



## BLOG MASTERMIND BONUS CALL

### Yaro Starak with Leslie on Freebies

Hi. This is Yaro Starak. Thank you so much for downloading this podcast. On this interview you're going to hear Leslie. He is one of my Blog Mastermind students and another successful case study.

The reason I brought Leslie on the call is because his method of making money on the internet is a little bit different. It's something that I actually had not experienced myself. There are two reasons why you're going to want to listen to this:

1. Firstly, because Leslie is using blogs effectively as a tool to market his business. He's been through my Blog Mastermind program and he's one of my best students.
2. Secondly, because Leslie has a unique method of making money online through freebie trading. As I said, I had no idea what that was until I met Leslie.

In this interview, you're going to hear him explain how he used freebie trading and how, in fact, it made up the largest chunk of his income in 2008, which was a good year for him. It's not his full-time occupation. He's actually a teacher full-time, but he made almost \$32,000(US) in 2008—his first serious year of blogging and freebie trading.

I hope you enjoy this interview. Of course, if any of this inspires you to follow in the path of Leslie and you're interested in starting your own successful internet business or starting a successful blog, please consider joining my coaching program, Blog Mastermind. You can find information at [www.BlogMastermind.com/coaching](http://www.BlogMastermind.com/coaching). Here's the interview.

**Yaro:** This is Yaro Starak here from BlogMastermind.com. Today on the line I have a special guest. His name is Leslie. I came in touch with Leslie through the Blog Mastermind coaching program initially. Leslie has gone on to participate in pretty much every coaching program I have on the market at the moment, so he has certainly connected well with my materials.

I brought Leslie onto this call because he makes a living online and is growing his business in an interesting marketplace. I grabbed him to talk a little bit about what he does and what his experience has been adding a blog component to how he runs his business.

Leslie thank you for joining me!

**Leslie:** Hey, no problem. Thank you so much for having me on the call!

**Yaro:** Let's start straight into it. You are operating in a market which is called "Freebie Trading." Correct?

**Leslie:** Yes, that is correct.

**Yaro:** Can you give us an introduction to what freebie trading is and also how you actually make money from it?

**Leslie:** Freebie trading is a relatively new industry online. I'm sure many people have seen those annoying pop-ups where they tell you that you can get a free iPod or free TV if you sign up.

The first time I was introduced to free sites, it was actually with one of these sites. I registered for the site, then I read the fine print and it said things like you needed to complete a bunch of offers then refer a bunch of people. Then I started to see that this thing is probably a scam. I should stay away from it. So I basically stayed away from it.

One day I was searching the internet and I'm not sure how I came about it but I found out about freebie trading. This was dealing also with those freebie websites. They're called "incentivized freebie websites."

What they do is that when you register and you complete an offer or a few offers depending on the site and you start referring people, they give you a certain amount of payment in your PayPal account for each person that you referred.



For example, many of the websites that I work with, if you refer one person and they complete an offer, you get paid anywhere between \$40 and \$120 depending upon the site.

When I found out that you can get paid for every individual that you refer, I thought to myself, "This would be an interesting opportunity." Then I heard that there were freebie trading forums out there with thousands of people that are looking to complete these offers. I just decided to give it a try.

I started. My first day, I was able to make \$70 after spending only \$3 to get started and not really doing that much by the end of the day. I decided, "Okay, there's a lot of potential here."

That's pretty much what I do. I basically get people to complete certain offers and I get paid by the freebie sites.

What makes it attractive for the person that's completing the offer is I pay them a portion of what I'm getting. If they were to do a \$40 site, I would pay them \$20. If they do a \$60 site, I would pay them \$30, and so on.

That kind of gives you an idea of what freebie trading is all about. It deals with these incentivized freebie websites that give you incentives for referring people to try out their different offers.

**Yaro:** Okay. To actually get onboard with a freebie trading program is it just a case of filling out an application form? It sounds a lot like an affiliate program, but instead of trying to sell someone else's product, you're basically trying to sell an incentivized free offer. Is that right?

**Leslie:** It's built on the affiliate model of marketing because the freebie sites are actually affiliates for all of these different services and products. In order to get started if someone, for example, wanted to get started with me, I would give them a site to sign up at. They would sign up at the site and complete the offers, and then I would pay them for completing those offers. I would get paid from the freebie sites.

It's the affiliate system model, but it just makes it easier to get into because you can start making money the first day. It's relatively easy to start making money with it, that's why it's so attractive to so many people.

**Yaro:** On that first day that you made \$70, can you break it down to exactly how you did it? I'm just curious.

**Leslie:** I went to one of the freebie trading forums. I went to the subforum that deals with getting paid to be other people's referral. There are two methods:

- You can either get paid to be a referral
- Or you can pay others to be your referral

I went to the subforum and there were a bunch of people there looking for referrals. I found the person that was at the top. Their post looked pretty interesting so I contacted that person.

They sent me some options as to sites that I could do. I went to the first site. I registered. I then completed two offers on that first site. That's the one that cost me \$3 to complete. They are actually trial offers. You're getting paid to try out different services.

I signed up for the first offers on the first site. I met the offer requirements. I told the guy, "Okay, I did it." For the first site he sent me \$23 to my PayPal account.

I did that three times with him on the different sites—completing offers—then when I would finish completing the offer requirement, he would send me the next payment. So on the three sites in total I made \$70 minus the cost of offers, which depending upon the site, were either free or some of them cost a little bit more to do. I was able to make a profit of around \$60 for that.

**Yaro:** What were those offers? Are we talking about mobile phone plans, or what do you have to do?

**Leslie:** There are many different offers depending upon the site. Some examples of some of the offers that I did were:

- I signed up for a Netflix trial
- I signed up for Columbia House DVDs
- I signed up for different programs online that teach you how to use Google AdSense

There are so many different offers that you can sign up for. A lot of them are free offers and you do a free trial for 30 days or something, and if you decide to keep the offer after the fact, you can do that and keep the monthly subscription.

It's basically a way for advertisers to get people to try out their products. Those are some examples of ones that I've done. I've done children's books, book clubs, or credit reports. FreeCreditReport.com is one of the offers and you can get your free credit report. Then if you decide to keep the service after that, you pay a monthly fee, etc.

Those are the types of offers that I've done.

**Yaro:** Have you actually kept an offer beyond the trial period?

**Leslie:** I have! [laughing]

**Yaro:** Which one? [laughs]

**Leslie:** Some of the offers that I've kept are Blockbuster and some of the book clubs because I enjoy reading. Let's see, was there anything else I kept? There are a few that I did keep. Some I still have right now.

Some I kept for a few months. Most of the ones that I tried are things that I ended up deciding not to continue. I just canceled those without a problem and I got paid for it. I basically got paid and got free stuff just for trying out different things.

**Yaro:** I think we can see the model there and why it works for everyone involved. Those companies are willing to pay money because they get some people

to stay on. They obviously know what a customer is worth to them so they can pay a certain amount knowing that they'll make more in return overall.

The freebie trader guys can either be the people who try and get other people to fill out the forms and share the money like you guys do, or you can just go around and find people who are willing to share the money. You don't even have to become a...you could almost call it a "reseller" or something like that.

**Leslie:** Exactly. There's one more thing to mention about it. The first method where you're being paid for completing offers—that only lasts a certain amount of time, a short period, because you can only complete an offer once and many of the sites have the same offers.

The goal of every freebie trader that wants to make money is to get some of those sites in their portfolio. Once they have those sites, they're just getting referrals. They're not continually completing these offers over and over again.

**Yaro:** However, the learning curve for people, though, would be to be a person who tries offers first to experience that side of it, then if they continue down that path like you did, to start jumping on the other side of the fence where you're trying to get other people to fill out offers.

**Leslie:** That is exactly it, yes.

**Yaro:** All right. I think everyone listening now should understand how that model works. Now I totally get it because you always get this counter-intuitive thought, "It's free. How do you make money from something that's free?" Thank you for the clarification there, Leslie.

**Leslie:** No problem.

**Yaro:** Let's talk now about how the blog fits into all of this. Obviously you're a Blog Mastermind student and you joined for a reason. How did you even decide that you wanted to start a blog?



**Leslie:** It's funny because I wasn't looking into starting a blog. I've seen blogs all over the place and I've heard that people make money blogging. Actually one of the offers that I did on a freebie site was to learn how to blog. I checked it out and I saw that people were making money. I decided to cancel that.

I was looking into affiliate marketing. I started a program and in that program the person that was running it had an e-book that you had written. I read the e-book. I thought to myself, "Oh. This seems to be interesting."

Then I visited your blog and I got the "Blog Profits Blueprint" and I read that through. I just started seeing a clearer picture of how people actually make money using blogs.

I thought to myself, "Huh. Maybe I can try to incorporate this with what I'm doing or even just test out this blogging thing for some other interests that I have."

Actually when I started I didn't start with a blog on freebie trading. I started with a blog on Christian music because that was something that I was interested in.

Then eventually I said, "Man, this thing looks really good. I think if I combine it with what I'm doing as a freebie trader it can benefit me more in the long run."

I continued reading your blog and then you announced that you were launching Blog Mastermind. At that point I had gotten so much free information from you that I started thinking to myself, "Man, what in the world can be in this program that is better than the content that I'm getting for free, and why should I pay for it?"

I decided to bite the bullet and I joined the program the day that you launched it. That's kind of how I got into it. In September, I decided to combine freebie trading and blogging. Since then it has worked out very well.

Before I started as a blogger, I had a website that I used to train people, but the only people that got to that website were people that I sent there directly. Since I started blogging, I'm getting a bunch of traffic from Google and that's helping me to make even more. So it has worked out pretty well!

**Yaro:** Before we started this call, Leslie and I were talking on Twitter and it's probably New Year's Day in the night time where you are, right?

**Leslie:** Yes, it is.

**Yaro:** It's the second day of 2009 for me in Australia and the end of the first day for Leslie in America. You just published your income report for 2008, which I'm assuming is the first year you've attempted to make any money on the internet as an income source.

**Leslie:** Well, actually I tried before a few years ago and I lost money on different programs. I really wasn't looking for anything, but I found this on January 18, 2008. Since then, what you saw in my report was what I was able to do this year.

**Yaro:** Right. So your first year you made almost \$32,000 USD, which is pretty good for your first year of doing this as a serious occupation—it's better than my first year! [laughs]

**Leslie:** Actually this is not even what I do full-time. I'm a full-time teacher and that takes most of my time. What I've done online is just basically any time I get a free hour or so during the day I log into my accounts and try to do some promotion and so on.

This is pretty much part-time, so I really can't complain. It has worked out very well!

**Yaro:** That's \$32,000 part-time income—that's pretty good! I'm sure it will continue to grow this year, too.

You've started a blog now that's called The Freebie Guy. For anyone who wants to check out more what Leslie is doing—we'll mention this again at the end—but you can check out his blog at [www.TheFreebieGuy.net](http://www.TheFreebieGuy.net).



You can also type in “The Freebie Guy” in Google and you’ll find Leslie that way. That’s how I found him again.

This is very similar to what I did and what so many other people do in the internet marketing arena—once you become good at making money through a method, you then try and basically own that method as—and I hate to use this word—a “guru” or respected teacher of some kind.

I know we’ve communicated on some of the Group mastermind teleconferences we do on my program and through the forums as well. You did mention about what angle to take with your teaching. I said to you that you should really try to become the best at this freebie trading method because that’s such a point of differentiation between you versus everyone else out there who teaches how to make money online.

I do blogging and you can do freebies and it is great positioning for us both that way. Obviously a blog, in my opinion, is the best way to demonstrate that you are an expert.

Can you break down how you’ve gone about building this? Your blog right now looks like you already have a following and you’re establishing yourself as an expert at this topic, but how did you build the audience up because your blog is literally only what? Maybe four- or five-months-old, right?

**Leslie:** Yeah. I started it in the middle of September so...

**Yaro:** ...and it’s January now, so...

**Leslie:** Yeah. Basically I have to credit your program and not just because I’m talking to you on this interview. I could have learned about blogging, done my own research, and read a bunch of blogs to see what people do—that’s what I was going to do.

But what Blog Mastermind allowed me to do was to strategically go through the steps that I need to take in order to establish as an authority in the industry.

Just as you recommend, I got my blog set up. I started just putting content there. I didn't try to monetize it as soon as I started. I just wanted to get good quality information out there so that people coming into the industry can learn to do it the right way and start making money on their first day.

That was my focus. I noticed that people started reading my blog more and more as I started adding more content to it. I tried my best, at least, to make sure the posts I was putting on my blog were "pillar posts."

I started with a simple course that teaches people about the industry. Then I started adding things like experiences that I've had and what I've been able to do. Then I started building tips and tricks that people can use when they're trading at the freebie forum so they can make more money and so on.

My goal was to do five posts a week. I try to take a break on the weekends. Monday through Friday I try to put one post each day. I didn't always accomplish that, but I continue doing it. Eventually I noticed that more people were finding my blog and asking questions and commenting and so forth.

It has been pretty good when it comes to people essentially coming to my blog and actually staying there to read further information that they find there. But that's basically what I've done in terms of the content.

The next thing that I did was I tried to connect with people that are big in the industry. I speak to some of the owners of the big freebie sites on a regular basis, and I tried to nurture those relationships so when they have questions or they want to know what traders think, they'd come to me and ask me. They'd try to get my opinions on different things.

I did two interviews with two of the biggest site owners and that brought me some good traffic, too, because I noticed that a lot of people were searching for their niche. When they were searching for their niche, my blog would be the first thing to come up and they'd listen to the interviews that I've done.

I also got one of the big sites to send out a newsletter mailing to all their members announcing some of the things I'm doing on my blog. That got a lot more people to come and visit my blog.

It's been a combination of a number of different things. I've done forum marketing with it. I've also done blog commenting, and you've seen that I've commented on your blog and other blogs. That has brought some traffic in.

Basically what I try to do is, when I get one of those lessons from you and it has some action steps at the end, I try to implement those action steps that week as much as I can. I don't do everything, but I try to follow what you outline in Blog Mastermind. That's how I have basically been able to grow it to the place it is today.

**Yaro:** That's awesome! Like you said, this blog is only four months old so you can't expect huge numbers, but how are you doing building your subscription up?

**Leslie:** In terms of traffic, in November, that's when things really started taking off relatively speaking. It's not huge. In November I had 3,761 unique visitors. Then in December it went up to 4,243, and I expect it to go up next month even more because of some things I'm going to be doing.

In terms of subscriptions, in the beginning I noticed that I wasn't getting a lot of subscriptions, but then I re-did my opt-in box and now I basically have about 208 people who have subscribed to my email list. My RSS feed link didn't have anything for a while because I just had a little icon with no explanation. Now I'm up to about 40 RSS subscribers.

In terms of subscriptions, there haven't been that many, but even with the numbers that I've had, the people that are subscribed seem to be taking action and signing up for different things that I'm promoting and so on. I'm still able to make a decent income from it.

**Yaro:** One of the things I like, Leslie, about what you're doing—and obviously your blog is just starting so it's difficult for us to guess where it's going to get to—I can see a fairly clear destination for you because you're quite

focused on a certain path, which is to become an authority figure, to learn how to do something really well, then to teach it to other people.

The great thing about that is you make money two ways:

1. You make money because you're good at doing something, in this case, freebie trading.
2. But you also make money because you're good at teaching people.

That's a very common formula. Some people get a little bit jaded because they think you only make money by teaching people how to make money.

I remember there was a presentation about one of the big internet marketers. I can't remember his name, but he teaches presenting on stage. That's his niche—how to present on stage. It seems ironic because he gets on stage to teach people how to make money by selling on stage. [laughing]

**Leslie:** Yeah, yeah.

**Yaro:** But he always says he cut his teeth in his market by actually teaching people on stage how to invest in real estate. That's how he first made his money. It always struck me as a really important message for anyone who is good at something that has to do with making money.

If you can make \$300,000 a year selling "How to Trade Property" or "How to Flip Property" or "How to Invest in Property," but also make another million dollars by teaching people how to do that – so you make \$300,000 actually trading property and a million dollars by teaching people how you make \$300,000 trading property—that's okay! That's a great model to use.

I've used that model myself. I make money from blogging, but I also teach people and make money teaching people how to do it. So you seem to be following that path.

You've jumped onboard. I gave you access to the membership in my Mastermind program, and I know you're really excited about launching a

membership site to teach people, which I think will be the best way to monetize the little business you're building around this niche.

Why is it, though, that you've been so motivated to do that? To be honest, I've never heard of freebie trading before as a marketplace. Are there any other experts in this area, or do you just happen to be the first one smart enough to try to become an expert and dominate that area?

**Leslie:** Well, there are a lot of people who are doing it. There are also a lot of people who are doing it well and making a lot of money. Before I decided to start my blog, I wanted to go out there and see what blogs were out there. When I found blogs that dealt with freebie trading, there really wasn't that much good quality content on there.

There are people making a lot of money, but the problem that most of them are having from what I'm seeing is what they're doing is short term. Every person that comes in—yes, they make money. Once they make that money they're happy and the person moves on. But they don't know what they're doing and are confused and think that freebie trading is no good.

Their problem they are having there is that they're not teaching people how to actually do it effectively. What I wanted to do was exactly that. There's nobody else doing it right now the way that I'm doing it.

There are some programs out there and what they do is they sell a lot of hype when it comes to freebie trading. "From day one you can make \$50 to \$100 an hour," and people get very excited and start, but then they're stuck. There's no one there to guide them through it.

What I wanted to do is to be the person who guides people through the process so that I can be the authority in the industry that shows people how to do it and how to do it well.

That's the reason why I joined Blog Mastermind and Membership Mastermind eventually because I want to even launch a membership site where I can teach people how to effectively go about getting referrals so they don't have to feel lost in the industry or anything of the sort. We can give the guidance that they need.

I wanted to give a lot of free information because most of the people who are trying to make money online are doing it because they really need the money and don't have the money. My philosophy where that's concerned is, the more people that you can help, I believe it's going to come around to you somehow in some way.

To be perfectly honest, what I do is I look at what you are doing and I try to copy the exact model that you're doing and apply it to freebies! [laughing]

It's a model that works. It's a model that helps people. I feel the benefits of that and many of people have reaped the benefits of that. That's what I want to provide for the freebie industry.

**Yaro:** You know, I model other people, so it's not like I came up with these ideas either. That's the great thing about this industry. The ideas are there to be followed and be replicated if you're willing to put in the time.

I might follow Rich Schefren and then you follow me, then someone else is going to follow you. [laughing] It's a proven system that it really works if you put the effort into it.

Leslie, there was some great stuff you said there about how if you're passionate about something you want to genuinely help people with that topic area. What I love about your case is, you are carrying a full-time job, and yet still building this little empire online. So it can be done part-time.

Can you maybe—and this is purely for my sake—give the people listening to this call your opinion on if they share the values that you just presented before in the same situation. Maybe they're working full-time but they want to start a part-time income source online. How helpful is partaking in a program like Blog Mastermind?

**Leslie:** What Blog Mastermind does for you is it eliminates having to do a whole bunch of research on your own. Like I said before, you can go online and find so much information that you can get overwhelmed by all the content that's out there.



Especially if you have a full-time job like me—I'm a teacher at a boarding academy which is not just full-time, it's full-time and a half, it seems.  
[laughs]

When people go home and they're done with work, sometimes I go home and then I have to go back to work at 7 or 8 and spend a few hours with kids helping them with different programs and so on.

What Blog Mastermind did for me is it minimized the time that I needed to spend to learn the content, to learn how to effectively market my business. I learned how to set up a blog and reap the benefits of a blog. Blogging does have a lot of benefits when it comes to getting traffic to whatever your business is.

So Blog Mastermind allowed me to stay focused and not be overwhelmed with a bunch of content. Once a week you send the lesson and the lesson took me half an hour to an hour to go through. Then I can spend an hour or two every day when I get a free moment and I can implement the things that you said in those lessons, which saved so much time.

I think for me to do what I'm doing right now without Blog Mastermind it would have taken me a year or two or even longer just to get to where I am right now. That's what I believe the benefit is of Blog Mastermind.

It causes you to focus. You know exactly what you need to do this week and even beyond that, and you're not overwhelmed with the information overload that's out there.

**Yaro:** Right. I've seen you talk about this in the forums a lot and in some of the comments you made on my blog. What do you think would be the number one change to the way you go about doing things online that occurred for you as a result of taking part in Blog Mastermind?

**Leslie:** One of the big things is anything that I'm doing online—and I do have some other plans for the future—is pretty much going to start with a blog.

**Yaro:** Okay! [laughs]



**Leslie:** I did static websites. Then I did Joomla. Then I went to WordPress. The difference between all of the other things that I've done and WordPress is how SEO friendly it is. Adding dynamic content and keeping it updated with good content really brings good traffic your way.

Like I said, anything that I start from now on, I believe that it will start with a blog because of the benefits of that. Then just from being a part of Blog Mastermind when you went through the traffic generation techniques, it gives you specific plans as to what you can do, regardless of what your niche is.

Actually I believe that a lot of the stuff you cover in Blog Mastermind could work much better for things that have nothing to do with making money online because there are not a lot of people doing it. There are a lot of people doing it for internet marketing and making money online, but all of the other niches are unexplored when it comes to the power of what a blog can do for you.

Basically it has converted me into a WordPress freak! [laughing] Everything that I do from now on online would probably start there. I'd probably try to use the same techniques, regardless of the niche.

**Yaro:** That's what I love about any kind of education you get in this area. Once you know how to do the smart things right, then you can almost become a trendsetter or a consultant or a service provider to other businesses.

I know I shouldn't promote it this way, but you could take a program like Blog Mastermind and then, instead of starting your own blog, you just go out there and take what you know about effective blogging and build blogs for other small businesses or other not-for-profit organizations or whatever type of client you want to attract.

Like you said, once you know how Word Press works, how to get the right plugins going, how to get the right type of content, and how to market that content, you can replicate it for every single topic area you want to.



It's like going through school and learning how to do basic mathematics. It becomes helpful in so many parts of your life once you have grasped it and understand that.

**Leslie:** Definitely. One thing you just mentioned—knowing what Word Press plugins to install—there are so many out there. If I hadn't done Blog Mastermind, I don't know where I would have started in terms of which plugins you really need to install and how to just get everything set up. It is really a rewarding thing.

**Yaro:** You probably have 50 plugins in the one blog, most of them not doing very much, but there are a lot of shiny ones that make you want to look at them and play with them—which are distracting! [laughing]

Alright. It's fantastic that you took the time to do this, Leslie! Let's mention your website again for anyone who is interested in getting into freebies. You can go to [www.TheFreebieGuy.net](http://www.TheFreebieGuy.net) or if you just type into Google "the freebie guy" you'll find Leslie's blog there, which is very pretty now.

You've done a nice, brand new, blog design which I think is very polished and professional. I'll have to get in contact with your web designer. I want to speak to him or her. [laughs]

**Leslie:** That's another thing that I would not have done if it wasn't for the program. I'm the type of person that likes to do everything on my own. Since I've started I've decided to outsource a lot. That has made things much better for me.

**Yaro:** I still need to take my own advice and outsource more on that one! [laughs]

**Leslie:** I know how that goes!

**Yaro:** Alright, Leslie. Thanks for taking the time to do that. If anyone is interested in your stuff, it's TheFreebieGuy.net and there's lots of information there about freebie trading and making money with freebies.



My name is Yaro Starak from [www.BlogMastermind.com](http://www.BlogMastermind.com) and I'll speak to everyone later! Thanks, Leslie!

**Leslie:** Thank you!