



Matt Henderson:

Hey, everyone it is November 14th, 2019. This is Matt from the Business Mind Podcast and I have some updates for you on my birthday.

Yep, that's it. It's my birthday today and I wanted to make an episode because I had some cool stuff happen. Not just that it's my birthday. Sorry if I'm yelling. I'm a little excited, I guess today, but for those of you who are new to the podcast, maybe you haven't listened to all the episodes. And honestly, I don't talk about it a lot, but let me give you a little bit of backstory.

So I created this podcast, because I am a new digital marketer and I've been getting into digital marketing. I'm literally just starting up my business over the past eight, about almost eight months now. And I've just been trying to grow this as I'm growing my other main business, which is an e-commerce business that I'm part owner in. So in the process, I'm trying to do this on the side and I'm trying to learn as much as I can, and grow as much as I can. Master as many new skills as I can as well as honing the skills that I already had.

And in that process I've wanted to document it. So I took the advice of a guy that I follow really closely, which is Russell Brunson. If you guys don't listen, he is one of the founders of ClickFunnels. And those of you who don't know who ClickFunnels are, this definitely is your first episode you're listening to and that's all right. So yeah, go back and listen to a couple other episodes. I'm all about sales funnels and ClickFunnels, and doing digital marketing and SEO and website build outs and all that kind of stuff. You can look up to digital marketing and probably read a little bit more about it. You don't need me to school you on it in this podcast.

But anyway, that's the reason why I started this podcast. I wanted to document my journey going from a nobody in the digital space to trying to become somebody. And it's been exciting. It's been interesting. I've never documented or told my story about anything, let alone the process of trying to become something that I have never been before. So for those of you who are thinking, "Well, I don't know. I'm not a digital marketer and I've never tried to become a digital marketer." Or maybe it's that you feel it's too late in your career or you're not sure that this is something you could do on the side.

Just to give you a little bit of backstory, today is my 42nd birthday. So if you think it's not time for you to start something new or it's too late for you to start something new or try something new, I'm 42. I'm doing something new just because and I want to gain financial freedom, become a happier, healthier wealthier person. And the only way to do that is to make more income and to work towards the lifestyle that I want.

So I had decided that after tons of research, for me it was digital marketing and internet marketing would be something that I would actually really enjoy and I have been and it's been neat. And I've been honing my skills and definitely becoming a lot better at what I do, which is cool. So I've been building sales funnels now for my ecommerce business, which my business partners are pretty cool with. And they're excited to see what we produced from them and what actually comes from them.

We've launched our first one already and it went all right. We'll launch a lot more and I'm sure they'll all get a ton better, but I had some exciting stuff happen on my last day of being 41. Want to know what it is? Oh, I'm so excited. I get to share it with you guys who are listening. Last night I got a call from one of the people that I've pitched my digital marketing services to. And I had pitched them a week ago and they were meeting with their other members and then they were going to let me know the outcome last night at a quarter to 10 at night.

So when you're an entrepreneur, you definitely have to answer the phone all times of the day. Last night at quarter to 10, I got the call. They're taking the deal. I got my first paying client yesterday and I was pretty excited. Before I turned 42, I locked in my first paying client and it's an upfront cost to get started as well as a monthly residual. So I now have my first monthly recurring revenue, which is really exciting. So that's something that if you're an internet marketer or digital marketer or honestly, if you're in any kind of business, something you should be looking at is your MRR, what's your monthly recurring revenue. What do people pay you for monthly and your monthly amounts that you're guaranteed to have come in as long as you continue to do your job very well.

So I'm excited because up to this point the answer was I had none and that's all right. I was just starting out. I've been talking about it in my other business and with my other business partners that the monthly recurring revenue was something I was really anxious to get us on because it's such a base for any business, you can gain so much. We haven't figured it out in that business yet, I'll say. But on my own, I knew that this was going to be basically the only way I make income is by having a recurring monthly revenue. And that's what started last night.

So I'm really excited. I get to start out my 42nd birthday with a new business, my first business and recurring business. How awesome is that, right? And I'm so excited to share it with you guys. I know I sound like I'm a little bit of a geek about this right now like that's the biggest thing happening on my birthday. But I'll be honest as of right now, that's the biggest thing happening on my birthday and I'm pumped about it. I mean, people want me to do their websites now. Somebody wants me to handle their SEO.

They want me to build ClickFunnels for them. So it's going to be a ramp up, but we're starting out with the website and the SEO and getting them some traffic, and then we're going we're going to continue on into everything else. And they're getting funnels and the whole bit. So for those of you who are saying to yourself, "I don't have time for things or it's too late in my life and I don't know if this is really the right time for me to take on a new business and new things or spread my wings any further." It's always the right time.

I've been plugging away at this for eight months and I haven't had anything come about from it. And there were definitely days already where I thought like, "Oh my gosh, what am I doing all this for?" I'm working really hard, then churning a lot. And I'm excessively learning, but I can't find anybody who will let me apply what I've learned. And then lo and behold like I was able to talk to my business partners and start doing funnels for my ecommerce business, which is exciting. And then only two months later, I'm now out getting my first paying client and doing sales funnels for them and website work for them, and SEO work and all that cool stuff.

So, I mean, it's exciting. For me it's really exciting. It should be something that's a goal for everybody, but the biggest thing is you, you can't take the time. Sorry, I'm stuttering a lot today. The time that was eating me up of working on something and not having any kind of anything to show from it was making me a little bit crazy. But had I stopped three months ago, I would've been just three months short and that's crazy. But I think that that happens to a lot of people where things aren't working out or whatever, and you just give up.

So that's exciting news for my birthday. That's a big thing for me. Yes, it's my birthday and that's exciting. And I don't usually do a ton of stuff for my birthday. I don't really go wild, but I'm pretty excited for that big news. And I'm excited to start out this new year with new money. I mean, who doesn't want to start out financially better off than you were the year before? So that's my big news for today.

I don't want to drag this one on. I just want to let you know that in life and everything else you got to just keep plugging along. And this is my story. I told you guys I would relay my story as it goes and this is as honest as it could possibly be. I haven't had a whole ton of successes yet, but I just have my first one and who better to share it with than you guys? And I started out by sharing it with my wife first because that's why I share all of my greatest accomplishments with whether she always wants to hear them or not.

But I shared it with her first. And I share it with you guys second. So welcome to the family, but it's a big deal. So plug along, stay on things, keep working hard. Some days are going to be up. Some days are going to be down, but just know that you're moving towards your goal and every day that you keep pushing for it you're getting one step closer. All right? And I just had the episode take the first step. So just take it. Okay, this is Matt for the Business Mind Podcast. If you guys are enjoying these episodes, please go on, leave me a review wherever you're listening. If you're on iTunes, let me review Spotify, anchor.fm, Google Podcasts, anywhere you're catching this app. Please leave me a review.

If you have anything that you'd like to hear about, shoot me an email. [Matt@nestadigital.com](mailto:Matt@nestadigital.com). And I'll make you an episode and we'll discuss anything that's on your mind or something you might need an assist with in your business. All right, everyone have an awesome day. I'm going to go enjoy my birthday and hopefully have a few more successes today. All right, we'll talk to you guys soon.