



Sally Neill - LearnWithSally



Jean: Jean Shaw here from JeanShawInterviews.com., and once more I have the pleasure of chatting to the Blog Hopping Queen herself, Miss Sally Neill.

The last time I spoke to this wee Scottish lassie she was

about to do her first webinar for her new coaching course, Learn With Sally, and although there were a few technical hiccups initially, the course just kept getting better and better.

Sally packed so much information into her webinars she even had to extend the length of the course, because she couldn't fit it all into the scheduled 12 weeks.

The course was aptly named and for those students who actually took action on her advice, the rewards have already been evident.

I have to confess although I am one of Sally's first students; I haven't actually implemented much yet - not because it isn't really valuable information, but because of a variety of events in my life since the training began.

I've been in listening mode only, but Learn With Sally is one course I will certainly be returning to again and again, because she's revealed all sorts of tips and tricks on a variety of subjects, and not just on blogging, which I must admit is what I originally thought the course would focus on.

Anyway, let's chat to Sally and see how she feels now her very first coaching program is over and discover whether another one is part of her future plan.

So, hi Sally, how are you?

Sally: Hi Jean, I'm very good, thank you, and thanks again for welcoming me back for another interview.

Jean: Ah well it's lovely.

I really like chatting to people as you know, but especially people that make a difference in other people's lives - these mad marketers of which your certainly one .

So how do you feel now that you've finished your very first coaching course?

Sally: I feel tired probably.

It was quite a lot more work than I initially expected, but I'm also very very happy and very pleased because of the results that some of the students (the action takers) have achieved since finishing the coaching.

I basically reached all the goals that I was hoping to achieve from the coaching, so I'm very very pleased.

Jean: Now I know one of your philosophies which is something you've been taught from Alex Jeffrey's is if you fail to plan – you plan to fail.

So did you plan out your complete coaching course right from the beginning, or was it something that developed as you went along?

Sally: No, what I done was I initially sat down in my kitchen with just a pad and a pen, and I wrote down what I thought people would need to learn.

The basic components you would need to have a successful online business.

Then I just went from there, because I knew what people thought I should teach, but I wasn't always sure that I should be teaching that.

I only wanted to teach things that I was actually doing myself, because some marketers teach a lot of theory and they'll tell you to go out and do something, but they're not actually doing it themselves.

So I wanted to only things that I could prove worked.

Jean: Now the students you've got seem to come from a variety of age groups and experience. Some were complete beginners and some seemed to have been around for quite some time.

What do you think made the people that had been around for quite some time actually take action and move forward?

Sally: I think it was because the people whom I knew had took the course who had been online for quite some time hadn't maybe had the success that they'd been trying to achieve over the years.

But in a short period of time they had watched me through my blogging kind of facing all these different fears and moving forward quite quickly.

So I think when they see me doing I, t they hoped that by taking the coaching with me, they could possibly achieve the same levels of success and complete things much quicker and move forward faster.

Jean: So they identified with you as being one of them kind of thing, and also do you think it's a case of when the student's ready, the teacher will appear?

I think you can hear the same instruction over and over again, but until you have an internal feeling that you're ready to take that step, you just don't do it, do you?

Sally: Yeah, I think that, and I think people did resonate with me because they had watched me grow and watched it with their own eyes.

Because even though you hear other marketers say they started as a complete newbie and they didn't have very much traffic and things like that, you don't always 100% believe them.

But people had seen it through my blogging, so they knew for a 100% fact that I did start way way down at the bottom and climb my way up.

Jean: One of the things that you did which I found really quaint, I suppose in your course was to encourage people to take action and step out of their comfort zones.

You actually gave them gold stars and rewards, didn't you - public acclamations that they'd actually done something, and do you think that that spurred people on?

Sally: Yeah, it definitely did.

I
t was just because the theme of LearnWithSally was teaching.

I remember at school, it's a long long time ago since I was at school, but if you had done something good you used to get a gold star at the top of your page, and I used to like getting those little gold stars.

As I was going through the coaching I wanted the students to take action, and I knew by shouting them out live on a webinar, because I'd previously been a student of Alex Jeffrey's and he would often shout out people.

I knew when I'd seen other people getting shouted out, I thought I want to be shouted out.

And it made people more competitive and also it encouraged other people to take action when they were seeing other people facing fears, or other people recording a video and they've never done it before.

Wow Sally's saying I can do it, there's Barry or Dawn doing it, and it just inspired them to get going and do it themselves as well.

Jean: You have said that some of your students haven't taken any action at all. Have you any idea why that is? Do you think that they were just overloaded?

Sally: There were a few students who didn't take action and I personally contacted them because I was quite worried as to why some people hadn't taken action.

The response that I got back from the two people was very positive and it was just that they wanted to digest all of the information first, and see the path that they were gonna be going on, because it's Christmas time. Everybody seems to have a lot on their plate just now, and they do fully intend to start.

Some of them haven't even started a blog yet, but they've said come the New Year, they're gonna get their blog installed, and then they are going to go through all the training and make sure they implement everything.

Jean: That's really good, and one of the nicest things about your course is that its evergreen isn't it and it's something that you can refer back to even years down the line and it's all going to be applicable?

The techniques are really good and I know at the time I joined up for your course I also joined up for another course, which I haven't even done anything on yet.

It's not because I don't want to, but it's because of circumstances, and also I know that the tactics that they are teaching, just like your own, will be evergreen and will be valuable and thorough.

So it's not that I don't want to, and it's not that their course isn't any good, it's just that life happens doesn't it?

Sally: At the end of the day we only have so much time that we can dedicate to an online business, especially when some people have a full time job and things like that.

So you have got to be very careful with your time and just make sure that when you are doing courses, you implement as much as you can.

Jean: Absolutely.

Now you have set up a Facebook group amongst your students and obviously that's taken quite a lot of pressure off you hasn't it, because it's small and friendly and very interactive.

Sally: Yes and it also means that the other students are able to help themselves.

So often someone will perhaps post a question in the group asking for help on a particular subject, and I could answer that, but by the time I go to the Facebook group there's 20 replies, and the person's found the solution just from within the group.

Jean: That's really very helpful.

I think sometimes these forums that get set up can be a bit too big can't they? People who are just beginning get a bit overawed, and they're frightened to

ask any questions because they think they'll sound stupid, but the thing is as they say, the most stupid question to ask is the one that you never ask isn't it?

Sally: Yeah!

Jean: Something along those lines anyway.

Sally: I think also with the Facebook group like you said, I've joined other coaching type programs and if it's been running for a little while, and you hit the forum there's thousands and thousands and thousands of posts. So like you said you don't know where to look.

It can be quite confusing and there's probably a lot of value in all of those posts but they seem to just get buried.

With the Facebook it's quite active, and everybody's always posting in there and I just think it was a really good move, especially because, and I'm not saying forums are a dying thing anymore, but certainly Facebook has come forward in the last few years, and is very very popular and lots of people are on Facebook a lot as well.

So that's why I wanted to do a Facebook group rather than a forum.

Jean: The problem with all these forums and any kind of social sites really is that they are so time consuming and everybody knows that you have to build (well you don't have to), but the way forward is to build relationships because that's what our lives are all about aren't they?

But it is time consuming and a lot of what you taught in your course was how to minimize, or rather maximize the amount of time that you would need to spend to form those relationships.

Sally: You can just get sucked into sites especially like Facebook and before you know it an hour has gone and you really haven't done any work.

So you have to be very very strict with yourself and limit the time that you're spending on sites such as Facebook, and make sure that you get in there and do whatever it is you have to do and work on those relationships and then get out quick, because they do suck you in very very easily.

Jean: Facebook, I also think is very much an age thing.

I don't think the people my age necessarily spend as much time on Facebook as a generation below me or certainly two generations below me, and especially if you don't possess things like smart phones.

A lot of people are on Facebook via their phones. In fact a lot of people can't live without their phone can they?

Are you one of them?

Sally: Yes. My blackberry is permanently attached to my hand and it's always bleeping and binging and buzzing and goodness knows what else.

Yeah, I think with the introduction of the smart phones and because people can access the internet so easily with their phone, that's why they do tend to spend so much time on social media sites.

But what I do is if I'm trying to be productive, I turn off my phone so that takes away that distraction.

Jean: Do you get withdrawal symptoms?

Sally: Ha ha, no but sometimes I do get comments from people if I'm out and they'll say, "will you get off that phone", because like I said my phone's attached to my hand.

So I'm trying to be a bit better now when I do go out, things like not taking my phone with me, because you do need time away from everything or you'll just end up burning out.

Jean: I know a lot of people have said actually that they don't even use computers and desktops; they just survive purely with their smart phones. As you say because it's something you do tend to take with you all the time, you can never get away, so it's like a double edged sword really, isn't it?

Sally: I don't even know how we actually coped before we had mobile phones. I can't remember, because now if you want to know where someone is, you just send a quick text message or phone call and instantly you know. I don't know how we coped before that.

Jean: Let me tell you it's easy. I have got a smart phone now, but I never ever really use it.

In fact I rarely ever use mobiles at all, because I had mercury poisoning caused by my dental amalgams and having a mobile phone just makes me feel really ill, so I only have it purely for emergencies.

So although you might think you can't possibly survive - you can. It might be a bit more inconvenient, but it's possible.

Sally: Yeah, I'll just take your word for that.

Jean: Okay. So I've read a blog post where you say you're not planning on doing any more coaching courses but selling the replays in batches.

Is that what you're focussing on at the moment?

Sally: Well initially when I launched the live coaching what I did was I sold three sets of four modules as the live training was on-going.

And now that it's finished and I have all the modules recorded, then I'm gonna sell them as one big package.

Basically I released the three sets of modules as I was going along so that I could still continue to make money while the training was live.

Because if I'd of waited until all of the coaching was finished that would have been three months down the line before I would have been able to sell access again.

So I released them as they were recorded.

Jean: So am I to understand then, that you're selling the first four weeks and then the next four weeks and the next four weeks, or now is it the complete package?

Is it like you can buy series one, two or three, or you can buy the whole three together?

Sally: As the training was live I released it and sold the replays, but now the training is finished, I'm selling it as one big package.

Jean: Oh right. So people can't pick and choose now -, it's the package or nothing, is that right?

Sally: Yes.

Jean: Right, well they'll certainly get a lot of value from it I can attest to that even though I haven't implemented much yet.

Sally, I do apologize.

I'm on the case.

Sally: Good, good. I'll be watching you.

Jean: At least I will be in 2012, put it that way. So my New Year's resolution is Learn With Sally.

Sally: Good, good.

Jean: I know you're doing one-on- one coaching with some students, how's that working out for you?

Sally: Well, again I'm gonna be starting that in January.

That's something that I've never really done before, but since doing the live coaching, I've done that and I really really enjoyed it, but I just thought that even though it was a success, I don't want to just repeat the same model over and over again

I want to try and push myself and I want to work with people personally to see how much quicker I can take them forward when we are just doing one-on-one.

The people who want to take that, we're starting in January, so that gives me a little rest from all the hard work that I've done over the last few months.

And that will give me something new to get my teeth into and to see how further forward I can take them personally.

Jean: So do you think there will be any live performances? Do you think you'll be having meet-ups in various different places where you'll be on stage, because when I last spoke to you, you considered yourself quite a shy person?

Is that still the case?

Sally: Yes, I am still shy. I'm not anywhere near as shy as I used to be. I've got a lot more confidence as I've been progressing online and facing fears and that certainly helps your confidence, and it does boost it a great deal. I'm still nervous and obviously I've never spoke on stage or anything like that.

Is it something I would like to do?

I don't know, I tend to just see what falls in my path.

I've been quite lucky online as I've never defined a specific path, and my journey just seems to keep growing and things just seem to fall in my lap.

So I've been lucky.

I don't know if I would speak on stage, in the future.

I might.

I certainly want to hold more live training, not as in a twelve week type course maybe in a one off training sessions on a particular subject or topic related to internet marketing.

Jean: It's kind of strange being out there, but in the security of your own home, in front of your computer rather than actually physically being on public show, it's different, isn't it?

There's sort of a security blanket.

I know years ago, I used to work in a bank and I used to be really really shy. In fact, I'm probably like you and still am actually.

When I was on the counter at the bank I felt really safe, and I could talk to anybody because there was that screen between the people and myself.

But if I was to see someone out in the street, I could still talk to them, but I was more embarrassed. It was just kind of "hello".

Just having that glass screen seemed to give me more confidence, more security.

Sally: I think that's why a lot of people can be successful online, because it's like you said, you're behind a computer screen.

Okay fair enough, maybe you may do face to face video and actually put your face on camera and things like that, but you know you're not standing in front of ten thousand people and things like that, so you are hidden and protected in a way.

So it's good if you are a shy person because you can excel online without having to be right out there.

Jean: But it's one thing excelling online, and being out there, but it's the people that try to be something that they're no, that have the problems, I think.

You're very clearly you. You are who you are. I mean what you see is what you get, but there are other people who claim to be something, and they always tend to trip up, don't they?.

Sally: Yeah, and that's certainly not the way anybody should be online. You should always be up front and honest and very transparent about what you're doing because like you said, you'll get found out.

And with social media nowadays as well, and I've sure you've seen it. People get called out on places like Twitter and Facebook and people will name and shame you as the type of person that you really are.

So you can't really hide in that respect.

So always be honest and upfront with everything you do online or you will get caught out.

Then obviously once you break that trust with the people, that's gonna be very very hard to repair.

Jean: I read something once, and in fact I had it in my toilet at one stage. It said, "***Live your life so that if anyone says anything bad about you – nobody will believe it***".

Sally: Yes.

Jean: Which I think is just as it should be.

Anyway, is it true that you've had some marriage proposals since you've started your Learn With Sally?

Sally: No, none that I know of, unless you know of one.

Jean: Right, I thought I'd read somewhere that you'd had a few marriage proposals. They must have thought, "Learn With Sally, she's a very eligible, young attractive, Scottish lady, who knows what she's doing and going to be the next millionairess and guru"!

Sally: Nope, unfortunately I'm still single. Happily single though, and I do enjoy my life and I've got a lot of friends online and obviously offline. I've got a really good social life and that's been very important.

Working online, I never ever work weekends and I know you'll see some marketers and they'll say just work sixteen hours solid on a product, and they'll show you screenshots of all these empty cans of red bull or those energy drinks and things like that.

And all of these fast food wrappers that are lying around, but that's not the type of business I want online.

I enjoy my free time.

I'll spend time with my friends, and obviously with my daughter Jade, so I have no intentions of a business like that.

I used to work very hard offline, tiresome hours and unsociable hours, and things like that, and the whole reason of working online was for freedom, so I don't see why I'd want to swap a business to then go into a business that I'm working every hour that God sends.

I'm really happy with how my life is.

Yeah, I'm single, and if the right person comes along then that would be fabulous, but, no, unfortunately, no marriage proposals from Learn With Sally.

Jean: So when Jade goes to school now and she has to describe you, will you now be the Webinar Queen, or are you still the Blog Hopping Queen?

Sally: No. I think I'll always be the Blog Hopping Queen to Jade. That's what she tells people. The funny thing is, I'm not much of a blog hopper anymore.

I did used to be but now my time is spent elsewhere.

I do hop on to some blogs, but I used to do it religiously before, and that was to help me build relationships. But when you blog hop at the beginning you have to visit a lot of blogs and drag people and encourage people to come back to your blog.

But there comes a point when you start to publish your blog posts and the comments just come automatically because you've built up that relationship, that you no longer have to go out there and bring people back to your blog.

They see how much value they've got and what you can teach them and they start to come automatically.

Jean: Yes, that is fantastic and as you say it's all about relationships and building relationships, but initially it is time consuming isn't it, and it's not like you have to just go once. You have to keep going back and checking and building on that relationship don't you?

Sally: Yeah.

Jean: Which I think a lot of people find difficult to start with.

Sally: It is difficult and I remember when I was doing my coaching with Alex, and it was Alex that first introduced me to the concept of, well I called it blog hopping, but Alex called it oil rig hopping, and he had a whole story about it.

Everybody else was, I need to create a product, I need to create a product. They were all out rushing trying to write products and everything, whereas I thought, "Right, well, I don't really have any value right now to create a product, so what I'm going to do is I'm gonna focus on this because this is all I know".

So that's all I done, was to visit blogs and was friendly with people. There wasn't any interior motive or anything. I was just basically making friends and trying to learn stuff as I went along.

And other people were creating products and they'd create a product and they'd release it and they'd maybe get two comments on their blog, and that was a great eBook or whatever.

But by the time I came to create my very first free product which turned out to be about blog hopping, I had lots and lots of comments on my blog about it, because I had built the relationships first and I had a good audience on my blog.

So I think you should work on building the relationships. Then, when you've built up the relationships, then you release your product, it's reaching a much wider audience.

And what I'd found was because I'd built up such great relationships, people automatically shouted out or shared my eBook with other people for me, which in turn drove me a lot more traffic.

Jean: And when you go blog hopping, you do leave quite lengthy and thoughtful blog comments don't you to prove that you've actually read the blog posts? Indeed by reading the blog posts you can learn an awful lot of things, can't you?

Sally: Yeah, you do.

When I first started blog hopping, I really didn't know anything at all about blogging. I was completely hopeless. In fact I didn't even know what a plugin was, which is just crazy.

But as I started blogging I found a lot of successful bloggers, and I started leaving comments on their blog and I noticed I'd start getting follow up emails and things like that.

And I'd send back and say, "Hey, how did you get to send me that automated email?", and then I would implement that on my blog, and I'd see that they had re-tweet buttons and things like that.

That's kind of how I learned blogging essentially and it was through blog hopping, and just learning from other blog hoppers.

Jean: They do say it's best to learn from your own experience and clearly you have.

Because people can tell you what to do and make suggestions, and say you should do this and you should do that, but really you have to do what's right for you don't you?

Sally: And it's like you said, by doing it you'll find out what works for you and what doesn't. What works for someone else may not work for you.

Jean: No, because it's awful when you feel pressured into doing something because everyone says, "Oh you must do this, and you must do that". And you think, "Well I don't feel comfortable doing that. It's not really what I want to do".

Yet at the same time you feel you have to do it, because so and so said you must do it.

It's all about personal preferences and finding out what your key skills are, and indeed what you like doing, because what you like doing, somebody else may not like doing, which is just as well really otherwise we'd all be doing exactly the same thing, and all our blogs and all our articles would be really boring.

Sally: When I was first starting out everybody was saying, "No, you have to do ad swaps. You have to do ad swaps. You'll get a massive list",

And I thought, "but I really don't want to do ad swaps".

I was in a mastermind group with a few of my fellow students and two people on there were doing ad swaps and they was like, "You have to do it," and I was, "No, I'm not doing it, I don't want to do it".

And they was like, "You need to, need to, need to".

And then as we was going through the mastermind group, and as the weeks passed they was like, “Oh I feel terrible. I hate doing these ad swaps. I’ve got to send out four emails today and the emails are all promoting crap products, but they’ve already promoted for me”, and I was like, “Yeah see, that was the exact situation that I didn’t want to be in”.

Yeah okay, the other people are promoting my product but I’m now forced to promote their product which I might not like so I would say, always go with your gut feeling.

If you don’t want to do something, then don’t do it.

I’ve always done that and it’s worked out fine for me.

Jean: I must admit I was on an ad swap course, it was quite an expensive course, but I never did once send out an ad swap, because it just wasn’t me, and like you say, go with your gut feeling and my gut feeling said, “Oh No- no way!”.

Sally: I know plenty of people have been very very successful with it and if that’s the way you want to do marketing then that’s fine, but like you said we’re all different and you do what fits for you.

And whatever you’re doing online just make sure you feel okay about it, and you’re not going to your bed at night and worrying about what you’re doing.

You should feel really happy about what you’re doing.

Jean: Absolutely.

Well Sally it’s been really great to speak to you again and I’m so pleased you’re climbing up your ladder of success to Easy Street.

Just save me a parking space when you get there will you?

Sally: Ha ha.

Jean: Anyway, thanks again for chatting to me, and I’m sure everybody has appreciated all your advice.

So where can they find you again, or where can they find the replays of your course?

Sally: Well, I’m sure you can post a link to Learn With Sally, and if anyone wants to follow my journey, then I always detail it on SallyNeill.com

So that’s just my personal blog.

Jean: Okay, fantastic. I’m sure you’ll be getting a lot of visitors. Anyway, take care.

Sally: Okay, thanks Jean. Bye bye.

Jean: Bye.



Click on the image to [get the LearnWithSallyRecordings](#)