

THE 
PORTFOLIO
LIFE
WITH
JEFF GOINS

PODCAST

EP. 060

HOW TO GUEST POST ON A CELEBRITY BLOG: INTERVIEW WITH ELIZABETH BRADLEY

KEY

E = Elizabeth Bradley

J = Jeff Goins

A = Andy Traub

E And I think whenever you get that feeling of, “Oh, I can’t pitch this person because my writing is not good enough, or I haven’t been published,” or something like that, you honestly need to completely ignore that.

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A Welcome to *The Portfolio Life* with Jeff Goins. I’m your host, Andy Traub, and this is the show that helps you pursue works that matters, make a difference with your art, and discover your true voice. Today’s guest, Elizabeth Bradley, is familiar with failure. Now, she’s familiar with success. Elizabeth is an award-winning British-American freelance writer, photographer, and social media strategist living in Thailand. And in this episode of *The Portfolio Life*, she discusses how rejecting the idea of pursuing a niche gave her the clarity to become an expert in her field, build a business that allows her to spend quality time with her family, and live the kind of life that she wants to live.

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J Well, Elizabeth, thank you for being a part of the show.

E Thanks so much for having me, Jeff.

J So, for those who don’t know you, let’s just kind of give them an idea of your current context. Where in the world – you know, we’re talking on Skype. We could pretend like we’re sitting over a

coffee table or something. But we're actually using the Internet. Where in the world are you right now, and what time is it?

E Oh, you're going to make me tell the time, ah.

J Yeah.

E I'm coming at you from Thailand. And it is 2 AM here.

J So, we're going to kind of hop around. I mean, first of all, thanks for your dedication to *The Portfolio Life* [laughing].

E You are very welcome.

J I feel a little bit bad about pushing this off. We were supposed to do this 30 minutes ago, but you were gracious enough to let me move the schedule around.

E Yeah.

J So, now I feel bad. But you are kind of a night owl. This is the first conversation we've had for you in the middle of the night.

E Yeah, well, you know, we're writers. We do weird things [laughing].

J Yep, totally. So, we're going to hop around in the chronology of your story. But you've got some interesting things to share with us today. I want to start with kind of the beginning where you popped up on my radar. Of course, you signed up for one of my online courses, TribeWriters a while back, but you really caught my attention when you emailed me. I think it was asking for some feedback from people who had gone through the course and had seen some success. And you said something that caught my attention immediately.

You said, "Hey, I've started guest posting, got something like 2,000 subscribers through this. It's been really useful. And, oh, by the way, I'm going to be guest posting on Cameron Diaz's blog."

Unpack that a little bit for me.

E Yes. Well, I have a site, as you know, that pertains to living healthy and creative and a lot of my readers really love holistic living and working online. Many of them are writers and artists and whatnot. And I had seen a very popular writer and blogger named Casey Wiegand post on her site that she had guest posted on Cameron Diaz's blog about essential oils and different things that she does with them. And I thought, "Wow, that's interesting, first of all that Cameron Diaz has a blog; second that Casey Wiegand wrote on it; and, third, that the blog pertains to holistic health which is something I'm interested in.

So, I clicked through and I went to Cameron's blog and read the posts. And I saw that it seemed like a newer blog. It didn't seem to have a ton of engagement. But the design was fantastic. The content was extremely inspirational and exactly the type of thing that I'm into. And, so, I thought, you know, "Well, maybe I should guest post here." But, then, again Casey Wiegand had a very large platform. So, I was kind of back and forth mulling it over when finally I had someone, my friend Bonnie, dared me to write 10 different bloggers and pitch them my guest post submissions.

So, I'm not a huge fan of guest posting because like most writers I like to stay on my own platform—

J Yeah.

E —and kind of hide behind my computer screen and whatnot. But I finally said, “You know what? I’m going to have to do this. I haven’t done it. I haven’t done guest posting that much.” And, so, I went into the TribeWriters content and really started studying about guest posting and whatnot. And, also, your blogging course which discusses this. And I just started pitching people. And to my surprise almost every single one of them said, “Yes,” to me guest posting.

J There was one jerk. You told me you got a 90-percent success rate, but there was—

E Oh.

J —one really mean person that said no. Who was that?

E Yeah, I was really upset about it. It was this guy named Jeff Goins. He didn’t even respond. So, it wasn’t a no. It was just like, “Why are you asking me this?” But [laughing] I’m on his podcast now. So, that fine. So, I finally said, “OK. I’m going to do it with Cameron Diaz and her blog.” And I wrote to them just explained who I was. And this is something that I know that I think your listeners are really going to find a good structure for how you pitch anyone. It doesn’t have to be necessarily for a guest post. But it could be for a podcast. It could be for an interview of sorts. It could be to get your product to somewhere.

And I just basically told them that I was familiar with their site. At that point I had been reading it for some time. I mentioned Casey Wiegand’s post and told them, “This is something that I am passionate about,” and I also made sure to mention where I had written elsewhere as well as my stats on social media. Because I also do social media strategy. So, I’m big into social media.

And, you know, just let them know that regardless if they accepted it or not, that I was very grateful for the content they were putting out. And to my surprise they wrote me back – the editor is just a really nice person – wrote me back, and said, “Yes.”

And the funny thing about this story – and I think I was telling you this on Facebook – is that it’s really interesting when you guest post somewhere that people make this assumption that you know the person—

J Right.

E —personally.

J Uh-huh (agreeing).

E And, so, I’ve had people write to me who I haven’t heard from in like 10 years. Like, “Hey, hey, hey. How is going? I just saw you on Cameron Diaz’ blog. And I have this really” – like I have her on speed dial or something. Of course, I didn’t say that. I was like, “Yes, I was,” [laughing] depending on who asked, of course.

J Yeah.

E But, you know, that's really something that I found interesting is that a lot of bloggers think that it's really difficult to get on bigger blogs. And I think if you position yourself correctly, you're taking your blog seriously. You're taking your writing seriously, you're constantly improving, you know, and you pitch some correctly, I think anybody can do it. And that's kind of the moral of my story, I guess.

J So, this is not the only Hollywood actresses' blog that you have now contributed to, right?

E Yes, that's correct.

J So—

E It's the second.

J So, Cameron Diaz is an actress for those who don't know who she is. And she's really into healthy living, healthy lifestyle, healthy eating. Doesn't she have like a cookbook or something?

E Yeah, she has a really interesting book out called *The Body Book*.

J Right.

E And it just talks about healthy living, yeah.

J And, then, more recently you got featured on another actresses blog. Talk about that.

E Yes, well, this was a real honor, and I'm so grateful for this. But my friend, Hillary, who I met through a kind of healthy living school, you could say, called "The Apothecary Circle" which closed. But, anyway, she and I have kept in touch via Facebook. And I got this email saying that an interview inquiry. And Hillary very kindly asked if I was interested in being interviewed on a new site called *Annapurna Living* which is run by the actress, Carrie-Anne Moss.

J Which, if you don't know who that is, that's Trinity from *The Matrix*, right?

E Yes, exactly. And I just could not believe it, because first of all I am a gigantic fan of that series.

J [laughing]

E And, so, it's not only – yeah. And not only am I a huge fan of that series, but I'm actually a big gamer which not to out myself as a geek, but you already know this, Jeff.

J Yeah.

E And Carrie-Anne Moss was in *Silent Hill* which is another movie I love. So, I was freaking out about this, just how awesome this was. And how awesome it was that Carrie-Anne Moss is into the same thing that I'm into, and that they wanted to interview me.

So, they very kindly interviewed me and also allowed me to guest post once on the site. So, that was really fantastic.

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J OK. So, I kind of want to come back to this stuff about the practical side of things. But I really wanted to begin with the fact that you've done some legit stuff, and you've got these friends that reached out to you saying, "Hey, introduce me to Cameron," or whatever. Because that was the thing that caught my attention. And I want to catch everybody else's attention.

Now, I want to go back and talk about how you got here. Because, as you know, as a listener of the show, *The Portfolio Life* – I forgot the name of the show for a second – *The Portfolio Life* is not just about doing one thing. It's about how all of these things fit together.

You've got a great blog called *Savouring Simplicity*, <http://SavouringSimplicity.com>, and savoring is spelled with a u – s-a-v-o-u-r-i-n-g. dot com. You know, this has been a big thing for you. And my understanding of your story, Elizabeth, is that holistic living, not just even healthy eating, or healthy lifestyle, but really understanding yourself as this whole person with all of these different things that you do kind of fitting together. That's a really important theme of this show is really understanding how all the different parts of your life and your work, work together. They integrate to make you kind of the whole you.

And I think it would be fun to kind of unpack this a little bit. Because we so far talked about, Elizabeth, the gamer, the guest poster. I want to get into a little bit more of your story. So, tell us a little bit about where you came from and how you got into blogging in the first place.

E Yes, well, it's a long story, of course, but to summarize it, I've always been a writer. I come from a family that's British and American. So, I've kind of got a unique cultural mix. And I grew up between the States – France and, actually, Singapore. The reason being my dad was in sales. And he was traveling a lot. And the wonderful thing about living in France is that there are so many artists there. And people are constantly hanging out at cafes. And it's perfectly normal to sit at a cafe for hours reading, or writing, or painting. You know? And that was such a unique atmosphere for me. I've been writing ever since I was, you know, 11 – 12. But when I moved back to the States shortly after my father passed away, I basically stopped writing. I saw how competitive it was. And every time I tried to – yeah, it was strange because at that point people there were screen writers mainly. Or doing copywriting. And I didn't have an interest in screen writing. So, I tried to market myself copywriting. But it was just – it was challenging, and at that time this was before blogging. This was before getting your name out by a social media. It was Craig's List, you know? Yeah, which wasn't really working. So, I just basically stopped. It was hard for me.

Then years later I decided, maybe about five – six years ago, to start my first site. But I think very similarly to what you talk about your first sites. Well, I was actually writing about a topic I wasn't super passionate about which was family travel. And I love traveling. And we are a family that travels, but it wasn't a subject I was particularly passionate about. You know, I'm more interested in other aspects of travel like travel photography, and culinary travel, and etc.

So, I ended up feeling really unmotivated again. And the sponsored posts that many travel bloggers get to make an income were kind of dwindling for all travel bloggers. And I was no exception. So, I finally said, "You know what? I've got to start a site that really encompasses very similarly to what you talk about in your upcoming book, you know, *The Portfolio Life* with all these different aspects about me. I'm not just talking about family travel. I'm not just talking about this, or that. I'm talking about the whole package, and the holistic person, who I am. And I wanted to connect with creative, holistic women.

So, I started <http://SavouringSimplicity.com>, and even though I realized it was going to be the same uphill battle of getting traffic, growing your tribe, finding people who connect, I just kept continuing. And then I joined TribeWriters, of course. And that was fantastic for me, because I realized

then that it wasn't about niching myself. Instead it was about finding a worldview that you talk about in the program.

And, you know, it's really focusing on what Seth Godin talks about with finding your tribe. And there were people who had that interest in creative holistic living. And by connecting with others in the TribeWriters' group, as well as Brighten, a blog-hearted group, which is part of a female blogging program that I'm in, you know, I was able to connect with people more personally and build those relationships.

And, then, guest post, which is what I've been focusing on now.

J What's interesting to me is when I was asking, how did you get connected with Carrie-Ann Moss. And how did you get connected with Cameron Diaz, or their teams, and get an opportunity to post on their blogs, you started every story with, "Well, my friend, so and so connected me with such and such a person."

Have relationships been really critical to you in terms of getting your message to spread?

E Yeah, absolutely, absolutely. Because the thing with me is I'm an extravert. However, I have problems a lot of the time asking people for things. I'm like the giver. I like to, "How can I share your posts? How can I help you? How can I do this?"

And, finally, when it comes to making an income, or to getting people to help you, you've got to actually ask them frequently. And that's the hard part I faced when it came to guest posting, or doing different aspects of business was just saying, "Hey, if possible, could you help me out and let me guest post," or "Can you share this article of mine," or something like that.

And, so, I finally just ended up doing that. And I realized that since I had been helping people, they were very receptive to helping me spread my message which is the beauty of building a tribe. But, then, it does, you know, you have to have that second aspect of it which some people look as sales-y. You know, it comes down to actually asking for help, or asking for someone's advice, or asking for mentorship. And that's kind of the second part of that equation. Because if we keep giving, giving, giving as bloggers, as consultants, as artists, you can't make a business off of that. And on top of that, that's not really what a tribe is. Because a tribe helps each member of it.

And, so, yeah, relationships were huge for me. And I was extremely grateful that people were so receptive to helping me and like what you are doing with TribeWriters and everybody in the group. It's just everyone is helping each other. And that's kind of how you do it.

J What I love about what you said there, Elizabeth, is it wasn't just about asking which is what, I think, a lot of people get wrong or they just they ask without having any sort of relational equity stored up with somebody.

E Yes.

J And it's also not just about doing favors for everybody and, then, waiting for somebody to return the favor. Because sometimes people need to be asked. They need to be reminded. Oh, yeah, I can help you, too. And what I hear you saying is, really investing in other people, giving, and, then, waiting for the right opportunity to make the right ask can make a world of difference.

E Absolutely. And that's the thing. Because we talk a lot – or people talk a lot in the marketing world about being an expert, and being perceived as an expert.

J Right.

E And that's when people come to you, right?

J Yeah.

E So, all of us have been conditioned, "OK, I just got to make it, get enough social media followers, get enough blog readers where people will come to me, and they'll ask me to guest post, and they'll interview me," and I don't think that's the right attitude to take. I think positioning is important. And that's one of the benefits of guest posting, having good blog design, having good content is it positions you as an expert in your field. And someone that cares, and someone that has resources. But it's also other elements like directly getting in touch with people. I have a friend actually named Naomi. And on Twitter she just will go ahead and mention people all the time and talk directly to them.

So, a big thought leader will share his article, and she'll just go right ahead and message him directly saying, "Thank you. That was wonderful. I like points X, Y, and Z." And the great thing is most of the time people will respond back to her.

So, I started watching that and seeing, "Why am I not doing that? Why am I not being a little bit more bold?" And I think as artists that's what we really need to learn to do. It's not sales-y. It's just communication. You know? And that's the second part of the equation that most of us miss. We just wait till we get to that expert status which may or may not exist. You know? And, then, wait for everyone to come to us. But I think you need to focus on outreach when it comes to growing your platform and your portfolio life.

J I love that. It's not sales, it's just communication. And there's nothing wrong with reaching out to people and trying to connect with them.

So, a lot of people are wanting to blog, or have kind of these breakthroughs that you've had and are going through. And you've shared with me that this is something that you're in the middle of building. And I love the humility that you're still on your way, you don't feel like you've arrived which I think is really healthy.

But let's talk about the business. So, you are making a living online. Kind of lift the hood a little bit and let us see what's underneath it. So, how do you actually do that? Because I think this is a mystery for a lot of people on how is your platform helping with that, and just kind of where are you at with your business?

E Yes, well, I have two separate sites. One of them: <http://EKBradley.net> . I offer social media consulting and content marketing strategy. So, that's kind of the primary way I make a living. I also do some freelance work as a writer. And I've used my blog, <http://SavouringSimplicity.com> to actually start to market my consulting services as well as my business blog.

So, I think that when it comes to making a living online, especially as a creative, you've got to get out of the idea of traffic equals income. Because I realize that that's true. But even the *New York Times* is struggling with that business model of making—

J Right.

E —advertising. I can tell people with certainty, you're not going to make money that way.

J Yeah.

E You're absolutely not going to do it. I've tried. I've tried for four years. It was painful, and it was extremely scary at times if you are banking on getting a sponsored post, or advertising revenue, or affiliate sales when you don't have that kind of huge, gigantic platform. And you've got to put food on the table. I don't think it's smart to go that route.

I think either going to a place which has already traffic and people there such as Amazon.com, of course, if you are going to self-publish e-books and whatnot. Or teaching a course on Udemy.com. Or if you're going to guest post, because that's a great way to, obviously, tap into another audience. But instead of focusing on, "I've got to get a ton of traffic," I think it's much more about building credibility and finding out what you can offer as a service provider whether it's a coach, a consultant, a mentor, a mastermind group, facilitator, all those different things. Or selling a product of some kind whether it be an e-book or an e-course, etc.

Because I just think that those are the best ways to do it. That's what I've found works. I've struggled big time with this. I'm still building my portfolio of things that I do. But, yeah, I definitely think that's the way to go as opposed to ads and whatnot.

J Yeah, I agree with that. When I got started blogging that was really, seemed to be the only way you could make money, this whole world of online courses, and info products, and even e-books were still not very commonplace. And, so, the way that bloggers made money with their blogs was through ads. And I tried that. And it just was a huge – it was painful and hard. It just didn't – wasn't the Holy Grail that people seemed to describe it as.

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J Let's get a little bit more specific. You do some social media coaching. I've actually benefitted from the service before. You've helped me with some Pinterest stuff, really great stuff. You do some writing. Let's break down all of those revenue streams.

You do social medial consulting. You do some freelance writing. What else? What else am I missing?

E Well, I actually do some – talk about a Portfolio Life here. And I always get told I should niche down and only pick one of these. But I also do life coaching on my blog. I help women who are creative. And that's something I'm actually extremely passionate about, because what you talk about in your upcoming book, that's something that I'm passionate about, helping people find their calling. And, also, use the Internet to pursue a career in their calling, because those two go hand-in-hand.

J And out of all these things that you do, has there been one sweet spot where you feel like that's been the primary breadwinner? Like I look at all the different things that I do. You mentioned TribeWriters. Man, that thing just took off in ways I kind of wish other things would take off. But it's a big part of my business.

E Yeah, I think absolutely for me it has been social media consulting. Because I understand it extremely well, and I understand how frustrated people are with it, especially business owners. And I have a friend, Navid, from the *Life Style Architects* podcast who actually me launch my consulting through his podcast and having me on.

So, for me, that's the main thing. Because I understand Pinterest and Instagram and Facebook marketing, the challenges. But my life coaching is new. That's always an interesting thing to market, you know? Because a lot of my clients are actually life coaches or health coaches. And it's always like, "OK, you got to get into the problem you solve, and how to market, connect." And that's the boring

thing that no one likes doing, because it's like when you ask a life coach, "Well, what problem do you solve?" It's kind of like silence. Because it's hard to answer that.

J Yeah.

E It's like a lot of things you're solving. It's just, you know, but, yeah, it's definitely social media strategy.

J Yeah, I get that. I mean it's growing, right? Like everybody is interested in figuring it out, and if you can make a living at it, great.

So, let's kind of go to the life part of the portfolio. We've been talking a lot about work, and even passions. Let's unpack more of just kind of how you live your life as you're a mom. You're a wife. You're living in Thailand. Give us a picture of what your day looks like. I mean, you're talking to us in the middle of the night. How do you spend your time, and what are the things that are important to you?

E Well, I only work a few hours a day. And I only take on a few clients when I'm doing consulting or coaching so that I can maintain, because I homeschool as well. So, my daytime is usually with my daughter. And I work a few hours at night. That's typically what I do unless I have something pressing like a client that needs help with something immediately. Then I'll do a little bit of work during the day.

My husband also works at home. So, that's the benefit. Because since we both work from home, you know, one of us can be with our daughter while the other one is doing some work. We spend a lot of time actually just hanging out as a family which that's my core values as I'm a family-oriented person. I enjoy cooking and also I'm an adventurous. We travel a lot. And that's the great thing of working online. I mean it's not easy to do. It's not easy. I mean it's taken me like five years, basically, to get to this point where it's like I'm making a good income from what I'm doing. Of course, I could scale. But right now I'm happy with where I'm at.

But, you know, my goal behind everything I had done over the years and the hard work I've put into this is just so I can have my family be my focus. And I think that's what a lot of people want, especially women. I mean, how does it feel for you, Jeff, now that you've got more time with your son and your wife? I'm sure it's amazing, right?

J Yeah, totally. And it's not without its challenges. But we talk sometimes about would we ever go back. And, no. I mean it's totally a blessing to be able to take a morning off and play with my son, Aidan. And Ashley talks about as long and as stressful as those days can be raising a toddler, occasionally we'll talk about, "Hey, you know, do you want to go back to work? What do you think about that?" And we just realize that time is so precious. And it really is a gift to be able to spend all that time around together as a family. It's certainly not something everybody gets to do.

E Yeah, it's definitely a blessing in regards to having a toddler. That's a challenge age, especially when you are working at home. Because the noise if you ever record anything. And they're like running outside like, "Aah," having a tantrum.

J Yeah. So, I want to wrap it up just kind of coming back to this thing that we talked about which I think you sort of breezed past, and I'd like to break it down a little bit more practically. So, you've had great success. I'm embarrassed to be the only person to have said no to you.

E Mostly. Mostly. Yeah.

J Thank you.

E I was devastated after that.

J You're doing a good job of shaming me. I appreciate that. Very nice. No, I'm ashamed. I get so many of those requests, Elizabeth. And I'm not defending myself here. But I get so many that are done poorly. And you've seen to really understand the art of the ask, understanding how to—

E Yeah.

J —even when you approached me. You said, “Hey, Jeff, I did the things that you said to do. I succeeded. Here's some big wins.” And when I asked you how did you get in all of these other big wins, you definitely went through a really intentional process. Because I think people listening are going, “Man, I'd love to do that. I'd love to make some money online, or have a few 1,000 blog subscribers, or get my content featured on these Websites, these celebrity Websites.”

And I would love for you kind of in these concluding minutes to just demystify that process. What does it actually take to ask somebody to do something for you, like guest post on their site, and get them to say yes? Because you've had a great track record, almost 100 percent.

E Yeah, that's right. It's been good. Well, first of all, the one thing I want to point out for everybody listening is, I wouldn't just hit up celebrity blogs, obviously.

J Yeah. Right.

E The reason being is, just because it is a celebrity blog does not mean that it equals traffic. It also doesn't mean that what you think in your mind it's going to mean. I've had some friends say that they've guest posted on certain sites that I haven't written for but my husband has, and they've gotten no traffic from it, and it's been this huge let down, because they had all this energy invested into it crafting this post.

So, I would say diverse where you pitch. I think the most important thing when it comes to pitching is, first of all, positioning. This is my personal opinion.

J Yeah.

E Because if somebody clicks over to your site and the design is bad, and I know there is this war against which is more important, content or design? I actually think – and I'm a writer – I think design is more important. The reason being is its first impression. And if I pop over to someone's site and there is obviously no design. It's on a premade template. If there is no – there's nothing there that says this person has taken it seriously, or it's someone that's a serious blogger or writer, that's going to deter them from actually reading your content.

So, I think if they see, “Wow, this person is credible. They've invested some time or possibly money, or maybe they've done it themselves. They've created great design. You see on your side bar some of the places that you've been featured, you know, Tiny Buddhas and Habits, GoinsWriter, cough, cough. And different places like that.

But that really helps the person who you're pitching see that you're a serious writer, that you're serious about crafting content for them, etc., and you're credible. That's the main goal. And if

you haven't been featured anywhere, that's OK. You just start from where you're at. Focus on making a design. You can do it completely cheap. You could go to <http://SquareSpace.com> and do that it that way. Or get a Theme Forest theme which look pretty good. You don't have to invest a lot of money in this. But just focus on that, getting some good content on the site, good design.

And, then, when you start to guest post, put on your sidebar the places you've been featured. They don't have to be big sites, just saying, "Hey, I've been working hard to get my name out there."

Then when you're pitching people, it's important to know their blog. It's important to know their content and tell them how you can add value to it. And I know people talk about adding value all the time. And it's like, "Uh, yeah, I get it." But, really, if you want them to be like blown away, "I've got to have this person," you've got to sell them on that. Because this is sales. When you are pitching, you are selling yourself.

And, then, lastly, I do think it's important to have some kind of social media following, newsletter, or something. That does not mean you have to have thousands of people. It just means that you're telling them, "I'm willing to promote the content in whatever way I can, whether it's a Facebook group. Again, you know, the plethora different ways.

So, build up one social media platform, whichever one you like the most. And, then, tell them, "I will promote it on this platform. And my followers on that platform happen to be people who would like the content on your blog, a/k/a I'm introducing them to your site, too." That's actually my three steps that I tell everybody now to do. That's my system.

J I think it's great. So, those of you who are listening, by now you're probably thinking, "Man, Jeff really needs to let her guest post." So, we might have to—

E Yes, you do.

J We've got to make that happen, I guess. Thanks for this. This is great, Elizabeth. You know, I heard a couple of things that I just want to highlight for those who are listening that I think you do really well, partly because I think you're a people person. You're an extrovert. You understand how to connect with and motivate people. But I heard you say a couple of things that I just wanted to highlight for us to kind of wrap our brains around.

One, build the network first. Again, going back to, "My friend so and so introduced me to such and such." Help people add value to their lives. Give before you try to get. Build that network first.

Second, understand the art of The Ask.

E Yep.

J Understand what people want to say yes to. They want to say yes to something that is going to make their lives easily. They have something in it for them. And I think you've done a really good job with that. And, then, lastly I heard you say use previous wins. Start small and use previous wins to create bigger wins. Don't grab for some big celebrity necessarily. Go find a few small wins leveraging the network that you have. Understanding what motivates those people. And small wins can lead to even bigger wins as they certainly have for you.

E Yes, exactly. And I just want to say one last thing. We all make mistakes with our posts. I happen to have typos in a couple of guest posts that I've submitted for people. And I felt awful about it. You know? Where you're like, "Ah, I missed this." And, then, you start to doubt yourself as a writer. And in the writing game, you know what? We are doubting ourselves all the time. And I think whenever you get that feeling of, "Ah, I can't pitch this person, because my writing is not good

enough, or I haven't been published" or something like that. You, honestly, need to completely ignore that.

Like you need to absolutely ignore that: "I don't have enough experience. I don't have a degree in English," or whatever it is. Or if you're a photographer, "I haven't done enough session," or whatever it is kind of blog you have. You need to just ignore that and do it anyway.

You're going to get rejected. And the reason that I've continued going is actually because I have failed so much over the years. I failed my complete – my first blog failed. I've had so many other things that have failed. But I am so grateful for all those mistakes, because it has taught me to keep going so that now if I get criticism, it rolls off me. Because I get this game. I understand it. And I know anybody can do it. I know it with certainty. So, just keep going. That's the key.

J That's great. Thanks for this Elizabeth. I love what you're doing. I'm cheering you on. And, apparently, I need to get onboard and bring up your batting average to 100 percent. Hey, this was great. We're going to link up to all of your stuff in the show notes. Thank you for doing it. Sometimes it's just as simple as actually doing the work. And you've done a great job of it, and you should be proud.

E Thanks so much.

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A Elizabeth's story is an encouraging one, because it's believable and practical. We hope you will take her practical advice and implement it into your business, your art, and your family. We'd love to know how you're doing that. So, use the Twitter hashtag #PortfolioLife or leave a comment on this episode at <http://GoinsWriter.com>. I am Andy Traub, and on behalf of Jeff Goins, thanks for spending some time with us. Now, go build your portfolio.

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E But, you know, that's really something that I found interesting is, was a lot of bloggers think that it's really difficult to get on bigger blogs. And I think that if you position yourself correctly you're taking your blog seriously, you're taking your writing seriously, you're constantly improving, and you pitch some correctly, I think anybody can do it. And that's kind of the moral of my story, I guess.