

American Writers & Artists Inc.

Wealthy Web Writer

Update from Reality Blogger Mindy Tyson McHorse

Speaker: Mindy Tyson McHorse

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Denise Ford: Hello, folks, welcome back to the Wealthy Web Writer teleconference series. Today, we're checking in with our reality blogger and we're going to find out what's new with Mindy Tyson McHorse. Rebecca, take it away.

Rebecca Matter: Thank you, Denise and welcome Mindy.

Mindy Tyson McHorse: Hello, hello everybody.

Rebecca Matter: I'm very excited to talk to you today, since last time when we spoke were just kicking off this

whole idea, the whole idea of the reality blog, and so it's been a while. So I thought, you know, we have to check back in and see what you're up to.

Mindy Tyson McHorse: Yes, thank you, I'm excited. It's nice to have lots of things to tell you about.

Rebecca Matter: That's a good thing.

Mindy Tyson McHorse: That's a very good thing.

[Laughter]

Rebecca Matter: [laughter] So let's just go ahead and dive right in. My first question for you has to do with changes. So what changes have you noticed in your copywriting business since you started the reality blog earlier this year?

Mindy Tyson McHorse: Well, you know, I'm really excited to say I have a ton of changes and most of them were not expected when I first started. I think for me, well, anybody who's been following the reality blog has seen that my entire work environment and my space has changed. I've upgraded from my good old standby college desk and tiny bookshelves that just held piles, to a nice professional style desk that actually really complements my work style, which was something—I think before I thought I needed to make it big and then buy the nice desk, but it's interesting because actually having a better work environment makes me much more productive. That's, you know, that's an obvious change. But then on, let's see, on a client level, I'm actually at a point where I keep a regular schedule now, you know, give or take because I am still working from home and freelancing, but before I had talked about how I generally worked when my husband was at home taking care of our son and so I'd get in a few hours here and a few hours there. And I've found as my projects have progressed that it's, well that I'm actually much more

efficient if I work really a Monday to Friday schedule during regular business hours; and that's because of the things I'm working on, I tend to interact with and exchange emails with a lot of people on a daily basis and it's just so much nicer to be able to send an email and get a response as opposed to responding at night to them and then waiting for the next night when I'm working again so it won't be more efficient. Other than that, that's a nice change. And you know, I don't exactly keep a 9 a.m. to 5 p.m. schedule. Like I said, I still have a little give or take but it's a lot more consistent and I think that makes me more consistent in my productivity. And, gosh, what else? I guess I would have to say this one final thing. There's a lot less drama in my life now as a freelance writer. I think before the drama, it was probably all my fault because, I had to get some work in and I had to do it here and here and everything was up in the air and now that I've got the processes in place and I've got these good habits that I'm cultivating, it's all just coming a lot easier. So, I'm, you know, happier about that and probably a lot more relaxed than I used to be.

Rebecca Matter: So, you're more organized. You're more productive and you're more scheduled, apparently.

Mindy Tyson McHorse: Yeah, yeah, and I can say, you know, I didn't expect any of that. [laughter]

Rebecca Matter: Are you getting your work...

Mindy Tyson McHorse: No, these are all done. This is what I hoped for and what I expected was more work and better fee but I guess this goes hand-in-hand but it makes sense. If you want to increase your workload and get paid better, you need to become more effective in the time that you're actually working. And so it's all just sort-of, I

feel I got transitioned into it and it's fun. It's not difficult, you know, because there is more order.

Rebecca Matter: And so you might consider yourself more professional now. You are a professional web writer.

Mindy Tyson McHorse: Yes! You know, I absolutely feel more professional. I feel that I can have conversations with clients on the phone about what I do just because, you know, just because of the environment now that I have where I work and because I'm in the thick of things. I think, you know, I'm not going to say I love talking on the phone to clients but I do feel a lot more confident when I speak to them about the projects that we're discussing and it's less of a frantic "Oh, my gosh, oh my gosh, oh my gosh, oh my gosh, I got a phone call." It's more of a, "Okay, let's work this out."

Rebecca Matter: What about personal life? That's your professional life. Any changes in your personal life?

Mindy Tyson McHorse: You know, yes. I'm definitely less stressed, which is ironic because I've got a lot more to do now but I think it probably goes back to the fact that I have more order in my life because I know when I'm going to work on things and when I have allotted time to finish projects. It decreases my stress load and, you know, according to my husband, it makes me a little more pleasant to be around, so that's nice. And, also, I'm now at a point where I really almost usually protect the time that I allot to be with my family or to go out with friends because before I might say, "Okay, let's go out to dinner tonight" but if I wasn't finished with a project and I'd change the plans and say, "Sorry, I can't do it, I've got to, you know, I've got to work." Now, if I make plans with my husband or we decide to take our baby somewhere, I don't break that. That's a firm commitment to me. And, you know,

It feels great because not only does it make me feel more like, again, like a professional, you know, who can leave her job t the end of the day. It's more rewarding to them, you know as opposed to having--I think I was more like a college student in a way before where there was just, always, something up in the air and always s something that I needed to get done. Now, it's more like a real life, right?

Rebecca Matter: And people, they can count on you. They know that if you say you're going to meet them for drinks at five or go out to dinner at, you know, seven, you're going to be there and you can enjoy it and not be worrying about the work that needs to be done tonight.

Mindy Tyson McHorse: Yes, yes, and I like that so much better, you know. I hadn't realized that I'd really gotten in the habit of getting on the phone with somebody and giving them an excuse like, "You know what, I'm sorry, I've got a deadline, I'm behind." I don't like doing that. So it's nice to not have to do that anymore because, you know, I make it, because I really prioritize, I guess, to make those things very important in my life now.

Rebecca Matter: Excellent, excellent. Well, that's good changes for professional, good changes for personal. And so you said that, you know, when we first talked back in January, you were saying that this is the first year that you're really, like, putting yourself out there, that this is it, you're going to do this both in terms of reaching out to clients and other web writers. How is that going for you?

Mindy Tyson McHorse: It's fantastic! It's nothing like the scary, daunting thing I thought it would be. I think partly because reaching out has been huge. Just in the last few months alone, I feel like I've built a network

of friends and colleagues, this year in the web writing industry, whom I can really rely, people giving me advice and feedback, you know, you name it. I feel like I can access it. And it's like having somebody to lean on. You know, part of the freelancer's dream is working independently and that's great but then if you have a problem that comes up, what do you do? And for a long time I didn't really feel like I had a lot of people I could reach out to and now I do. And, what's been interesting for me as part of that transition is that I've grown comfortable having a network of friends on Facebook and through Twitter and other social media avenues with whom I connect but who I maybe never have met in real life and I'll confess, you know, hopefully not embarrassing myself too much, but like when Facebook and things first came out, I was kind of exclusive about it. I would only make friends with people if I knew who they were and if I had a real connection with them and I thought, you know, I've never met this person, why would I connect with them? And I think everybody can relate to the fact that sometimes you do get random people who have no connection to you who want you to be their friend, follow them. I mean if there's no even a slight connection I may not do it but now I realize that those social media connections and people who you know, maybe I have only emailed with them or seen pictures of them, they're just as firmly friends and people I can rely on as my, you know, the real-life people I interact with here. In a way it's almost, I love this comparison, to me it's almost like having a water cooler, you know, like when you work in a business you can go hang out at the water cooler and network with people, see what's going on, share a few tidbits of advice and now for me that water cooler. . . And that's what I missed the most when I first became freelance writer. , I missed co-workers and

interacting with people and I've realized that through social media that's the water cooler. It's really terrific.

Rebecca Matter: Now what about...So you've got this great network of fellow web writers and people in this space. What about clients, do you find yourself putting yourself out there in different ways with reaching out to clients and is that working for you as well?

Mindy Tyson McHorse: Yes, I would say what's been interesting is that I haven't directly solicited much work from clients at all, which is one thing that I thought I would be doing a lot of this year. Instead, I've actually been building a solid referral network. I have two clients with whom I've worked for over two years, I'd say, and I had planned to ask them for referrals and it was bizarre, the week before I was going to do that they both referred me to other people and that's just grown. One of those referrals happened through Facebook, I think. One was just a referral to my website. One person just called me. You know, they happened in different ways but I guess partly it helps that I'm open to so many new avenues of interacting with people as opposed to straight email.

Rebecca Matter: And I think that too that's showing, you know, it's been speculated we're seeing that the economy is shifting and I think marketers are in more demand now; and so I think getting more referrals is just a sign of the times that the business is out there and people need web writers. They need copywriters.

Mindy Tyson McHorse: Yeah, yeah, absolutely. That's definitely, what I am feeling from people.

Rebecca Matter: Excellent. For everyone listening on the phone, you know, use those referrals. Mindy was just saying that she was getting ready to ask her clients for referrals. That's definitely job survival. As soon as you

finish their project, they say this is great; the next question you ask is who else do you know that would like these kinds of results? So just get those referrals.

Mindy Tyson McHorse: If I can add one thing to that, another realization I've had is that when somebody refers me to somebody else, it's not, I mean, obviously it does me a favor, it's great, but it's not as much as them doing me a favor as I previously thought it was. I guess before I was hesitant to ask for referrals because I thought, gosh, this person just hired me for a project and paid me and now I want them to refer me on top of that. That's the wrong way to think because really what it is, first of all, if you work for somebody and they pay you that, you know, that's a necessary business transaction and ideally, they benefited from it because you wrote good copy. But second, I know with a couple of the referrals it was actually the client who owed somebody else a favor and, you know, they were able to feel like they got something off their plate because "Okay, good, I can just pass this name off and that's off my plate. I don't have to worry about what this person needs anymore" as opposed to feeling like "gosh, Mindy wants another favor... It wasn't about me at all and, I like that.

Rebecca Matter: It's true, you know. In fact, two copywriters that I've referred, have been, one of them was for, you know, Brian Tracey. His marketer contacted me and said, "Help. Help. Help. I need a copywriter who can a sales page, you know, and the auto-responders." And so I was able to refer somebody that I had just worked with. And, again, it was my opportunity to do her a favor because she had helped me in the past with other stuff. I think you're right on the button.

Mindy Tyson McHorse: Yeah, and it's another thing that I hadn't looked at it that way before and, you know,

when you realize that it's just a win-win situation on them.

Rebecca Matter: Absolutely. And, yeah, marketers and clients, we know other marketers and other business owners then that's definitely right on. Income wise, is six figures still your goal for this year?

Mindy Tyson McHorse: It is, absolutely. But what's interesting is my priorities have actually shifted in a way that I didn't anticipate. I'm still on track to make six figures. That's still my ultimate income goal, but I'm now cultivating professional goals that I hadn't even given thought to before because, I guess you could say when we had the first reality blog conference call, my number one goal up there on my bulletin board, "Make six figures this year" but there was nothing along with that and now I have additional professional goals to you know, to exceed as a master web writer in this field or to put myself out as an expert in this other field. And what I'm finding is there's more of a shift, I think, in my way of thinking so that it's no longer so much about just the money and the lifestyle, it's actually more about me feeling comfortable putting myself out there as somebody who can bring bringing value to you different types of campaigns and what's great is that it really motivates me to push myself harder and to write better copy, partly for my own satisfaction but also for the benefit the campaigns that I'm involved in. So, it's not expressly just for financial game anymore.

Rebecca Matter: But yet, at the end of the day, that's all going to roll back into -- that's only going to make you be able to charge more; it's only going to make you make more; which is only going to make you hit your goal even faster.

Mindy Tyson McHorse: Oh, I like that. [laughter] It's got all these bonuses.

Rebecca Matter: Yeah, yeah, yeah, it's all that tying together. It's all in that same path to whatever you're defining as your success as a web writer. So, I think that
- Mindy Tyson McHorse: Exactly.

Rebecca Matter: That's excellent. What about on the income goal and on that path where are you right now? We're at the end of April. Are you still on track?

Mindy Tyson McHorse: Well, I think so. I just met, just signed on with a client who helped me break that \$50,000 mark in lined-up projects.

Rebecca Matter: Wow and this is only April.

Mindy Tyson McHorse: Yeah, I know that. I mean I haven't necessarily billed for \$50,000 yet. I basically have \$50,000 in, you know, contacts and planned projects in agreements. That is mind-boggling and, you know, great.

Rebecca Matter: That's exciting. Fantastic. Okay, so, what about the biggest change between the way you do, you know, it's getting back into the way you're doing business now. What is the biggest change between this year and how you've done it in the past?

Mindy Tyson McHorse: Let's see. I think I'm definitely open to new possibilities that before I probably never would've considered.

Rebecca Matter: Can you give me an example? Like certain types of projects or certain types of clients or what is that when you possibilities?

Mindy Tyson McHorse: Well, let's see, I have a client that I've written for, well, one of long-time clients, and she is working on -- I knew that she was working on establishing herself in sort of a mentor-type capacity for

her own clients and I had taken quite a bit of training and I've done a lot of reading on whitepapers, for instance, and so whereas before I was comfortable with writing the kind of copy that she needed and what she always hired me for. Now I'm in a position where I felt comfortable going to her and saying, "Look, you know, I realize you're looking to establish yourself as expert because you want to move forward in this type of, you know, mentoring circle and what I think might really benefit you is if you had a whitepaper type document, that you know, positioned you in this way. It does this and converts people in this way" and she was totally open to it. We took off with it running and, so, I think if I hadn't been really doing this reality blog where I'm, you know, basically, where I was, especially at the beginning of the year where I was at a point that I figured I needed to do anything and everything I could to hit my six figure goal., I think I would've previously felt content just to stay in my small "give me a project and I'll turn it out" kind of bubble. And now, it's more of an ability to recognize opportunities and just put them out there for clients.

Rebecca Matter: That makes a lot of sense, actually. I think that as you're getting and more comfortable and confident in your own self and being able to, and more experienced, you know, in being able to spot those opportunities that might not have been obvious to you before.

Mindy Tyson McHorse: Yeah, yeah, and I also noticed that I'm recognizing ways to approach work that hold the promise of a higher fee with less effort on my end.

Rebecca Matter: That's always good.

Mindy Tyson McHorse: [laughter] Yeah, I don't mean that in a bad way. I should qualify that. In other words,

I'm going for bigger projects that may be, like a whitepaper is a good example, where it takes a lot of investment of research and time writing when you put together a large document that is for a high fee as opposed to scrambling for lots of small projects and that, you know, maybe even if the total investment of my time adds to a lot more for lower fees than it would if I were to go for the bigger projects that have a higher fee both for me and the client.

Rebecca Matter: You know, that makes a lot of sense that yeah, yeah, you're working smarter. You'd rather work for the one big project worth five grand then ten projects worth...

Mindy Tyson McHorse: Exactly. Yes. Yes. And I think maybe, you know, a lot of it has to do with being more confident and my ability to refer somebody and it goes back to the fact that I've got a bigger network of people to tap into to say, "Hey, I'm stuck on this, what do you think that's for? What should I do here? Have you ever had this problem?" and that makes it a lot easier, too.

Rebecca Matter: That makes a lot of sense. That's good. Okay, so what about challenges? Anything that's come up these four months that you weren't expecting or just something like a roadblock that you've hit?

Mindy Tyson McHorse: Even though I've got great support and a wonderful setup and wonderful environment, I still have a roller-coaster type of approach where I'll have a week where every single day is just fantastic, my momentum keeps on building and then I'll come to my desk the next day and I'll sit down and I'll think, "I don't even know how to do this. Where do I start? What do I do?" It's something I think a lot of people face. There are always ups and downs. There are always great moments of

powerful activity and then there are times when you need to step back and just maybe, well for me what I realize, when it seems like when I do reach those kind of periods of stagnation is when I either have a project that I'm behind on or I would like to be able to be a little more ahead on than what I've done and the due date. So, it's either when when I'm running behind or when I'm working on a project that I'm not really passionate about because in that feedback you're leaving behind and that's where I sort of, my mind goes stagnant. So, it's teaching me the importance of really working on projects that I'm passionate about or that I'm confident in and the importance of following a schedule.

Rebecca Matter: Yeah, the feeling of stress when you just want to be, where you just don't really know where to start, which I think we can all relate to, and when you are kind of behind and you're getting that overwhelming feeling of "I need to be further ahead in this project."

Mindy Tyson McHorse: Yes, exactly, that and then I did reach a point because I was, like we talked about, that I was open to new opportunities where I was talking to a lot of new clients and I had a lot of new things in the works but nothing had actually happened and nothing happened for a couple of weeks there and it started making me think, "Oh, my gosh, now I'm losing time. I don't have regular projects coming in and, I don't have big new things" and I got frantic for a little bit but it was all really just an issue of lots of things in the works and they all just needed to break their way through the surface which they're now staring to do, so I'm a lot happier.

Rebecca Matter: Which is then ultimately going to make you more stressed when you figure out, "Well, I have more projects than I know what to do with."

Mindy Tyson McHorse: Hopefully, those are problems for another month [laughter].

Rebecca Matter: It's a good problem to have.

Mindy Tyson McHorse: Exactly.

Rebecca Matter: So, other than that whitepaper that you were talking about earlier, are there any other new projects that you're working on?

Mindy Tyson McHorse: Well, I'm really getting involved in a lot more social media with some of my clients who want to establish more of either a friendly presence with their own clients or -- there's this one client, for instance, who has me like write regular notes for their Facebook page and it's essentially to build their fan base and start capturing attention for their products and it was interesting starting because I had an idea what they wanted, they had an idea of what they wanted and we sort of, like, we figured it out together and now it's really exciting just being a part of it and watching it grow and the fan base double and triple and quadruple and that's great.. And then I'm also getting into some really exciting car marketing projects and part of that is in conjunction with my sister who I wrote about last week, I think, who has actually just stepped herself toward freelancing industry. She just put in her two-week notice at her day job and is now going to be --

Rebecca Matter: Oh, my God!

Mindy Tyson McHorse: -- a web writer along with me. That's just all kinds of exciting.

Rebecca Matter: It's very exciting.

Mindy Tyson McHorse: So, yeah. It goes back more networking, working with people, reaching out and I'm

really looking forward to working on the same things with her and with all the other people I've been chatting with..

Rebecca Matter: And she has a great sister to follow in her footsteps. That's obvious.

Mindy Tyson McHorse: We'll see. I'm sure maybe a blog in the making is harder work especially with a family member.

Rebecca Matter: I like it. You guys can write us an article as well because we always talk about you know, if your family understands what you're doing, that's useful for you for having them help you stay motivated and be productive. But, yeah, the other side of it is seeing what you're doing and like, "Wow. I want a piece of that, too. I want that life."

Mindy Tyson McHorse: Yeah, exactly, what's neat is that my parents, for instance, kind of shook their heads and scratched their foreheads when I first left my day job that had, I had a good salary. I had benefits and everything and when I left that to be a freelancer writer they kind of thought "What? Huh? Why would you do that?" But now, the difference now that my sister is doing it, is they're so excited because first they realize it's a legitimate profession, there's a lot of promise and they realize that this means she'll be able to visit them a lot more because she'll have freedom over her vacations because she lives across the country from us.. So, they're all stoked. [laughter]

Rebecca Matter: That's excellent. So, now I want to talk about the reality blog challenge, which is something that you asked if you could start a month ago and, of course, you know, go, go, go! Can you tell everybody about that, though, in case they haven't been following?

Mindy Tyson McHorse: Yes, absolutely. Essentially, the reality blog challenge is a new, exciting competition that we're launching every month where at the beginning of each month, I write about in the blog a new challenge that I'm putting out there for anybody who wants to take me up on it and I do it myself. And it's generally something that will either improve your web writing or help you get clients or help you in some sort of writing, freelancing, money-making capacity. So for April, that was our first reality blog challenge. The challenge was to land a job through a bartered agreement. So, to basically go out and find a client who would be willing to give you his or her service or product in exchange for copy. And, so the only rule was that money couldn't exchange hands unless, of course, maybe you did so much work for them that whatever they could give you in return wasn't enough payment. Essentially, the benefit to that is that it can be a really great way to go out there and get a client especially if it's your first client as well as get a sample and then get a positive testimonial and then for some people it can be a little less daunting to go out and just ask about doing an exchange as opposed to asking for "hard cash" and it's a little more friendly. It's on a more human level. So, I put that out there at the beginning of April and we talked about it a lot in the blog and on the reality blog forum that -- thank you so much to those of you who shared tips with me and shared your own experiences -- and so as far as the reality what the challenge goes for those who have participated in the April challenge, I've been getting essays that are emailed to me now that it's the end of the month because deadline is April 30th, the last day of the month. I'm getting essays where different blogging web-writing members are sharing their experience in having gone out and landed a new client. And it's so thrilling to get to read these stories because they're fascinating, they're

entertaining, but the best part is it means that these people have landed new clients by going out and trying this. I'm still getting entries so, if you haven't sent yours in, please do so before, well, do it by tomorrow and then we will, together with Rebecca and Zach Miller, which a lot of you know, will be helping to choose a winner and the winner gets a free copy of Nick Usborne's "Copywriting 2.0" which we know it's one of the best guides in web-writing tactics...

So, that's April and what's exciting now is that we just issued the new May reality blog challenge that basically kicks off now and will go through May. And the new challenge for the month is to go find work through a local ad agency or, you know, it doesn't even have to be a local agency especially if you live out in the middle of nowhere, just go to an advertising agency, a traditional advertising agency, and see if they can give you overflow work. A lot of times, and, you know, Rebecca might be able to speak of this better, but a lot times agencies will use freelance copywriters because either they have too much work for their in-house copywriters or maybe there is a project they're working on where you can offer expertise whereas either their in-house writers don't have that. And for you, as the writer, there's a great benefit to you, of course, not only in another client with more ample testimonials, it's great to have somebody to network with and basically, if it is somebody in your community, then you can start networking with people in the industry who are in your community and even if they're not, you know, in your town, at least, it gives you another way to learn from the marketer who's actively doing business in the field where you want to write.

Rebecca Matter: Absolutely. And, you know, if anyone is attending the -- in the BB market, there's this huge --

it's actually a great way to get some of the bigger name clients because the agencies are starved especially for web writing right now. They know that they in the B-to-B space, this is what I learned from Pete Savage, Ed Gandia and Steve Conroy. They know that they have to learn how to write for the web but they don't necessarily have people on staff who can do that. They have more of the traditional whitepaper case studies; those type of copywriters on staff. So they don't have anybody who can do videos scripts, landing pages, auto-responder series, and things like that. So the B-to-B market is huge for web writers and if you are attending that "Getting Clients" webinar series, I think it starts on May 10th, with those three guys, they're actually going to walk you through it. So you can actually go to this reality blog, or the reality blog challenge because they're actually going to walk you through a process on how to land those agency assignments quickly.

Mindy Tyson McHorse: Awesome!

Rebecca Matter: I mean, this is how Pete got all of his big name clients, people like the IBMs of the world and BP and companies of that level. What he did is he went to the agencies to get them on his client list so that he could then turn around and use those big names to land other clients out of the gate without having to go through an agency.

Mindy Tyson McHorse: Wow. That's fantastic!

[laughter]

Rebecca Matter: Fantastic, yeah. Because his point was how easy would it be for me to land other clients if I had all these great names? So, he went to the agencies and, like you said, they have a lot of overflow work especially for web writers right now. So if anyone is attending that

series, you know, listen for that specific thing and if for some reason they don't give you enough detail, you have the ability to ask them questions. So, definitely fire off that question and say -- fire to Pete, specifically, and say, "I know this is how you started. Give me the goods. How do I do this?" So, hopefully you'll win some clients that can win this challenge. My goodness, this is the perfect time!

Mindy Tyson McHorse: Yeah, that's ideal and even better is if I can go ahead and announce the prize for this May reality blog challenge is directly related to effective web writing is going to be Heather Wade Martin's "SEO Copywriting Success". Oh, what?

Rebecca Matter: I said, "excellent!" That's very exciting.

Mindy Tyson McHorse: Oh, sorry.

Rebecca Matter: No, no, no. That's great! And you're giving them not only a prize but everybody who competes is actually getting clients. So, it's kind of like a win-win no matter what.

Mindy Tyson McHorse: Exactly and I think for me that's the terrific thing about reading all the submissions where the current April reality blogging challenge is that everybody already has -- everybody who submitted to me already has a great new story about a new client. For some of them it was their first client.

Rebecca Matter: Wow!

Mindy Tyson McHorse: And, you know, that's warm fuzzies all around. But, yes, Heather Lloyd Martin's "SEO Copywriting Success." I actually have a copy already and it's terrific. I think it definitely improved my own SEO writing abilities and it's valued at \$485. So, anybody

who's listening, please take part in this challenge, you know, it's a win-win situation. You can look for tips on reality blogs. Next week, I'll be writing about different ways to approach ad agencies and like Rebecca said, definitely, listen to what Pete can share in that course and there will definitely be some discussion about this on the reality blog forum. You can have help the whole way through. And remember I'm competing along with you. I'll be doing it right along side you, so you're definitely not alone.

Rebecca Matter: And, Mindy, I would love to know ask people if you've got great stories, I would love to do interviews, even though there's only one winner. I'd love to get people, you know, press and praise and more web writers, I'm sure, would like to know what it is that they did, how they approached it.

Mindy Tyson McHorse: Okay.

Rebecca Matter: And, so, on each of these we can easily do a follow-up, whether it's a call, whether it's something, you know, an article that we write on it. I'm open to any ideas so definitely let me know.

Mindy Tyson McHorse: Sounds perfect.

Rebecca Matter: -Keep me posted on everyone's success.

Mindy Tyson McHorse: I will do that, yes. Yes.

Rebecca Matter: Excellent.

Mindy Tyson McHorse: Just like with anything, they all have kind of a different way that they approached it, so we can all learn so much from each other.

Rebecca Matter: Exactly, and that's the whole idea of Wealthy Web Writer in the community is really learning how everybody else is doing it and then applying it to our own stuff.

Mindy Tyson McHorse: Fantastic. Okay.

Rebecca Matter: So what new plans or goals do you have over the next couple of months? If I were to check-in at the end of August, September, what should I be expecting to hear from you?

Mindy Tyson McHorse: Well, I hope it's nothing but good. Well, I've actually been, I wrote about this just a couple weeks ago as well, I recently hired a mentor which, you know, many of you have probably read different articles about how a lot of the most successful copywriters once had a mentor at some time and Rebecca, you've even talked about how you benefited from a mentor. I'm actually working with my mentor right now to really establish some new projects and you know, firm goals, just for me for my own, like I mentioned in the beginning of this call, for my personal goal to accelerate as a quality web writer, not just at making lots of money. We haven't really pinned anything down yet. I have to confess I had some ideas and I thought they were great and he pointed out why they may not work but it's all part of the learning process. I will say that I'm getting into writing longer more thorough reports, so more whitepapers and free download reports for clients and basically e-books. Basically things that, like what we were talking about earlier, they take a lot more time but it's for a greater pay-off and I can really roll my sleeves up and get into the project because they're so intense. So, I'm basically working with doing a lot of bigger, more in-detail projects and that's exciting.

Rebecca Matter: That's very exciting. You know, the coaching thing, too, and finding a mentor, sometimes that's the best part, is just having a sounding board to throw your ideas against. I had the same experience my first month where I did have so many ideas and so many directions I could in and they weren't really -- just having someone

blow holes in them actually was a good thing. It helped me focus.

Mindy Tyson McHorse: Yes, exactly.

Rebecca Matter: So if there's anyone -- I mean, I know that a mentoring and coaching relationship isn't feasible for everybody but there is an opportunity. I'm not sure if anyone knows or many of you've seen this, Nick Usborne's "Breakthrough Finance Success". What he's doing is something a little bit different. He's actually put all of his, kind of the best practices of coaching, he's been coaching for quite a few years now, what the common things are that he finds like figuring out how blow holes in your own ideas and stuff like that, put them into a program and then he started a group coaching group. So they're actually walking through -- I believe it was three and now it's six sessions, where it's a lot cheaper. I believe is \$400 or \$500 and you're part of a group but you can still ask him all the questions that you have and give him your specific ideas for your business and tactics and things like that. So, if anyone listening to the call is interested in that, I think that the session is open through tomorrow and it already started but you can still get in on his group coaching. Listen to the first session and then jump in on the second one. Look out; there'll be email tomorrow that goes out. I'm sure there'll be something in "Inside AWI Today" but if mentoring or coaching has been a thought of something that you wanted to do, Mindy and I can both tell you it definitely is helpful at getting focused and moving forward.

Mindy Tyson McHorse: It's wonderful and if I can just add something to that because I've been listening to the Breakthrough Freelance Success calls, one benefit to, well, another benefit to Nick Usborne's approach is that you get access to a forum where you not only get mixed

insight and advice that the other people who are participating can also share tips and advice - and if there's one thing that we all know - is that we can learn so much from each other because everybody brings some form of interesting background and expertise and help...

I think Nick said it best when he first opened the forum. He said, "Don't worry that you've got these other people. They're not going to steal your ideas or try to copy you. This is something where we will all be stronger if we work together. And that really resonated with me because I thought that's so true. Most of the things that I say are my best ideas are actually ideas put together from comments and feedbacks that I got from other people.

Rebecca Matter: Excellent. That's really good advice, being open and, like you were just saying earlier, you know, you've been open to expanding your network and actually reaching out to other people and it's only going to help your business and it's only going to help their business.

Mindy Tyson McHorse: Yeah, and it's fun. [Laughing]

Rebecca Matter: It is fun. So, okay, in closing, final words, any new words of advice for other web writers who are just starting out?

Mindy Tyson McHorse: Yes, actually. Well, I want to reiterate the first time you spoke and we had our first reality blog teleconference, I emphasized the importance of connection. And that's so obviously key because it's like in this call, we talked a lot about how having other people out there as a sounding board it really keeps you afloat. But I'd also, like now, to comment on the importance of really taking yourself seriously and making a plan and following it through from the start basically. Committing to it I guess you could say, instead of just trying it out

to see if it sticks, because for me that's what I did for a long time and it held me back. I'd come up with an idea, I'd say, "Well, let me see, I'll try it. You know, if something good happens then I guess it's meant to be" and that doesn't work.

So, if you really commit to something and stick with it and follow it through those roller coaster upheavals, then just like I'm finding from the most basic things to following a daily schedule where I say, "I'm going to work on this, this, this and this in this order" to these longer-term goals like I have where I'm trying to build my business up, to where I work on bigger and lengthier projects. It's all rewarding in the long run if you just see it through. So making a plan. You know, I was never a big fan of planning before - but even everyone can say that but I think now it makes me, the fact that I have a plan and I know which direction I'm headed, it really makes me feel like I can be up there competing with the big dogs and I'm not scared.

Rebecca Matter: That is so excellent, Mindy. I'm just blown away how great you're doing so far and how wonderful this reality blog is turning out and how useful it is for the Wealthy Web Writer members. So, on behalf of them and myself, I'd like to say thank you.

Mindy Tyson McHorse: Oh, thank you! I would also like to extend a thank you to all the members who chime in and share their tips or just let me know that they're out there because I have my days where I start writing and I think, "Gosh, you know, does anybody even care?" [laughter] because I don't think that I'm making much sense here so it means so much to me when somebody writes in and says, "You know, I had that same problem and here's what I did" and I really appreciate that. And I also, I hope she's listening, I want to send a special thank you out to Nan, who is the

copy editor for my blogs, and definitely keeps things beautifully edited, keeps my comments in gear and keeps me going. She's just a gem to work with and I really appreciate it.

Rebecca Matter: She's my favorite editor as well. So I can double that.

Mindy Tyson McHorse: [laughter] Thank you so much for having me, Rebecca, and thanks to everybody who's listening.

Rebecca Matter: Thank you for your update and I definitely am looking forward to seeing the entries for the reality blog challenge this month as well as next and helping you pick the winner for the bartering deal.

Mindy Tyson McHorse: I think we will probably be announcing the first reality blog challenge winner during the first week of May -- probably towards the end of the week. Yeah, please look for that everybody.

Rebecca Matter: Excellent. Well, good. Thank you, Mindy. And good luck everybody who's listening. I'm looking forward to reading your submissions.

Mindy Tyson McHorse: Oh, thank you. All right. Thank you.

Rebecca Matter: Talk to you later. Bye.

Mindy Tyson McHorse: Bye.