



## **SPI Podcast Session #123-**

### **Turning a So-So Blog into a So-Profitable Brand – Gretchen and Jason from Woodland Bakery**

Show notes: [www.smartpassiveincome.com/session123](http://www.smartpassiveincome.com/session123)

This is the Smart Passive Income podcast with Pat Flynn, session #123.

**Announcer:** Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he doesn't want to be THAT Dad at his son's soccer games, Pat Flynn!

**Pat Flynn:** What's up everybody? I don't want to make a scene.

Guys, thank you so much for joining me today, this is session 123 of the Smart Passive Income podcast. Thank you so much and we're just going to dive right into today's episode, which is yet another awesome success story of somebody who's doing online business outside of the 'how to build a blog, how to make money online space' and these are the most popular episodes in the Smart Passive Income archive. In [episode 122](#) you heard Shane and Jocelyn Sams who are crushing it. That was actually one of the most popular recent episodes. I've got a ton of emails from people saying how awesome that episode was.

Back in [episode 107](#) there was Lisa and Jason from 100daysofrealfood.com, a food blog who is doing very well right now. Speaking of food blogs, we have a pastry chef and her partner with us today. This is Gretchen and Jason.

This is another incredible success story. Somebody who is taking what they're doing already, just filming it and putting it online. It's absolutely mind blowing. A [YouTube channel](#) of over 100,000 subscribers. Tips and secrets and baking ideas. A ton of people are watching the videos. I see some of the videos here with over half a million views on 'How to Make a Three-tiered Wedding Cake' and 'Moist Vanilla Sponge Cake' and 'How to Write on Cakes', all this amazing stuff. It wasn't always like that though.

She had a blog and a YouTube channel for a while and then she hired Jason to come along and he's here, they're both with us today. Jason's going to talk about how he took her hobby/blog/YouTube channel, something that she was doing on the side a little bit and actually turned it into something that was awesome and profitable.

Let's just get right into today's episode. Again this is Gretchen from Woodland Bakery. She has a YouTube channel, Woodland Bakery TV Show. She also has a blog at [woodlandbakeryblog.com](http://woodlandbakeryblog.com) and then her partner Jason talking about all the strategies they use to take it from 'eh' to 'AWESOME'. Here it is.



**Pat Flynn:** Hey everybody, what's up? I'm here with Jason and Gretchen from Woodlandbakeryblog.com. This is a truly amazing story that we're going to hear. First of all welcome Jason, Gretchen, welcome to the Smart Passive Income podcast.

**Jason:** Thanks Pat, nice to be here.

**Gretchen:** Hi Pat, thank you.

**Pat Flynn:** Now Jason, let's start with you. Tell us the history behind Woodlandbakeryblog.com. How can a bakery blog take off like it did? Where did it all start?

**Jason:** So for about three years prior to Gretchen and I meeting, she did have a channel. Basically it was a YouTube channel, she had a little blog and a Facebook account. She had a following. I wouldn't say it's exactly as big as it is now, but she did drum up some interest.

Long story short, that partnership eventually severed. Prior to them severing, Gretchen actually hired me to be like her internet marketing guy. She was doing pretty well with establishing a following and getting an audience. However, she didn't really know how to turn it into much more than that. She hired me. We started working together for a little while, maybe a couple of months. That partnership didn't work out. She actually then quit. I pretty much begged her to do it again. Reluctantly, she agreed. She did have something good. Her previous partner was pretty funny and she was really concerned as to how well we would mesh.

Aside from that, she just wasn't sure really. I convinced her. Mainly because I saw the potential. Anyone who's listening to this - and Pat, you know this - one of the hardest things to do when we're building blogs is really create an audience. That's really the trick. If you can do that, the rest of it sort of falls into place, as long as you're doing the work.

**Gretchen:** Can I jump in?

**Pat Flynn:** Sure.

**Gretchen:** I was just going to say that I was doing this before I met Jason because I loved doing it. With the ex-partner of mine, we created a YouTube channel and the deal was - we're going to do this until it's no longer fun. It was fun for a while and then it stopped being fun. It seems that it stopped being fun when the money came into the picture, which is when we hired Jason. I guess what I'm trying to say is that I love doing it, I love doing the videos, I love teaching people how to bake, but I never really connected the money part to it. I guess that's really all I'm saying. I knew I



needed to hire Jason because I was creating a business, so that's really where he came in and then my ex-partner and I separated.

Because Jason saw that business potential, where I still really hadn't, which is pretty much where I was about to go "Well, you know what, it was fun, I think I've had enough of it", but he saw the business potential where I still really hadn't.

**Jason:** I think something that I wanted to mention, because I know it's really difficult in the beginning for people who are just starting, Gretchen and I are both not money chasers at all. I saw that in her. I'm not. She's not. Basically when we first started we said "Look, every decision that we make going forward will not be around money, it will be around serving our audience". Since that day, that's exactly what we've been doing, is serving our audience, giving away more for free than we charge for.

Basically, that's really our motto and we stick to it.

**Pat Flynn:** I would love to dive more into the strategies and things like that, but before I get to that, I want to talk about what was going through your head Jason, when you saw that Gretchen was kind of "meh - maybe, we had a good run but we're done". What was it about what she had that helped you understand that this was something that should still have attention put into it?

**Jason:** That's pretty easy. I've had some success with e-commerce. Basically I was in conversion optimization and I did really well with it. I must have started 5 or 6 blogs and failed at every single one of them. When I saw that she worked hard, she didn't really care whether she made money or not, I recognized that people liked her and I just said "Look, I can set this up to be successful, I know I can, let's give it a shot. I'm strictly business. I'm serious." I think that's sort of when she said "Sure". That's really what I saw. Quite frankly, how you treat your audience, she really puts them first and I think that's really what I saw.

**Pat Flynn:** There's a quote by Chris Garrett. He says "When it gets difficult is often right before you succeed". A lot of people I see who are amazing and provide a ton of value but they're not seeing results or they're just not having fun anymore and it becomes difficult and they try to do things and it doesn't work out the first time, they often quit. I think it's sad because a lot of times it's right before something amazing happens, so it's really cool that you guys hooked up right before and then all of a sudden things started to go well.

What were some of the first things you did to help make change for the site, for the brand?

**Jason:** Basically, our agreement was really simple. Gretchen continued doing what she was doing and I dealt with the back-end stuff. So what I did was, we created the blog. She did have one prior to us, but...



**Gretchen:** It was terrible! When I go back and look at my old blog posts before Jason and just the way it was laid out, it was horrible!

**Pat Flynn:** Trust me, I know that feeling. I have a couple of posts that talk about what the blog used to look like. It's hard but it's a progress and that's really cool. Was it a brand new blog or was it just a new design on top of what you already had?

**Jason:** No, it was a brand new blog. That previous company had to kind of be dissolved. We started from scratch, even though she did have a following, obviously no one really followed us in the beginning. They sort of found us after. It was a brand new blog, we started it from scratch.

I should mention, to be transparent, she did have some posts from the prior blog that I did say to her, "Look Gretchen, I don't want you to keep it the exact same because I think we would be penalized for that, but re-write them. You can keep the same sort of subject line, but change them around so it looks unique and it looks new to our blog".

That's sort of what she did. I taught her how to link between posts, how to create this link pattern throughout the website so that things flow. So if she's creating a post and somehow it connects with another post, make sure you link to it...

**Gretchen:** And this was all foreign to me because before Jason came along, I was pretty much putting up a video with the recipe, saying "Hey everybody, here it is - go ahead and do it!" and that was the extent of the blog post. Jason taught me, and I really didn't even know what he was teaching me - he'd say "You have to do this, that and the other" and I would do that and I didn't really understand what I was doing, but now when I look up woodlandbakeryblog, it's pretty amazing. Now I understand what he was directing me to do.

Pages link to other pages and it's pretty cool.

**Pat Flynn:** How long did it take you to understand what was going on? I know a lot of people, including myself, when I first got into WordPress and blogging, I was just kind of doing whatever. Eventually I started to pick things up and saw what worked. At what point were you like "Wow, I get it now"?

**Gretchen:** It took me a couple of months. Jason and I got together in January/February of last year, so it took me a couple of months of just hard-core digging in, all day working on blogging, figuring out the links and how to link pages to one another. I would say by the summer, so a good 6 months it took me to really understand what I was doing.

**Jason:** The key was that she really didn't question it. I said "Look Gretchen, let me worry about this, you worry about awesome content". I said "Just do it and you'll see



what happens later" and she did. There are some things that obviously she had her opinion about, but for the most part, if I said something, she would just do it.

**Gretchen:** Like the email list, "What do we need that for?"

**Jason:** She has no idea why we need that.

**Pat Flynn:** As Chris Ducker says, do what you do best and hand off the rest.

It seems like it's a perfect marriage between both of you in terms of this business.

Now let's talk about numbers. What does the business look like now? What are the numbers and can you share a revenue or anything you have to give us an understanding of what's going on now?

**Jason:** Yeah sure. Right now the blog is making upwards of - I can't really give you an exact number because it obviously changes, but it's anywhere between \$10,000 a month to \$11/12,000 a month.

**Pat Flynn:** That's awesome.

**Jason:** But Pat, I have to add that she runs a bakery full time, I work full time and I live an hour away from my job. This is not like two people working on it 24/7. This is like...

**Pat Flynn:** It's passive income.

**Jason:** Yeah, really.

**Pat Flynn:** How are you generating this passive income?

**Jason:** A couple of ways. We do rely on Google Ad Sense. I know there's obviously a debate whether or not people like that on their blog and I know that's not something that you like to take advantage of. However...

**Pat Flynn:** Oh I do. On a few sites. The primary monetization model, like on securityguardtraininghq is Ad Sense. Are you talking about Ad Sense on woodlandbakeryblog.com or are you talking about Ad Sense specifically in the YouTube videos that you have?

**Jason:** Well we do both. We're a partner on YouTube and then obviously Ad Sense on the blog.

Really what we've done is pretty interesting. We get double views so people watch it on YouTube and then they come back to the blog and we have the videos there and





they watch them again there. We are hitting it twice. That's really been a big success as well. It's something that I don't think Gretchen was doing in the beginning. It's really helped us get more views on YouTube and it's definitely helped our Ad Sense dollars.

Our daily traffic really hasn't increased all that much over the last three or four months but as we get smarter, the revenue increases.

**Pat Flynn:** I think the video strategy is fantastic. It's a great way to reach an audience out there. A lot of people are searching especially for things like recipes on YouTube. Those are types of things that people watch again and again. They bookmark them, they save them, they share them. Bringing people back to your site is always a good thing to do because - and correct me if I'm wrong - you're also selling things like e-books and other products that people wouldn't know about unless they came back to your site.

**Jason:** Absolutely.

**Gretchen:** That is true. In the beginning, I have to compare a lot to my previous partnership and the "business". I'm doing that in quotations because I didn't really set out to start a business I just sort of set out to go "Hey, I love baking and who else does?" you know? It turned into a business. I relied a lot on just the YouTube and didn't really understand how having a blog could support and actually over-run the revenue from YouTube or anything else like that.

I do understand now how it all really does work together between the Facebook. I also post on Pinterest and that links back to the blog. I have learned a lot in the past year with Jason regarding blogging. A lot of people try to think that it's all about YouTube and I do finally understand that it's just a part of it.

**Pat Flynn:** Sure. Gretchen, can you give us an idea of how often you post and how do you know what to post and what the content schedule is like, since you're the one producing the content. What is that like for you throughout the week?

**Gretchen:** I own a bakery and what I've learned is that there's so many people who want to own a bakery. Everything I post, when it comes to videos, blog posts, any recipe that I decide to make, it's all in line with what I do at the bakery, which is a very seasonal business. For example in November we're doing pumpkin pies and at Christmas time we're doing Christmas cakes. It's basically, whatever I'm doing at the bakery translates into a video, which then translates into a blog post. Then that flows through to Pinterest and everybody is searching specific things at specific times. For me it's a no-brainer.

**Pat Flynn:** How are you getting people from the videos to come back to the blog. Do you guys do anything specific?



**Gretchen:** If they want the recipe, they've got to go to the blog. I do not give the ingredients. We don't edit our videos, I don't know if you've checked out any of what we're doing, but we don't edit. First of all, we don't have the time. Jason and I both work full time jobs and there's no time to edit so it's very raw. We don't add the ingredients, the lists and quantities to the video. That's how we drive them to the blog. If you want to get the recipe, you've got to go there. We link it in the description and in the video.

**Pat Flynn:** That's really smart. Good job you guys. So many people aren't doing that. There's so many people with sometimes hundreds of thousands of subscribers who are just posting videos and that's it. They don't take their audience anywhere else. It boggles my mind sometimes. I just want to email them and be like "Hey, you could be doing so much more". That's awesome to hear that you guys are doing that.

Now, you guys are doing very well here with very little time because you're obviously already doing a lot of the work with your bakery in person and recording that and posting it and all this stuff. You have the systems down. What is keeping you at your current position? A lot of people in your position I would feel would - especially with the income that's coming in - would do this more and be able to expand on what they've created online. What's keeping you in the bakery?

**Gretchen:** That's the plan and we're on our way there. That is the ultimate plan. I own the bakery so I'm chained to it. If I can free myself from that, which is in the plans right now, I would love to do this full time. That really is the short term goal.

**Jason:** I have a 10 month old and a stay-at-home Mom, so that's sort of my reasoning at this point. It's definitely something that is not going to be final.

**Gretchen:** Jason and I together have only been doing this for one year and we have seen the money that it's bringing in. Basically just piecing it together and giving it time once a week, sometimes only once a month, sometimes not. We both understand the potential and what it could bring if we did it full time so we're working towards full time.

**Jason:** Pat, I think that we would not be serving the audience all that well if we didn't mention that in the beginning we worked until 2 or 3am, seven days a week.

**Pat Flynn:** I was going to ask you, how much work did you really put in in the beginning? I appreciate that.

**Gretchen:** I would say, the first seven months, it was literally every week filming, we didn't miss a week. Then after filming we'd go home, we'd be up until 2am blogging, putting the videos together and then working on what we were going to do the next week.



**Jason:** We'd start at 7am at work, we'd work all day, I would drive an hour to the bakery, we'd film...

**Gretchen:** Until 10 or 11...

Jason: I would get home at 12 or 1am. This went on for about seven months. I don't want to make it seem like we woke up and all of a sudden this is all happening. We did put the work in for the first six or seven months for sure.

**Pat Flynn:** How did you know it was going to work?

Jason: We didn't really care, I don't think. I think that one of the biggest mistakes that I've made starting blogs is that you get so wrapped up in the numbers and the traffic and the analytics and all these things that don't really mean anything in the beginning. Also, having someone else working with you really makes it a little easier because you kind of have an obligation to that other person...

**Gretchen:** Yeah, it would be like "Argh, do you want to film this week?" and then he'd be like "Not really" and I'd be like "But we have to!". It's like getting a gym partner. You drag each other there and you just do it.

**Pat Flynn:** It's so much easier when you go with somebody else, for sure. That is really cool.

What kind of camera are you using? I'm just curious, Jason.

**Jason:** We purchased that first, a really inexpensive HandyCam CX something. It was cheap, it was like \$150. Everyone was complaining. Everyone.

Gretchen gave me the marching orders to go buy a new one but her exact words were "It better not be too High Def!"

**Gretchen:** I looked horrible, I'd just worked all day, I didn't want to be in high def.

**Jason:** So now we're using the upgraded model of the Sony HandyCam, it's a better one. I don't really know the exact model. Maybe we should know because we do get this question a lot. Again, we really don't pay attention to all the things that you think you should pay attention to in the beginning.

**Gretchen:** But we will when we can do this full time and we both have the time to put to it, we plan to really make it so much better.

**Pat Flynn:** That's awesome. I love that you said that, yet you are still so incredibly successful. You know there's a lot more up sight to this and I hope that shows





everybody that you don't need to start out with the best equipment. You just have to have that passion for what you do. Just keep working at it. It's not going to be easy. I love that. I love that so much.

It's a bakery blog, you talk about recipes. There's probably over a million other sites that do the same thing. How or why do you believe woodlandbakeryblog has taken off like it has?

**Gretchen:** I really believe in my heart and soul that the reason why people - look, we're an ADD generation and people have a very short attention span when you're flipping through, searching for things, you'll only give it a few seconds to decide if you're going to stay or go. I think that when I show up and there I am and I'm in my bakery, I do believe that that's why people stay and maybe give me an extra minute to see if I'm worth staying for the rest of the time or even a sub.

You're right, there are so many people out there doing the same thing that I'm doing but I'm the only professional in a professional kitchen that's giving away all the secrets. Everyone else is in their home kitchen.

**Jason:** She's a CIA culinary institute of America trained...

**Pat Flynn:** Oh OK, I thought she was like a spy...

**Gretchen:** That too!

**Jason:** From my point of view Pat, I'm sorry if you were going to move on...

**Pat Flynn:** No, please...

**Jason:** From my point of view, and I think you can sort of relate to this better than she can because I don't think she takes much credit for this. Gretchen is Gretchen. She is not shy to say "Guys, look I'm sorry I've been busy, I'm sorry I didn't get to you" and she doesn't play that 'I'm going to tell you what you want to hear', she is unique. We just had a conversation prior to getting on with you, basically when people start blogs they try to be somebody that they're not.

They think that it's what's going to separate them. Meanwhile, there's only one of you and if you can be you, you will naturally separate yourself from everyone else. I think that Gretchen really does that well. She's herself and I think people gravitate to that.

**Gretchen:** We found videos in July in my kitchen and it's 100 degrees and I ask people "You want to own a bakery? It's a 100 degrees, this sucks!" so I am very real about it.

**Pat Flynn:** Everyone should be real on their sites, I honestly believe that. That's what's helped me get to where I'm at. I do appreciate you both talking about that,



especially in the beginning, like you said - a lot of people try to be somebody that they're not. They try to be like somebody else who is already successful, but you're always going to be behind that person if you keep doing that.

Gretchen, you talked about that, your unfair advantage over everybody else is the fact that you are in a professional kitchen. I think that everybody should also understand that, like you said Jason, nobody is like each and every one of us. Even though there are a million other people out there talking about recipes and baking and things like that, there are people who will like you best, no matter what it is. As long as you're yourself, you give people something to remember you by...

**Gretchen:** We have 100,000 of them now that like us best.

**Pat Flynn:** That's so cool.

**Gretchen:** And growing.

**Pat Flynn:** Beyond that, they probably like other bakeries too because there's similarities. It's so cool because I remember when Jason sent me the story on April 25th, 2014 and it took a while because there's been a backlog of interviews since then. It's now almost August of 2014, so several months later and in his initial email he's like "We have about 74,000 YouTube subscribers". I just checked before the call and you guys just passed 100,000 YouTube subscribers. Congratulations on that.

I know personally that I haven't been using YouTube as much as I should be. It's something that is going to hopefully change in the future.

Do you have any tips for me and everybody else out there who is looking to get back into YouTube or looking to use YouTube? What's the 20% that you do on YouTube to get 80% of your results?

**Jason:** First of all, let me just say this because I think it's really important. We receive just under 1 million views per month. Maybe just 800,000 every month. We're making about \$2300 a month. So the first thing...

**Pat Flynn:** Where's that?

**Jason:** Just on YouTube.

**Pat Flynn:** For a million views?

**Jason:** Yeah. I guess what my point is, it's a lot of views and not a lot of money, so I would never ever recommend using YouTube as your main source of income, ever.

**Gretchen:** I believe that's where it all comes from. In my experience and if I want to



see how to make something, I go to YouTube and I search it. I'm not saying I'm right and I'm not putting all my stock in YouTube but I do feel that YouTube drives a lot of our traffic to the blog and then Jason shows me the numbers and says "No, you're wrong" so then we fight...

**Jason:** In the beginning it was YouTube, but now it's mostly Google. Although most of it really is direct traffic. Really who knows where they came from?

**Pat Flynn:** Are you guys utilizing your email list? As far as if you come out with a new post, you're messaging everybody?

**Jason:** Yes, That was something that was really huge for us. We have about 25,000 subscribers. Now, that was way over 25,000. We must have had 30 or 40,000 but I've always just deleted people who haven't been active, so it's around 25,000. Basically what we do is we do have auto-broadcasts through AWeber. That has brought us, I would say an extra 50/60 dollars every single day with Ad Sense that there was a post. That's really helped for sure.

**Pat Flynn:** Does a post go out every day?

**Jason:** Not really. What Gretchen does is, if we've done some seasonal videos and they're relevant for now, we can't always bake another cake - it's expensive.

**Gretchen:** Mostly we don't have the time so I'll just sort of recycle old videos from last month and re-run them. We have so many new followers every single day that haven't seen that last year.

**Pat Flynn:** That's a really important point. I hope everybody got that because you couldn't reintroduce a lot of your older posts in the beginning, when you think about when you first start a blog, you're always so excited - that's when you write your best content for an audience of zero. Then you start to build an audience and everybody doesn't catch those first articles. You can bring them back.

I've re-written posts and brought the same topics back from way back in the day that have done really well. You might worry that people will be like "I've read this before" or "I've seen this before". Nobody says that. Even if they do, often times they haven't taken action on it and are like "Wow that was a great reminder" so you should absolutely be recycling older posts. That's a great tip, thank you Gretchen.

**Jason:** That's definitely something that's worked for us. We would like to be on a better schedule. We started out doing Thursdays then we did Mondays. It's really difficult working full time. The recycling of the posts really have helped. We do reach so many people. I think our videos collectively everyday get somewhere between 40 and 50,000 views every day. We get about 300 subscribers every day.



**Pat Flynn:** That's on your...

**Jason:** YouTube.

**Pat Flynn:** Awesome, that's really cool.

You guys were both working full time, I think this is a position a lot of people are in who haven't been able to find extra time. What advice would you give, since both of you have done it or are doing it, to somebody who is working full time who wants to start something on the side?

**Gretchen:** I get this question a lot. When they find out that I'm making money, they say "Wow, how can you make money doing this?" so I explain it to them, everything that Jason and I do. The light bulb goes and they go "Wow, I should do this!". The first thing I explain to them is don't do it because you expect you're going to make money because chances are you're not and even if you do, you won't for quite a while. The best advice is to, if there's something that you really love and you feel that you have information to share with people, then do it for that reason only and the money will come later.

Jason and I both have full time jobs. I work the bakery all day and I work the blog all night. He works his full time job and then he works on the blog all night. We both basically have two full time jobs and I don't hate it because I love what I'm doing.

**Pat Flynn:** What about family time or other important things beyond that?

**Gretchen:** I'm a bit of a work-a-holic so those things do go by the wayside so you might not want to use me as the model.

**Pat Flynn:** You're putting in the hard work now, Gretchen. Perhaps when you do move full time with this, that will allow you a ton more time outside of the bakery.

**Gretchen:** That is the goal.

**Pat Flynn:** Awesome. Jason?

**Jason:** I would say just be committed to whatever you're doing. I know there's a lot out there, whether or not, you need to love what you're doing. Some people say you don't have to. I know Dane says that. For us personally, I love internet marketing, I love what we do and she loves what she does. I think that's really what keeps us going.



The other thing is really just try to help people. If that's all you do, you just try to really help people, I think you're going to be way ahead of most people. That would be my...

**Gretchen:** I don't know, I think that's a weird kind of... I mean I get it because we are helping people but most people that go into business aren't looking at it - "We're not working charity, right?" but I think what's kept me in it is that we're helping so many people. There's been a lot of times where I've wanted to quit. I go "You know what? All I do is work. I work the bakery all day. Now I've got to go home and do these blogs. There's 100 questions waiting for me in my email. Why am I doing this?"

Then I open that email from somebody who says "You know what Gretchen, you have changed my life..." They're wonderful! The emails that I get from people who really appreciate what I'm doing, that's what keeps me doing it.

**Pat Flynn:** Love that. I think this is the perfect way to wrap up the episode. I want to end with a quote by Anne Frank actually, that's one of my favorites. That is "No one has ever become poor by giving".

Just like you were saying, Jason. Just give and help people. Serve your audience. This is what I teach all the time. The rewards will come back your way, maybe not right away, maybe not in the form of money. In one way or another, the law of reciprocity definitely comes into play. You guys are a perfect example of that.

**Jason:** Yeah, it's great. Gretchen gets hundreds of comments every day on the blog and then hundreds of YouTube every day. She tries her best to answer every single one of them. Absolutely, we definitely believe in that.

**Pat Flynn:** Thank you guys so much. Congratulations on the success. I can't wait to hear what is next for you guys. Keep me posted on your progress. I'd love to hear perhaps if there's a date at some point at which you guys are going to go full time with this.

Where should everybody go to get more information and check out the blog and see your videos?

**Gretchen:** [woodlandbakeryblog.com](http://woodlandbakeryblog.com) baby!

**Pat Flynn:** That's it!

**Jason:** Or our [YouTube](#) channel and [Facebook](#). She's on Facebook a lot.

**Gretchen:** Yeah, if you want to chat personally with me, on the WoodlandBakeryBlog page is the place to go.





**Pat Flynn:** Cool, awesome guys. Thank you so much for your time today. As always, I'll just wrap up with some final thoughts after we hang up

**Jason:** Thanks Pat, appreciate it.

**Gretchen:** Thanks Pat.

**Pat Flynn:** Alright, I hope you enjoyed that interview with Gretchen and Jason over at [woodlandbakeryblog.com](http://woodlandbakeryblog.com).

Amazing success story and you can obviously hear the passion in Gretchen's voice in terms of baking and all that she does for her work. Jason coming on with his expertise and knowledge in building a business. It's the perfect combo and it worked out really well and so congratulations to both of you. I can't wait to see what's in the future for Woodland Bakery and [woodlandbakeryblog.com](http://woodlandbakeryblog.com). The YouTube channels, even since recording this has gained an extra 10/20,000 subscribers. It's awesome. So cool.

So if you have a business out there, a blog and you've been working at it for a while and it's not doing what you wished it would do, there is hope. You've just got to connect with the right people. You should always be connecting with the right people but beyond that, doing the right research, implementing the right strategies and giving those strategies a chance to produce results for you and just really wanting it. Really, absolutely wanting it. How bad do you want it? I hope you want it really bad. I want it bad for you.

Thanks again for listening to the show. As always the show notes are available and the links and resources and everything mentioned on this show, direct links to everything Gretchen and Jason have going on over at [smartpassiveincome.com/session123](http://smartpassiveincome.com/session123).

Of course I want to thank today's sponsor, which is [99designs.com](http://99designs.com). If you have any design needs in your business or your blog and you're struggling to find the right designer or perhaps you don't have enough money to hire somebody one-on-one and sometimes it takes a long time to go back and forth, if you just have one designer, 99designs is a great solution for you. I've used it in the past myself. What you do is you can get a design you love by putting in your job description of what you want and then dozens of designers compete to deliver you the best design from logos to website design to T-shirts, car wraps, anything that you need designed you can have it designed with [99designs.com](http://99designs.com).

What's awesome is we worked out a deal with them. [99designs.com/spi](http://99designs.com/spi), if you go through that link you'll get a \$99 power pack of services for free, which is awesome.



So check it out. Like I said, I've used it in the past. I've used it for a number of niche sites. It's great. It's fast. It's actually quite fun too. You can have your audience or your friends and family vote on certain designs and you can pick out the best one you like. Check it out. Again, lastly, [99designs.com/spi](http://99designs.com/spi).

Thank you so much. By the time this goes live I will be on my way - or perhaps if you're listening to this later, already in Australia. Yes, Australia all the way on the other side of the world, for Pro Blogger event, the event that's thrown each year by Darren Rowse. One of my idols in blogging, and his amazing team over there is working on and putting on a great show. I'm going to do what I can to make it an even better show with an opening keynote presentation so that will be awesome. I'm going to be meeting some family there as well, through my wife's side.

Chris Ducker is going to be there as well. He is attending the event and he and I are actually doing a One Day Business Breakthrough Australia edition, which is going to be super cool.

A lot of fun things happening, my son went to pre-school for the first time today. That was crazy and awesome and so fun and amazing and scary at the same time. It's awesome. I've got to get him back on the show. I know you've heard his voice before. I'll have him tell you about a day in school or something like that next time.

Alright guys, thanks so much. That's enough of me rambling. I appreciate you so much and all the reviews, ratings, subscribes and downloads. You're awesome. Without you I would not be where I am today so I'm here to help you as much as I can.

Cheers, take care and you can get the show notes at [smartpassiveincome.com/session123](http://smartpassiveincome.com/session123). Peace.

Announcer:

Thanks for listening to the Smart Passive Income podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com).