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From College Baseball Professional, To Facebook Advertising Expert, Brian Moran Shares How He Made A Million in His First Full Time Year Online

YARO: Hello, this is Yaro Starak and welcome to an Entrepreneur's Journey interview with an expert.

Today I have Brian Moran on the line with me. Brian is a new friend introduced to me by my Michael Dunlop, we know from IncomeDiary.com.

Michael was raving about Brian, in particular about the tremendous growth he's been able to achieve and of course, well, as a Facebook expert is the first introduction I got to Brian.

But, also he's been doing a lot of good stuff in Internet marketing in general so, Brian, let's hear your story. Thank you for joining me.

BRIAN: No problem, my pleasure. It's always fun.





YARO: You just told me before we recorded the call that your first full year of business of working full time on it was last year and you already crossed the seven-figures in revenue. That's a pretty good first year for a start.

BRIAN: Yes, it was quite a ride.

YARO: I'd love to hear about this ride but, let's go back to the beginning. So, born and raised in obviously, America. I can hear the accent.

BRIAN: Yes, actually right outside of Washington, D.C. so, on the east coast. If you want, I can jump right in unless there's any other background info that you want.

YARO: I'd love to know, yes, did you have any entrepreneurial thing as a teenager or in high school or in college?

BRIAN: Yes, I was always the guy who was trying to sell something somewhere whether it was through college, I would try to buy TVs off eBay and then, resell them on eBay for more money.

So, I was always trying to find some way to make money on the side. Every job I had, I was never really a big fan of taking orders from other people. That was probably my dad's fault. He actually, I guess I would call him an entrepreneur. He's always been kind of a self-starter, always been self-employed, does consulting kind of stuff.

So, from the time I was little, he was actually involved in Amway which I'm sure a lot of people listening are familiar with but, way back in the day. I grew up seeing him kind of do his own thing. And, I always, so I guess, from the time I was five or six years old, I was always kind of programmed inside of me, I guess, to hopefully one day be my own boss and not have to take orders from somebody else.

That was probably the big driver to me moving towards this kind of thing.

YARO: But, you did go to University and get a degree?



BRIAN: Yes, I went to college, all four years. First year, I had no idea what I wanted to study and then, I finally transferred out of where I was because I figured out I really wanted to get into the business world. So, I got a business marketing degree.

The funny thing is I used next to nothing that I learned in college. It was great for playing sports. I was an All-American baseball player in college and obviously, the education was good. I'm not going to bash the education I got but, it's so funny how after I graduated and now that I own my own business, it's funny looking back realizing that you really didn't learn enough... Not that I didn't learn a lot but, I don't actively use the things that they taught me in school.

So, I think today's environment especially with online people are still learning and trying to figure out what are the right things to teach.

But, yes. I did get a degree and went that route.

YARO: I've got the same story. I have a business degree and I don't think there's anything in the degree I can remember calling on for doing an Internet business. It's lagging behind in that area.

BRIAN: Yes.

YARO: There was a good entrepreneurship course that was as always, they have you do a business plan which I find so silly, but yes.

BRIAN: Yes, that's the exact same thing that I did, so, yes. It's crazy.

YARO: Okay so, can we date this? When did you graduate?

BRIAN: I graduated in the late 2008. I did one extra semester because I transferred halfway through school... so, the end of 2008, beginning of 2009.

YARO: Okay, so during the whole college period, were you doing your own thing or having a job? How did you make money?



BRIAN: During the summer when I came home, I had part-time jobs. I was always playing baseball all the time, I mean, you know a hundred plus games a year even when I wasn't in school, I would come home and keep playing during the summer.

But, that was when I always had my own little entrepreneurial odd job on the side, whether I was buying or selling textbooks, even like when I went to school, get to school at the beginning of the semester. I'd spend \$400 on textbooks and most people at the end of the semester would just throw away their books but, I'd find a way to sell them back to somebody else for \$300 or \$350 bucks, whatever it was trying some way to make a buck here and there.

I never had anything serious online. I knew a little bit about putting up websites so, I was always the guy that was in charge of putting up our baseball website in high school or the college baseball website when I was in college. I wasn't really good at it but, I was one of the only guys who knew how the Internet really works. That was the kind of the job I ended up with.

YARO: Did you learn HTML or something like that?

BRIAN: Yes, really basic, I guess. I had [Dreamweaver](#) on my computer so, I was always self-taught. I just kind of figured, I actually took a... It was a digital photography/web design course in high school and honestly, that's kind of like where all these started because we figured out, I learned the most, most basic HTML, you know like what a DIV is and how to align things, just how to put up basic ugly web pages.

I always loved art but, it was kind of that doing things online that kind of, I guess, spiked my interest because it's just, it's limitless. You can really create anything that you want and the fact that you can put it out there for everybody to see, I guess that's what drew me towards it.

YARO: Okay, so you graduated in 2008. Did you have a plan at that stage for what happened next?



BRIAN: No plan whatsoever. I had this Marketing degree. I came out of school and probably the worst job market in American history that I can remember people talking about and the only job offers I was getting was just jobs that I did not want.

They were either 100% commission sales job where you're going door-to-door asking people to buy grass seed... That was honestly one of the job opportunities that I got offered.

Just really stuff that wasn't really going to make me happy or I wasn't going to have fun at all. So, I spent a couple of months unemployed and ended up actually getting a paper shredding job for this guy that went to our church.

He owns a paper shredding factory like a document destruction company. So, I went to work for him for a while, a couple of months while I went to other interviews and stuff like that.

It never really dawned on me that, I bet I should start my own business then, I was still in that mindset of, "Hey, you got to go get a real job." That was kind of where my focus was.

And then, actually, a couple of months later, this was like mid-2009 through a friend of a friend if my dad's actually landed a pretty big time consulting job with one of the bigger government contractors here in the States, huge company, 25000 employees, billion-dollar company.

So, anyway, I thought everything was set for me. I landed on this big consulting job. I had job security. I had a higher salary than I ever thought I would especially coming out of school, I was making double what all my friends were.

I was just lucky to have a job. So anyway, that kind of settle me down a little bit. I just got engaged. So, I was trying to save up, save up for a place to actually go out on my own and for our honeymoon and all those things and it didn't take long but, probably a couple of months into that job. It was 40-50 hours a week. I didn't have any time to play sports like I was in college. I barely had any time to spend with my finace. I came home, got up



early before she woke up and I came home late and that lifestyle really kind of got to me after a while.

I figured out that wasn't what I needed to be doing and it just kind of worn me out and that's what started the drive to figure out, okay, now is the time if I really want to start something, let's figure out what could I do, what could I possibly start and one thing led to another.

I remember the day I was actually sitting in my parent's house, was still living at home, had this full time job, was getting ready to get married in a couple of months. This was the summer of 2009.

We were ready to get married in the fall of 2009. I think I Google searched either how to start an Internet business or start Internet business. I remember the first sales letter that I ever read that instantly told me this is what I'm going to be doing for a while.

Whatever it takes, I'm going to figure this thing out. If these other guys are making it work, this is what I want to do. I want to create some sort of product and put it out there and own my own business and be responsible for whether it fails or succeeds.

That was kind of like the turning point for me. It was spurred by the fact that my job kind of worn me out and then, I went home and started to do a little bit of digging and found this hidden industry that I never knew anything about and that was all she wrote.

YARO: What was the sales letter? Do you remember?

BRIAN: It's actually the [Internet Business Mastery](http://www.internetbusinessmastery.com). These two guys actually, I think their site is still internetbusinessmastery.com. They're based --

YARO: Sterling and Jay? The podcast guys? Is that them?

BRIAN: Yes. And, the funny thing is I've never had any chance to talk to them directly. I need to call them up and probably set a story they could use but--



YARO: Yes, you should be on their podcast.

BRIAN: They're just great guys. I love their whole approach that they weren't spammers. They were legitimately creating a business that helps people out and they are living the lifestyle they wanted and they're doing the things that they wanted to do.

It just completely appeals to me and it gave me that hope that hey, I could actually start something that could turn into a real business. And I was kind of a little [shot on the shoulder] that I needed to just get started.

I learned from them and a lot of other people and I found throughout the whole the next year or two one thing led to another and now, we have two real businesses up and running and we have a chance to help a lot of people which is a lot of fun.

YARO: Okay so, you read an information product sales page that I'm assuming people teaches you how to make money from the Internet, probably selling information. Was that what they were doing?

BRIAN: Yes, they kind of walk you through the whole process, what it means to put up a website, how to sell stuff, what it is you can sell, different modes of generating traffic... just, you know, kind of the whole game for whatever you need to get on.

YARO: You're not going to quit your job and have a gamble here. You're obviously going to do trying to do both at the same time for a while. So, at night times was when you started building a business?

BRIAN: Yes, every single night. I was lucky because of the time, my wife now, my fiancé then, she was actually a professional dancer. She does ballet and jazz and all that kind of stuff. She had a full time job that she had just landed with World Caribbean so, she was out in the Caribbean for a six-month cruise dancing all the time. We barely got a chance to even speak.



So, it gave me a lot of time at night to really dive in to this stuff and read everything I could and try to figure out how to put up a website that actually looked decent.

I did have a good amount of time which was looking back, was a blessing in disguise for sure. But, definitely, at night was when I got most of my work done.

YARO: Okay, so how did the projects go this early on?

BRIAN: Not well.

YARO: [*Laughs*].

BRIAN: Not well.

YARO: What were they?

BRIAN: My first site, and this is actually one of the things I struggled with was trying to figure out what is my first product going to be?

It probably took me six weeks to really land on one and I remember again, that conversation with my dad were trying to think what could I sell? He was always all for me doing this.

It was going back and forth between something that I'm not really passionate about but, I probably can make a good amount of money on versus baseball.

Baseball was what I was passionate about. I just got done with my college career. I had pretty good credibility because I was an all-American, voted one of the best college baseball players in the country and it was just something I loved.

The market might not have been as big as I wanted and I wasn't sure how much money I could actually make but, I remember making a decision with my dad saying, "Hey, look. The bottom line is this is probably the first of many businesses that I'll start if this goes well." At least, if this idea, if I stick



with what I'm passionate about which was baseball and teaching kids and players and parents how to play the game better, of it does fail, at least I'll have fun throughout the process.

I'll be talking about something that I enjoy. I'll learn a lot of good skills in the process, how to put up websites, how to collect emails, the whole... Everything you need to know how to do. But, at least I'll have fun.

Looking back, that was probably the best decision that again, I can't take credit for all. My dad definitely helped me out with that.

But, it didn't succeed right away. It took eight months before I even got, I think my first paying customer. That was a tough eight months. It would have been a lot tougher if I was trying to sell or create a product that I really wasn't passionate about. So, that was definitely a bug turning point too.

YARO: So, you had nothing online about baseball prior to this.

BRIAN: Yes.

YARO: You were thinking you had to build an audience, create an eBook or a membership site, do everything from scratch, right?

BRIAN: Yes, completely from scratch.

YARO: Okay, it was not surprising it took eight months. I mean, it's a long process to build up an audience.

BRIAN: Exactly.

YARO: Did that one sale turn into many or where does that put the business out?

BRIAN: Yes, so that was late 2009, trainbaseball.com that I put online. I started blogging, trying to think of what my first product was. I created my first product which was kind of a blend between an eBook with some embedded videos and called it, "The Ten-Step Hitting System" and had no idea what a sales letter was. I just had a page that had a BUY button on it.



So, throughout the eight months, I was trying to do everything, trying to figure out how do I get people to the page, how do I get people to buy. After they buy, how do I get them to not refund or they actually enjoy or use the product.

Anyway, it was actually eight months in so now, we are in early 2010 that I stumbled across I think, a training by [Ryan Deiss](#) and I got turned on a lot of his stuff.

His stuff really hit home with me because it was all about making the sale. No matter what... It's trying to turn your traffic into paying customers, and that really hit home with me and a lot of his stuff I took to heart and used and that's when I started playing around with Facebook and using fan pages and Facebook ads to drive traffic and then, everything just kind of clicked. I finally started making sales each day, started collecting anywhere from 25 to 50 emails a day.

And so, over the course of that summer, now 2010 moving in to late 2010, I was going to work everyday and coming home to work every night, I was now married so, life was definitely changing but, I was pulling in an extra \$1500 to \$3000 a month which for me at that time, that was enormous. That was all of our play money. That was our vacation money.

I was learning a lot of good stuff in the process so, that business started to build and that's actually why my Facebook business is called [Get 10,000 Fans](#) because it was, when everything started to click about another 60 days later, I turned around and all of a sudden, my little tiny baseball business had the biggest fan page in the baseball market.

It had, I think 10000+ fans basically. So, my Facebook business now is all about telling that story and how I got there and what techniques I use and all that kind of stuff.

YARO: Is that baseball business still something you run today? It was not too long ago. It was at 2010.



BRIAN: It's still up. I think we're at around 20,000 fans. Again, it seems so much smaller compared to our Facebook business but, the market is so much smaller. We're trying to reach baseball coaches and there's not millions of them out there.

But yes, we still run it today. We work on it all the time. It was funny because actually, in late 2010 when that business started to bloom and now, I was trying to figure out how to turn this three to four to five thousand dollar month business into something bigger so, I could quit my job, I actually met, because that site started to get so large, I got to meet one of the top guys in the baseball marketing world.

His name is actually **Paul Reddick**. He owns the [Ninety Mile Per Hour Club](#). It's a big pitching website. He actually lives about three hours north of me up in New Jersey. And, funny thing was, he invited me up to an event of his. We got to talk a lot and he hadn't realize but, his business was enormous. He has a million dollar plus baseball business alone and just a fantastic guy, fantastic marketer and through my baseball site, we got to meet and he's actually been one of my biggest mentors over the past year and a half. It was actually at his event that I started to show him what I was doing on Facebook to drive sales and drive fans and visitors and stuff like that.

He was a little more old school, He does a lot of stuff on Google so, when I showed him this new Facebook stuff, he was actually the one that encouraged me to start a Facebook business.

So, when I showed him what I was doing, he just pretty much said, you got to go out there and show other businesses what you are doing because it's at the time, Facebook marketing was pretty new. There wasn't really no Facebook guy out there. He was actually the one that encouraged me to go out and create that little side business and start showing people how I grew my baseball site on Facebook. That was late 2010, that was the birth of **Get 10,000 Fans**.

YARO: What actually were you doing? Was it a case of, here's a landing page for some sort of free resource regarding baseball like a report or an audio or video? And then, going to Facebook and buying ads which most



people are familiar with now. They go down the right side column on Facebook and there's a few new options as well and driving that traffic, trying to get better at the Facebook conversion rate, getting those leads and then, once you have your email list, trying to get them to buy whatever product you had.

Is that in a nutshell what you are doing?

BRIAN: Yes, and I guess the little change that I made, I noticed that a lot of people were using Facebook ads and when someone would click on the ad, they were sending that traffic off of Facebook to a Squeeze Page or sales page.

So, because I was really trying to figure out the best way to use my fan page or my Facebook page on Facebook, I started to figure out how I could customize that with custom landing pages.

And so, I started figuring out, "Hey, if I have a squeeze page that's converting okay, why don't I take that squeeze page and embed it inside of my fan page and almost kill two birds with one stone?"

I started playing around with sending my ads, sending those visitors to my Facebook page where they could opt in there and become a fan and started building two lists at once and the results were really, really good.

That's what I stuck with. I don't want to say I was the first one. I highly doubt I was the first one but, that was back when fan pages were so new, Facebook was just now letting people customize them. That became my model was, "Hey, let's use Facebook ads to drive traffic to a landing page that's inside of Facebook instead of outside."

I think that whole trusted environment factor came into play and my results were really, really good. That's what kind of help me get off the ground.

YARO: Right and they were still going on to your email lists, though when they opted in on Facebook?



BRIAN: Yes, that's why I got to build my email list and my fan page. Looking back, that actually was one of the biggest reasons that I succeeded I think, because not only was I building my list and generating sales from email in my list but, no one knew how big my list was. But, everybody knew how big my fan page was because it's public. It's just out there.

So, I think when that guy, Paul, came to my... If he just came to my website, he'd have no idea how, if I was successful or not but, because he came to my fan page and saw that I had 10,000 fans and had one of the biggest fan pages in that market, I think that kind of got his attention and that's probably what led to me getting on the phone with him and that relationship starting off.

The same thing with our Facebook business now, Get 10,000 Fans has almost 250,000 fans. If it wasn't for that number, people might think I have a big business but, there's really no proof. No one knows how big your list is or how many visitors you're getting or how many sales you're making, that kind of thing but, having that large fan page really gave me a lot of credibility which I think ended up helping a lot.

YARO: Yes, it's a really nice piece of social proof you've got there. Like the old days when we used to publish and/or access counter on your site towards something like that for blogging to show that you actually have an audience.

Now, can you maybe before we talk a little bit more about the Facebook business, give us a rundown of maybe the key lessons you've got from Facebook marketing like what does it take to make it work and where do people go wrong?

BRIAN: That's a good question. I think it really comes down to... man, that is such a good question. You could do everything that I do and set up a landing page inside of Facebook and use Facebook ads and do the whole thing right but, it still doesn't work because either your offer is not strong enough or your copy is not strong enough.



The biggest lesson that I learned is direct marketers, good direct marketers, good copywriters, good... I guess, people that are talented in crafting offers or putting together good products, those people will win and will make money in any medium, whether it's Facebook, Twitter, YouTube, Adwords whatever it is, those were the skills that I really tried to hone and get good at.

The Facebook marketing, while it is a skill, it's... I don't know. I don't think it's the missing key. I think I could take my model and go and try to get really good at YouTube and drive traffic that way but, if my direct marketing skills were still honed, I think I would still do very well.

If we really were just talking about the Facebook side, I think Facebook ad is one area that a lot of people are number one, scared to use and then, number two, if they ever get up the courage to use it, it most likely isn't going to work right away.

There's just a lot of things that you can mess up right at the beginning. One of the things that I messed up, the first day that I tried to use Facebook ads, and remember, this was early 2010. I was now married, newly married. I had a good job but didn't have a lot of money to be dumping into a business.

So, anyway, I put up my first ad campaign. I said, "Okay, let's... we're going to budget out \$100 and test this thing out."

I went creating my first ad and I decided to show my ad to anyone who liked baseball in the entire US which was, I think 11 million people. I figured that's a good start. I'm targeting everyone that likes baseball. They should opt in to my list. They should buy my products.

Well, three hours later, after that \$100 was spent, I had two email opt ins and no sales. That was really discouraging. Then and there I decided that Facebook ads didn't work but, something told me that, I don't know what it was but, I wanted to try it again and I went back in to my campaign and in the keyword section where I decide who sees your ad based on what interests they have, I took out the word baseball and I found a keyword that was called, "baseball coach."



Yes, it wasn't 11 million people that were going to see the ad. It was only, I think 13,000. That was kind of discouraging but, the results were ten times better because now I was showing my ad to people who actually, legitimately cared about my product and were old enough to have a credit card to buy the products.

I started to really micro-target down and the next day, I spent \$50 instead of \$100 because my wife wasn't going to let me spend another \$100 and then, that \$50 turned into, I think 35 emails and over \$150 in sales. That was my first profitable day ever online.

Just because that one little change in my Facebook ad campaign deciding to really go after the low-hanging fruit and not just show my ad to anyone that I thought cared but, really go, dig deeper down and find the people who really need your stuff.

Again, photography is a good example. I always use this when I'm showing someone on Facebook ad campaign.

If, let's say you have a product that shows photographers how to get more wedding gigs. You can go into Facebook ads and type in the word photography and show it to anyone that likes photography. There's like 36 million people worldwide that like photography, at least according to Facebook.

Or, instead of using that keyword, you can go after the keyword, "photographer" which is only like three million people and you know, while three million isn't as sexy as 35 million, I can guarantee your results are going to skyrocket and be a heck of a lot better.

Again, that's just one little thing when it comes to Facebook ads. A lot of people are nervous about spending money on traffic but, that's one little, not really little, it's a huge reason why I think I succeed with my model as I only go after the people who really, really need my stuff.

YARO: You got really good at finding smaller niche markets and then, getting the targeting right. But, before that, it sounds like you had acquired



a really strong direct response marketing base, maybe copywriting as well, obviously is important here.

For you to have been driving traffic to some form of sales funnel, you must have built this up to make those sales on that initial test you did there.

So, how did you get good at that?

BRIAN: Again, I think one of my first exposures to that, Ryan Deiss had an old product, I think called, "Video Sales Letter Secrets," it might have been called and that was the first time I realized that, hey when someone comes to my page, I actually need a structured sales letter or sales video that's going to sell them on this product. I can't just put up a picture of it with a Paypal button and expect people to buy.

You really have to hold their hand and tell them what they need to know about your product. It was from then on that I just kind of addicted to that side of things. I really liked putting videos together. I really liked conveying what my product was about and figuring out what are the benefits and what are the features and what are the, you know, maybe the disbeliefs that people might have about the product in trying to convey it in a way that dispels those disbeliefs. All the little things that go into it.

And after I kind of got passionate about that side, I started seeking out who are the best direct marketers out there and found [Dan Kennedy](#) and I found [John Carlton](#).

I really fell in love with Carlton's stuff. He has a ton of really good books and eBooks and I just tried to find everything I could out there about just the art of selling, copywriting or putting videos scripts together, crafting good offers and landing pages and stuff like that.

I think that's just one of those things that no matter what industry you're in, whether it's offline or online or whatever kind of job you have, those are the kinds of things, I guess what kept me going.

I still had my full time job at the time and I knew regardless of whether this whole Internet thing works out, I now have skills that are probably worth



more than the thousands of dollars that myself and my parents paid on my college education, that I can take to my next job that aren't really going to help me out.

Anyway, it was both fun and it really started to work. I started to drive traffic to pages that actually convinced people to give me their email address and I started to write emails that actually convinced people to click and go to the landing page and then, eventually buy my products.

It all just kind of worked. It was almost, it didn't really feel real there for a while because it just seemed like... it all made sense to me and I thought it would work but, you never really deep down think that people are just all of a sudden going to start flocking to your products and buy.

That was a pretty cool turning point, too.

YARO: Okay, so obviously, after that mentors just did you get into actually being a Facebook marketing coach, how did that all start off?

BRIAN: Yes, again, I couldn't figure out what he meant. He help me kind of come up with that benchmark of 10,000 fans. I did the same thing. I did everything that it did in a baseball world. I put up my first Wordpress blog, started to blog a little bit, started writing my follow up campaign for my Aweber list when I started collecting emails. I put up my Facebook fan page. I customized it with a landing page inside and I tried to figure out what are my first two or three products are going to be and I started making those and then, once I had the whole funnel built out with a landing page and follow emails and a sales page, and all of the different pieces that I thought I would need I went live.

I got all that stuff done and then, I went and created my first Facebook ad campaign and then just started sending people through the funnel. Day one, it converted pretty darn well.

Facebook was a really hot topic at the time. It still is but, back then, it was everybody wanted to know about it so, I kind of have really good timing and it just took off. We started collecting 100s of emails a day.



The fan page, I think it only took us like 32 days to hit 10,000 fans. We just started, it kind of snowballed from there and a couple of months later, we had 50 or 100,000 fans and then, the business just kept growing and kept growing. Here we are now.

YARO: So, did you have a product for sale already? You set up all those pages including creating a product?

BRIAN: Yes, I wanted to obviously make money as fast as possible so, I figured I should probably create my first product all about fan pages and how to put one together that actually can monetize itself and actually help your business grow instead of just growing a big following of fans that don't ever end up buying something.

So, I thought that was a big problem at the time. The first product, I actually called it Fan Page Secrets, decided on \$47 and put together my first sales page which everyone went to after they opted in to my email list. That was like my first little mini-funnel, I guess you could say.

YARO: So, during all these time Brian, were you a one-man show because there's a lot of pages there. You're creating a product. You're doing email follow up sequences, all these copywriting for the sales page... There's a lot of things to create there, not to mention it's all technical as well.

Is it a one-man show?

BRIAN: It was a one-man show. It was a one-man show up until just about a year ago when my brother graduated college. I actually hired him on full time and a couple of months later, we hired a lady, Lorie, who actually does all of our customer support. She's down in South Carolina here in the States. She does all our support now so, finally, we're up to a whopping three people but yes, I was a one-man show for most of the beginning of most of those businesses.

YARO: Fantastic. It's amazing how many times I do these interviews and I hear people in their early days. Farnoosh Brock was the person I just recently interviewed, same thing. Doing all this yourself and you're doing a



lot yourself better, too to begin with. So, this show it's possible to start any business without having any help and then, do it on a shoestring.

I think, would it be safe to say that sort of education and mentoring has been really important if you are going to do a lot of this yourself? Because there's a lot to learn.

BRIAN: Yes, it is a lot to learn. Looking back, I learned a lot of things that I probably didn't need to. I'm trying to... There's a better way for me to have said that.

A lot of things that I thought I needed to learn whether it was doing stuff on Twitter or whatever, there's things that for me aren't things that I use today.

So, if I had to start from scratch, I kind of know where I kind of shortcut the system a little bit. But, it was things that I liked to learn. I loved seeing my website come together and figuring out that I could install Wordpress with one click and put up a website in under ten minutes and install a theme that I didn't have to design myself and customize it a little bit and put up content online that people somehow found their way through Google.

I love the end result. So, whether it was hitting save and seeing that something knew happened up on the Internet, or seeing someone finally go through my shopping cart, actually pay me having that money put in my bank account, little things like that kind of kept me going.

So, it was fun. I wouldn't trade one ounce of the hours that I had to put in to learn all these stuff for anything because it was...

I think it was stuff that when you are starting off, I think it is pretty critical that you try to learn as much as you can on your own. I think for me, I could have never hired someone to do our customer support for us if I didn't spend the months that I did doing it myself because I learned a lot. I learned a lot about my customers. I learned what the top questions were. I learned how to give a refund. I learned how to convince someone not to refund. Little things like that, I think make it easier for me to manage the business now because I know what it takes to get that job done.



I think now, if I were to try to hire someone to come in, their responsibility is something that I have never done, I have no way of guiding them and kind of telling them what is the best way to do what I'm trying to tell you to do.

I think it really helped that I did a lot of it on my own. Obviously, it took a little bit longer but, I learned a lot of really good stuff in the process for sure.

YARO: So, can you take us forward to the present day? What's your day to day life like? And, how big is this business?

BRIAN: It's a god question. Definitely, it fluctuates from day to day. What I'm trying to get good at now, I have my brother who is full time. He's three years younger than me. We have Lorie who does all our customer support and she's been fantastic. I think that was one of the biggest things for me to find someone who could do the support side of things. That really was a big time drain for me so, I could actually focus on growing the business.

For me, it's really, I'm trying to learn how to be more hands off because I love doing so much of this stuff that I don't want to delegate certain tasks but, I need to.

For us to keep growing at the rate we are, I need to learn how to get out my own way and let my brother take care of more things or hire somebody else on to do that kind of stuff.

I guess, my normal day now is I pretty much wake up whenever I want...

YARO: Brian, before you tell us your normal day, can you just tell us when you quit your job as well that's put a difference on your lifestyle and how you, when you reached the point that you felt safe enough to quit your job?

BRIAN: That's kind of a funny story. So, it was the end of 2010 that I started the Facebook business. I had two businesses going on at once. I was making 60,000 a year at my job. So, my goal was to make that much money so that, I could quit.



What I didn't realize was I was never going to quit if I just replaced my income. I really needed more than I was making it work to feel safe enough to quit but, that actually ended up happening pretty fast.

I think two months after I started the Facebook business, that business alone started to out-earn my job. I actually didn't quit until it was actually one year ago, almost this week. I think it was late July of 2011. So, we're now late July 2012.

My business had out-earned and by multiples where I was at my job and I stayed there for an extra six months so, I just wanted to put a lot of money away. I wanted to be secure.

I've only been married two years now. I want to make sure that I'm protecting my wife as well as me and not just kind of flying by the seat of my pants to make any decision that I might go back and regret later.

I got a chance to put a lot of money away which was nice and I really get to see what my business looks like throughout the course of a year. That was another big thing for me.

You can have one big month and all of a sudden, you quit your job because you think you're set for life. But, for whatever reason, maybe that's just the biggest month you are going to have or that's just the peak of the year for your market or whatever industry you're in.

So, I stayed in my job for a little bit longer than I really wanted to just to be safe and left my job in July 2011. We've continued to grow since then.

Like I said, all of last year was the first year that both businesses were running for the entire year. My first full year online we did, I think, 1.3 million in sales which again, I know, for a lot of people starting off, that sounds such a big number and to be honest, it sounds like such a big number to me now.

I never would have thought I'd be there. When I had my baseball business alone, I was ecstatic to see \$1500 in my bank account, extra from the whole month. That was an awesome month for me.



To see that grow from 1500 to 3000 to 5000 and then, we doubled again and got to 10000 a month and then, it bumped to 20 and 50 and 80 and then, all of a sudden, we're doing \$100,000 to \$200,000 a month.

It's just been a whirlwind ride but that's kind of one of the things with doing business online if you really figure out how it works and you know where to find traffic, I think Facebook can be a huge part of that. It's a big world we live in.

If you have a process that a lot of people need, you can create a million dollar business pretty darn quickly. And, I don't mean to say that to like throw false hopes in the people but, I think a lot of people need to hear that their idea can really lead to a really long term, sustainable, profitable business online just because of the way the Internet works and how many people you really can reach.

Sort of how to be in the go in a soapbox or anything but...

YARO: No, that's fantastic. Very inspiring. So, has your life changed in terms of how you live it now with that kind of income?

BRIAN: Absolutely. I didn't go off and buy fancy cars. You're never going to see me with a sales letter in me in front of my Ferrari or anything. The first thing that I actually bought up until a year ago. I drove about ten to fifteen year old Jeep Wrangler.

I love Jeep Wranglers. It's one of my favorite cars and it has always been my dream to buy one of the brand new ones. I never thought I'd buy a new car. It's like one of the worst investments you can make in my opinion but, we had a really good year and that was I guess, my treat to myself.

I ended up finally getting the new Jeep Wrangler that I want which again, probably half the price or less than a lot of these guys I know out there I know they go buy these crazy cars and all that stuff.

But, that's not why I did this. I didn't do this to go out and buy big houses and stuff like that. My biggest goal, my biggest inspiration was when I was



at my full time job which again, everyone else on this planet would have told me you're crazy to want anything more.

I was making plenty more than I needed at the time. I was 23 years old. None of my friends could even dream of having a job like... I just got lucky. I was in the right place at the right time. But, for me, I just got married and every morning, before the sun rose, I was getting to work at six or seven a.m. My wife, she's not getting up that early. Never unless there's a really good reason that she needs to get up. She's not getting up that early.

I'm leaving the house before she's even awake and then, by the time I'm home, it was probably four or five in the afternoon, worked early and left a little bit early, too.

I'm really tired because I have been to work all day doing something I'm not passionate about. So, I'm mentally drained and she worked at night. She was a dance professor. Her mom owns a dance studio. She worked there and had a couple of other dance studios because that was what she loved doing.

She was just getting ready to go off to work She went to work for a couple of hours and by the time she was home at nine or ten, I had to go to bed because I had to get up at 6 AM. We did that for about a year.

It just really, really got to me that I'm like in the prime of my life now and in my young 20s, I'm newly married and I have no time to do anything that I wanted to do.

I'm too tired to get on the local softball or baseball team. I'm too tired to go to the gym. I'm getting out of shape. I'm waking up early which I hate doing. I'm the worst morning person ever. I'm going to bed early which I hate doing. I like staying up late. I have no time to spend with my wife.

I'm 23 years old and I'm drained. That shouldn't happen. I always use to complain because I think our culture is all messed up. I think we should get to retire when we get out of college and then, go start work when we're 30 and then, work for the rest of our life because I feel like, why retire when



you're old? You don't have the energy to go do the things you might have done when you're 20, 30, 40.

Anyway, that was one of my biggest reasons for doing this. I wanted to wake up next to my wife and have coffee every single morning and decide to go to work when I wanted to and stay up late when I wanted to and not have to worry about somebody peaking over my shoulder if I wanted to take the day off or if I wanted to only work for a couple hours that day... I wanted to make those decisions on my own.

Again, the day that I left my job, it was just... It was eerie. It didn't feel right because I was actually doing what I wanted to do but, since that day about a year ago, that's what I think I would have been able to do, actually sleep in and not get up at 6AM, sleep until eight or nine if I want to. I'm not saying everyone should just be lazy if you get to do the thing.

Let me tell you, I work hard and I love what I do and that's why I work hard but, I work when I want to. If I want to wake up and get right to work then, I do. If I don't that day, if I want to go to Starbucks with my wife, or go have breakfast with my dad or, take my dog for a 30-minute walk or go to the gym then, that's what I do because I know, I'm in control of my business.

If the numbers slip, I'm going to go work harder and make it right. If the numbers are good then, I want to lay back for a little bit then, that's what I'm going to do.

It's completely changed. I feel like, this is going to sound terrible and so cliché but, I feel like I'm on a long vacation because even when I'm working, like we're doing this now. I'm working right now. We're doing this interview but, I can tell my story all day everyday.

If someone listens to this and comments that it helped them and it inspired them, you can't tell me that I'm working right now. If I get to speak to someone and kind of tell my story and encourage them and maybe help them along their road, that's not work.

Creating baseball videos and getting in front of the camera and swinging a bat and helping kids or parents play the game of baseball better, that's not



work. It's not for me. It might be for you, Yaro because you might not be a baseball player but, it's... because what I'm doing what I'm passionate about.

Again, that saying is so true that if you're doing what you love, you'll never work a day in your life, that is so true. I always thought that was just, I didn't believe. I thought that was crap. No matter what you are working, it's going to get old and yes, do things get old?

Yes. But, when it comes down to it, if you're doing what you really want to do, what you really love doing, it just changes the entire outlook of everyday.

I never go to bed worrying about the next day. I think that's one of the biggest things where, you know, Sunday nights where it is right now. It's Sunday night here on the East Coast in the US, if I was still in my job and we were doing this interview a year ago, I would not be in a good mood because I know tomorrow morning, I'm going to get up and do it all again for five days.

The... [unclear] ...has been absolutely life changing to say the least.

YARO: Okay so, I think you've definitely inspired everyone, Brian. I think that a lot of people share those desires and want to be in a similar situation to you are.

Can we just wrap up this call, this interview with answering the question for people listening who, in particular might be thinking that you are riding the crest of a wave that's very current in the sense that Facebook marketing is very new. You got in there the right time in the right place to be able to have a million dollar business because of that.

Yes, you've got a baseball site which makes a bit of income but, it's probably not quite enough to have quit your job without the Facebook side of the business. Maybe you can answer that question, too.

But, what, most importantly if there's someone sitting here thinking, "Okay, I want to follow in Brian's footsteps with Facebook in particular but, I'm not



sure whether my niche is going to be significant enough to actually make this life changing kind of situation happen for me."

Can you guide people who are there and how best to find something that will change their life?

BRIAN: Yes.

YARO: ... with Facebook.

BRIAN: Yes, I think even for me, the baseball site. If I wouldn't have gotten distracted, I guess with creating this Facebook business, which really took a lot of my focus off the baseball site because I was doing all this Facebook stuff. I would have turned that Facebook business into a six or seven figure business. I absolutely believe that.

I know it can be done. My mentor, Paul has a seven-figure baseball business in the pitching world. If I turned off the baseball side or hired someone else on to run that, and really got to dive in to the baseball site which I should do, I mean, that's really what my passion is, I would create a six or seven-figure business there not in a heartbeat but, I would do it. I'm just that confident that I would be able to do that.

I think that's... People have to realize, I don't think there's many niches out there that you can't create a good lifestyle business from. I think there are so many people in this world and the Internet is such a big place that whether you're in photography or baseball or basket weaving, I think there are enough people out there that you can sell your products to and make an impact in their lives and create products that actually bring value to them that you can create a six-figure business or a business that let's you quit your job or create the lifestyle that you want or just help, I guess, better your life in some way.

I guess that's really all I would say. I think Facebook is a fantastic way to find that big group of people and reach them faster than any other medium can let you reach them. I think Facebook ads is just so powerful that it lets you go find people based on what their like and dislike on Facebook and



what age they are, if they are married or not married, all the different ways that you can target with ads and reach people on Facebook.

I just think, I mean, you literally have millions of people at your fingertips that you can go create and add and reach them tomorrow. One of the things that I guess I would do is you can go to [Facebook.com/ads](https://www.facebook.com/ads) and click on, there's a little button, it says, "Create your first ad."

Don't worry, you're not going to get billed or anything until you go live but, you can just go right in there and create... Just kind of play around with a fake Facebook ad and put in the keywords that you think are in your target market.

So, you can go down. There's a little area that says, "Precise interests." You can put in, let's say you have that photography product and you can put in photographer and photography and to start typing all different words that people like on Facebook that might mean that they are on your market and just pay attention to that number on the right and see how many people are in your little world.

And, if it's over, I don't know what the number would be, 5000 or 10,000 or more which it probably will be, I think there's enough people there that you can create a good solid six-figure business.

I just do. I think if you really hone those direct marketing skills and apply the right tactics to what you learned, which I think Facebook can be a big one for most any market or niche, I just think it can be done.

I have seen too many people do it in markets that I didn't even know existed. To not believe that it can be done in almost any niche.

So, yes, I just think that one of the biggest things is taking action and just trying to figure out what it is that you're passionate about, what it is that you think you can really start and end up falling in love doing every single day and just start there.

I think a lot of people get held up in that kind of product creation phase. They're not sure what to get into. They're not sure what product to put out



there. Just go do it even if your product stinks or it's not ready yet or your funds wrong or you don't know what to price it, just decide and put it out there.

The worst case scenario is no one's going to buy it and you most likely will learn something in the process. Again, I spent too much time thinking what mine was going to be. If I just would have decided, I would have saved three months and we would have been a seven figure business three months before we were.

I learned a lot in the process and I wouldn't trade that looking back but, I just think one of the things is taking action. I think that's where a lot of people just get a bit nervous or scared. Trust me, I understand that. I know what it's like.

I'm scared everyday. We go out and release a new product. I'm not as scared any more as I was because most of them do pretty well but, I know what that's like and it's just one of those things, you just got to close your eyes and hit save and put your website up and just go and try to get it out there.

I guess, in a nutshell that's what I would tell them.

YARO: In a nutshell, [*laughs*]. Thanks, Brian. Very inspiring. I can tell you're still self-motivated about what you do in helping people in this space so, before we go, your websites are your baseball site.

BRIAN: That one is trainbaseball.com. There is not a whole out there. It's pretty much just a blog now but, we have some other products up there too that they can check out.

YARO: They can find your Facebook fan page by that site, too if they want to see that?

BRIAN: Yes. Get10000Fans.com is the main site there, Facebook.com/get10000fans is a great place to start and see what we do.



YARO: Can they see your Facebook fan page, that's what I was referring to.

BRIAN: Yes. [Facebook.com/trainbaseball](https://www.facebook.com/trainbaseball) will take you right there.

YARO: Okay, I'll write this down so, I can give everyone the links, [trainbaseball.com](https://www.trainbaseball.com).

Fantastic so, Brian, thank you for joining me in the call. I really appreciate you sharing the story. It's amazing how quickly you have grown. So, congratulations there.

BRIAN: Thanks.

YARO: So, we'll wrap up the call. Thanks for joining me Brian and everyone listening in, I hope you enjoyed the call. If you would like to get more interviews like this with Brian and other entrepreneurs who've had similar success stories, do drop by my blog, [entrepreneurs-journey.com](https://www.entrepreneurs-journey.com) or Google my name, YARO, Y-A-R-O and you can find all the podcasts there under the Podcasts tab.

Thanks again, Brian and thanks everyone for listening. I'll talk to you very soon.

Relevant Links Mentioned in this Interview

- [Dreamweaver](#)
- [Internet Business Mastery](#)
- [trainbaseball.com](https://www.trainbaseball.com)
- [Ryan Deiss](#)
- [Get 10,000 Fans Facebook Fan Page](#)
- [Ninety Mile Per Hour Club](#)
- [Dan Kennedy](#)
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- [Facebook.com/ads](https://www.facebook.com/ads)
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