



From Corporate Job to Entrepreneur and Industry Pundit - Paul Colligan

Welcome, and you're listening to The Struggling Entrepreneur, the podcast where we address the challenges that you face when you're a struggling entrepreneur and where we try and assist you with experienced and successful small business owners who share their lessons learned as well as resources to help you become successful.

Fred Castañeda: Well, good afternoon and hello. This is Fred Castañeda, your host for The Struggling Entrepreneur podcast. We have a real treat for you here today. We actually have an interview with Paul Colligan, one of the industry pundit's who is into Internet marketing, online marketing, the king of affiliate marketing, and also into new media - especially podcasting and now the Zune. And take it from me, I have been one of the students in one of his offerings called Podcast Secrets, highly recommend it. Of course, we'll put links in the show notes to all the things that we're talking about right now.

Paul Colligan, for those of you who are not aware of him, can be found on PaulColligan.com on the Internet, but let me first welcome him. Paul, from Austin, Texas, welcome to The Struggling Entrepreneur.

Paul Colligan: Well, hey, thank you very much from Tigard, Oregon, a suburb of Portland.

Fred Castañeda: Okay. And Paul, you and I know each other a little bit, but for the sake of our listeners who are struggling entrepreneurs and may not be aware of the vast empire and online and Internet marketing that you have, can you tell us a little bit about, first, your background. Who is the real Paul Colligan? What did you do before, especially in the area of business and corporate America, so they can get an idea of your business background?

Paul Colligan: I have always had an interesting capacity to translate computer geek to business people. I guess I'm bilingual in that area; I speak

both languages. And pretty much right out of college everything I did, minus a small stint in the restaurant industry, everything I did dealt with translating the geeks to the corporate. I worked for a little while in a company that was heavily monitored by the Food and Drug Administration and we had to have these good manufacturing procedures and it was the whole process of getting everything integrated into a master system database so that when the feds came, asked questions, we could answer things. And so it was always back and forth between the programmers downstairs and the corporate brass upstairs.

Internet comes around, Internet pops up and I understood it immediately. I understood it from day one. I knew what it was going to be from day one and I found that especially ma-and-pa, the small businesses, had no idea what this stuff meant. And so I instantly found myself in a capacity to help people figure out what that meant. For a little while I started a web design shop that went great for a couple years. The thing was, I realized to go where the industry was going I was going to have to have a company of about 30 people, then I'd be spending my entire time running human resources - which I can't stand; God bless the people who can, but it's not me. And so we shut down that company.

I went to work for an Internet service provider for a little while to help in the transition of -- this ISP was very good for geeks, not so much for the business world, so I helped them in their transition to the business world. They were then purchased by a very large ISP.

And from there I went to a management consulting for a little while, which again helped the movement of the leadership, the board room into the computer room, into the server farm.

From there I launched out on myself and just built -- everything I've done, it seems like it's all over the place, but if you know that part about translating geek speak to real English has been a theme in everything I've done. I've done a lot of stuff with FrontPage, which is a Microsoft product for web design. I did a lot of stuff in affiliate marketing, which is just online commission sales is really all affiliate marketing is.

And then as podcasting came up, really had a fun time. I'm a bit of a ham, if you will, a bit of a performer by nature so the idea that I could produce a show, distribute it over the Internet that anybody at any time at any place could consume, that thrilled me. Just like with web design, just like with affiliate marketing, I realized that most people had no idea what that was about so I found my niche and I'm showing them.

Fred Castañeda: Right. And you had mentioned before in some of the discussions that we had that you went from, as you said, the great communicator in corporate America with the day job and wearing the suit in the big building, actually to going out on your own. So what was your dream when you were just about ready to launch yourself? Did you see yourself in one big huge dream sitting in an empire? The niche that you had, was it your passion podcasting, or did you just fill a void and say, "This will make me money"?

Paul Colligan: I have always had a very hard time dealing with -- it's funny. I was a political science major in school, yet I always had a hard time dealing with the politics. You get into a big meeting with 20 to 30 people and it just seems like you just sit there and nothing gets done. In a large business everyone has their opinions and the e-mails go back and forth and nothing gets done.

I always saw a job as you've got to pay the bills, might as well have fun paying the bills, so why don't you find something you enjoy doing? So technology was what I enjoyed doing and then I found these angles within technology. I've always been a creative type, so creating websites hit the web design side of me; creating interesting campaigns for marketing hit the affiliate side of me; and then, of course, podcasting and new media is all about the creativity. So I didn't necessarily go to college thinking that I wanted to be a communicator of time-shifted Internet radio show; but I just wanted to bring in my knowledge, find something I enjoyed doing, and pay the bills with it. And that's what I'm doing.

When I was in corporate America, it was fine. I paid the bills. I needed to be there for a little while. I needed to learn some things. But honestly, pretty much since day one when I was there, I was plotting my escape. And the company I was working with at the time, they were going through some major transitions so I had the opportunity to make my escape about 10 months earlier than was on the calendar, but that was good for me. I never looked back.

It's funny. The longest job I've ever had is right here in this basement where I'm calling you from.

Fred Castañeda: And you're living your passion as part of your dream, I take it, at this point?

Paul Colligan: Yeah. I mean, I get to play with the toys I want to, I get to go to the events I want to, I get to hang out with the people I want to, and I get to pay the bills doing it.

My oldest daughter, she told me in the car -- about six months ago we were driving and just out of the blue she said, "Daddy, I want to get into podcasting." And I was really surprised. I didn't even know she really understands what podcasting is.

I said, "Really? Why? Do you want to record yourself talking?" Because we've been in front of the microphone a couple times.

And she said, "No."

I said, "Oh. Well, do you want to make a video?" Because we had a little video camera that she's played with.

She says, "No."

I'm like, "Well, what is it about podcasting that interests you?"

And she said, "You get to travel around all over the place and meet fun people."

And I'm like, "Yeah, that's it." That pretty much sums it up. That's why I do it.

Technology has always been a means to an end. Always been a means to an end. Technology for technology's sake has always been ridiculous. A lot of people do it. A lot of huge companies are based around it, but I truly believe -- and I think I've told you this before, Fred -- but I truly believe that there are two types of people in this world: those who think tech is here to make our lives easier and those who think tech is here to make our lives harder. And that second group, they've built businesses around it, they've built empires around it. I've always seen this stuff as my slave.

The reason I love podcasting, when I was in college I played in college radio. And then there was that big FCC handbook I had to memorize and take my test and go through this process. And I was like, "How annoying." Podcasting pops up and suddenly I'm a radio star again, except I don't have to pass anything. I don't have to fill out any forms. I don't have to get any licenses. It was never that I was in love with podcasting, it was that I was in love with performing and communication and that type of stuff. And this tech was just the means to get it done.

When I started with FrontPage, FrontPage was not the best web design program from a geek standpoint, but it was great for ma's and pa's because it was something that I could teach them. It was

something that they could grasp and they could take hold of. So tech has always been the means to an end.

We're going to have 20 people in the house; we're recording this the day before Thanksgiving. We're going to have 20 people in the house and I'm up and down stairs all day long helping Heidi get the meal ready and watching the kids and picking up relatives from the airport and all that stuff. If I was in my corporate job, I wouldn't be; I'd be in front of a computer somewhere making work happen.

Fred Castañeda: Filling out reports.

Paul Colligan: Yeah. Filling out reports that nobody reads or people spend a great deal of time filing. So my passion is what my job allows me to do.

Fred Castañeda: Okay. And you put basically a new spin on the term "solution" right there because, as you said, technology is a means to an end that helps people do things and solve problems, as opposed to just for its own sake.

Paul Colligan: Yeah.

Fred Castañeda: And I think everything that you've done in affiliate marketing, Internet marketing, online marketing, podcasting, has done that. One last thing, can you just tell the listeners some of the websites that you've got and what you do so that they can understand the breadth and the width of what you're doing on the Internet and affiliate marketing?

Paul Colligan: It's all over the place. The best place to do is PaulColligan.com because that's kind of what I'm up to right now and that is the latest and the greatest. I have a website called AskPaulColligan.com that's sort of a hybrid podcast/teleseminar series/training program. There's an episode in there about web design. There's an episode in there about affiliate marketing. I have a couple of shopping cart systems over at FrontPageCart.com for the FrontPage users, and AutomateSales.com for everybody else. And then what's really interesting is we've got a new system up called Premium Cast, which is an engine that does both the sales of new media with the RSS channel, as well as just traditional good old-fashioned online sales with affiliate marketing and all those things. So you head to those, you'll get a really good idea what it is that I'm doing.

Fred Castañeda: All right. For our listeners I just want to let them know that the other podcast that I have, which is [Gain Control of Your Day](http://GainControlofYourDay.com), is actually going to be subscribed through via PremiumCast.com. I'm a firm believer, especially after having taken the [Podcast Secrets](http://PodcastSecrets.com)

course with Paul and seeing him in action at both of the [Podcast and Portable Media Expos](#).

Paul, let's talk about your success today. I know you've got a lot of energy. As a matter of fact, you even coined some of the phrases and have some of the icons in the industry right now, like "I'm the media." Can you tell us, what were some of the factors that led to your success today? I mean, this is a young man's game and you certainly have the energy for it.

Paul Colligan: Well, I remember very clearly. It was about six months into the web design business and I got a call from this shyster company who basically was throwing this big Internet business-type event in Portland, Oregon. And they called me and they said, "We're having this event. It's next week. There's going to be 500 people in the audience and you're going to teach them for an hour and a half for free."

And I asked them, "Why am I doing this for free?"

And they said, "Because if you don't, we know your competitor and we're going to call him and he's going to get to play it for free and you're going to be able to market accordingly."

Okay. They had me. I went down and I did it. And the first person who presented sat there with his nose up in the air with this highfalutin, "Well, if you know the specifications of the HTML 1.0 WC3 -" just this nonsense. He was spewing off terms to spew off terms, totally looking down at the audience, and it was one of the driest presentations I'd ever seen in my entire life. The content was fascinating, but --

Fred Castañeda: The condescending type, right?

Paul Colligan: You know, condescending if you're entertaining is almost forgiving, but it was condescending and boring. I mean, it was just gut-wrenchingly boring. And I had to follow this guy and I figured half the audience would be asleep and I wrote down a note to myself: "This stuff doesn't have to be boring." And I still have that note somewhere here in the messy office. But the fact of the matter is, I realized from that day that this stuff is fun.

When I taught FrontPage, FrontPage is a tool that let's us get our websites up about 200 times faster than coding it by hand. That's exciting. That means you get your life back. That means you get control of your day. And so it was never -- the excitement came from what this stuff enabled us to do, not the technology itself.

The reason I love podcasting, I said, is because I'm a ham. And the fact that my stuff gets heard all over the freakin' planet is a lot of fun and that's what invigorates me. If something comes around better than podcasting, I'll probably go to that. But the fact of the matter is, I think this technology, I think this infrastructure is pretty solid and I don't think it's going anywhere.

So the energy comes from just the simple fact that what I've got is very, very valuable to people. Small, independent entrepreneurs who are like, "Well, I've got something. It's great. I've got no way to sell it and I can't afford staff." Well, you introduce the concept of affiliate marketing, which again is just online commission sales. I introduce that fact to people and they're like, "Oh, my goodness. I can make the entire world my sales force." That's changes things dramatically. There was a time when more than half my sales were coming from one affiliate and the great thing was, he was thrilled to be doing it and I was thrilled to be paying him. And this was a guy that I never could have paid to keep on my staff anyway. And so it was never that affiliate marketing was what it was, it was that, "Look at this staff that I've got. Look at these people I've got selling for me." It's always been what this stuff enables us to do.

Fred Castañeda: Wow. A living example of that maxim that says you have to believe in yourself and you have to believe in the value that you're bringing to your audiences.

Let's talk about one other thing. When you started, obviously everyone has struggles and obstacles that they have to overcome. What were the obstacles that you overcame, the strengths that you had, the traits of your character that made you go from a struggling entrepreneur to a successful one?

Paul Colligan: Well, when I had the web design shop, no sales experience behind me - minus selling a bottle of wine when I was waiting tables - I didn't have good sales training underneath me. I kind of assumed -- you said a few seconds ago "knowing the value of what you had." I knew very well the value of what I had, I just had a really hard time communicating it. And I would get very, very frustrated if people would not buy, sort of like, "Why don't they understand? How can they not understand how great this is?" And the fact of the matter was, I wasn't doing a good job of communicating it. I had a \$1 billion solution wrapped in a \$0.50 catch-phrase.

And so my earliest problems were that I didn't know how to sell. I didn't know how to communicate what it was that I had. And

possibly even worse, I didn't understand how poor I was at actually selling it and wrapping some sales around it.

Fred Castañeda: Right. Sometimes in the high-tech area, if I remember correctly, at least my experience of 30 years in high-tech, you always had the albatross around you neck that said, "Speed. Feed. Speed. Feed. Please buy."

Paul Colligan: Yeah, exactly. Exactly. And so that was my big problem. And when I joined the management consulting firm, they were just amazing sales people as part of the process and it was just very tightly integrated into the core of their being. I'd go to meetings and they'd be selling our solution or selling our service and I'd be taking these notes; and everyone in the room thought that I was taking notes on the company that we were selling to and taking information, where in fact I was taking notes on our president and what a smooth job he was doing of selling what it was that we had to offer. And it was a great company. It was sales in terms of accurate presentation of what it was that we brought to the table.

So my biggest thing upon departure was my absence of sales skills. I read a book, and I'm sure you've probably read this a thousand times - if not, shame on you - but *The E-Myth Revisited* by Michael Gerber. I picked it up, honestly, because I thought it was "e" as in electronic, computer, that kind of stuff; and boy was I wrong. The e-myth is the entrepreneur myth. And the tenants of what he said was, there are three types of people: there's the manager, there's the worker, and there's the dreamer. And those aren't his terms; those are my terms. And he says every one of us does these things very, very, very well. One of us does one of the things partially well and one of us is terrible at things. And so his big thing was do what you do well and find people who can manage the other stuff, who do the other stuff well.

Bookkeeping. I can slave in front of -- I remember there was a time when I was getting -- oh, man, this was over 10 years ago. I was getting \$35 an hour on-demand as a consultant for this one company and I could work as much as I wanted to. And it was the type of thing where it came time for tax day. And I didn't want to have an accountant and so I spent literally 20 hours putting together my taxes. I was one of these guys --

Fred Castañeda: Doing your own taxes.

Paul Colligan: Doing my own taxes. I was one of these guys who was driving to the post office at 11:45 at night, praying no cop would pull me over kind of thing. And I spent 20 hours and I could have made \$35 an hour.

And when I talked to a bookkeeper a little bit later the next year, he's like, "\$500 to do your taxes."

And I was like, "That's way too much money." No, wait a minute. I lost more than that the last time I did my taxes and it was a crazy day, heart was pounding, wife was upset, these types of things.

So one of the things I did upon departure was I found a good bookkeeper who could manage that stuff for me. I found some people that I could outsource the work to; this affiliate who was doing gangbuster sales for me, I wasn't very good at the sales part. I was good at the dreamer and I was good at some of the day-to-day work but not all of it. And the stuff that I couldn't do, I passed off to other people. So the struggle was thinking I could be all things. I couldn't. I figured out who I was and then I started doing that very well. So I'm a full-time dreamer and I'm a part-time worker. And I outsource a lot of the work to other people and the management of a lot of things I hand to other people.

I had the Podcast Secrets program that you talked about. I did that with my good friend and business partner Alex Mandossian and I was just in the process of kind of closing down some of my e-commerce and we were talking about who was going to take the credit cards and who was going to manage charge-backs and all those issues, and I was just praying to myself, I was trying to be the good business partner willing to do so if needed. And Alex says, "We've got an engine here that will do it. Can we just run it through us?"

I was so happy he said that. I was so thrilled because that management I did terribly. He had a built-in system for it. So as a result, I could dream up the class. I could work to putting the dreams into reality and we could have his system manage the back end, so that's what we did.

Fred Castañeda: Right. And the outsourcing is one thing that is very important I try and tell my audience in prior episodes. In Podcast Secrets that's one of the things that I learned from you and Alex, Paul, and that is to outsource the proper items, the stuff that you don't do well. Or, if you do do well, you'll spend tons of time doing it when you should be spending time on other high priority and high payback items. And that's what I did. I outsource the technical part of my podcast to one of the people that you recommended in the class who ended up being the person to do the outsourcing. And that's a lesson that I learned and hope our audience will take. You don't have to do it all. You can outsource it to the proper parties.

Paul Colligan: The thing is, it's not just that you don't have to do it all. In many times, in many cases, you don't want to do it all. And that's one thing that gets lost a lot in the translation.

Fred Castañeda: Right. Because some people enjoy doing it all.

Paul Colligan: Yeah. Some people do enjoy doing it all. Some people kind of have a sick and twisted valuation of their lives and they think they're the only ones who can do it all. The fact of the matter is, just a little bit of shuffling -- that example when at any point, at the drop of a hat, at any time, I can make \$35 an hour. And this was 10 years ago when the wife was still working, no kids, life was simple and easy. But the fact of the matter was, I wasted 10 times that much by doing my own taxes. Yes, I was able to do them and I never got audited or anything like that, but it was just ridiculous for me to do that when I could go back to something I loved, bill, they paid weekly, it was just a gorgeous situation. So you don't have to, yes. But also, sometimes you simply don't want to.

Fred Castañeda: Right. Because there's higher payback, high leverage items that you could be doing to actually further your business and that's when the light bulb goes on. And you've taught that to the people that were in the Podcast Secrets class. I saw that in the meeting that we had in California, when the light bulb went on when you talked about that.

Paul, one of the other things I wanted to ask you about, as you know we have "dreamers," those are the people that we call in our podcast series the folks that have an idea that they either want to be an entrepreneur and have absolutely no idea what they want to do, or they have an idea of what business they want to get into but they haven't been able to dive into it yet; those are the dreamers. Then we have also the "newbies," the people who just hung up their shingle that said "Joe Blow, entrepreneur," and they have a worried look on their face that says, "My goodness. Now what do I do?"

What kind of wisdom would you recommend to them if these people wanted to get into Internet marketing, online marketing, or even affiliate marketing?

Paul Colligan: Well really I would go back a step further, and that's one of the reasons why I appreciate what you're doing with your show. Your show is not *The Struggling Online Entrepreneur*. The Internet, the computer, the cable connection, these are just tools to get the job done.

I had a friend of mine who was thinking about breaking out on his own, entirely in sales. And we had lunch and, "Paul, how do I know if I can handle it?"

And I recommended *The E-Myth Revisited* and he actually picked it up. We were right next to a book store, so he picked it up, took it home. He calls me that weekend and says, "Paul, you've ruined my life."

And I'm like, "What? Sorry? Bad cramps at lunch? What was it?"

And he said, "I read *The E-Myth* and I realized I don't have what it takes to be an entrepreneur."

And I said, "Wow. Okay. Interesting."

Fred Castañeda: And what did he mean?

Paul Colligan: In the book there's a story of a gal who made the best pies in the world. Everybody came from all around to get the pies and she loved making pies. That was all she did and she was great at it. And she felt a little bitter about the restaurant that she was making pies for because they were getting famous on her name and people were coming to their restaurant. And so she broke out and she started her own pie shop, but she realized she had to be in HR because she had to hire people to do the dishes, to run the marketing. She had to have waitresses, all these things. And what happened was she found that she wasn't making the pies anymore because she was managing everything else, where she really loved to make pies.

This guy was a sales guy and he didn't want to run a sales business, he just wanted to run sales. And so he realized all the things he would have to do. Running a sales business is very different than doing sales from somebody else. And so the "ruining your life" part was a bit of a joke because the fact of the matter was he just went back to his boss and said, "Look, I was considering going. This is where I wanted to go. I want to work in sales, but I want to do it a little bit differently. Can I spend some days at home? Can I get an expense account for the phone," that kind of stuff. And it all worked. He realized that he didn't want to be an entrepreneur. He wanted to work for somebody else; he just wanted a little bit more freedom. And there are a lot of people like that out there.

When I started my first Internet business a buddy of mine -- it was one of the most frustrating and one of the most revealing moments at the same time. A buddy of mine, we moved up here to Portland. We had this great plan for a business, and the idea was we were

going to work it for a year and the wives were going to be paying the bills. We didn't have to make any money for a year, no kids, no worries yet. And two weeks into it, Fred, two weeks he calls me up and says, "Paul, we need to do breakfast." And he's my best friend. We were best men at each other's weddings. I know this guy. I knew it wasn't good.

We go to breakfast and I go, "What's up?"

And he says, "Paul, this isn't for me."

I said, "How could you know in two weeks that this isn't for you? Remember, we were going to go for 52 weeks."

He said, "Paul, I wake up every morning, the stomach is gurgling, there's the ulcers. I'm freaking out. I'm panicking. This type of non-awareness of what's out there, it just isn't for me. I'm scared to death and I can't stand it."

Fred Castañeda: He needed to have something solid or secure that he was comfortable with that would not cause this negative stress.

Paul Colligan: Exactly. And so he got a very comfortable job in a very comfortable industry and he'll do well and he'll retire at the right age and go fishing every summer kind of thing, and it's perfect for him. So the people that think they want to break out: question number one, do you really want to break out? That's a question you've got to ask yourself. *E-Myth* is a great book. Listen to all the episodes of this podcast; great stuff. Ask yourself if you want to put up with this. I mean, there have been times back in the early days where I wasn't quite sure how we were going to pay the rent. That kind of stuff some people see as a challenge. That kind of stuff some people see as absolutely terrifying and coma-inducing. If you find yourself in that second category, be very careful. At least build your business simultaneously with you working the regular job so that you don't have these risks. And then don't attempt to be all things. Do what you're good at, outsource the rest, and don't try to take over the planet.

I am making more than I made when I was at the management consultant firm, but I don't have suit dry cleaning bills anymore, I didn't have to drive the fancy car that I paid in the expensive parking lot, I didn't have to go out to lunch every single day because we weren't allowed to bring food into the office.

Fred Castañeda: And you don't have the stress, right?

Paul Colligan: Yeah, exactly. The lifestyle -- it's funny. It's the day before Thanksgiving. Day before Thanksgiving there's always a very stressful day and I woke up this morning thinking, "I'm so glad I'm not there." And you know it's a stressful day when I haven't really been there for six Thanksgivings but I'm still thinking about how bad that place went. And so I've got this freedom, I've got this lack of stress, I've got this ability to just go upstairs when Heidi needs help making the pies and that kind of stuff.

So for the wannabe entrepreneur, do you really want to be one? It's not for everybody. Trust me. And there are people making more money working for somebody else than I'm making as an entrepreneur, so it's not an issue of money; it's an issue of what you want to do. Now, if the freedom is exciting, if this creation process, if this doing what you love, if this integrating your family life into your business life, if all the things that I adore about this is attractive, then figure out how to do it well.

Learn from people's mistakes, stuff like *The Struggling Entrepreneur*, great thing to do. *The E-Myth* is just one of the classic texts in this industry. The new *4-Hour Workweek* by Tim Ferriss is a new book, very impressive as well. I actually got to meet Tim last week and he's everything he claims to be in the book.

Fred Castañeda: And we don't have to go any further. What about the Ten Commandments that you have in your book, which is called *The Business Podcasting Bible*. Remember commandment number 10?

Paul Colligan: Go for it.

Fred Castañeda: The lifestyle of freedom.

Paul Colligan: Yep.

Fred Castañeda: And by the way, for our listeners I'll put a link in the show notes to that book that can be purchased on Amazon. I've read it several times. It's called *The Business Podcasting Bible* by yourself and Alex Mandossian, right, Paul?

Paul Colligan: Yeah. And where that commandment came from, "Thou shalt live the freedom lifestyle," if being an entrepreneur just means that you've got instead of 40, 50, 60 hour a week job at somebody else's office you now have a 60, 80, 100 hour week job in your own house, if that's all entrepreneur means, go back to work for somebody else; it's not worth it. If being an entrepreneur means you've got the freedom lifestyle, you're good to go.

I spoke at a presentation once and somehow the -- it was an Internet marketing event, but somehow the mood became more of a pro-entrepreneurialism event and several of the people got up and they talked about what their job had enabled them to do. And one guy, unmarried, showed pictures of being all around the world. And one guy volunteered at his church. And different people were talking about different things that they had done and I thought about it and I wanted to do something a little bit dramatic, a little bit different than what people who knew me had seen.

I got up and I had a single slide that had the word "sure" on it. And I stood up and said, "I'm doing this because I want the freedom to say 'sure.'"

My wife tells me, "I'm freaking out today. Can you drive the kids to school?" I want to be able to say, "Sure."

My church calls and says, "Hey, can we get some help during the middle of the week? We know you work at home. We don't want to be getting in the way here, but everybody else has got the job." I want to be able to say, "Sure."

If there's an event going somewhere in the world that's going to be good for me, I don't want to worry about having to ask for time off and explain to my boss why I need to go. I want to be able to go, "Sure." And that's what entrepreneurialism has allowed me to do is say, "Sure."

Fred Castañeda: Okay. Fantastic. Let me just tell the listeners that if they are planning on going into podcasting, if they take that first step and if they see that podcasting is what they want to do, build a business about it, then I highly recommend - as you have, Paul, in your courses always stated - the what, the why, the how, the case study, and the best practices. I think one of the best practices there would be Podcast Secrets so you can learn exactly how to do profitable podcasting as a business. I don't think anybody else has anything that close, so I would recommend that if they want to get into podcasting as a business. But thank you very much for your perspective for the dreamers and the newbies.

And do you have any other lessons learned or best practices that you can give from the many things that you do, especially PaulColligan.com?

Paul Colligan: There are times when we let common sense get in the way of preconceived notions and ideas. People always come to me and they say, "What type of microphone should I buy for my podcast?"

Now that's a good question, but I always ask them, "Well, what kind of podcast are you going to do?"

"Well, I don't know yet."

"Well, then I can't really give you advice on what you're going to do microphone-wise."

See, a lot of people do the tech first. They quit the job first and then become an entrepreneur. They buy the microphone then become a podcaster. They put up the blog, get the theme, and then they start writing content. You want to start with what it is that you're trying to do and then find the tools that let you do it.

Ninety-nine percent of the world, I say forget traditional media. Podcast. But there was one particular person who I was talking to who had a unique opportunity in the "traditional media" that I said you absolutely, without a doubt have to embrace. It was, what was he trying to accomplish, and then what technology do we use to accomplish?

If you don't know what kind of podcast you're going to do, don't buy microphones. Figure out how you're going to monetize it, figure out where the revenue stream is going to come from, then buy the microphones accordingly. As Fred put all this stuff together he realized, "Okay, yeah." And I'm going to outsource; I'm going to give it to my outsourcer.

And so I would just recommend ask yourself -- draw it on a piece of paper. A leads to B leads to C leads to D; am I doing any of this stuff in the wrong order? And if you're doing any of this in the wrong order, don't do it; fix the order. If you're buying the tech before the solution, figure out the solution, then buy the tech. Mac versus PC, same thing. What are you trying to do? What are you trying to accomplish? Once you figure out those things, you'll be at the right place.

And I just see so many people making that mistake. You would not believe the amount of people who have emailed me saying, "Paul, I bought \$1000 worth of podcasting equipment and I have no idea what to say."

Fred Castañeda: Yes. They put the cart before the horse. Do you have any other offerings that maybe you're going to be announcing or have right now that you could recommend to these folks who want to get into Internet marketing, online marketing, podcasting, or even the

Zune? For instance, Podcast Secrets for those who want to be into podcasting. What other offerings would you recommend that you have available to them in case they say, "Hey, I want to follow this guy? I want to see what he has to offer."

Paul Colligan: One thing that I'm doing, and this is kind of fun, there are some times when I need to separate all these things out. When we did Podcast Secrets, we had to be very careful, very specific just about the podcasting issues. But one of the things I appreciate about you, Fred, is you realize that all this stuff kind of flows together. All this stuff kind of comes together into one piece.

And what I did was I had to be careful. I can't teach blogging in the midst of a podcast class, or recommend an affiliate marketing tool in the midst of a podcast class, or these types of things, but they do all intertwine. So I launched something called [Paul Colligan's New Media Inner Circle](#). And you can go over to PremiumCast.com and look that up. And what my New Media Inner Circle is, is anything that I do during the course of the month I shoot down the same channel.

So, for instance, because I'm doing this episode - now, this episode is free. It's going to be out there but I'm going to shoot this episode down the channel of everybody who has purchased my New Media Inner Circle program. And they're just going to get it automatically. They're not going to get a note that says go download it; it's just going to be shot down their channel. And I did a teleseminar yesterday on affiliate marketing, actually, that is kind of private independent but it's going to be shot down that channel. Last week I was at a SuperConference for marketers, not necessarily Internet marketers at all; I ended up doing about a one hour presentation on New Media, what that meant. That gets shot down the channel.

So if you're the type of person who wants to see how all this comes together, do look up my New Media Inner Circle and that's a very, very interesting way to get everything. Currently it's open. It's a monthly service; you only buy it a month at a time. When I do Podcast Secrets it's going to come through that channel. Now about two months before Podcast Secrets starts, we're going to close up the channel just to make sure our affiliates have the ability to sell and market and not distract from what it is that they're doing. But the New Media Inner Circle is a definite opportunity to kind of get the full spectrum of what it is that I'm up to.

Currently I'm doing a program called Blog the Media and it's a blogging class and we've got a couple people who bought it straight out, but most of the people came in through the New Media Inner

Circle program and they're just getting all that content shot to them as well. So you can look at it as either the uber-course in all things Internet marketing, you can look at it as Paul on an installment plan, however you want to. That's my other big focus right now, so you just look that up in the product area over at PremiumCast.com.

Fred Castañeda: Okay. So they can get it either at PremiumCast.com, or they can look at PaulColligan.com and they can link to that.

Paul Colligan: Yep.

Fred Castañeda: Okay. Fantastic. At this point in time I wanted to thank Paul Colligan.

By the way, for the struggling entrepreneur Paul made a very good point. It's not all just Internet and high-tech marketers or Internet and high-tech entrepreneurs. The next couple of episodes of *Struggling Entrepreneur* I actually I have an interview with some musicians who are playing in the San Antonio, Texas and international area and they're struggling and they just became successful musicians who have their own label and don't want to go through BMI or any of those to cut their CDs and become very successful. So we have all ranges of entrepreneurs here, Paul.

Paul Colligan: Exactly.

Fred Castañeda: Anyway. I'd like to thank Paul Colligan on this day before Thanksgiving. I know it's a madhouse over where you are. You're helping to prepare for your Thanksgiving feast. And we'll have everything with links in the show notes, and I wanted to thank Paul for coming on board with us. Paul, thank you so much for your wisdom, and hopefully you're going to help other people as you did to me become successful entrepreneurs and quit being struggling entrepreneurs.

Paul Colligan: Sounds great, Fred. Thanks.

Fred Castañeda: Okay. Thank you.

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