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Nicole Dean's Online Success Talk Radio:

Paul Evans

Nicheology CEO & Online Success Story



Episode # 15: Transcripts

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About the Author:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, she's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

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Nicole Dean: Hi. This is Nicole Dean from Nicole on the Net.com with my online success podcast where I interview successful online business owners and find out what makes them successful.

We're going to pick their brains. We're going to find out what's the difference between someone that's making a great living online and someone that's still struggling. That is our goal with this podcast.

Today I'm here with one of my new friends. How many shows do I start off like that? I'm here with Paul Evans Nicheology.com. Nicheology.com is a very successful and a very helpful website. It's been around for years.



Paul is the owner and CEO. He helps info marketers of all skill levels find their niche, build their list, and launch their product. If you guys have been online for any amount of time, you know that the big money is in when you have your own list, and your own product, and your JV partners to help you promote that.

That's the trifecta right there that Paul Evans has to tell us about and has to offer to you with his site Nicheology.com. Paul, welcome.

Paul Evans: Hey, glad to be here, Nicole.

Nicole: Glad to have you. I've been looking forward to this.

Paul: Me too.

Nicole: Paul, I want to hear you tell me about your business and how it started. Just tell me about who Paul Evans is, so that our listeners can get a good feel for who you are and what you're about.

Paul: Okay. Even though right now the majority of my business is helping other people get started online or to grow their online business, that's not how I started. Often when we are dealing with somebody that is helping other people do business online, people are like, "Oh, is that all you've done? You just help other people make money? Is that your niche?"

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My niche is far removed from that. I actually got started in online business in two areas about the same time. One area was a ministry related niche, and one area was a public speaking related niche. Because early in life I did a lot of ministry, I was full time on church staff, I had a lot of resources that I had accumulated through the years from just doing ministry.

Myself and one of the other guys on the church staff was like, "You know, we need to sell some of this stuff and help other youth ministers out." He was like, "People won't pay for that. There's lots of free stuff out there." I said, "No, I think they'll pay."

So, we made a little site and it just looked pathetic. It's at TeenLifeMinistries.com, and if you go to the way back time machine, my first site is still there with a picture of it. I made it in Microsoft Publisher and converted it to HTML. What I didn't know was it was convert everything to a graphic image. It was just pathetic.

Of course, at that time I thought, "This is pretty cool." We started doing that, and then we turned it into a membership site. Again, my business partner was like, "Nobody will do this. Nobody will pay a monthly membership to do that." I was like, "I think they will." We started that about 5 years ago. We'd already been online, I think we got our domain in 1998 or 1999. I think 1998 is when we bought our domain.

At the same time I was doing a lot of speaking and was actually doing a lot of corporate speaking. One thing that I think I mentioned with you and Lynn when we were in Atlanta, my first wife actually passed away and our son was five weeks old at the time. After that, I did a lot of corporate speaking for insurance companies and talked to them about the death benefit, about how to handle that correctly, how to approach young couples.

I was almost 25 when Sherry died, how to approach young couples and sell insurance. We were not an easy sell, we thought we'd live forever. As I was speaking I had people come up and say, "Paul, I'd love to learn to speak. I'd love to learn to communicate." I thought, "Well, I certainly do not want to coach these people on how to communicate." I just didn't want to do it.

I thought, "Well, the system that I use is so simple and so intuitive, I think that I'll just write that out and I'll sell it online." I didn't want to go to the post office, and I did not want to do anything physical, and I did not pursue publishers or anything like that. I'm real self contained, I'm very control focused on a lot of things, but I'm also very focused in simplicity. So, I'm not going to go and drag this thing out and make it complicated.

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I wrote the entire ebook and it's still for sale online. I wrote the entire ebook, I think in about a night. I think I just stayed up and just got it done and put it out there for sale.

Nicole: Wow.

Paul: It's been going ever since. So, I really got started out of my own personal interest, my own passion. I didn't think, "Hey, I'm going to go out here and just make money in this area that I've got no connection with."

I am definitely passion driven. I've got to be interested in it, I've got to be educated in it. But, I'm also a huge consumer. So, I love to study stuff, so I studied communication. I've got over 100 books on communication. I've been in ministry. I do a lot of stuff in personal development, and of course as we know, we're in online business and that's been another area that I've consumed a lot of information and studied a lot of things. Now, I'm sharing a lot of those distilled principles.

Nicole: Definitely. I've got puppies run around here. I love that. I did not know your story. You must have talked to Lynn about that at a different point.

Paul: I may have. I don't tend to share it too much, because I usually mention in just passing most of the time. But, I guess because I spent so many years talking about it, I don't really talk about it as much anymore.

But, that was definitely one of those defining life moments that really made me go, "All right. I'm just going to do what I do well and focus on my family, have time for family, and really live life, enjoy life rather than being subject to life."

Nicole: So, you became a single father with a newborn and you had to figure out how to balance and juggle all of that. Were you working at the time, or had you already become an entrepreneur then?

Paul: I was already in full time ministry. However, instant question, had I been an entrepreneur I actually opened my first business in 1990. I opened a fitness center. That's another one of those areas that I feel very comfortable.

If I was open a website today based on fitness, nutrition, things like that, I'd feel comfortable in that. I'm not in as good of shape as I used to be, but all the principles, all the training, that's all there.

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I actually as an entrepreneur sold that business, I went into ministry, and I think when I was in ministry I was kind of like, "I'm supposed to be doing something more." Which is odd, because usually people that end up doing anything with any sort of religious work usually feel a big calling to that.

I probably felt a little more called toward entrepreneurship. Even when I think about being an entrepreneur, on the public speaking side I gave my first speech in sixth grade. By time I was 16 I was starting to get paid to speak.

It was not a pursued business, it was just that people had heard me at different events and would say, "Hey, would you come and do this motivational company? Would you come to our church and speak? We'll pay you to do it." I didn't pursue it, it just started happening. Only later did I really get into the business side of speaking.

So, I would say that entrepreneurship is probably a little bit more in my blood and engrained than an actual pursuit. It was almost a non-option.

Nicole: How interesting. It could also be the fact that you were already scratching that itch of the ministry side of things. That itch was already getting scratched, so you were able to then see your other callings more clearly, because you were already fulfilling that part of your life.

How fascinating, because most people do it the opposite and say, "I have to make money first. Then I can do the things that I really want to." How very intuitive and open you were to do it the other way around. I love that.

Your business partner at the time thought that you couldn't make money with any of your ideas, but you just went for it. I love that about you.

Paul: It's definitely a little bit of a strange personality. On one side most of the people that know me know that I cut up almost all the time. Hardly anything is really serious to me. That's actually been a big benefit in business, because I've never ever been really scared of failing. To me, I have failed so much that I realized it is just critical to finding your path.

Even growing up I didn't have a dad, I was raised by a single mom. A lot of people would have said that was a disadvantage. Well, I don't know because that failure in my life by my father actually taught me how to be a great dad, or at least to be a better dad.

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I'm going to say some things in a couple of seconds that are hitting my brain right now, but I want to be careful with because I don't want to come across wrong. When Sherry passed away and I began dating again, I knew I wanted to be a great husband, because I knew how precious life was.

Here's the statement I want to be careful with, I certainly don't want this to come across negative. I would not be afraid of anyone asking my children if I'm a great dad. I would not be afraid for anyone to call my wife and ask her, "Is Paul a great husband?"

I don't mean that arrogant, I mean that I purposely out of tragedy in one sense, and out of failure in my dad's sense, that drove me to become the best I could in those areas. So, likewise in business. I've had huge failures, but those failures have driven to become better. I've noticed the direct relationship that be better I become as an individual, meaning the more that I study, the more that I learn, the more that I apply, the better my business becomes.

When I had that old mindset of, "I'm going to buy this one product and then I'm just going to make a boatload money," I never made any money doing that. But, once I took the collective knowledge of all the things that I bought, and the collective teaching of all the times that I had failed, all of that combined is when I really started to find success.

It wasn't in trying to find the perfect system that made it impossible to fail, it was taking the failures and from those failures crafting and molding that system out of that. So, I guess in a lot of ways what you're saying is true. I have really lived life in reverse. I decided early on after the death of Sherry that I was going to enjoy life right now.

I wasn't going to save up my money and then retire and then enjoy life. I was like, "We're going to do some really cool stuff right now. Then if we have to live on peanuts when I retire, then we'll do that." So, it was a little bit in reverse I guess.

Nicole: We just started and I've already learned so much from you. You are absolutely inspiring to me.

Paul: Well, thank you.

Nicole: I've got tears in my eyes just because the way you embrace life is with no regrets. The way you said it, the way you explained that we could talk to your kids or your wife and say, "Is he a great dad? Is he a great husband?" It's not because you're not making mistakes, obviously.

Paul: Absolutely.

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Nicole: It's because your number one priority is to focus your energy and to the best that you can be, the best husband you can be, the best father that you can be, and the best business person that you can be as well.

You've said so many things. I've got notes scribbled all over here already. A failure is essential. I believe that too. You have to fail. If you're not failing, it means you're sitting in bed wishing and you're doing. If you're doing, then you're going to fall on your face.

No regrets. I love how you're living your life now and not putting it off. I was talking to Warren Whitlock yesterday and he said that he was once advised that once you make your first 4,000,000 dollars then you can start giving back. It's like, "No." Who is going to be doing the giving? That just doesn't make any sense.

For you to say, "I'm living life now as fully as possible, I am enjoying the experience as fully as possible right now today. I'll worry about tomorrow when I get there." You're not saying it in a flippant way, you're saying it in an absolute genuine way. Not only for the fun side of things, but for the work side of things too.

Paul: Yes.

Nicole: You're working your butt off fully. You're engaging 100 percent in everything that you do, whether it's your marriage, whether it's your role as a father, whether it's your role as a business man. You're engaging everything with such zest and energy that it's truly inspiring. I am so thankful that you've come on and we're only on question number one.

Another thing you said was that you are focused on simplicity. With Nicheology you get in there and it's so overwhelming with all of these resources that I think that's another place where you bring in a lot value. You are so focused in simplicity that it's like let's cut it down to the simplest process possible here. I think that's fantastic, absolutely fantastic. I love it.

Did you have anything else to say about that before we go on to question number two?

Paul: We better move ahead. I probably said too much already.

Nicole: Now, have you told us why you chose this type of business, why you chose Nicheology or how you ended up with Nicheology yet?

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Paul: Okay. That's a good question. Well, how I ended up with [Nicheology](#) is a little bit different than how my other businesses were just drawn out of me. This business was a little bit more of a decision in that I spend half my time I help an organization, [100 X Missions](#), we build orphanages around the world.

With that I thought, "I really don't want to start anything else from scratch. I would rather buy an existing business that is established and already has a revenue stream, and is something that I enjoy and am passionate about. I will allow that to help fuel this orphan side."

I love what you just said. Who is going to be giving if we all wait until we've got millions of dollars?

Nicole: Right.

Paul: So, I thought if I can get a revenue stream coming in that it's primary focus is to help with the orphanages, then this will be a short cut for me. I was talking to Ryan Deiss, and of course him and Jimmy D. Brown started the site. He was in a position where he wanted to start moving away from that, so I bought Nicheology.

Since then I've augmented somewhat what its original focus was. We're about to go through another evolution of the site and really tighten it up so that there is a distinct path for people to follow, from those who are just getting started and have never bought a domain name to those who are starting their own mastermind group at the very end.

It will be a process of education, which will still include the content and some other things. I really wanted and I chose this business because I thought, "Where do I really want to invest time and energy that is going to enable other people to make money doing what they love to do?"

And the ultimate goal for me was that as they were being trained to make money that they are also going to be encourages to give back. Not necessarily to my mission work, but to any charity that they want to give to. That they have the resources to not only enjoy life themselves, but to also help other people enjoy life as well.

That was really the whole source of the decision. It was not complex, I didn't do any keyword research. It was, "I like this concept, I like this business, I think I can bring value to it." That was basically it.

Nicole: That's fantastic. Is there a URL for the orphan program?

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Paul: It is 100xMissions.org.

Nicole: I love this. So, your mission statement for Nicheology you basically started that so that you would be able to help other people become info marketers, create a revenue stream, free up some of their energy so that they can also focus on living life fully and helping give back to their communities, to their families, to the world in whatever way they feel is making it a better place.

Paul: Right.

Nicole: Fantastic mission. Fantastic. Do you have that on the front page of your site, because I don't know that I've ever noticed that?

Paul: We've got it recorded and you have refined it eloquently. I will have to take it and put it there. It's one of those things that you think about and it's so ingrained within you that you often don't really think about communicating that.

That's a really valid point, and something I'm learning just right here on the call is don't assume that people are going to through osmosis or through reading your newsletter that they're going to just suddenly discover what you stand for. You really do need to communicate that. So, I'm writing that down that I need to add that to the home page and I need to just put a total about page on there as well.

Nicole: I think that would be a very helpful thing, because otherwise it doesn't differentiate you. Obviously, your quality and what you offer differentiates you, but people like to spend money with those that they know, like, and trust. I'm just saying I want to spend my money with you now even more so than before, because I see the bigger picture and what it is that you stand for.

I knew that you were doing your ministries and things like that, but I didn't understand your full scope of your vision. I really like your vision, and I think other people will too in the way that you want to help people to give back. I think that's fantastic.

What was your ministries?

Paul: Yes. TeenLifeMinistries.com.

Nicole: I feel that's so important. You read books about people that are truly successful, and not just in a monetary way, but in a life style way. You give back.

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I always talk about when you set your financial goals, you also have to set your lifestyle goals so that they're working together towards where you want to be. I find that people that I really admire, and the people that I like to surround myself with, and the people that are really living that really have those intertwined a lot. They're living authentically.

I'm not stating as eloquently as I'd like to, but they're not just focusing on the dollar signs, they're focusing on their lifestyle goals and in making the internet a better place by providing value and helping people, but also looking beyond that and how they can impact and what their legacy is going to be.

That is the important thing for me. I want my legacy to be something that shines. You are already there. I am so thankful that you are on this call today, because I can see it through the phone, I can see that it shining.

Back to business. What are the top three things that you've done to grow your online business?

Paul: Tough question, and I love three, so I'm glad it is in a three. The top three things I've done to grow my online business. Number one is just education. Learning, consuming, and this is one of those points that sometimes we get, I think, a little bit off base with.

Again, like I mentioned a few minutes ago, people want to buy that one product that has all of the answers. But, when we decide, "I'm not buying all this stuff just for an answer. I'm buying it so that I will have an education, I will have a mental vault to pull from whenever I want to." When I look at the books up here on my shelf and I mentioned I've got over 100 books on communication and public speaking.

I didn't read a book to say, "I'm going to become a great speaker, I'm going to read a book." Instead what I decided to do was to consume as much information as possible about that topic so that topic is coming from the inside out instead of me simply rubbing the surface of some of these topics. So, definitely education has been one of the big things that has grown my business, because it's just given me so much to pull from.

Another thing is whether we call it coaching or mentoring, or whatever, that's been another key component is talking to someone who has already been there and is able to provide the shortcuts for the focus to say, "Don't waste your time on that. That's not going to be a good road. Keep it simple. Don't try to make it too complex. This is what I'm doing right now in my business, and you might be able to do something similar and tweak it for your business."

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Education, and then someone that is there that you can talk to. I paid a lot of money through the years to talk to people that I did not have a relationship with. This, again, can be a hang up for people, because they're often wanting to not have to spend any money. Or they'll often say, "I don't have any money to spend."

This is business, and in a business we invest. So, we have to invest sometimes in a relationship to where I'm paying to be coached by someone, or I'm paying to be part of this group. That's just right and that's fair.

I was doing some math this morning and actually recording a product this morning that I was looking at the last three businesses that I was part of offline. The first business cost 250,000 dollars to start. The second one was about 110,000 or around 100,000 to start. The third was 210,000 to start. That wasn't all my money, I was simply part of this process.

When you look at those types of numbers, and then someone says, "Well, I don't have the money." I'm not saying negative at all, I know that some people really don't have the money. But, when we look at investing 1,000 dollars or more in learning from someone who has been there, then we complain. "Why are they charging me money?"

Well, the truth is if you were to go out and start a restaurant it's going to cost you 250,000 dollars to begin that. There's no guarantee that you're going to make it through a month. You go to college and spend tens of thousands of dollars on a degree that I think the recent statistic is that 80 percent of the people who get a degree never enter that field.

You spent tens of thousands of dollars doing that. So, the when I look at online spending 500 dollars for a coach, 1,000 for a coach, or 25,000 for a coaching program, so I don't want to say those numbers flippantly, but I'm saying compared to the education we invested in and didn't use, how much better? My money has been well spent in that. That's two of the three.

The final thing that I've done to really grow my online business is that I have a complete mindset of experimentation. Nothing really counts in that I don't start a single business and didn't from the beginning, I don't start a single business with this having to be it and if this doesn't work, I've got to quit or I have to go back to the corporate world. I've never had that mindset where if this doesn't work, I'm dead.

I think that one, that puts too much pressure on the average individual. Secondly, I really think that it's rare that we're in a situation where if this doesn't work then that's it, we're going to quit.

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That doesn't really make sense in my mind and my mentality. Again, I'm not saying that there aren't some people that are there, but there are a lot of people stating places they are that they really aren't.

Nicole: Oh.

Paul: If an online business fails, it's not the end of the world. If this product you spent all this time on does not make a sale, big deal. It's not the end of the world. We're talking about pennies compared to being offline.

If you lose 250,000 on a failed business offline, it's still not the end world. It's just part of the process of entrepreneurship. I start sites all the time, and myself and Mark Thompson start sites, he's one of my business partners, if it fails it just fails. If it succeeds, it succeeds on its own merit, not because we forced it to be something that it wasn't.

Let me make one more point on people often stating where they are and they're really not. They'll say this is the end of the world, but it's really not the end of the world. People will say, "I don't have any money." I've been amazed at the number of people that will say, "I don't have any money to invest in this. I don't have any money to spend on this," and they'll be telling me this and they're smoking a cigarette.

I'm like, "How much do you spend a month on cigarettes?" I'm not getting on anybody for cigarettes, I'm just saying that if you're spending 100 a month, 200 a month, 300 a month on something that's not a necessity, there's your money. There's your investment capital.

Most of us eat out way too much. What I've found, in online business especially is that people do not want to make a sacrifice, they simply want success and get to keep all the stuff. So, if there's a third area that I've done to grow online business is there have been times, and I rarely even talk about this, there have been times where I've given stuff up that I wanted to do so that I would be able to do stuff I wanted to do online.

I don't know why I don't talk about that much, most of the time because I think it falls under fears. Most people go straight into defense mode and, "Yeah, Paul, I'm doing all I can." I guarantee you most of us are not doing all we can. We can watch less television, we can get up an hour earlier.

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I get up at 4:00 in the morning. It's my wiring. There have been times where I woke up at 2:00 in the morning thinking, "I've got an idea," and I don't think I'm going to get up in the morning and do it, I get up at 2:00. Maybe I'm mis-wired, but

I see way too much softness in business online, because people are wanting to believe the hype of anybody can make it. Well, they can if they're willing to be disciplined, if they're willing to make some sacrifices, if they're willing to invest in their education, they're willing to invest in learning business, and they really are willing to say, "If I'm going to make it, now I'm going to give some things up in order to make it."

None of those are tools or resources, they're very much mindset related. Definitely the way that I think about business and those that I'm associated with, I think that's a huge differentiating factor. Almost no one that I know is successful is spending a lot of time talking about specific tactics. They are talking a lot more about philosophy and their approach to business.

Nicole: You are a good dad, aren't you? You basically just said, "Quit your whining and get to work."

Paul: We joke around, one of my kids came home one night and had been out with some of his friends. He said, "Dad, it's official. You're the strictest." So, in one sense I'm real old school on certain things, and in other ways I'm very relaxed.

I love life, I enjoy life, but at the same time I'm living with my blinders on. Things can be a challenge, but most of the time we've got to wake up and just take responsibility for where we are and then make some solid decisions based on what we've learned.

Nicole: Yes, I'm with you 100 percent there. It's prioritization, are you willing to prioritize your business as something that's very important in your life. You can't just sit back and go, "Anybody can do this, but I don't really feel like working on it. I'll spend time on it." Spending time on it and actually working towards a goal are two different things.

I also love how you said this has to be it, no it doesn't. I have a friend that I've been coaching and coaching every week, and he'll probably listen to this. Every week he comes to me and says, "I think I have an idea for my website." This guy is a writer and he's an SEO expert, and he still does not have his first website up, because he is so paralyzed at coming up with the perfect idea.

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I keep telling him just throw up three of your ideas. Just put them up there, just play, see what happens. Stop putting this whole pressure on yourself of, "This has to be it, or else I'm a total failure." Just throw three of them up there and see what happens.

Put some time into each one and start to experiment with it. It isn't the be all end all. It's not the end of the world until it's the end of the world. My mom taught me that growing up.

Then the education is so important. It's a matter of deep learning. I don't know how much you studied psychology, but it sounds like you've studied a lot of those areas. With learning there's the shallow learning and then there's the deep learning.

What you had said, if you read one book then you kind of have an understanding and you have a shallow level of learning. The more you absorb yourself in the topic the deeper it gets into your brain. That level of comprehension allows you to do problem solving and come up with your own ideas rather than just repeating the idea in the one book. So, that's huge.

Then the mentoring. The education adds to your knowledge, and the mentoring kind of filters the noise, in my opinion. It filters and allows you, like you said, to see those shortcuts, see the focus, and that's also a huge thing. I absolutely agree with all three of things.

I just love your quote, I have it written down. They state places they are that they really aren't. That's a classic Paul Evans quote. I need that. I've got that written down, I'm holding that one tight. That's fantastic.

Well, this is the place where we start to talk about some of the tools that you use in your business. I believe that you can invest in ebook after ebook, but if you're doing manually rather than using the tools that are available to you, then you're still going to be struggling.

So, I like to find out what are some of the tools that you use in your business. I usually like to list three paid and three free ones. But, if you go over or under, that's fine. There are no penalties and no wrong answers.

Paul: All right, good. I would say that three paid, and some of these will be basic. Obviously, something like [Aweber](#) or GetResponse. You've got to have a list, so to me that's not optional.

I love [Camtasia](#) for screen capture. I love [GoTo Webinar](#) for live events. I love [Instant Teleseminar](#) for doing calls. Those are definitely three big ones right there, or four big ones right there that to

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me I can't live without outside of something that you're going to pay for such as hosting as far as learning resources, things that I've grown and learned from.

Of course, you do a lot of work with Jimmy D. Brown, Jimmy is just a great guy. I really if there was going to be a resource that really helped me it was his Six Figure Formula. It helped a lot with really defining time and understanding structure. I'm at times somewhat on all the time, extremely hyperactive and I do not have the best ability to really stay on track.

That course really allowed me to simplify. That was real a lot of my simplification process started was seeing Jimmy is really hitting here that it's not so critical about all the tactics and strategies. What's critical is that you control your time and use it wisely. That was a huge learning resource for me.

On the free side, again, a lot of the basics. [WordPress](#) for blogging, just love it. Love all the free themes that are available, all the plugins that are available. I love all the free resources.

We live in a very rich time. I was looking over all your podcasts, just so much value and information. Of course, we're both a great fan of [Lynn Terry](#). Her information is just great, and that's really a free resource.

It's always interesting to me when people say, "Everybody is charging for everything." That's not true. There is so much free stuff. What I've found is that we tend not to value the free, which is crazy, because there is so much really great free information out there.

So, my three free are really more related to either WordPress, and then the rest of the free things are just learning to find people that you trust. I love your [podcast](#), I love Lynn Terry's stuff, [Bob the Teacher](#) is great, [Carrie Wilkerson](#).

So, on the free side it's more related to people, and on the paid side it's a little bit more related and some of those just business tools.

Nicole: Perfect. That's very helpful.

Well, you definitely have good taste. You surround yourself with good people and isn't that what it's all about?

Paul: Absolutely.

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Nicole: Well, what's one mistake that you've learned from in your business or in your life that you'd like to share?

Paul: One? I wish I could limit it to one. Let's see. One mistake that I have learned from. Going back to a story, this was one of my first online disasters. When I first got started with the public speaking side I rented a list for 2,500 dollars and I had procrastinated.

I procrastinated on actually launching the product. I had the product complete, but I procrastinated in launching it. I finally thought, "I've got to do something with this." So, I launched it out there, didn't have a list, did not have any kind of advertising. I decided I'm going to rent this list and send traffic to it. So, I spent 2,500 dollars on this list.

The day that the email went out I noticed that I was not making any sales, and I was not getting any signups. I thought, "This is weird. This guy sold me a junk list." I went to my site and it turns out that my domain had expired.

Nicole: Oh no.

Paul: I was not even aware. I had not gone to my site that day. It expired on the day and went down on the day that the email went out. The day before it was there. So, I was panicking.

I went and renewed and it took 48 hours. Back in that time it wasn't like today where you can change your DNS and usually within a few hours it's propagated and you're online. Back then, generally it took about three days to get back online.

I called the guy and said, "I messed up." He felt sorry for me being from south and having a southern accent he was worried about my intelligence anyway. So, he went ahead and sent it out again. It ended up being a huge blessing. I think that 2,500 turned into about 5,000.

It ended up being positive experience, but I learned do not ignore those small details that you think are covered, such as does that download link really work. We're always worried about these big things. But, often it's not the big stuff that messes us up, it's just tripping on a small pebble that's out there that we totally ignored. We're totally cognizant of the boulder, it's the pebble that's killing us.

Nicole: Paul, I'm going to be listening to this interview over and over again. I love all these gems you've got. I need to get them deeper into my brain.

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Paul: I'll have to go back and listen too. I'm just making it up, so I'll have to go back and relisten to my own recording. That's sad.

Nicole: You're the first person that turned that question from what is one mistake you've made to one of my first online disasters.

Paul: One of many.

Nicole: That's classic, I love it. It's so true, you do see the boulders, but it's the pebbles. That's absolutely classic, but very wise. I'm so glad you're here sharing your wisdom, because I'm getting a lot out of this interview.

All right. Thank you for sharing one of your first online disasters. Along the same lines, can you tell our listeners one time when you've fallen down and had to get back up just to prove that you're obviously not just blessed with entrepreneurial abundance, that you've had to work for it and dust off the britches after these online disasters?

Paul: Everybody always thinks that it's luck, it works for them, it doesn't work for me. It's an interesting question. I'm looking online right now, because I just wrote an article and sent it to my list last week and it had some really good responses.

It actually had several of these things about falling down, because people always think that this stuff happens to them but it doesn't happen to anyone else. It was basically encouraging them not to quit. I've pulled it up and if you don't mind, I'll just read directly from it.

Nicole: Oh, go ahead.

Paul: I mention this first, my domain expired on a day when I spent 2,500 dollars on traffic, I didn't quit. When I couldn't get anyone to promote my first product, I didn't quit. When my first website looked so bad it embarrassed the family, I didn't quit.

When I lost a product that was 85 percent complete to a power surge, I didn't quit. When I couldn't figure out how to make a header graphic that didn't look like crap, I didn't quit. When I lost a 32,000 member email list when my autoresponder went out of business, I didn't quit.

When a programmer went AWOL and refused to update my membership software and a 700 member site went to 76 members, I didn't quit. I put in parenthesis, I won't lie, I wanted to quit.

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When a programmer couldn't or wouldn't fix the affiliate software and I had to figure out affiliate commissions manually and create manual payments, I didn't quit.

This is the last one. When my shopping cart company had a problem during one of my launches and 93 new high paying members were lost forever, I didn't quit. Listen, we all have issues. We all have problems. We all have the failures, we have the fall downs.

If we think we're entering business and are not going to get beaten up, bruised, battered, we're living in some sort of fantasy land and that's just not the way it works. This is what gets me about online business, a semi-rant of encouragement. None of us enter any other areas of life with the same expectations that we enter online business.

For some reason, maybe it's the hype or the copy, we think that it's going to be smooth. None of us go into marriage, especially if we've grown up in a household of a tough marriage, thinking that marriage is going to be easy. We know it's tough. If we go to a job, we may start out that job easy, but pretty soon we figure this is tough.

If we decide to be a doctor, we don't go to college and think, "This is going to be easy." It's going to be tough. Everything in our life has proven to be difficult, has been proven to be filled with the stumbles, the falling, the failures. Every aspect of life has been that way.

The same is true in online business. Going back to what we we've already mentioned, it's not the end of the world. It's simply part of the process. We keep going. Sometimes we dust ourselves off, and sometimes we need to go to a mental spa and get totally rejuvenated before we can get back into it. There's different levels.

But, certainly I feel like myself and a lot of other top people have experienced some true heart ache in business. We don't often get invited to talk about them, so I appreciate you letting us share. The truth is we've all been there.

Anyone sitting there right now that has said, "That doesn't work. I installed that script and it didn't work. I installed that new theme on my blog and it jumbled up everything." Nothing new. Same path. We've all been there, we just have to keep going.

Nicole: I love your rant of encouragement. You are welcome on my show anytime with your rant of encourage de jour. That was classic, I loved that.

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Why is it that we're so wimpy when it comes to our online businesses when we're not wimpy in other areas of our life? I wonder what it truly is? Is it because we are going in blind? Or because, like you said, the hype or the copy is written to make it seem so easy? I don't know why it's a completely different perspective.

Paul: I think part of it is one, almost everybody comes online from an employee mindset. They've never had to take a real risk. They've hated their job, and so that's the reason they're online, but they've never had to assume the risk of, "I am responsible for everybody's paycheck in this company. I'm responsible for this health care plan. I am responsible."

So, when we come online and we're looking around, because there's marketers and they're painting in the picture of, "This is simple." In the one sense the entire process of online business really is simple. What's difficult is finding that simplicity for our specific wiring, our education, our background, it's really too much to get into.

The number one thing for sale online by far is hope. It's not a training course, it's not the next big thing, it's not another product. The biggest for sale is really hope. You land on the page and what happens is the first united is hope.

Often the marketing is angled that I'm an idiot, I'm stupid, I did not graduate, I barely got out of high school, I was labeled, I was an ADHD kid, blah blah blah, but I made it. Everybody that reads that goes, "That's me."

Nicole: Right.

Paul: So, there's that connection. The connection builds instant trust. This person is an idiot like me and I can make it. I don't mean to be too harsh with that, but that's really the framing of a lot of the sales pages.

What it does is because the entire you can side is painted in a you can and really don't have to know anything in order to do it, whereas I hear you speak from and many of the others that are in our same circle, is that yes you can, but let's not be blind. I really appreciate you mentioning that a few seconds ago.

Nicole: Yes. Even my beginner site is called [Just Add Sweat](#), and it's business ideas for newbies.

Paul: I love that.

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Nicole: It's Just Add Sweat, "we add the inspiration, you add the perspiration" is the tag line. I don't want to come at it to make people think that it's going to be easy.

I think you had something really important there where you said they're looking at the employee mindset, and looking at us as almost a boss that's going to say, "Here's what you're going to do, and then you'll get your paycheck." It's not like that at all. What an interesting perspective.

Paul: Yes. They buy the product, so we are their boss and their boss told them to do something. In the workplace your boss tells you to do something, you get paid. Actually, in the workplace there's a lot of people not doing anything and they're still getting paid.

Online we think, "I did what the boss said, it didn't work." It's different online, because it's a lot closer to the University where you've paid for your education and now you do have to find a way to apply that. A lot of the principles are provided, and it just takes a little bit of time.

I love what you said a little bit ago of once everything is in you the all the problem solving and those types of things start happening automatically. It becomes a little more intuitive. But, it's not intuitive right off the bat. I feel in a very short time of learning it can become a lot more intuitive.

Nicole: I always love that. "I wrote an article." Okay, so you wrote one article. Wow. That floodgate traffic really opened up for you. "Article marketing doesn't work. I wrote one article." Okay. Come back to me after you've written 49 more, then we'll see how your traffic is.

But, don't say, "I tried to outsource once. That doesn't work." I've tried a lot of things too, and then I had to go back to the drawing board and figure out how to do them better, make them more effective. Maybe I made a mistake the first time, maybe it's something that needs to be done more than once.

Paul: I've always noticed that it wasn't ever the one workout that changed my physique, it was the 100th workout.

Nicole: Heaven forbid if I only brush my teeth once.

Paul: Let's not get scary.

Nicole: Yeah, I brushed my teeth once and I still got cavities. Well, surprise.

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All right. We're getting to the end here. Is there what you would call a tipping point that got you to success? If so, what was it?

Paul: Tipping point. Really a lot of what we already said. I think the tipping point for me was actually a joke, and I can't remember exactly when this happened. It was at one of these events where I noticed that in one of the videos I said, "It's just that simple."

I thought, "We always say that." Everybody who's a trainer goes, "It's just that simple." But, when you're new it's not that simple.

Nicole: Right.

Paul: So, I started really thinking about that and studying about it, and not necessarily meditating, but just thinking about simplicity. I realized that it really is the simple things that end up working out.

It's not creating the gigantic product. It's focusing on just one element that you really train somebody on well that works. It's not focusing on 50 traffic methods. It's focusing on that one or two traffic methods that you feel really connected with and can spend your time and energy on.

I started looking around and realizing it really is simple if you won't leave the basics. Such as find your niche, build your list, launch your product. There's work involved, but that entire concept is very simple to grasp. It's something that Jimmy mentions a lot, and I mention a lot as well.

Really all of business, every ounce of business offline and online comes down to having traffic, whether it's to your restaurant or to your website, building a list of prospects and buyers, and then creating offers and putting that before their eyes over and over again. It doesn't matter if you're doing affiliate marketing, if you have your own product, which direction you're going on. Just personally what I believe is that those three things are every ounce of business. Traffic, build your list, create offers.

Nicole: Perfect.

Paul: That was a tipping point for me is when I quit complicating everything.

Nicole: Don't you wish that was contagious? But, it is, because you teach it, and you're teaching it right now. So, it is actually contagious. Guys, I'm going to repeat that.

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Paul: It's contagious when people accept it.

Nicole: When they listen.

Paul: Often, just as human beings what we have to do is we have to experience that for ourselves. Most people will say, "I'm overwhelmed. I've got information overload." Generally it's that we're trying to do too much and we've gotten away from those handful of basics.

A lot of the information if we really looked at it, we would be able to plug it into one of those three and then suddenly it's not so overwhelming. This is just a traffic component. This is really a way for me to build a relationship with my list.

We start to compress that knowledge a little bit more effectively once we put it in it's correct category. But, when we're looking at everything broadly, it seems like there's 1,000 different components, when really there's just a handful of components.

Nicole: I agree. I'm going to repeat that again. Traffic, list, and offers. That's everything funneled into those three things. I teach the same thing.

If you love making videos, then have that be your traffic generator and do it, do it every day. If you like writing articles then do that. If you like social media do that. Don't be trying to hop and do them all, because then you're just flooding it, you're overwhelming yourself and you're confused.

Just focus on the one traffic generation method that you enjoy and that is working and do that for at least a month. Then if you want to try something else go ahead. Just focus on that one traffic generation thing.

Obviously, our lists are our livelihood. Then the offers are just a matter of offering products, services, valuable tools to the people that are trusting you to let you into their inbox. That's all it is. That's online business in three words. Traffic, list, and offers. You heard it here from Paul Evans of Nicheology.com. Keep it Simple.

Tip: To learn More from Paul Evans I highly recommend you check out this video:
[Paul Evans Keeping it Simple.](#)

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Nicole: All right. So, now, what advice would you give to your best friend to help them succeed online if they were struggling?

Paul: Are they just getting started or have they been online awhile and just frustrated?

Nicole: Let's say they're frustrated. They've been on for awhile and they're still not making, let's say 500 dollars a month and they've been online for a few years. So, they're really frustrated.

Paul: Okay. I would have them make a list of everything that they already know how to do. What I've often noticed is that people spend so much time looking at what they don't have, what they don't possess, if only. They forget to take an accurate measure of what they already do possess and what is already in their arsenal.

So, I would have them first make a list of everything that they're already doing. If they already know how to make a website, make a blog, all of these things. I would have them get a inventory, then really celebrate that inventory. I'd say, "You know what? Two years ago you didn't even know what this was. Two years ago I would tell you about a blog and you'd give me this blank stare. Now you're the one creating the blank stares."

We would first celebrate what they're doing. Then secondly, I would ask them if they're making any money at all, "What are you doing to successfully? What is actually making a few dollars? How can you expand that?"

Then the third thing, because of my general nature, I would just go, "Let's find out if you're really working or if you're really wasting. Are you really putting in your effort or are you over here telling me that it's not working and it's all a bunch of lies, and I've noticed you're spending a lot of time on the forums and you're spending a lot of time on Twitter. I don't know how you got your post count up on Twitter to 50,000. Something's not right."

I would probably celebrate their victories and then confront them on the areas that they're not taking responsibility in.

Nicole: I love it. Another rant of encouragement.

Paul: Absolutely.

Nicole: My face actually hurts, because you're speaking my language and I've been smiling so big this whole interview that my cheeks are hurting.

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Paul: Good.

Nicole: I love it. Look at what is working, look at your accomplishments so far, and then let's look at the truth here. You're spending online, but are you spending time online focusing on your traffic, your list, and your offers? Or are you out there thinking, "I have to learn this. If only I learned this then I'll make some money."

You don't have to know it all. Focus on those three things, just like you said, your traffic, your list, and your offers. Focus on working on those. You don't have to know everything else. Either let it buzz by for now, outsource it, or just totally ignore it. Maybe you don't need to know how to do everything. I don't. I don't want to know how to do everything.

Paul: Right.

Nicole: Now, here's the big question.

Paul: All right, final question.

Nicole: If you had to rebuild your business from scratch with no list, no contacts, nothing, how would you rebuild tomorrow if you had less than 100 dollars to do it?

Paul: Okay. I've got less than 100 dollars, going to rebuild. This is me, this is my answer, I'm not saying it's a possibility for everybody, this is my answer.

I would buy a domain. Let me get, I've got to get one more dynamic. Do I have the knowledge that I have now?

Nicole: As far as internet marketing?

Paul: Yes.

Nicole: Sure, why not.

Paul: Okay. Then what I would do if I had to start over tomorrow, I would get me a domain name and I would start a coaching call where people could turn in questions and we would do a live coaching call every month. I would either do this in public speaking, most likely personal development.

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I'd probably start in personal development. It would be a live personal development call each and every month. Let's say that I'm broke, I don't have any money to spend. I've got the idea, but I don't have any money. I would spend every ounce of my time between calls finding affiliates.

Personally, I wouldn't write any articles, I would just contact affiliates. This is way outside of my personality. This is an example of if you had to start from scratch, and this is a have to, you've really got to make this go in the next 30 days to not have to go back to the corporate world. You're going to be sucked back to a ball and chain cubicle if you don't get it done in 30 days.

I'm doing a live coaching call and I'm doing nothing but contact affiliates and say, "This call is 47 dollars a month for members and you get half of that." I might have to contact 1,000 people to get 25 people to really promote it, I would contact all 1,000.

Nicole: So, you would leverage the power of others then and go find people that do have lists, that do have contacts and get those JV partners that are able to then launch your success. That's fantastic.

So, you'd get your domain, your hosting, you'd set up your coaching calls, have them be live, have them be on personal development.

Paul: I'd use [Free Conference Call](#). If we're going free, I'd do that.

Nicole: Perfect. Where there is a will there is a way.

Paul: Absolutely.

Nicole: That is outside of your comfort zone, but you would do it if that were the situation that you and your family were in. That's the important thing is a lot of times we have to get outside our comfort zone. For me, doing these podcasts at first, whew, that was hard for me.

Paul: You're great at it.

Nicole: I love it now, because I get to chat with people that I want to pick their brains, and they talk to me. What's there to complain about?

Paul, I am definitely going to go back and relisten to this and read the transcripts when I have them done, because there have been so many things that have flown by my head at the speed of

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light in this interview that I want to just grab a hold of, and they were gone and there was something new coming out of your mouth that I wanted to listen to.

I am so thankful that you were on this call. Is there anything else you would like to say before we wrap up?

Paul: That's probably it, Nicole. Don't ask anymore questions, you know I'll go on forever. I just really enjoyed it. I loved being able to hopefully share some value and insights that may make the path a little bit easier for others.

Most of all, I'm thankful for people like you who are willing to be out there doing the hard work that makes it easier for others.

Nicole: Thank you, Paul. This is Paul Evans from Nicheology.com who has just shared an hour with us and answered these tough questions so many other people aren't willing to answer.

They don't want to let us know that they've made mistakes, they don't want to let us know that they've fallen on their faces. They don't want to let us know that not every one of their projects has been a complete and total success in minutes. They didn't spend five minutes and the make 50,000 dollars on that project. Not every single one is going to be the one that's the big money.

When you work, you focus, you find mentors, you spend money on education, you have the mindset of experimentation, like Paul said, you surround yourself with good people, you stop focusing on the if only, and focus on the assets that you have. You keep things simple, you focus on traffic, list, offers, you listen to Paul Evans when he gives you a rant of encouragement and you take it to heart.

These are all things that Paul has shared with us today. Paul Evans you are a rock star, and I so appreciate you being here with us today.

Learn More from Paul Evans in this video: [Paul Evans Keeping it Simple](#).

Paul: Thanks, Nicole. I enjoyed it.

Nicole: This is Nicole Dean with the NicoleontheNet.com. Listener, you are a rock star too. Thank you so much for listening. I appreciate you much. Bye.