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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE  
**213**

**Phil Singleton**

Show Notes at: <http://www.aesnation.com/213>



**AESNATION.COM**  
John Bowen and Phil Singleton  
Episode #213

Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs, we all want to make a major difference. One of the things that all of us have, as we communicate with our marketplace, our clients, our perspective clients, our really strategic partners, our influencers, we have one thing in common: every single one of us has a website. Between you and me, most of us aren't using it as effectively as we'd like.

I've got a fellow entrepreneur with us today, who is an expert. He's working with some of the top marketing people out there and showing them how to make a real big difference. I wanted him to share his expertise with us. He is... think of all the changes that have gone on with SEO, and the need for content, leadership... He's going to show you exactly how each and every one of us can use our website to generate that consistent stream of new right clients.

Doesn't that sound great? Well it is. Phil Singleton is just an amazing individual and he's joining us, so you don't want to miss it. I'm John Bowen, I'm founder of aesnation.com and this is all about accelerating your success and making a huge impact together. Stay tuned.

I'm so excited that you're joining us here today. This is an area that everybody has questions about. First of all, thank you for joining.

**Phil Singleton:** Thank you so much for having me. My pleasure.

**John Bowen:** Ya know Phil, we have a common friend John Jantsch that you have as a business partner and you've done an awful lot together. I've always really respected what he's doing. When I saw you guys were working together, I got to reach out because this is an area that I have a lot of questions on. I've got multiple websites, I've got great technology, I've got all the latest marketing automation and everything else, a lot of dot coms. I'm so frustrated when I go to my mastermind groups, I find people are so frustrated and I'm guessing you're seeing some clients coming to you that are frustrated too. Is that the case?

**Phil Singleton:** It does. It happens a lot. I think this is kind of an eternal business, small business, general business problem, where I think a lot of folks are trying to figure out if they're going to marketing dollars, how do I do it in the way that I get the best investment. But, what we see a lot is, a lot of folks try things. Everybody wants leads. At the end of the day, we're trying to figure out ways to grow our business. Once we figure out how to deliberately get service, then it's all about getting the right kind of clients, am I right? What ends up happening with a lot of folks that want more leads than sales are they go out and kind of hip shoot it, different kinds of tactics. What ends up really needing to happen is having some kind of cohesive strategy where you can put all of this stuff together in a way that really works for you. What you see a lot of when folks come to see us is they come with us like "Hey we've got some problems, let's start with our website where the problem is." It's usually one of those kinds of tactics.

**John Bowen:** I just got off the phone with a fellow entrepreneur and he was sharing all this. It's just like... it's kind of the classic: throw money at it and not really think through a strategy, put it together. Before we go there, Phil, one of the things that I want to do, and I didn't tell you about this, I apologize, but I want you to tell... I know you're a little bit different than the average geek, marketing geek.

**Phil Singleton:** I'll say. \*laughter\*

**John Bowen:** Yes.

**Phil Singleton:** I'm still a geek in my own way though.

**John Bowen:** No, I'm a little geekish too so we're... in today's world, we all have to have a little geekism in us. The idea is, you did your first website at 35, so I know... one of the questions they usually ask is "At age five, did you know what you were going to do?" Obviously, no. Tell us how you got to where you are now, and then what I'd like to do is go through some of the life lessons that we can share with our fellow entrepreneurs, so they can be much more successful as well.

**Phil Singleton:** Yeah, I love it because I think I'm the poster boy for "If he can do it, anybody can do it." I went to school for financing and I was going to work on Wall Street. Actually, I got a D in Computer Science in college. I love telling people that because it's like how you went from a D to running a...

**John Bowen:** That's the qualification and that's what it takes here.

**Phil Singleton:** It's also one of these things where you don't want to learn how to lose weight from the guy that's born with 5% body fat or whatever it is, you want to learn from the guy that's walked the walk type of thing. I feel like I really have.

Long story short, I graduated, was lucky to have a job out of school. I was in with an insurance company, in a cubicle, I didn't figure... I figured this is not what I want to be when I grow up. At the end of the third or fourth year there, I think I probably had some kind of melt down. I figured I have to do something different or I'm going to end up looking like one of these guys that's been in this building for 20 or 30 years, stuck in an industry that they may not have chosen. I didn't really choose it, it was just the only job that was... that I had at the school. I was really actually glad that I had that out of school.

Long story short there, quit my job over the course of two or three weeks, and I moved to Asia. I ended up living there for about 10 years. That's got a bunch of stories and wild rides.

**John Bowen:** Where in Asia did you end up?

**Phil Singleton:** I was in Taipei, Taiwan.

**John Bowen:** Okay, okay. A little off the beaten path for a Kansas City boy here.

**Phil Singleton:** Yeah, I thought maybe China, but at that time China was still, and obviously still developing right now. But that was 20 years ago.

**John Bowen:** Some people consider that China. At least China does.

**Phil Singleton:** Right. So, I figured Taiwan's a great place to learn Mandarin, but still have more of a kind of modern... and it worked out really well. In fact, my wife's Taiwanese, so I met, married...

**John Bowen:** So, it was very good.

**Phil Singleton:** Right. The end of that period, what ended up happening is worked the dot com area, long story short there, a software company ended up falling into my lap based on some of the work I was doing there and I kind of confronted a problem head-on and ended up basically running a software company. I learned a lot at that time. It really opened my eyes up to the power of the internet. You can Google, in particular, 15, 17 years ago, from a guy that studied business and finance early on, I really could see, wow if you follow the ROI trail for a lot of digital stuff online back then, a lot of it was being controlled, or influenced in a big way, by Google.

In fact, long story short there, with the software company that I was running, really was that... I saw that, at this time, more than 15 years ago, more than half of our sales were coming from affiliate marketers. So, you have these guys that were running forums and blogs, clicking on these ads, and coming to our website, and then we had to pay affiliate checks out. 50, 70, \$80,000 a month. For me, I was "How was this happening?" It opened my eyes to Google, and all this kind of stuff. I figured "Oh it's coming from websites and content and Google. At that point in my life, I really kind of figured out "Okay, I see where the future is and how these companies are making money." We ended up selling that company. It was a nice payday, but it wasn't a retire I'll never work again.

Moved back to the states here, in Kansas City, in about 2005, and was trying to figure out what I was going to do. I ended up doing... again I'm going to try to shrink this up for you, I ended up doing a barter website in 2005 for an auto detailer and didn't really know what I was doing, but I knew enough about SEO at that time from the software venture that I was running that this could be a really powerful thing for local businesses. I told this guy I didn't know if I

could do it, but I was going to build him a website on barter and I thought that's like hey at this time he was selling auto detail jobs to dealerships for \$25 a car, killing himself. I thought if you could get directly through to the consumer, you might be able to sell them for a hundred or \$200 a car.

I ended up making him a website. It was a very painful process for me because I didn't know anything about web design. I tried really hard at something called Dream Weaver, failed at that, and ended up finding something called Microsoft Front Page. Ended up building the ugliest little one page, purple and yellow website you've ever seen. Lo and behold, about 60 days later, he calls me up, the owner of this business that I'd bartered with, and says, "Phil, I don't know what you've done, you've changed my business, you've changed my life, because the phone's ringing like it never has before."

At that point, I was like wow, 35 years old, I finally know what I want to be when I grow up, because first, that was the most professionally rewarding thing that had ever really happened to me, and secondly, I was like "I think I can make some money off of this."

That's really what put me on the path to where I was today is that one pushing the envelope a little bit and then BOOM, something great happened.

**John Bowen:** Yes, and it is that. One of the things that we all see as entrepreneurs is the more we can create value for someone else, we do well. It's the enlightened self-interest that makes that happen. I want to go over lessons before we turn on the recorder and you really kind of set the stage well with this story. Nothing good ever happens unless you push the envelope. You've got to really deliver value, you've got to do something you're uncomfortable with. You weren't the expert, but you went out and did it and make a huge difference in your first client's life.

**Phil Singleton:** For me, a big problem that I have, I think out of school... I don't know if it was just me or everybody's like this, but I felt really confident in myself in high school and in college. When I got out of school, I had this rude awakening, all of a sudden, I lost all my confidence. I had a lot of anxiety, it was really hard for me to talk to people. What I found though was a couple of things had happened. I think, in particular, making that huge life change in moving to Asia and able to thrive in another culture, learn another language and actually run a business, it really enabled me to get the kind of confidence where I felt like I could handle anything that was thrown at me. That was one of the things that I think just helped me grow up. That first really dramatic thing that I think changed probably the whole trajectory of my career, I guess my life in retrospect, and looking back once I learned on that piece of it, I was like "Okay, here's a guy that has a problem, I think I know enough at least on part of this, that I think I can solve his problem."



I think at that time, I also figured I could fall on my face on this, but I've seen what's happened when I pushed the envelope, I got really confident that I could do this. I also thought in the back of my mind if I really fail this guy, I'm going to reach into my pocket and hire somebody else to do it. Part of that thing is pushing yourself outside and taking that chance is good things happen, one, but it also can be a huge confidence booster.

**John Bowen:** It really is. I've had the same experience. I've started a lot of businesses where I first go ahead and kind of launch the business... software, it's called Vaporware, but I've done it in services, and then let the market tell us what they want and just deliver the results and go overboard. At the same time, by doing that, one of the things that you get is you get confidence. All of us are a little insecure. By going out... everybody thinks you start with confidence. You don't start with confidence. You start with courage to go out and do something. I like Dan Sullivan has a strategic I think. You start with courage, you then find the capabilities, sometimes we have to outsource the stuff, then as you do that, you get the confidence. You learn what works and that gives you the confidence. This is that never-ending circle, it's just really powerful.

One of the things you've done and were forced to in this industry... we got security coming after us now here. I'm in California though, it's a long drive. The thought though is there are so many changes going on. Google, Facebook, the technology side... The importance of pivoting, I'm in Silicon Valley, I think it's one of the favorite words here is pivot, because so often somebody's ventured back and they go out with tons of money to do something and they go oh shoot it doesn't work. We can give the money back or we pivot. What are your thoughts on pivoting?

**Phil Singleton:** I think just to kind of put it in perspective of where I am, it's almost like with SEO and with Google and the way they're constantly trying to battle folks that are trying to manipulate results to get the rankings and visibility and clicks and sales, is that they're constantly changing things. They're constantly trying find out better ways to rank better websites so they make sure that they maintain that quality so that can continue to be that 600 700-billion-dollar company that they are. That means for me is kind of the pivot several times as they've had to make updates to their algorithms to make sure that they can maintain those results. Some of these have been really game changing updates that they've made to the way that they rank websites. It used to be, we were talking about before the show, John, was... and one of the things that drew me to SEO in the first place...

John, was that ... and one of the things that drew me to SEO in the first place was, I'm kind of an introvert by nature. And one of the great things about search engine optimization in the early days was, you could get a client and almost never have to talk to them, because you could do things in the back office, on the website or with third party link building and drive a

bunch of back links to a website. And that moved the needle for a long, long time. And it was great. Because you could sit back, get clients, and really not have to do much.

But, what ended up happening over the years is, people started to manipulate the system increasingly, to where it almost became main stream, when you had even large companies trying to game the system with links and on-page antics. JC Penny, eBay, Overstock.com. A lot of these companies got called out for trying to game the system too. Long story short there is Google came back six, seven years ago and really started to make the algorithm more punitive in nature and trying to look after the way people were trying to manipulate the rankings.

Well, what that means in terms of me having the pivot was, they talked about content being king for a long time. But we in SEO snickered for years, because we knew on page, SEO in links and it would really move the needle. But then when they made these major algorithmic changes about six or seven years ago, they really meant it this time. And what ended up happening was they put a lot more emphasis on quality and content and reputation. A lot more signals than just heavily weighting those two or three things that they used to really heavily weight in the past.

Well, for me that really meant, what? And then for the introverted guy that didn't even have a blog on his website, now I blog all the time. Now I'm writing books. Now I'm on podcasts. Now I have my own podcast. I'm out there trying to develop a personal brand name, authority and all these things that Google is trying to do with their algorithm and with their artificial intelligence to try and gather up all these signals to try and figure out, hey, this is quality content. Let's rank this guy and serve up his answers and his content to questions when people are doing voice search or traditional internet searches and all that kind of stuff.

So, huge pivots in there to have to actually change the way your approach to actually delivering services. And that's a great example of how Google keeps us on our toes and essentially is making us do micro pivots all the time.

**John Bowen:** Well, let's go to that. I want to go a little bit ... because one of the things that you do is you walk your talk. I mean, I'll talk with somebody that does something, I want to use a web developer. And the first thing they'll say to me is, "John, don't look at my website. I've been too busy helping other people." Then I go, "Well, what..." "Well, really, there's none that are exactly the way I want to use as a demo yet." And the key thing to me is, you've got to walk your talk. This is so important, to be able to walk your talk. And you do. And the part that I want you to spend some time on Phil, because this is a pretty major shift that we just kind of touched on. Because when I came in the SEO side, I got all excited on the back leg. I just came in right at the tail end, before it switched. And by the time I figured out what I needed to do, it was too late.



But you find these things and you try to figure out, "Oh, I'm going to game the system and it's going to work so well."

**Phil Singleton:** Shortcuts all over the place. Right.

**John Bowen:** Yes. All over the place. It's going to be ... it's done. And it's not. And one of the things that I really like now, I mean I think Google is a smart company. Obviously very successful. All but a monopoly by the FTC's requirement. And what we ... with that, they write the rules. And they're getting really smart on people gaming the system. So, one of the things, you have to actually have value. And I want to, this is something not all of us, as entrepreneurs understand. And even if we understand, we don't know how to apply it. How do you help your fellow entrepreneurs, your clients really, think through this? Because you think of the pivot, a lot of entrepreneurs don't like being spokesmen. They don't want to be on podcasts. They don't want to write books and columns and all this stuff.

**Phil Singleton:** Well, you're looking at one of them.

**John Bowen:** See actually, I do. Speaking about-

**Phil Singleton:** I think I'm breaking a sweat right now, just because I'm an introvert, that's just the way I'm wired. Again, I feel the pain of-

**John Bowen:** Yeah, I like writing, but ... and everybody is everywhere. So how do they address it Phil?

**Phil Singleton:** Well, there's a couple of things. And one of the things that you mentioned is, one of the ways I sell is again, I don't think I'm the type of guy that can sell an ice cube to an Eskimo type of deal. So, what's worked for me over the years is, literally my presentation is, okay, somebody comes in, let me show you what we're going to do for you. Do a search for Kansas City web design. We come up first. We've got more reviews than anybody else. Come to the website and then we try and show you all the things on the website that you need to convert somebody and warm them up and get the phone call and the sale. So being able to do that, when somebody is in your office or in an interview, it's very powerful, because it's like, that's the system that I want to build for you. Let's talk about how we've done that.

So, I do think that's really powerful for a lot, it doesn't matter if it's web design or anything. If you can show people that whatever you're trying to sell them works for something that you're doing as your own case study, very, very powerful stuff.

Now let's take one step back though and talk about one of my favorite hacks, again is, the way I like to try to convince people is to show them evidence. Okay. So, one of the coolest

things about Google is, and I totally agree with what you said John. Google is like one of the most powerful monopolies that's ever been on the planet. They're actually, I think part of the modern purchase process. And people don't really understand I think how important it is that the short amount of time people spend on Google versus what they spend on social media is...

**John Bowen:** Don't tell them that, because I don't think everybody gets it. That's really important, because I don't want to call it the old days, where I've had many businesses along the way and we would sell. We'd have the opportunity to have the early conversation. And we're helping the person do the research and then we can do the sale. Google has changed that totally.

**Phil Singleton:** It's almost like, "What high ticket purchase is there that doesn't have some type of a Google search along the way." In fact, I don't shop that much offline anymore. I do a lot on Amazon, which is another great monopoly that we've got. But literally, if you go to a Best Buy store or try to buy something anywhere, you'll see people Googling stuff right in front of the shelf. And I just saw that a couple of weeks ago. I was walking around, people were searching for stuff while they're actually in the store. But I do believe that for most people, Google shows big ticket items, Googling is just part of the modern purchase process. There's five to six billion internet searches a day. Boils down to about 70,000 searches a second. And it's mostly people looking for answers to questions and information about products and services. And anybody who wants to decide, they're basically going to Google something on somebody.

And every the whole, to me, even the whole referral, word of mouth game has changed. Because back in the day then I bought my first house, went over, I asked my dad for a referral on whatever home services I wanted to do. Well, if somebody, that's great. If I hear a referral on social media now, or my dad tells me there's a good person I should try, the first thing I'm going to do it look them up online to see if that word of mouth referral actually matches up to what I can find on my own, what I see on their website or what kind of social group that they stack up to.

**John Bowen:** Yes, that's right. And I want you to ... and that's true. I do that like everybody else. My wife has gone through some fairly serious health issues. And I've got all kinds of access and connections to what we do. But the, I still, I get strong referrals from a high-end concierge group that's sending me, say hey, these are the people you would need to meet with, hop on a plane and go meet with these guys, we'll set it up.

I go on their website and look at their website to see, one of the things, I'm a lay person in the case of medical. I don't know whether they're an expert or not, but I'm looking at their publishing. Their thought leadership. How they're held the other conferences. And as you

called, social proof. And we do this in every part. Anything important in life ... I saw a study from Harvard that it was, it's not, we might be overstating it, they came up with 98.9% of the people on important decisions, Google it. I don't know what the other, that little piece isn't doing, but this is amazing.

How do you help fellow entrepreneurs actually ... it's one thing to have a website? But have the content there that gives them the credibility that if you or I are shopping for their services, we say, "Hey. I want this person?"

**Phil Singleton:** So, my favorite thing to do it, if I just say that and it's like, "Okay, I've done this stuff. I've written the book. You found me." It's still not coming from the horse's mouth. So, one of my favorite tools and hacks, I think, that's out there that's actually freely available and I think it's almost one of these deals where, when I first read it, I was like, "Oh my gosh. I have the answers to the test" type of a thing. I shouldn't be looking at this.

As Google has an army of about 10,000 to 15,000 human beings that they use to manually check search results. So, they've got all this great technology and the whole system is based on them being able to use algorithms and artificial intelligence to go out there and scour the internet and find the best information and serve it up too. But they also have a human team to go out and say, "Let's make sure that this stuff that we're searching actually makes sense to humans. They've got this kind of a human feedback." And they call that the Google search quality evaluator.

And they've had this for years. But about two years ago, they actually released the document that they use to train these independent contractors. And it's called the Google Search Quality Evaluator guidelines. Okay. You have to keep in mind that people that they use to hire to manually check the quality of search results, they're not trying to go out and find rocket scientists. They're just regular lay people that are looking for extra work on a part time or full-time basis. So, the guidelines are written for people to understand.

Now they're about, right now, they're about 160 pages. But if you literally right now, if you go and Google, "Google Search Quality Evaluator guidelines", I think that's five words, you will find the first search result goes directly to Google, to the PDF link where you can download this document for free.

Now it's absolutely fascinating to me. Because you read, the first two pages of the document are just the table of contents. And they basically are breaking down what they're telling these first-time quality evaluators what to look for on a website in order to determine if it's a quality website or a quality webpage. So, it gets really specific. And in fact, there is an abbreviation in there they use dozens of times, maybe scores of times called EAT. And it's in there from the very beginning throughout at least to the middle of the book, I think all the way to the end.

And they talk about EAT, EAT, EAT. And EAT is expertise, authority, and trust. So, these are the three elements that they try and hammer into the search quality evaluators to look for on a website. And they go into great detail to say, "Well, what are ...", because it's great to say, "Hey. We need to see expertise and authority and trust, but what does that really mean." Well, they get down into the elements of the pages that you need to see. And you'll actually see this on my website, because the first time they released this, I went right to work. I was like, "Oh my gosh, I have to actually redesign my site now based on ..."

**John Bowen:** Well, you're getting the cookbook formula.

**Phil Singleton:** Exactly.

**John Bowen:** I wrote those down. I didn't know that. That's a very powerful thing to think through at least as initial framing.

**Phil Singleton:** And what's the element? The element is they want to see a phone number, they want to see an address, they want to see testimonials, they want to see certifications and badges. They talk a lot about MC and SC, which is a satisfactory amount of main content and supplementary content. I mentioned badges, association badges, they want to see testimonials, reviews, all these things that actually provide more trust and proof on your website. They also want to see, and they got very specific, they said they want to know who is the author of the content on the website. So, there's all sorts ... and there's 20 or 30 other examples in this document, where they go on and say, very specifically the types of things you need to bake into your website to increase the expertise, authority, and trust. And it's doing two things.

One, it's telling you what Google wants to see to rank your website. But Google is really smart. They've been doing this for a lot of years. They know when a visitor visits onto the website, the stuff that they need to show them in order to convince people to buy things. Because their whole business, 90% of their revenues, come from ad words. Right. And that's driving people from the paid clicks, which only really represents about 20% of the total traffic. Organic is about 80% of it.

But the idea is that you pay them for money, which is how they make their billions of dollars, to come on to your webpage, they want to make sure that people actually see information on the website, on the webpage, that convinces them to act and make a sale. Because when that happens, people invest more money into ad words. They don't say this in the document, but to me, that's really what the important message of this document is, is they're really trying to make sure that you have the right elements on the web page to be successful. And that's, there's that surface level thing where they're trying to teach all the evaluators. But there's also the fact that you know Google, if Google is going to put out a 160-page document, you know

every major engineer, they really poured over every single word on it. They've updated it several times, they'll probably update it again this year.

But there's a lot of intention behind that document and a lot of answers to things. So, when I come out and say, "You need to have this on the website", that's one thing. For me coming as an agency owner. But when I can pull out a document to say, "Look. Google says you need to have this stuff on your website.", then it carries a lot more weight.

**John Bowen:** You and I are really ... We're kind of into this stuff because ... In a way, you do it as a business, I do it for my businesses and it's so important to me because it generates that steady stream of new clients. It's amazing when you do it right, and I've done it both ways. I prefer, right.

But one of the things that I've always struggled with, and I know you hear from other entrepreneurs is, is when you start looking at all this content. How do you do it? One of the things you talk about in your writing and in conversations is repurposing. Won't you talk about repurposing because I know, and I went to my first kind-of presentation, teaching you how to do all this stuff. I go, "You know what? I'm going to try another business because this is, this is a lot of work!"

**Phil Singleton:** It really is but one of the things I really love about it is, and I think one of the things that drew me to like SCO in the particular in the beginning was the ability to kind of do a few things and jump up quickly with short cuts, so you could use in the past that actually work. So, the reason I say that is because still I think the heart of what I was trying to do is: how can I do the least amount of work and get the most amount of value out of it. Trying to find those hacks is really kind of what drives me to this day and just to give you an example, because there's a lot of things we talked about Johnny before the show.

I think a lot of people, they throw money at stuff or they spin their wheels. If somebody says, "Hey, blogging works." They go out and do a bunch of blogs. They go bunch of stuff, but there's a lot of times there's not ... if you do things kind of in a one-dimensional way, you end up spending your wheels, wasting a lot of time, wasting a lot of money.

**John Bowen:** Right. Well, I think I saw a piece on the number of podcasts, since we're both doing podcasts, the average podcast is like two and a half or something like that. They try it, and it doesn't work in their mind and I think I'm at probably about 220 right now. It just it takes ... you have to be a little bit resilient as we were talking about, but to bring this together for us.

**Phil Singleton:** Okay, so one of my favorite hacks would be like this. Blogging to me is still really one of the most important parts of marketing and building a website. The reason being

is because Google wants to rank web pages. They don't want to rank social media posts or other stuff they want ... That's the one asset that you have, you can grow and it's yours. It's not on somebody else's property type of thing.

If I sell you on the point that blogging is really important because it establishes your authority. Google actually basically says this in the search quality. They don't call it blogging, but they look for authoritative content on a website, right? So, what they really mean to me is you're going to be adding new information and educational information on your website. Well, it does a couple of things, right? You're blogging you're blind, consistent basis; you're growing your pages out; you can blog about things or people are searching for if you take the extra time to do some key word research to know what your ideal clients are searching for.

This is kind of how our process works is you want to do key word research. I think you have to do keyword research because you can't really ever know who your ideal client is to me fully unless you know how they search for products and services or words around your business. Once you do that, have that information it's awesome because now you know how to structure your website and now you know what types of blogs to write, even maybe what to talk about on certain podcasts and things like. But when we do a blog post, for me, we never do them just in single blog post anymore, even based off just the keywords. What we try and do is we do them and blog series. You want to do a series of 10 or 15 blog posts in a series of posts that could then be published individually as standalone blog post, but at the end can be stitched together into an eBook that then you could then use as a call to action on your website. Right? Which is great!

This is a very common in-bound marketing tactic that's been used for a long time. But you can't do that if you just do 10 independent blog posts and post them. You can stitch together 10 posts that have been on random different topics, and then try and create eBook out of it. But if you do this stitching together into an eBook, you can then take that eBook and then turn it into a Kindle and get someone to help you publish it up on Amazon.

Well that changes the game a little bit because now the client or you, you're now a published author. You're up on Amazon. You're able to reach a new audience. You've also got like an author page up in there, which has its own little SEO value because you can pull your RSS blog feed from your blog up onto your website and get some very powerful back-links. That's not bad. That's kind-of a side thing. It's not a silver bullet, but it is a nice thing.

You can then take that same book, now you're an author, and use it as a way to basically get a published, kind of launch-able piece of content that you can do things like what I ended up doing, which is using it as a podcast guesting campaign, right? You can get up and say, now I'm a published author. Here's my one sheet, which is almost kind of like a bio. You can go out and pitch yourself to podcast those. All of a sudden now you're able to multiply, build your



personal branding authority. What's great about podcast guesting is: it's almost like a town hall, kind-of a virtual speaking tour, where you're getting out in front of pockets of ... Who knows! Maybe it's 50 people somebody has. Maybe it's 500; maybe it's 50 thousand! But it sure is an easy way to get out in front of lots of people and establish yourself and get access to new audiences, and also, there's tons of benefit to you.

A way of bringing it back and how that's a way that you basically ... if you got the right key word and content strategy. Maybe you hire some writers to help you start writing this blog series and post up on your website. Now you're basically almost doing your blogging and writing a book in the background or in your sleep, so to speak, while you're still running your business. That's kind of the types of hacks you want to do. Because if you just look at each one of these individually, like "I'm going to do the SEO. I'm going to write blog posts. I'm going to write a book down the line, maybe I'll do something related to podcasting individually." You'd never get that single kind-of an effort where you can get ... spend a lot less time and money and get a lot more results out of it.

**John Bowen:** Now, this is really good. I think this is so important. I just want to reiterate that. I always think of it as repurposing, we do very much what you're talking about. We do a huge amount of content because we have a thought-leadership program we do for financial advisors and another one for our entrepreneurs. But it's ... it is ... we put out a lot of content, and everything is repurposed.

We have a whole systematic way of doing it because there's no way you can create all of this. I mean, most of us feel overwhelmed when you create the systems and one of the things I want ... a big distinction I have, Phil, is: there's authors and writers. So many people like myself, entrepreneurs ... I mean, my former English teachers would be amazed. I've published now, I think, 24 books-

**Phil Singleton:** That's awesome-

**John Bowen:** My partners published now 60. It's just, you know ... The first book took two years. The last one, 30 days. I am the co-author, in a case, with my partner, Russ Alan Prince, and ... but we have a team of writers, editors, research people, the whole thing. Sometimes we get caught up. We think we have to do it, but if we can ... If you've got the ideas, you can have, work with teams like yours and really pull this all together and it's pretty amazing.

As a matter of fact, let me do this. What I'd like to do ... I'm going to pull up on the other screen your website and bring it up. Tell us ... I see it's coming up ... you sell websites; you build lead-generation websites, all this stuff. It's kind of like, "Okay, this is what I want." I mean, how does somebody working with you in any of these capacities, one, I'm assuming you go

outside of Kansas City or we wouldn't be talking. But what is it that ... How would you help an entrepreneur best and what are the resources on your website for them?

**Phil Singleton:** Well, it's really interesting that I've been, I started off here locally and we do really well. I think we basically dominate the market in terms of our footprint online when you search for stuff. Then all of a sudden, I really started to buy into personal branding and authority building and it's really ballooned for me in the last like 12 or 18 months. It's just a power to the ... it's just a testament to the power of doing this kind of content marketing where I've almost kind of fallen behind being able to capitalize on opportunity is because for so long I've marketed myself as Kansas City Web Design. But now, through the power of podcasting, content marketing, writing books, I'm getting, my audience is extending way outside of Kansas City. I'm even driving him back to a website that's still as largely, you know, based on the geography that I'm in right now.

There's a whole process of me, right now, also trying to create another, just kind-of a separate brand. It's more ... less tied to Kansas City. But yes, essentially, it would be offering the same types of services, and that is a lot of what you see on the website right now. That is why I told you about the Google Search Quality Evaluator Guidelines and the things that you need to see on a website to get it to rank and have people convert when it gets there.

If you talk about expertise, authority, and trust. I think as you scroll down my website, you'll see a lot of the things that I talked about because I basically I'm looking at this in terms of a potential visitor, a potential client, but also a Google search quality evaluator. Are they seeing those things that we know make people feel comfortable in order to get them to know "I can trust you" and in figure if you're an expert in your space, and you'll see that as you scroll down. There's my book. There're third party influencers that say we do great work. There're other things that we've done offline to show folks that you're basically providing the evidence that you can deliver on some of this stuff.

That's the type of things, the same system, that system that I built for myself, that works for us in terms of getting ideal clients is exactly the same thing that we try and do. Doesn't look the same for everybody, but the system works and that is: build your website; make it a marketing platform; make it a place where going to publish content; don't put your best content up on other platforms directly; put it on your website; publish it out; make people come back and get them into your funnel, your education cycle, a place where you can tag them with AdWords remarketing, tag them with the Facebook pixel, and it's yours. That's the kind of system that really works.

The more you invest in content and your website, the more it grows, the more SEO equity it builds and when you tie everything back. So again, getting back to the beginning part of the conversation is we're talking about people that are kind of tactically doing stuff. Well if you

build, make your website the hub, and the referral source for content that you're continually growing, everything kind-of comes back to it. That's where the magic happens!

It's the same stuff that we ... I do for myself, and that's kind of the same systems that we do for clients, whether in Kansas City or in other parts of the country-

**John Bowen:** Now this is great, and let me ... I need to wrap it up, so I'm going to put my key takeaways. Phil, really, you did a super job of summarizing, but I'm going to just go back to the acronym EAT. I hadn't heard that before, and I will be pulling that up. We'll put a link in the show notes as well for that, but Expert. Today everybody has ... Yes, it's so easy. The Internet's perfect facilitator. If you're affluent, your best client, they've got choices. They want to work with the best and if you're not positioned as the Expert they're not going to work with you, other than a \$35 transaction type thing. Authority. I mean, it's just, you know, they want to work with the Expert who has Authority, and it's demonstrate-able. That they have Trust. One of the most powerful things is testimonials, influencers, as Phil was saying. This is really powerful.

Phil, this has been great. I appreciate it very much, and again everything will be at AESnation.com. We'll have the links to what Phil discussed. Transcript will be there as well as the show notes, and with that go out your clients and all those future clients that Phil's helping us get. They're counting on you to execute. Go execute! We wish you the best of success.

**Phil Singleton:** Thanks, John.

## A Second Opinion on Your Finances

*A Complimentary Service from Financial Advisor Select for the Members of AES Nation*

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe can address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

We look forward to assisting you.

Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select