omar: Sure.

Hal: How you got into what you do today?

Omar: I was born in raised in New York. Long Island, New York, is where I come from, it's my old stomping ground.

Hal: All right.

Omar: I'm from an immigrant family, my parents are Egyptian. They moved to the states in the late 60s. Me and my sisters were born here. I like to mention that, because I think it has a lot to do with who I am as a person. I feel like a lot of people that have immigrated to a new country, the parents put a lot of pressure on them to do well. Whether it's studies, or anything, because they really busted their hump to make it out here, and make it out to the states. They worked hard to get to the place where they are, and be able to provide for their family. You can't really slack off as a child.

Hal: Yeah.

Omar: "I put in the work, you got to do the rest" kind of thing.

Hal: My wife is from Poland, by the way.

Omar: Yeah.

Hal: I totally get that. Her parents came over here with nothing but the clothes on their back, so I get that. Continue.

Omar: Yeah. Grew up there, I was just really into sports as a kid. To be quite honest, I really wasn't interested in sports until I was around 11, 12. It was funny because before that, I was really into art. I still like drawing a lot, doodling, and creating sketches of my favorite cartoon characters and things like that. Then, I'm the kind of person, and I'm still like this today, where it's very hard for me to not go all-in into something because I really want to do well. I really want to be awesome at it. I want to be great at it. I want to really just dedicate myself to it. When I got into basketball around 11 or 12, I dropped everything in terms of my hobbies and just focused on that. It was a big part of my life as a kid, and I really enjoyed it. It was fun and I learned a lot of lessons about leadership, and teamwork, and things like that.

Funny thing is, growing up, my father was in sales. He's actually an engineer, but during his career, he lost his job. They had a whole major layoff during the 70s, in the late 70s, early 80s, and he basically was in a situation where he couldn't find a job in a very specific niche in engineering. He was like interior design of engineering, so building, structure, inside.

A friend of his was like, "Hey, instead of just like trying to make ends meet, you know. While you're trying to find a job, why don't you just work in sales with me?" It was a car dealership, a new car dealership, Acura dealership, actually.

My dad was like, "Okay, I'll give it a shot." He just fell in love with it and he was great at it. It's incredible, because I remember as a kid, going into the dealership and seeing the plaque on the wall; they have Salesman of the Month, who gets the most sales, delivers as many cars as possible at the end of the month. My dad was every single month, even the months we were on vacation.

I was like, "Dad, how'd you pull that off?"

He was just like, "I don't take customers off the floor. All my customers come off referrals, or appointments. I just line them up in one week and just get them all." He won the award even though he was away for most of the month.

I also saw the instability of business in sales and stuff. When I was time for me to choose a career, I really didn't want to become a doctor, which is a very stable job. I never considered going into the military, anything like that. I decided to become a teacher, because I really enjoyed teaching. I don't know why I just kind of picked that up when I was a teenager, 18, 19. That's what I went to school for.

I have a Bachelor's in English, and a Masters in Education. That's what I did for 10 years of my life, more than that, actually, it was 13 years. 10 years were management in education, but the first three years I was an English teacher for the high school level. That's what I did, and I was really good at teaching. I was very good at it. I moved up very quickly in management. I became the head of department in my school I was at. I was managing 30 plus teachers that were double my age, which was a huge learning curve for me.

It was funny because even though I was very good at my job, and I was excelling, I just had this weird feeling where I wanted to start something for myself. The internet came around, it was around 2001. It was 2000 when I started seeing if I can actually make money using this thing.

Hal: This thing called the internet.

Omar: [crosstalk 00:10:29] Yeah, and I never even thought about it as business. I just thought about it as, "is this like ... How do you use this thing?" I see people selling things on eBay, so I gave that a try. It was just a weird moment where I was just like, "Wow, you can make money without a paycheck? You can make money in other ways other than waiting for payday?" I was just like, "Wow, this is interesting." It was fun. I started building some businesses on the side while I was in education. Those small businesses became a little bigger, and a little bit bigger, little bit bigger.

Then after about 13 years, I guess it took me a while to realize that this is what I want to do. I decided to become a full time entrepreneur, and I quit my formal education career. I had to leave the university I was at. It sounds foolish. It sounds stupid. It took me 13 years to realize that, but I always say it's really hard for you to quit something you're good at.

Hal: Yeah.

Omar: It's easy to quit something you suck at because it's like, "Oh, whatever. I can just try something different." When you're good at it, it's like, "What if I'm not good at anything else? What if I can't do that next step?" Yeah, that's kind of my journey. Ever since, it's just been ... A lot of people ask me how did I find myself? I'm definitely an educator at heart, that's a lot of what we do at the \$100 MBA, as well as Webinar Ninja, is about education. I actually think I'm really just good at problem solving. I'm very good at solving peoples' problems. When I see an issue, I'm always thinking of ways to solve it.

When I looked at webinars, I saw this huge gap of information, of tools. I was just like, "Everybody's doing this all wrong. What the hell is this? This is weird." I never was attracted to the internet market-y world. I just felt like they took over the webinar world in a way that really gave it a bad name. I really just didn't like that. Maybe that's a little bit polarizing, I don't know. I think you can be a lot more beneficial if you can add more value to your audience, and actually give them something of value rather than just try to use the webinar as an excuse to sell something.

Hal: Yeah.

Omar: Yeah, that's kind of my journey. That's a little bit about me.

Hal: When you started as an entrepreneur, what was your first business? After that 13 years, if you will, when you made the transition to full time entrepreneur.

Omar: Sure.

Hal: What was your income source at that point?

Omar: At that time, I already started a whole bunch of small businesses online. I used create websites for people for \$1500 or something like that, just on the side. I had all these small little businesses. I had a larger business before I left the college I was working at, which was a clothing line. I had my own clothing line, which were hand-tailored clothing that I used to sell online. It was quite large. We had a good number of employees and three warehouses across the states. It was pretty big.

It's funny because I never take for granted the journey because you really learn a lot. I listened to your show and I know a lot

of people discuss like this 'ah-ha' moment. This time where people just, the light went on and they're like, "Okay, this is what I want to do." I never had that in my life. It's always been a progression for me, and I'm actually thankful because at least I learned a lot in a progression. Why do I say that, because I mentioned this with the clothing line business is that I ran all these businesses because I saw opportunities.

I really didn't realize that it's about how I can add value to the world, rather than how can I make a buck? That was really something I learned along the way, as well as you have to give yourself time to learn what kind of entrepreneur you want to be. When I say that, I don't mean like do you want to be an adventure capitalist, or do you want to be a software guy? No. I mean like, how are you going to structure your business so it suits your life? Those are some lessons I learned along the way.

The first business I started when I became a full time entrepreneur was a business consultancy firm where I basically help people start businesses. I would get a lot of requests from friends and family about, "Oh, I'm thinking about starting an online business. I know you've been doing this for some time, and you've been on this internet thing since 2001, or whatever." That's not even early, but whatever. There's different stages of adopters, right?

Hal: Yeah, yeah. Sure.

Omar:

I would help these people for a fee to tell them, "Hey, first thing you need is a website. And this is how you got to grow your audience. This is how you grow your audience. Once you have an audience, you got to give them something that's worth value. Then, you think of a product that you can actually create after you get some feedback from your audience."

It was so strange for them to hear that. Like, "What? I thought I'm supposed to just sell something, and that's it." No, there's a whole gambit of things you got to do beforehand.

That's what I did. My wife, Nicole, we were together at the time and we basically ... She's a New York Film Academy graduate, she went to New York Film Academy. When she graduated, she was picking up a lot of freelance gigs to do video work. We were living in New York at the time, and she would get a lot of gigs on like working at financial firms, to do two minute promotional videos for financial advisors who do software companies, where they wanted their event to be filmed and create a montage, things like that.

She had no idea how to run a freelance business. I just said, "Hey, how about I help you out? I'll be your manager and negotiate your prices, and I'll even carry your bags and help you with sound."

Hal:

Nice. That's a good husband.

Omar: Yeah, exactly. She was happy about that. It was funny because she would come on on my side, and she would look at my website. She has very good aesthetics and she's awesome at video, and editing. All the videos inside the \$100 community are produced by Nicole. It's a great achievement. She would help me out, and we realized, "Hey, we make kind of a good team. Let's collaborate." We decided to come together and our first project together was the \$100 MBA.

Hal: Got it. You and Nicole co-founded that.

Omar: Yeah.

Hal: Now, you guys co-founded Webinar Ninja as well, correct?

Omar: Yeah, we did.

Hal: Okay, got it. Right on, man. That's cool being in business with your wife. A lot of folks can't do that. That says a lot about the strength of the relationship, that's cool. Let's dive into webinar. When did you guys found Webinar Ninja?

Omar: We started doing webinars for the \$100 MBA community in early 2014.

Hal: Okay.

Omar: I would probably say it was even December 2013, January 2014. ... I was doing webinars just for the community. I was not looking for trying to sell something, or launch something every week; but they are useful for that. There's a right way to do that, and a wrong way to do that. We'll get into that later.

Hal: Yeah.

Omar: I started doing these webinars, and I was just really fed up with how hard it was to write a webinar. It was just so much work, the technical aspect of it. First of all, you have the video portion, like the streaming was very ... It was separate, so I got to sort that out. Then I got to have a landing page, with some landing page software, or I have to create my own on my own site. That's another thing. Then I had to get my email notifications in order so when people register, they get these automated emails. I had to hook up my MailChimp to that, or whatever I was using at the time. That's another thing.

Then I was like, "Well, then I need chats, so I got to get some external chat software and I got to find some way to ..." These are all things I'm paying for. You put it all together, and you're paying a ridiculous amount.

Hal: Yeah.

Omar: Then I was like, "Oh, that's still not enough because you know, I got to have some sort of recording software so I can send the replay." That's just bare bones. If you want to run a very low-tech webinar, that's really what you have to do. I was just really frustrated, and I was just using what's out there, doing this hodgepodge slap together thing. I was like, "This is ridiculous. This is stupid. I really want to do this, I'm driven, I'm tech savvy, and I don't like it." What if somebody who's not tech savvy, but they're very good at their craft, they're very good at their message, they're not going to do this. It's just too hard, right? It's too much trouble, and it's more trouble than it's worth.

Hal: Yeah.

Omar: Then I was like, "Okay, this is stupid." I was like, "I want to create something just a little bit" ... very simple, little PHP software that I created. I'm a little bit okay with PHP, I'm a self-taught coder.

Hal: Nice.

Omar: Just because I was interested in it. I'm not great, but I actually got a freelance coder PHP developer to help me clean up my code, and just say, "Fix it up." At the time, it was just a WordPress plugin that I just put into my site.

I was like, "I want to use this thing just so I can save myself the headaches." I was like, "Okay, I'm going to put in maybe 20 hours into creating this thing, but it's going to save me so many times I create a webinar, I don't have to do this whole over again, and move all these pieces together."

We started running these webinars with our crowd, with our \$100 MBA members. We'd have these open lessons to the public, where people can learn and things like that, and get to know what we're all about. People started asking us questions in the webinar, like "What are you using for this webinar? What is this thing?"

I was like, "Oh, this is just something I slapped together on my side."

They're like, "Oh really? This is really cool. I like it."

Then webinar after webinar, people started asking, "Hey, can we buy this thing? This is ... Can we buy this from you?"

... I never considered being in the software industry. I was just like, "Oh, yeah. I guess so, you can. Let me put a sales page together or something."

Hal: Nice.

Omar: I felt like there was some sort of interest, so I was like, "Okay, how about I just put a landing page and do some pre-orders, and see if anybody would bite, and get some beta members." We opened the door, and this is like there was nothing. There's some screenshots, there's some information on a sales page, but it's like there's barely any scroll on this page. It's just like, this is what it does, this is how much it's going to cost. This is like a beta launch. Basically I was just validating the idea.

We only opened it up for a 150 users, just so we can have a small enough group so it's intimate; I can ask questions and get feedback, and improve, and iterate, and things like that. We sold out in two days. I was like, "Okay, there's definitely some sort of demand for this thing." Trust me, Hal, the software was working and it was functional, but it was no where near where it should be. It was still in beta.

Hal: Sure.

Omar: We continued to do that. We would open it up for a 100 people, and we'd close. It would just sell out in a day, because there would be a waiting list, people waiting for it to open up again.

During that process, we realized "Okay, this is something that is viable, and something that I really am passionate about." Like I

said in the beginning, I like to solve problems, and this is a huge problem people have. I feel software has this unique ability to help people solve a problem very quickly, because it's a tool. It helps people just to get things up and running without the headaches.

At the end of 2014, we realized "Okay, this has kind of taken off a little bit. I think we're going to need to invest some money in this. And, we're going to need to take it to the next level, get off WordPress and be a cloud-based software, be a web-based browser or software, so we can handle more bandwidth." There's a whole lot of features you can't do on WordPress, which is really annoying. That's why we decided to go back to the lab and we re-developed it, re-designed it, and launched in 2015 with a whole fresh look, and fresh interface, and everything, and a whole bunch of features.

Hal: Nice. The development of the software, I like the story and I think it's just an organic ... You mentioned earlier that you hear the entrepreneurs, or the interviewees, the guests on Achieve Your Goals podcast often have this big 'ah-ha' moment, and that there wasn't really one for you. It was just this gradual, slow progression of increased awareness.

Omar: Yeah.

Hal: I think that's what's so great about your journey that people can learn from, is I think some people are looking for that 'ah-ha' moment. They're waiting for it, right? They're waiting for

permission, or a sign to go after a goal, or a dream, or start that business, or write that book. I think that you can't wait for that. You've got to create that. Often, those signs come because you've taken some sort of courageous action in the direction of a goal or a dream.

Webinar-wise, I want to actually stop and back-up, and just for everybody listening, I want to just talk about webinars specifically. We're going to start really basic, so humor me here.

Omar: Sure.

Hal: Just in case, I'm sure there are a percentage of our listeners that they haven't been on a webinar, or they're not sure. Let's start real basic and then get a little more advanced. Number one, what is a webinar? What's your short definition of a webinar?

Omar: A webinar is a live online video-based workshop. It's like a live seminar. Instead of me learning something in person, like at a conference, I can learn it through somebody who's on their camera with a live-streaming video, on their laptop. It gets broadcasted to the attendees. On the attendees side, they can communicate via chat. They can ask some questions. We have a feature in Webinar Ninja where they can actually join. We can invite them to come and join with their camera and mic, so they can jump in, too, and be part of the action.

Hal: That's cool, really cool.

Omar: Yeah, yeah. We call it 'share the stage,' which is really cool. We're really excited about that. Yeah. That's in a nutshell what a webinar is, is it's a live workshop for people to watch, to view. A lot of people, they offer a recording of the webinar and then they offer that as a replay, if they miss the webinar.

There are different types of webinars as well. We offer something called an evergreen webinar, which is basically a recorded webinar. Say for example, you ran a webinar live and you want to take that recording and use it so people can watch it and sign up for it, over and over. You can state, "Hey, this was first live at this date, and this is a re-recording." It can be something you recorded on your webcam, and you just save the video and you want to put it up on as a webinar. It's a great way to grow your email list, if you want to grow your crowd, and give value. They can just basically join at any time, or a specific date, that you are not actually physically there.

Hal: Okay, awesome. Great, simple definition of that. I like that. A live, online, video-based workshop that is broadcasted to attendees. Obviously being that you can record it, and your Webinar Ninja allows you to do the evergreen feature, it may be live or it may be a live webinar that is then shown repeatedly.

What would you say ... Who should use webinars? If somebody's listening to this, is it really just for online marketers? Or, are there offline marketers that should or could

benefit from use of webinars; non-profits. I'd love to hear your take on ... If somebody's listening, like who would they ... How would they identify if they should be using webinars?

Omar: One of the biggest things I learned teaching business on the \$100 MBA is the biggest pain point everybody has, it's the biggest problem everybody has. It's the one thing you have to have if you want to be successful at anything, whether it's running a business, a not-for-profit, a blogging site, you need an audience. You need people that care about what you're saying. If you want to impact people, you have to have people to impact, right?

Hal: Yeah.

Omar: It's for anybody who's looking to grow their audience, to grow whether a list of people that are potential customers, or you want to grow a list of people that would potentially just check-out what you do, whether it's a podcast, a video show, a blog. Whatever you're doing in your world, whatever that is. Obviously it's great for business, because obviously if you're running a business, you need traffic. You need somebody to know what you're doing. They need to understand that you're credible. You have to build credibility with that person.

The reason why webinars are so effective, and we have statistics to show this on our site ... that webinars are more effective than any other marketing, whether that's video marketing, or blogging, or even podcasts. I am a huge

podcaster, and I have to ... The stats don't lie, is webinars. The reason why is because the reason why you build an audience, and why people buy from you, or visit your website, or check out anything, is because they trust you; at some level, right?

A webinar allows you to build trust very quickly. You're in front of them, you're showing your face. Even if you're not showing your face, you're showing a PowerPoint slide or something like that, they're hearing your voice. You're giving them valuable information. You're giving them a great workshop. You're helping them in some way. They can ask you a question and you can answer it. It's interactive. You're a real person that is really there. That's incredible, if you think about it.

Hal: Yeah.

Omar: You're actually helping people in live video. Instantly, within the hour, they're going to be like, "Okay, I'm watching this webinar. I'm a part of this webinar about how to improve your golf swing." This person automatically becomes the authority in my world when it comes to golf, right? When it's time for me to think about improving my golf game, whether it's buying a product, or a course, or something from this webinar host, I'm not going to shop around. That's it. That's the golf guy. That's the golf gal.

Hal: Sure.

Omar: That's because you built that trust and rapport. It's a lot easier. I always give this example, it's a high level example, but it's something that happened in my life. I remember I needed a new MP3 player, this was back in like 2005 or something.

Hal: Okay.

Omar: 2004, maybe. I decided to get an iPod. I was like, "Okay, let me try this iPod thing. It says like 1,000 songs or something, and it sounds incredible, right?"

Hal: 1,000 songs in your pocket.

Omar: [crosstalk 00:29:26] Exactly, I was like, "Okay, cool." I bought the iPod. I gave it a shot. I gave it my time. It was a very low, insignificant price. I just fell in love with this Apple product. I was like, "Well this is ridiculous. It's so easy to use. It's not confusing. It's good looking, it's chic." Then, when I needed a new phone, I didn't think about it. I went and got an iPhone.

Hal: Nice.

Omar: It was a no-brainer for me, because they've earned my trust, or I trust them.

Hal: Yeah.

Omar: In just getting a taste of it, so if you want to earn somebody's trust, and build your audience, a webinar is a really good way to do that. That's why I feel like it's good for anybody that needs an audience.

Hal: When you say, "grow an audience," ... Well, before I ask you this question, I'm going to reinforce that statement, which is about the importance of growing an audience for just about anyone who has any sort of message, or product, or program, or service, or charity, or anything. Even if you don't have a charity, but you believe in a charity, right? The bigger your audience is, the more impact you can have to raise money for that charity.

I heard a quote, I was listening to a ... it was called the Coaching and Consulting Boot Camp. It was a live event that was recorded on CD, and I bought it for like \$1,000 bucks in 2005, I think. It was from Dan Kennedy, from an event he ran.

He said, "The number one asset you have is your email list." He said, "And that's going to be more true in the future." Again, this was 11 years ago. He said, "Because your email list, the size of your email list," and of course this could be really ... it could be a direct mail list, or whatever. The email list, he said, he called it "income on demand."

He said, "Look, if I have a ... If I create a ... If I write a book, or I create a product, or a program, or I have a business, and I have 100 people on my email list. Well, I can send out an email, one click, send out an email and I will earn X amount of dollars." He said, "If I can grow that email list to from 100 subscribers to 1,000 subscribers, that same email earns me 10 times as much income. It sells 10 times as many books, or 10 times as much of my product, et cetera. If you can grow that list from 100 to 1,000 to 10,000, and so on and so forth."

The light bulb went off for me, and I really understood ... That was the first time I was exposed to this idea of "Wow, build an email list." I was just at an event ... That was Dan Kennedy, old school marketer 10 years ago. I was an event, Tropical Think Tank, you and I were just talking about that, for entrepreneurs in Philippines. Brian Clark, the founder of CopyBlogger.com, which they're an eight figure business, very successful.

I took one note from his talk. He gave a great talk, but the one note that I highlighted was he said "Building an email list is still the number one revenue generator for your business." He said, "Don't get seduced by social media, and all this other stuff. Building an email list is still the number one source of generating revenue."

I want to make those statements because I really believe that that is true. Building your platform, it's one of those important things that all of us can do. The bigger the platform we have,

the bigger impact we can make in the world, for our families, our bank accounts, et cetera, et cetera. There's my soapbox on that.

Omar: Yeah.

Hal: My question for you is let's get tactical. How does a webinar help you grow your audience? What am I actually doing with a webinar that's getting more emails, more subscribers, more people to opt-in and subscribe, and pay attention to my stuff?

Omar: All right, so let me [prevacice 00:33:17] to that. I'm going to give as much as I can to your audience as I can right now. I'm going to give you as much tactics, as much strategy, because I want them to win.

Hal: Okay.

Omar: I'm going to shed away all this weird nebulous ideas of what this means to them. Having said that, we have a full free course. Anybody can jump on to it on how to plan or launch your first webinar that goes into all the details, and all the screenshots, and all this stuff. They can check that out at WebinarNinja.co/plan. It's just a completely free, seven day video course. It will help them get going.

Number 1, if you want to grow your email list with a webinar, it's probably the easiest way to do it and the fastest way. One of our members, Grant Baldwin, who is a great public speaker and has grown his online presence quite significantly in the last year, he's a Webinar Ninja user. He uses webinars incredibly to grow his list. He grew his list from 2,000 to 19,000 in a matter of five months by doing webinars.

Why? Because he just broke down exactly what you [has 00:34:27] to grow his list, and it's a simple formula that I'm going to share with you right now. All you got to do is you got to create a short workshop of value, a class, a lesson. Whatever niche you're in, if you're in the golf industry, if you're in the pet industry, if you're in the fitness industry, if you're in the consulting industry, find out a big pain point. It's very simple to do, you can just ask people on Facebook in groups. "Hey, what's the biggest struggle you have in this area?" In golf, in fitness, in keeping up with your diet, or whatever it is. Whatever niche you're in. Find a very specific thing that you can solve, that you can help them with.

Hal: Okay.

Omar: You're going to create a lesson around it. For example, I'm going to go really crazy, really wild idea here. I'm in the cat grooming industry. That's my thing. I have courses on how to groom your cat, okay?

Hal: Okay.

Omar:

I have all these great e-books, it's a best seller. It's a huge problem for people that are Persian cat owners, because they shed like crazy. It's a pain in the ass to keep on grooming your cat, so how can I groom my cat in five minutes a week? If I spend five minutes a week, groom my cat, that's going to be enough for me not to look like a mess when I go to work. That's a very specific problem solving. I'm going to create a whole workshop on that. When I say a whole workshop, it doesn't have to be long. It can be 30 minutes long, because you want to allow time for people to ask questions, and interact with you.

What I do is I basically show people in the course that you can just break it down into slides, into a PowerPoint slide, or a KeyNote slide, where you just put down the top five tips, strategies, steps to solve that problem. There's a slide for each step, and then it's very important for you to actually solve the problem at the end of this workshop. Your whole goal of this workshop is to make your attendee, the person that's going to be on that list, that's going to be on that webinar, to get a win.

They're going to be like, "Damn! This works! This is amazing! This person is a great teacher when it comes to this thing. They know what they're talking about. They're the authority. I want more." That's your goal.

It's your job to make sure that when you say, ... "Today, I'm going to teach this. We're going to solve this." Your job is to

actually give them the information they need to do that, or to solve that problem.

Hal: Yeah.

Omar: What you're going to do is you're basically going to put this workshop together with PowerPoint. This is very simple, you can just create these slides and in the course I show you exactly how to do it. Then, you're going to set up a webinar with a webinar software, preferably Webinar Ninja.

Hal: Yeah, not a bad one to use, yeah.

Omar: Yeah, exactly. It takes literally two to three minutes to create one. You can actually create one even faster, but if you want to customize every aspect, like put your logo, and colors, and branding, and fonts, and all that stuff on all your webinar pages, you can do that and have a ball. You're going to create it, and basically all you got to do is give some basic information. Is this a live webinar? Is this a free webinar?

The way our webinar software works is that it reveals itself step-by-step. You're just going to do that, boom, boom, boom, boom. You're going to go through the steps. You're going to give your basic information like the name of the webinar, the host, the time. You're going to pick your template, your registration template.

Then, once it's created, you have now a webinar registration page where you can send people to so they can register for this webinar. With our software, when they register, they automatically get emails to remind them, like "Tomorrow's your webinar," "In an hour, it's going to get started," "We're getting started right now." When it's over, it automatically sends a replay, and you can shut that off if you don't offer them a replay as well.

The point here is that it's all automated for you. Your job now is to get people to the webinar, to market to the webinar. Here are some great tactics that you can use to market to your webinar. Number one, a lot of people don't use their best asset, which is their website. Their website is getting traffic anyway. People are coming to your website through a Google search, through referral links, they heard about you, so they Google you, whatever.

We love just telling people, "Hey, put it on your homepage. Put a link to your registration page. Say, 'Hey, I run a webinar every Thursday,' or 'This Thursday, I'm running a webinar at this time, register here.'" People are going to sign up because it's right there in their face, and it's on the home page. Or, you can put it on the side of your blog, on the column on the side. I love Noah Kagan's tool, SumoMe. I always tell the guys, SumoMe is free, just install it and you can use it to get people to register for your webinars. It's just super easy to start with your website.

Number two, if you have an existing list, even if it's 100 people, email them! Tell them about it. "Hey guys, I'm doing this great workshop. I'm teaching this. Da-da-da-da." If this is your first webinar, you don't have to sell anything, just teach. Just teach, get people onto the webinar.

Now, I know you're saying, "Well, if they're already on my list, why would I want to invite them?" Because you want to give people good stuff, because they're on your list, you want to treat them right.

Hal: Nice.

Omar: That's your job. [crosstalk 00:39:20]

Hal: Can't you use that to say "Hey, ps, if you know anybody that needs help with this problem, please share this." I mean, share the link.

Omar: Exactly. You could do that, share that. On the registration page, we have share links too for social media and all that stuff so they can share it.

Hal: Cool.

Omar:

That's another tactic. Another great way that you can do is you can always ... I always use paid traffic as a last resort, but you can always create buzz around it. Create a blog post about it. Write a blog post about this topic. At the end of the topic, say "Hey, if you want to learn more about this topic, I'm running this workshop, da-da-da-da, about this area. Register here." Boom. You're publishing blog posts every week anyway, you can dedicate a podcast episode about it. You can do a video, like a trailer. Like, "Hey, this is what I'm going to be doing in this webinar. This is how you can sign up." That's another great tactic.

Another way that I like to tell people that they can get people into the webinar and start promoting is you can team up with people. For example, how if I said, "Hey Hal, my crowd would be really, really interested in the Miracle Morning. I think this is a great book, I'm going to get people to buy this book. I'm going to email my list, and let them know. I'm going to do something that's going to help your audience."

In exchange, you may want to do that, you may not; but you may want to reach out to me say, "Hey, how about I invite my audience to your audience on a webinar?"

You can team up with people and get people to see, "Hey, you come to my webinar, I come to your webinar." You exchange each others' audiences.

A lot of people say "Hey, isn't that the competition?" Well, not really because you're doing things differently. You have your own style, and you're offering different value. You can team up with people, who are called joint webinars, JB webinars, whatever you want to call them.

Hal: Yeah.

Omar: You can leverage that as well. There's so many ways you can do this. You can use social media. What I love to do with social media, this is a little bit of a ninja tactic, where you ask people about this topic. You say, "Hey guys, I'm running a webinar on this topic. What do you want to hear? What are some things you are struggling with? What are some things that really bug you about grooming your cat?" People are going to get in there.

They're going to be like, "Oh, I hate this. I hate that." People love complaining. "Da-da-da-da-da-da-da," right?

Hal: Sure.

Omar: Then, the point is that at some point in this conversation, you'll be like, "Hey, thanks for all the feedback. I'm going to cover all this stuff in this webinar on this date." These people have already committed to this topic. They've commented on Facebook, they've done all this stuff or whatever, Twitter, you're using, whatever social media.

They're more likely to attend that webinar, because now they're like, "Oh, I want to see if they're going to talk about this stuff that I got all riled up about." You can use social media, but be social.

These are just some quick ways to get people on the webinar. Paid traffic is obviously a way, you can use Facebook ads. A lot of people use Facebook ads for webinars, it's probably the best converting one I've seen. I actually prefer a different method when you use Facebook ads. I like to run Facebook ads to something that's not the webinar, like the free course that we have, or an e-book, or maybe a short video teaching something else. Something they can access immediately.

Hal: Or say the blog, you mentioned writing a blog post about the webinar without being-

Omar: Exactly.

Hal: Okay, you share the blog post.

Omar: You could do that. I'm a realist. People coming from Facebook is really cold traffic. They don't know who you are, what you're all about. "Who's this joker? Is this person a scammer or a real

person that's really going to help me?" You got to build trust. You got to allow time to build trust.

It's like walking up to somebody, walking up to a woman or a man, and saying "Hey, let's go out on a date." That's the first thing that comes out of your mouth.

"What? What are you talking about? I don't know who you are."

At least have a conversation with them first, right? Then, maybe after a little bit, you can ask them if you want to spend a whole evening together.

Hal: Sure.

Omar: It's the same thing. Send them something, if you're going to ... It's actually cheaper to do this on Facebook. You do a Facebook ad, and you send them to a free course, or a free e-book, or that blog post and say ... Get them to consume something, get on your email list. They'll get on your email list to access that and say "Hey, great. You love that article?" What I do when somebody gets on my email list, I shower them with gifts, hit them with another free e-book. I give them a free course, I give them this, and that, and the other thing, in addition to why they signed up.

Hal: Nice.

Omar: I give them guides, so the first five emails they get, they're overwhelmed. Like, "Oh my gosh, this is like hundreds of dollars worth of stuff. This is great." Then, after that, I let a week or two go by, and then I invite them to a webinar. Say "Hey," now they're on my list, I've built a rapport with them. They've opened my emails. They know who I am. They've gotten a win or two from me by using some of the stuff I've offered them. Then, I invite them to the webinar. The show-up rate's going to be much better and that's it.

The whole point is getting them on the list and then you get them on the webinar because on the webinar, you're really going to build that trust. You're going to cement that trust. They're going to hear you, they're going to learn from you. They're really going to get to know you. They're going to like you. That's a huge thing people forget, you have to actually like the person that you're going to be trusting to teach you something.

Hal: Sure.

Omar: Or offer you something. That's a quick synapses of how you can use it to grow your list.

Hal: Got it. Now, that makes sense and it really is simple. I think that it's so much of it, for me, I didn't do webinars for years. I've only done one, now, which was my practice one that I did for ... It was something that I gave free as a bonus for something else. I thought, "All right, low pressure. It's a free webinar," like you said. Don't sell anything on your first one. I think that's a great strategy, great approach so you can get comfortable presenting on a webinar and do free ones.

Russell Brunson, author of "DotCom Secrets," he had a post about the one thing I'm going to do in 2016 to grow my business, the single most important thing. I was like, I had to click on it and find out what it was. He said webinars. That's been our number one driver of both subscribers and also actual revenue. Cool, I'm excited. Hopefully we introduced quite a few of our listeners to, if you're not doing webinars, go to WebinarJam.co, check that out.

Omar: It's Ninja, I'm sorry. Sorry to interrupt you.

Hal: Gosh, no. Thank you.

Omar: Quite all right.

Hal: That's ridiculous. The WebinarNinja.co and for the free training, tell me again, what was that URL?

Omar: Sure. It's WebinarNinja.co/plan.

Hal: WebinarNinja.co/plan. I actually just opted in there, so I'm looking at the free videos here, video number one of seven. Day number one of seven. Very, very cool. Omar, if anybody else wants to get ahold of you, what is the best way to do so?

Omar: Twitter's probably the best. My handle on Twitter is @BizRepublic, BizRepublic's my handle. It's like B-I-Z-Republic.

Hal: Okay.

Omar: Yeah, that's kind of where I live on social media. If anybody has any questions about webinars, or anything, like "How can I use it for my business?" Please, please, please, you can email us at any time at Support@WebinarNinja.co. We have a great team of people. I jump in there all the time. I answer questions, and answer emails, and try to help people out.

I know a lot of people get nervous about webinars, because of the tech, and because it's a form of public speaking. That's nerve-wrecking.

Hal: Sure.

Omar: For people that are not comfortable. One of the things we do because we understand this, and again, I'm a realist. I know that in order for me to have a successful product, it's not enough for me to have a great piece of technology. I need to make sure it's easy for them to use. I need to make sure that they continue to do webinars so they continue to be a member. They're not going to continue to do it if they don't feel comfortable.

One of the things we do is when people become members of Webinar Ninja, we email them. They get an email directly from one of our agents, we call them success agents. They get an email saying like, "Hey, this is CJ. I'm your Webinar Ninja success agent, and I'm here to help you set up your first webinar." This person is dedicated to you to make sure you know how to create your first webinar. You can ask any questions. They can help you with putting together your materials. They can help you with putting together the webinar itself with the tool, with the software. We want to make sure that you win, right?

On top of that, we have Q&A webinars for our members. People ask questions like, "Hey, I want to integrate polls in my workshop. Here's the topic, how can I? What's a good question I can ask on my polls?" Because we have a polling feature.

They're like, "Okay, well you could do that, or this." We like to keep it as a community and interactive, because we understand that this is not cut and dry.

I always feel like webinars are a high level ... I don't want to say high level. It's a step where people say "Okay, I have a business now, or I have a website. I have some traction, but I need to take it to the next level." Webinars are a great way to do that, so I know that people at that level, the stakes are high. They want to make sure they do well, so that's why we try to be as supportive as possible.

Hal: Very, very cool, man. Well, I'm excited to try Webinar Ninja. I just opted in, as I mentioned for the free course. For everybody listening, if you do not subscribe to Omar's podcast, which is the \$100 MBA Show, and that's the dollar symbol 1-0-0 M-B-A- Show, go check it out. I'm looking at it right now on iTunes, Omar, and man, 621 ratings and 4.999 out of 5 stars. Congrats man, nice work.

Omar: Thanks, man.

Hal: Way to deliver value. I can tell just from our brief time today that you're sincere and authentic, and all the ... Your reputation did precede you before we got on, I heard nothing but really great things about you from Jordan [Harbinger 00:49:17] and a few of our fellow mutual contacts. I'm really, really grateful to connect and thanks for adding so much value for the Achieve Your Goals listeners.

Omar:

Well, thanks Hal, and thanks for taking the time to talk to me, and giving me the opportunity to talk to your audience, and try to help them in any way I can. I have to also say that I've heard nothing but good things about you, and through our mutual friends. I also just want to say hey, I appreciate the fact that you responded to our emails. You're a busy guy. We're busy, and the fact that you responded to your email and you said "Hey, let's talk. Come on my show. Let's do something." That's not ... Honestly, that's not typical, but to me, that's admirable. I think that's something that you should be recognized.

You're not like a scrub, like you've been working on this for a very long time. You're a best selling author. You could be doing other things, and you decided to reply to my email, and we got in contact. I want to say thanks. I just want to see as a lesson to people, it doesn't go unrecognized when that happens. Even if you have some success, be nice. Be a good person. It goes a long way. It really helps you on different levels, so thanks, Hal. I appreciate that.

Hal:

No, you're welcome, Omar. Thank you for saying that. It's funny you said that that I just, right before our show started, I saw a Facebook comment come in. I commented on a girl or a woman's Facebook post where she had acknowledged "The Miracle Morning" and she was recommending it to her friends, and I left her a pretty lengthy comment. She replied back going, "Wow, you have no idea how much that meant to me." It took me two minutes, maybe? It means a lot to other people.

Omar: Can I just share a little quick story?

Hal: Yeah.

Omar: I know we're a little long [crosstalk 00:51:05].

Hal: We'll just keep going, man. Just keep talking.

Omar: One of the people that I love in our industry is Chris Brogan. A lot of people love him because he's great at his business, he's a great guy, great marketer, blah, blah, blah. I've learned so much from him because he's so humble, and he's so kind.

I remember a few years ago, I would see him at conferences and I would never actually go up to him and say "Hi." We didn't know each other yet. We're friends now, but back then ... We didn't know each other. I would just watch him and he'd come off the stage, and people would just ask him questions, and take pictures with him. They'd be all over him, and I'm sure that guy's tired. He wants to go back to his hotel room and relax. He just got off stage. It's tiring to be on stage.

Hal: Yeah.

Omar: He was just so kind, and so patient, and so humble. He did that through the whole three days of the conference. Then, I would see him do the same thing in the next conference, and the next conference. I went up to him, and we got to know each other. I said, "Listen, it's nice to meet you. I don't have any questions. I don't want to take a picture. I just want to say that 'hey, I've noticed this,'" and this is a great lesson that he recognizes that those people that are asking questions, that are wanting to take a picture, that want to have that conversation with Chris Brogan. He's the reason why he's successful. These are the people that go to his website, listen to his podcast, that buy his products. He recognizes the fact that his audience is the reason why he has the life he has.

Hal: Yeah.

Omar: That he gets to do what he loves every day. I was so inspired by that. I wrote a blog post back in 2014 called 'Five Things I learned About Five People That I Studied From a Distance.' He was one of those people. There was a couple other people in that post that really, I thought they were really interesting and their behavior, their character is so different than the norm. I really think it goes a long way.

I just want to pass that on. I want to give a shout-out to Chris. Chris, you really are a special person, I think that. He's busy, he's super busy. He's super tired.

Hal: Yeah.

Omar: He's also just very caring. ... I'm going to say something a little bit controversial here, maybe, but people don't realize that when you get to a certain level. Chris has a incredible amount of success, New York Times Best Seller, best selling books, great business. He's making incredible amount of revenue, he's doing really well.

Hal: Yeah.

Omar: You don't get to that point without being a smart person, without being a little bit smarter than the rest of the population.

Hal: Sure, sure.

Omar: It's not easy for somebody that smart to sit there and talk about very beginner things with people every day.

Hal: Yeah.

Omar: In conferences, when he's dead tired, when he's traveling, when he's jet-lagged, all this stuff. I'm considering all these things, and I'm like, "Wow, he's just sitting there and he's talking to them, and smiling, and hugging them." I'm like, "and he means it, and he loves it." I'm like, "This guy's incredible." Think

about it, if you think about his real perspective. I'm like, that's something to learn, because he has gratitude, and he has gratitude for the people that he serves. I think that's a huge lesson.

Hal: Yeah, no I agree. I saw ... I don't know Chris personally, but now I'd love an introduction.

Omar: Yeah, sure man. [crosstalk 00:54:21]

Hal: He sounds like my kind of guy. I'll close out actually with a friend of mine, Peter Voogd, who wrote the book "Six Months to Six Figures." I saw him post a quote, I think today, actually, shared it. He said, "Remember the days you prayed for the things you have now."

Omar: So good.

Hal: Right? It's so good. I actually told my wife, last night actually, and gosh, I hope I don't get in trouble for saying this, or this doesn't come off the wrong way. I said "Sweetie, we're delusional!"

Omar: Yeah.

Hal: She goes, "What do you mean 'we're delusional?'"

I said, "Like, we think that our life is just normal." I'm like, "And yes, we worked really hard to get here." I'm like, "But I just want us to stop and acknowledge that we have the things that we once ..." I hadn't seen Peter's quote yet, and paraphrased in a different way. I was like, "We have the things that we always prayed for." We're grateful in general, but I just think that there's a difference in the depth of gratitude between what I call intellectual gratitude that we all have in our head.

If I were to ask anybody, "Are you grateful?" Or, "What are you grateful for?"

Omar: Yeah.

Hal: They would just start going down the laundry list, right? "Oh! Well, I'm grateful for family, and friends, and I got a roof over my head," yadda, yadda, yadda.

Omar: Yeah.

Hal: It's really coming from their head. What I've really tried to do during my Miracle Morning and my meditation every day is try to go from that intellectual gratitude and then pull it down from my head, down through my body, into my heart, into my soul,

into my core, and go from intellectual gratitude to heartfelt, soulful, tear-inducing levels of gratitude, depths of gratitude. I think that it doesn't matter, if you're alive, you have everything you need to be so grateful.

Omar: Yeah.

Hal: That you can't help but cry tears of joy if you really get present to that.

Omar: I want to just touch on something, you said "We worked hard on everything, but we're grateful." I think that's a good point that you made, because a lot of entrepreneurs, they have a hard time with this.

They're like, "No, I worked hard for everything I got. I'm not fortunate. I hustled for this." It's like, dude. Sometimes when I hear this, you have to just like pause for a second, and think about the reality of the world. You don't live in your own little world. The reality of the world is that half the world's population, like 3.5 billion people.

Hal: Yup.

Omar: Are in a third world country.

Hal: Right.

Omar: You think these people are sitting around doing nothing? They're working their ass off. They're working so hard.

Hal: Yeah.

Omar: Just to have basic means. They're spinning their wheels, because of the lack of opportunities they have, or the resources they have. Obviously things are getting better now with with technology, and internet, and things like that. At the same point, these people are working really hard, probably harder than you.

Hal: Yeah.

Omar: Yes, you are fortunate. Yes, stop pretending you're not. You are. You are blessed that you have all these interesting opportunities or, I would say even safety nets. If you lost your job, or if you are in a hard time in life, and you're in a place where you have just one person, like a family member that you can sleep on their couch, that's huge! That is huge. Forget about, you can find a business, or you can build a business, or you can work at Starbucks so easily, and like five seconds you'll get hired. Forget all that. You have somewhere to sleep, and not get rained on. That's huge.

Hal: Yeah.

Omar: We don't even think about that because we're just pissed off because the wifi's not working on the plane.

Hal: Yeah.

Omar: Sometimes we have to pause and think about, "Yeah, okay. Great, you worked hard, that's true. And you've earned it, I'll give that to you. But, your circumstances allowed you to do that. Don't pretend that doesn't exist."

Hal: Yeah, I would imagine that if anybody's listening to this, they probably did not wake up this morning and have to hike three miles barefoot to get drinking water, right?

Omar: Yeah, and that's a reality. Back in 2010, I went and did a Habitat for Humanity build in Kenya.

Hal: Yeah.

Omar: Great experience. I took my students, and we did this. We built a house for Joseph who lives in a rural area in Kenya. They literally walk for three miles to get fresh water because the water is tainted where they are, and they walk, and they come back. Shoes is something that is a luxury. They're all barefoot, but they have a normal life. They go to school, and their backpack is a plastic bag from the supermarket.

Hal: Yeah.

Omar: The one thing I noticed that was just shocking, everybody's smiling.

Hal: Yeah.

Omar: Everybody's smiling!

Hal: Yeah.

Omar: I asked Joseph, who we were building a house for. I said, "Why are you smiling? This is incredible. You're smiling."

He just said, "Why not?"

Hal: Yeah.

Omar: "I have a roof over my head. I have a meal to eat. I have friends, I have family. Why am I not going to smile? What else do I need?" It's like, gosh, we are messed up.

Hal: Yeah.

Omar: If anybody has something to complain, it's him! He's like, 'Dude, I got no shoes, man. Give me some shoes. Give me your shoes, right now.' It's so easy. I'm in his country, he could just mug me if he wants to. I'm going to be fine, all right?

Hal: Yeah.

Omar: No one would know, we're in the forest. The point is, is that he has a different perspective. He's not like some weird person, or he doesn't get America. He understands what other people ... He knows people have jets, and he knows people that live in rich houses.

Hal: Sure.

Omar: He knows that. He knows that there are other people that have things. It's not like he doesn't realize there's another reality of the world. Yes, he does, but the point is that he understands his reality is fine. It's great. He's happy. He's got a family. He's doing okay. For me, it was just like a huge wake up call. I was like, "Joseph's not complaining. I got like, there's nothing to complain about, at all."

Hal: Yeah, yeah. Wow. I think that it goes back to ... being happy isn't about ... having what you want, it's wanting what you have. It's not how much you have, it's how much you appreciate what you do have. Man, this podcast took an unexpected and really cool turn. I think we wrapped up our webinar conversation 15 minutes ago, and dude, this is great. I have a feeling ... Those of you that have hung on this long, you're like, "Well this wasn't webinar, but this is actually really good!" Yeah.

Omar: Yeah.

Hal: No, I'm-

Omar: Well, [inaudible 01:00:50] Chris Brogan. [inaudible 01:00:52] Chris Brogan.

Hal: Damn, Chris. You're such a good human being. Yeah, it's all your fault. Awesome man, cool. Well hey Omar, we'll leave it at that, dude. I appreciate you. I'm grateful for you. I feel now

we are kindred ... like-minded, kindred spirits. I think that we could riff on being grateful, and appreciative, and all of that for quite some time.

Omar: Cool, man. Let's grab a coffee together, meet up ocean-side or something.

Hal: Dude, I know. I'm moving in a few weeks! We got to do it before I go.

Omar: Good.

Hal: Cool, well let's wrap this up. Achieve Your Goals podcast listeners, I love you, I appreciate you. I am grateful for you. We'll close out with the last sentiment here is love the life you have, right now, as it is. Love yourself as you are. Love the life you have while you create the life of your dreams. Don't think that you have to wait for the latter to do the former. Don't think you have to wait until you get more, have more, achieve more, to be happier.

Really, look at all that you have right now, take an inventory for how much you have to be grateful for. The breath that you take, the iPhone that you listen to this on, I mean, on, and on, and on, all the things that we talked about here in the last few minutes, to really take that perspective with you. I think that's the most valuable thing that any of us can do is to be present to

how amazing our life is, and then how much we have to be grateful for, and really feel that gratitude at a deep level every day.

If you spend a little bit of time, five minutes in the morning or in the evening to do a little gratitude meditation. What you do is you condition your brain, you literally are programming your brain to be able to feel grateful, and feel happy more often. You're making it easier to do that by taking a little bit of time every day to consciously do it. You make it easier to unconsciously live in a grateful, present, happy state of mind. Love and appreciate you. Thanks for tuning in, and I will talk to you next week. Take care.

Nick: Thank you so much for tuning in to this episode of the podcast. Now, we want to know, what were your big take-aways from this episode? How are you going to use webinars to start growing your audience, and growing your business? Simply head on over to HalElrod.com/118 for episode number 118, and leave a comment there on the show notes page letting us know what your big take-aways were.

Also, if you haven't done so yet, please go subscribe to the podcast on iTunes by going to HalElrod.com/iTunes, clicking on the subscribe button and then leave a rating and review if you would. Rating and reviews truly are the best way for you to show your appreciation for the show because they help more people find out about the podcast, and decide if this is the one for them. Now, until next week, it's time for you to go out there, take action, and achieve your goals.

Speaker 4:

If you're looking to grow your business using podcasting, but don't have the time to edit the audio, insert the intro and outro, write up the show notes, post the episode to all the different sites, and do all of the ridiculous back-end work that's required, then you need YourPodcastGuru.com, where you bring the content and we take care of the rest. We'll even co-host the show for you. Visit YourPodcastGuru.com right now to explode your audience and crush it in the podcasting world.