

How to Build a Career and a Life as a Latter-day Saint Influencer

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Benjamin Hardy: Perfect. Okay. How's it going everyone, I'm Dr. Benjamin Hardy grateful to be with you here on this presentation.

I am going to teach you how I've been able to reach over 100 million people with my blogs, how I've been able to become a traditionally published author And make a great living as an LDS influencer, I guess you'd say, I don't necessarily give myself that label. I'm more consider myself an author, but my work has been able to reach a lot of people online and I've been able to hopefully help a lot of people through my work. So I'm going to share with you my screen and walk you through a lot of Ideas and then I'm going to share with you my screen and go all over the internet and share with you some specific strategies you can use if you're wanting to become A blogger or an author or if you're wanting to hopefully influence in any way possible. So anyways, I'm going to go ahead and share my screen.

I've made a very minimalistic PowerPoint presentation for you. But there are some cool pictures that you will see later. So Anyways, here's what we're going to cover to some extent. How I have had over 100 million people read my blog in the last five years. I'm going to share with you kind of the core strategies.

Because obviously there's a million different things you need to do. But I'm going to share with you the things that I feel like are most fundamental How to use the Spirit to become amazingly creative, the importance of goal setting, purposeful learning, and journaling, how to get into a flow state, the importance of failing and learning.

And that is a big one. So we'll get into that a little bit more. Techniques for viral articles, getting thousands of email subscribers, and email subscribers is really important because that's

Ultimately, how you can turn readers into people who buy stuff from you, whether that be products or books or online courses and then ultimately Some thoughts on what it means to become a professional because there's a lot of amateurs out there and It takes, it's a shift in mindset to go from amateur to professional. So here's just a quick overview of myself.

I'm a husband and father of five with a six on the way, I got my bachelor's at BYU. I got my PhD in organizational psychology at Clemson, I'm an author of two traditionally published books with a third coming out this October, which is October 2020, From 2015 to 2018 I was the top writer in the world on medium.com, my articles have been featured on a lot of places throughout the internet and my business exceeds seven figures of revenue.

So that's a picture of "Personality Isn't Permanent" that book just came out last month June of 20 16th, or June 16 2020. If you haven't heard of it, or if you haven't read it please buy this book and read it, you will love this book.

This is just a quick timeline. I just wanted to walk you through the timeline of how this work because it's kind of interesting. And these things take time.

So I got home from my mission in December of 2009 and I started college, never done any college before that, but I started going to Salt Lake Community College in January of 2010 And got my associates degree in about a year and a half, then transferred to BYU and studied psychology there. And I finished my Bachelor in August of 2013. August of 2013, yeah, got married to Lauren in this picture.

In September of 2012 we moved to Clemson in August of 2014 I started blogging in 2015 And my first article went viral, just about three months after I started blogging, but it's important to realize that from August to June That year, I probably wrote like probably 30 articles, 30 to 30 to 50 articles. I was writing like a beast.

And I was taking online courses at this point, I was very serious and I'm going to take you through bigger picture strategies.

But from April 2015 to June 2015 when my first article went really viral, and that first article probably got read 10 million times, it actually is probably still my most viral article to date was my first massive viral article That article by the way was called "Eight Things Every Person Should Do Before 8am." But I took an online course I paid \$190 for that online course and In the beginning, these are some scary investments and I'll talk a lot about investing in yourself and investing in your future self, but when I, in early 2015 When I had wanted to be a writer for a

long time. By the way, like on my mission I got way into journaling and on my mission I decided I wanted to be a writer.

I didn't actually know what that would look like. When I first got home from my mission I thought I was going to be like a religion professor When I first got home from my mission. I thought I was going to be a religion, Professor hoping to be a religion professor at BYU.

And so I was thinking I was going to write strictly LDS books. Well, you know, over the next three or four years I ultimately changed my mind and started down writing psychology self help and business books.

But anyways, in early 2015 when I was like telling my wife, we had just started at Clemson I was in my first year my PhD program. And I was like, really getting the itch to start writing online.

I told my wife. I wanted to buy my website and we looked at how much it would cost to buy BenjaminHardy.com and it was 800 bucks and like, you have to realize I was making \$13,000 a year as a graduate student. So like \$800 is a lot of money.

And also I wanted to like learn how to do it. And so I wanted to buy an online course. And that cost \$197 to find an online course that taught me how to write viral articles like how to structure your articles, how to write headlines.

And so I was started to make some of these big investments, but this is when I really got serious. And so during 2015 I probably wrote Over 100 articles and you really got to do that if you're, if you want to get good at something, you've got to do a lot of output. One of my favorite quotes is "better prolific than perfect." Anyways, it took Another, it, I wrote for over a year and a half before I got my first book contract and at this point I had over 100,000 email subscribers.

From April 2015 to January of 2017 I really learned how to get email subscribers. I'm going to show you specific ways how to do that.

But by the time I hit 100,000 email subscribers. I was ready to get a book contract.

And I was able to get help from an author named Ryan Holiday, who's a pretty famous writer himself. He's written a book called "The Obstacle Is the Way." He's written many other books, I hired him to help me write that first book proposal In kind of the fall of 2016 and I was able to sell my book proposal for what became "Willpower Doesn't Work" in January of 2017 So over the next, over a year, I wrote that book, we adopted our foster kids in March of 2018, I launched

Willpower Doesn't Work in March of 2018 We moved to Orlando in August of 2018 which is where we live now, I finished my PhD from Orlando.

In May of 2019; I'm just kind of showing you the progression, because it's it's been quite a journey. And recently I just launched my second major book, "Personality Isn't Permanent" And then in a few months from now, we're launching "Who Not How" and at this point I'm now working on my next few books and getting back into blogging and That's kind of where I'm at right now. And that's been the journey. I'm going to take you through now, obviously strategies, but I just wanted to give you that timeline that it's been like a 10 year journey to get to this point.

Now, part one, some of the fundamentals.

If you want to be a great writer or an LDS influencer of some sort, you have to fall in love with learning. You have to be obsessed with learning. These are two quotes I really love, "read 1000 books and your words will flow like a river." When I get caught up where I can't write very well it's because I'm not learning. It's not, it's because I'm not learning or reading a lot And actually, that's something that I'm really trying to do right now is because I'm really trying to get back into blogging really trying to get back into writing right now.

And so I'm actually purposefully building a lot of learning into my schedule. And for me, a lot of learning means at least one book a week; probably closer to two or three books a week.

But that's, you know, may not be realistic for everyone. But right now, given that this is my career, I need to be learning and just absorbing so much information because if I want to be a good writer, I have to be a good learner and you just have to be in a constant flow of learning to be really good at writing is, as weird as that sounds.

I also, this is a mindset that I learned actually right after my mission, I read Robert Kiyosaki book "Rich Dad, Poor Dad." And this was a quote that just always stuck with me, "when you are young, work to learn, not to earn." And that's kind of still my philosophy, is that everything I do is to learn, not necessarily to make money. Even though making money is important. And now that I have five kids, it's increasingly important. I am always doing everything I can just to learn You know, so right now I'm starting writing a book on hope. And the reason I'm writing it is because I want to learn everything I can about that subject. And so I'm working to learn. And that leads to earning.

So these are, in my opinion, and there's many different ways to learn but books, gaining experience, meaning you've got to be seeking out big experiences.

You know, for me, going on a mission, for me going through college, going through a PhD program, having foster kids but putting myself in unique environments, putting myself around people. I want to learn from You've got to have peak experiences, big experiences that open you up and you have to, you know, as the scriptures say learn by You know, faith and by experience. So if you're not actually seeking new experiences. But if it's all just in your head.

Then you're not going to have the context, you need to actually connect with real people.

And so I've had a lot of crazy experiences in my life, you know, when I grew up, my father was a drug addict, And, you know, I've had a lot of experiences going through ups and downs, through depression, through addiction, I've gone through a lot of stuff, which allows me to Kind of speak in a certain way, where I can talk to people who have gone through similar things. And you've got to, that's not to say that you have to have terrible experiences, but you've got to actually go out and seek experiences so that you can actually learn in the real world. Also, and this is super important, studying those who are where you want to be.

When I first started writing, I was really studying the heck out of various authors who just were writing on topics I liked.

They were positioned the way I wanted to be positioned and they were people I would want to be compared to if I was a professional writer and even right now.

I'm studying very intensely people are people who are where I want to be. And just to be, you know, honest and forthright So now that I am a traditionally published author now that I'm writing books and things like that. My goal isn't necessarily to be an author, because that's What I already am. My goal is now to figure out how to sell millions of copies of books and that's obviously my goal. That's probably not your goal at the moment but So I'm studying the heck out of the people right now who are where I want to be. And that's one of the things that I've done all long to get to where I'm at.

Also very important for free and paid mentoring and I would honestly emphasize both. There's a lot of ways to get free mentoring, such as reading people's books.

Maybe asking questions through email and stuff like that. Maybe a quick phone call if you can, but paid mentoring is very worth the cost If you're, if you're reaching out to someone who you know knows what you need. I've paid \$1,000 at some points to get on the phone with someone and just get various information that saved me like a year of time.

And so sometimes you got to make those huge investments to get the right types of mentoring. It also is how you develop great relationships.

Another crucial thing I would encourage you to do is to avoid negative media. As someone who's trying to be creative, as someone who is trying to be inspired to maybe have the Spirit and also just to be connected creativity, you know, creatively, you've got to avoid media that numbs your senses, but also media that just I mean, so these are just two quotes Marshall Goldsmith said "if we do not create and control our environment, our environment creates and controls us" and then Zig Ziglar said "your input determines your outlooks and your outlook determines your performance" and so I think you need to be extremely wary of the type of information you consume and you can't be lazy about this. If there's a million things on the internet.

And any little thing that enters your brain has an impact to change how you see things and also just to numb and so be very aware of the media, you're putting. You want to, you want to block yourself. One of my favorite concepts is called strategic ignorance, but essentially you want to shield yourself from most of the media out there.

And you want to be very clear about learning the things that are really going to help you learn and you almost need to go into a focus cave so that you can really get clear connections you need to do deep work not shallow work.

Mastering your evenings and mornings. This is crucial. I'm just gonna share a few quotes. This is D&C, "cease to be idle; cease to be unclean; cease to find fault one with another; cease to sleep longer than is needful; retire to that bed early, that you That ye may not be wary; arise early, that your bodies and your mind may be invigorated." So one of the things that I believe has helped me be super prolific and productive since I've been home for my mission is just taking Very seriously morning and evenings and I actually learned that on my mission I would wake up way earlier than I needed to. I go to bed early and wake up early and I would read and journal in the mornings.

And I was able to learn an enormous amount on my mission and I was able to to Deeply internalize my learning and my experiences because I journaled so much. Journaling is one of the best ways to integrate your learning Because if you have experienced and then you write about it then you remember it more and also if you're just thinking about it more creatively, you can just remember more. And so I've just Taken mornings and evenings very seriously. And I challenge you to do the same. If you want to be very productive, especially if you're like, If you

have kids or if you're in college or something like that. The day is usually very busy and so often, it's the work you do in the morning that gets you To move forward, you know, almost all of my blog posts have been written to some extent by or before 8am because that's just when I have time to actually think and do that.

This is just a final quote about the mornings and this is just the one that kind of, is always stuck with me. This is from Elder Holland.

But I've applied it to my whole life. He says, "I frequently say to missionaries in the field, 'you make or break your mission every morning of your life.

You tell me how those morning hours go From 6:30am until you are on the streets in your mission whatever time it is, you tell me how those Hours go and I will tell you how your day will go. I will tell you how your month will go. I will tell you how your year will go and I'll tell you how your mission in your life will go." That's the quote that really hit me the most. And that's the one that stuck with me the most. And that's the thing that I have a very strong testimony of.

I watched a lot of missionaries waste their mornings and as a result they didn't really become great missionaries. They didn't experience miracles. They didn't create peak experiences they didn't have high expectations. They didn't have high intentions.

And so for me, I woke up in the morning and I was definitely not a perfect missionary by any means, but I learned this principle.

That in your morning hours you really get yourself into that flow, you get the Spirit, you get yourself in the right mindset and you get yourself going and that creates confidence and ripples throughout your day.

And over time, you have a lot of experiences that a lot of people miss out on because they didn't actually set themselves up.

So this to me is crucial if you want to get very creative because, from my perspective, your brain is the best activated first thing in the morning. And if you're going to do a lot of creative, you know, creative content, it should be first thing in the morning when your brain is highest quality and also that's just how you set up your days or weeks or months or years for success.

Prayer and journaling. This is another thing that I do in the morning. This is just as a screenshot of an article that I've written I've written several articles about journaling. I've also written several

articles about morning routines. They've been read many millions of times But in my opinion journaling about your goals, journaling about the content you're going to create Journaling, and I'll show you some pictures of some of my stuff when I actually shift over to the internet, but Obviously, praying for specific help. I always pray before I write my articles, I pray before I write in my journal, and just ask God to help me with the spirit asked God to help me work things out. Ask God to give me ideas.

And help me, you know, just give me the gifts of clarity and of creativity and of finding the right solutions and of asking the right questions and I'm always just digging around but my journal is kind of my playground my journal where I can mess with ideas and draw pictures and draw my goals and write about my dreams.

And I feel like if you're not writing in your journal regularly about your goals, then you're not as clear and you're not as accountable to those goals as you think you are.

Finally, just setting specific goals, very specific goals. That's something I learned my mission. But if you don't need it. I love this quote these quotes vision, your vision of Your I think I messed a word on but says your vision of where you were, or who you want to be as your greatest asset without having a goal. It's difficult to score. This comes from General Conference right here. This is about the children's curriculum their new goal setting curriculum that says "goals are simply a tool to help us connect with heaven through revelation, agency, and repentance, to come unto Christ and receive his gospel deeper." If you don't have specific goals, then your brain doesn't have something specific to focus on. If you don't have specific goals.

Then you don't have something specific to pray about and something specific to accomplish. And so you need hyper specific goals with a timeline that stretch the heck out of you so that you can start receiving revelation and start actually Moving for it. I'll explain that a little further in this section which is getting a little bit more specific. So first step is imagining your future self in 2015 When I first started blogging online, I was very clear that I wanted to become a professional author. This was before I'd written any blog posts.

But I was like, I want to, you know, at that point, I'd clarified the idea that I was not going to be a religion professor, although maybe that might be somewhere in my future right now, but I don't know.

But at that point in 2015 I was in my first year of my PhD program and I was very clear that I want to be a professional author writing more of the self help and business style books.

But again, I'd never written a blog post, but that was my future self, I wanted to be making at least six figures, I wanted to be able to provide for my family. I had three foster kids at the time.

And I wanted to write books, similar to the ones now that I've written and am writing. And so I had a clear future self.

And that's where you really need to start is imagining your future self, who's the person want to do with situation, you want to have, what kind of work you want to be doing, what kind of day you want to have Without a clear sense of your future self, then you can't actually set tangible goals. So, in my opinion, you need to really focus on one major goal.

In the, you know, in the gospel, they say that the Book of Mormon is the keystone of our religion. Well, you need a keystone goal; you need a single goal that pulls everything else in your life together. What's that one major goal.

For me as a young blogger who was just starting out, my one major goal was to get a six figure book contract. I just was like, if I could get a six figure book deal from one of the major publishers, then I would become my future self, I'd be writing a book on these topics I'd be able to provide for my family.

And I'd have like the space to create and so my one goal was to get that. That shouldn't be your goal necessarily my one goal right now is to sell over a million copies of "Personality Isn't Permanent." That's my one major goal that if I figure out how to do, it'll help me in all other areas of my life.

Once you have a single goal, which is essential because your brain needs something to focus on, then you reverse engineer that process. And this is literally required to have motivation.

This is what motivation requires and also what hope requires; both of them are very similar concepts. Hope actually is the foundation of motivation. You can't have motivation without hope.

But they both require these three things. First, you have to have a compelling goal, something that you really want something you believe in something that's tangible something that's measurable, something that you can actually see in your mind.

That could be running across the finish line of a marathon. It could be, you get married in the temple, it could be you making a million dollars, but you need something specific.

And then not only that but you need a path to getting there. You need A to B.

In psychology, we call that pathways thinking; you can't have motivation or hope without a path to getting from where you are to where your goal is, if you can't see the way to get there. You're not gonna be motivated and so you got to find that path.

And there are a million different paths to getting what you want. And the more motivated you are, the more the more streamlined your path will be So one of my favorite quotes comes from Peter Thiel he's a billionaire and he says, how can you achieve your 10-year plan in the next six months.

And the reason I like that is because if you're serious about achieving something fast, then you have to, you have to find a faster path. You have to find a more effective path. You got to find a path that's going to require more courage and confidence.

And you're going to probably have to do something that's way outside your comfort zone.

You're gonna have to find a better way to getting what you want because right now your current way isn't probably good enough. My current way, just as an example to selling a million copies of my book isn't good enough. And so I've got to find better ways And then obviously, the last thing you need is confidence or agency, a sense of agency that you can get from A to B, you need to believe in yourself to believe that you can make choices that God can help you. So you have to have agency, you have to have a pathway, you have to have a goal.

And you're going to probably expand on all of those things over time, but without a clear goal. You can't reverse engineer or find a process and without a goal.

You know you probably don't have much agency, because you're not directing yourself towards something Finally, and this isn't probably finally, but another aspect of this is investing. You know, I've already mentioned that I paid for an online course that taught me how to write viral articles. I've paid you know I paid people to help me write Book proposals, you need to make investments in your goals and in your future self, if you're serious about it because investing, you know, in my opinion, that's what tithing is. Tithing is an investment in our relationship with God.

And it's, you know, he says, pour you out of windows, you know, and this is a different type of investment than typing. This is more about like literally investing in skills or situations or opportunities or mentorship or education.

College is investment for example in your future self, but if you have a specific goal to become an influencer in any way, whether that's becoming a speaker or podcaster, or A writer, you have to start investing your money into your goals, rather than investing money in entertainment, you know, and that's a shift, a lot of people they spend their money on On junk. And once you get serious about your future. You got to start investing money, specifically in that future These are some other just insights that I've gleaned over the years of writing.

Nothing is ever perfect; I've written hundreds of blog posts and none of them were 100% perfect. 80% is what gets results, 100% is still thinking about it. And so you've got to avoid perfectionism, you got to just, I just write. And once it's an 80% it's good enough. You know, you can refine above and beyond that. But usually it doesn't need to be that This is another interesting quote, and that's the the painting is never finished it only it only ended in an interesting place. For me, When you do a lot of creative work.

You're going to look back and you're going to realize that a lot of the things you did in the past.

Aren't at the same level as you're doing them now. So, for example, "Personality Isn't Permanent" is the book that I just recently wrote It's not, it was never finished. But at some point, it ended. At some point I had to say it's done because I could have been working on it for years.

And I think that's one of the things that a lot of people mistake or that's a mistake a lot of people make is that they're working on things for way too long and they don't just end it. You've got it at some point end it so that you can then work on the next thing and And so I just challenge you to end projects. When you feel good enough about them and get better and better at making unfinished work because nothing's ever gonna be finished. In five years from now, I'm going to look back on "Personality Isn't Permanent" and I'm going to see a million mistakes that I don't currently see but I'm glad I put it out there because it's what's moving me forward. So I, you know, nothing's ever finished but at some point done is better than perfect This is another really important thing every time you put something out some piece of content you want obviously expect everything but attached to nothing if you're over attached to everything you create Then you're gonna, you're not going to be able to create that much because most of what you create is probably not going to be that amazing.

You can get better and better at it. There was a huge, you know, a huge period of time where I was creating a lot of viral stuff and I was in a huge flow state, but at the same time.

A lot of things failed and there was also a lot of things are still failing, even at this moment.

So you obviously want to expect things to go well, you want to pray vision things to go, well, you want to every time I write something I expect that tens of thousands, if not hundreds of thousands of people write it But a lot of times that doesn't happen a lot of times I'll put hours and hours and hours into something And it will just totally flat and you just gotta let those go fast. In psychology, we call it a refractory period, but a refractory period is the amount of time it takes to emotionally recover and to just let something go you know so If you put a ton of time into a blog post or a video and it just didn't work. And people didn't like it, or just people don't even notice it attached to nothing. Move on, keep going. You just gotta keep expecting everything and attaching to nothing. And if you're overly attached to your failures.

They're going to essentially become traumas and a fixed mindset. You're not gonna, you're not going to create at the level you need to This is kind of just another final concept and And that's that, what got you here won't get you there. So the things that the process that got me to one point, or is not the process is going to get me to another point.

Writing blog posts, getting email subscribers, and getting book deals is not the same process as writing books that sell millions of copies And so you, you have to evolve out of your former process. You have to evolve out of your former self.

And you've got a, you've got to ultimately every time you reach a certain level, you've got to expand your vision, but when you expand your vision. It's going to require New learning new process and you can't just keep repeating what worked in the past, just because it worked in the past.

If you want to get somewhere beyond where you currently are. And so don't get stuck when something worked. And that's something that I'm continuing to learn is the things that I used to do that worked aren't going to work for me if my goals are different or bigger than they are now.

So now I'm going to shift over and share with you just some very hyper specific strategies for, for example, writing viral articles and Getting email subscribers and things like that. So I'm now going to stop sharing my screen for a second.

How's it going, what's up, and I'm just going to share it one more time. Let's see here. Let me make sure I've got what I have opened All right. One second. Sorry for this delay. All right, where are we, here we go.

Alright, so this is an article I wrote. And I've written many articles and if you just email BenjaminHardy.com I'm happy to send you some of these resources.

But I just wanted to over it, you know, show you some specific strategies and some of them. I've already covered, but I'm talking really specific I've already kind of mentioned some of this.

One, one concept, actually, which is, who not how, This is a concept that I've written a book on recently, but it's a really important one.

So for a long time, I was the only person in my company. I was essentially writing all the articles, answering all the emails, uploading all the content into the membership areas, And at some point, it just becomes too much for one person to handle. And so you need to actually like hire someone to help you.

And there's a lot of brilliant people who would love to work with you or for you, or I'm more looking at it is work with you. They're your team there you're there, your support and they cover various roles that you were once covering yourself.

And so, who not how is all about how you just kind of get who's to help you, rather than doing everything yourself don't focus so much on how focus on who Obviously there's certain how that you should do, what are the things that you must do are the things that you really need to do for me that's writing And that's connecting with various people that's imagining the future, but you need a team, you know, you need a team to help you actually accomplish this vision and if this. The longer you wait on that, The slower your progress will go and the better the team, you get, the more you can accomplish because They'll set you up for success. Like, for example, so far in 2020 I think I've done like 250 podcasts. I haven't scheduled a single one of those. If I had tried to I would have been a train wreck.

And so there's amazing people out there who are brilliant who's who will help you. There's another really important thing that I've learned over time.

And that's that you really need to always be marketing and selling something it, it can be very difficult to Try to sell especially information, you know, that could be books or courses or just ideas.

Or even products online, but you need to develop that confidence and the only way, in my opinion, that you do that is that you actually believe in what you're selling If you don't believe in

what you're selling, then it's going to be tough To sell it with persistence like as a missionary I obviously really believed in what we were selling, which was the gospel.

And you can get to a point where you're knocking on doors and you're facing so much rejection, but with your work. You also have to have similar conviction.

And this is something I'm still learning. But if you want to make money as an entrepreneur or as a creative or as an influencer, you need to sell stuff you have to constantly be selling and constantly be marketing your stuff and asking people to buy it.

And so that's just something that you really need to get better at. If you want to actually make a living doing this, is you need to, you actually have to first off, believe in what you're selling you need to make stuff that's compelling and then you just go out there and sell it.

And as it relates to online courses. My, I think one of the most crucial ways to do this, and there's a lot of people who do it, is webinars.

You know, this is for selling like online products or online courses but a webinar is essentially a 40-minute video similar to honestly this video I'm showing you right now. It's like a PowerPoint presentation.

But ultimately you one of the crucial aspects of marketing these days is honestly just giving high quality information. Most businesses, these days are marketing companies.

And so you want to give, give, give, give, give, give, most amazing value to your people, but then ultimately offer them in a way to go deeper.

And I'm going to wrap this up by showing you a few final strategies. This is headlines and again will provide you these links. If you just email, BenjaminHardy.com, Just say that you were on this, you know, video this LDS video and we'll send you specific resources but you got to really get good at headlines. This is true of YouTube, it's true blogging, it's true of any form of online influence; the headline is the thing that pulls people in. So if you're not good at writing headlines.

You're not going to get any of your stuff read, even if you're writing some of the most amazing stuff. You got to get really good at headlines and so just a few concepts you want to use numbers, you want to use specific timelines. So like You know, just as an example, this morning

routine, you know, this morning routine will save you 20 hours per week. Like I said, I'm not saying just any morning routine. I'm saying this morning routine.

Here's another one. This 10 minute routine will increase your clarity and creativity. It's not just any routine. It's actually this very specific 10 minute routine. So like there's just things that you can learn about headlines that will draw people in. But obviously, once people get inside. You need to provide them.

The solutions. They're looking for at the end of all your content you want to call to action.

And the call to action should take people to a page like this. This is a landing page. This is a page where that people can't scroll up and down.

You're offering to give them something free and for me for four or five years. I gave away a morning routine checklist. And so I would send people to bottom of my articles and article like this.

To this, you know, to a call to action that call to action would take them to this page. And this is how you get email subscribers is you got to get people's emails.

And in order to get people's emails you got to give them something And so you need a compelling giveaway. And in a landing page like this don't send them to a website where there's 1000 choices, send them just to a page where there's only one option.

Either they give you their email or I guess they go away and you know. So yeah, those are some of the basics that you've got to get you gotta get really good headlines. You gotta get really good at structuring your content.

Even just looking at this article: short paragraphs, lots of subheadings, images, you know you've, if you're watching this video you've consumed a lot of content online because we all have. And so study what works and ultimately set it very clear future self, and thank you for watching. I'm Dr. Benjamin Hardy, author of personalities and permanent. You can't see it because the screens totally crazy But hope that helped. Reach out to Ben at BenjaminHardy.com if you want to, you know, if you want. Anything else that we can do for you and have a great day.