



Jason Van Orden - Software Engineer to Entrepreneur

Welcome, and you're listening to The Struggling Entrepreneur, the podcast where we address the challenges that you face when you're a struggling entrepreneur and where we try and assist you with experienced and successful small business owners who share their lessons learned as well as resources to help you become successful.

Fred Castañeda: Welcome, and this is Fred Castañeda, your host for the Struggling Entrepreneur. Today we have a real treat for you. We are talking with Jason Van Orden, who is an author; he is also a podcaster and an online and Internet marketer, also an educator and a trainer -- but we'll let him talk about that -- as a very successful entrepreneur.

So, from The Big Apple, New York City, we'd like to welcome Jason Van Orden on the Struggling Entrepreneur. Welcome, Jason

Jason Van Orden: Thank you very much.

Fred Castañeda: Jason, thank you very much for sharing this time with us. Now, I've known you for the past several years from the podcasting world, but I think as an entrepreneur, I think that your story of how you became self-sufficient and went into the new lifestyle of being on your own is a little bit more interesting to our listeners and they would prefer to listen to that. And then later on we can talk a little bit about how podcasting also helped you to grow your business.

So, can you give us a little bit of an idea of your background, your education, employment, what you did in business and how you got interested in the high-tech and the new media world?

Jason Van Orden: Okay. Well, my background in technology goes back to what I studied in college. I was a software and electrical engineer and spent four or five years studying that; that's what I got my degree in. And then following graduating with my degree I spent three years working in my first and only position or job in that particular career and not long after graduating from college realized that

something wasn't quite right in this whole life I had established for myself.

And so it kind of started a couple year process of searching and wondering what was it that I needed to feel a little bit more fulfilled with what I was doing. I figured if this is all there is, is this particular 9:00 to 5:00, go to a cubicle, write code, make somebody else rich and just do what's handed down to me from the top, I just didn't see myself being happy with that for very long, and so the whole go get your degree, go get a job and start buying a car and a house and all the things that people do just did not appeal to me.

Well, fortunately after a bunch of searching, at one time I thought I needed to get an MBA and I applied to Stanford and these other places and that was plan. I was going to be off to do that, but then I realized, "Well, you know what? That's just going to get me out of the career world for a little while and then just put me right back in it again," and ultimately I probably still wouldn't be very happy.

So, again, search and search for a couple of years, read a lot of books and it was probably about the time I read *Rich Dad, Poor Dad* by Robert Kiyosaki that some other possibilities started sinking into my brain. There's more places to make your money than just as an employee and kind of bucking the whole trend of get a good degree, go get a good job and just follow that usual path. And so that started a spark in my mindset, and I think it still took a while for that to sink in. And mindset is something that you constantly should be changing and shifting as an entrepreneur, but that was what eventually led me to realizing, "You know what? I'm not going to be happy until I quit this job and just kind of start doing something completely different than just being a 9:00 to 5:00-er engineer."

Fred Castañeda: Right, and my understanding, at least from what I've heard you talk about in some of your podcasts, is that you really took the plunge. You took the big dare that a lot of the entrepreneurs or aspiring entrepreneurs right now shudder and it gives them a cold feeling down their spine. A shiver down their spine, which is you actually packed up everything and literally moved out lock, stock and barrel to The Big Apple, right? You were in Utah, right?

Jason Van Orden: Yeah, I was in Utah, and actually before I moved -- I was in Utah for about a year after I had quit my job, so the first big leap was just quitting my job. And fortunately I was still young enough, in my 20s, I didn't have kids, I had a very supportive wife and she basically said, "Hey, what do we need to do to get you out of this job? Because you're just not happy."

And so the first big leap was just overcoming that fear of what do I do if I quit my job and all of the sudden, the paycheck's not coming in anymore? And that was certainly a leap of faith, and I had a number of fears that came up that I had to address and I wrote down and thought through, "Okay, what's the worst case? What can happen? How will I handle these things if these fears happen?" And eventually just came to the conclusion, yeah, you know what? I'm going to take the plunge and I'm going to quit the job and kind of put that message out to the universe that this is what I want to do and we're going to see what happens.

Through reading several books and going to some clubs and associations in Salt Lake, I'd gotten involved a little bit with real estate investing and decided that that was what I was going to concentrate on as a means to get out of my job and start doing my own thing. And so I spent about a year working on the whole real estate investing, still in Salt Lake City, Utah. And that went well enough for me and I definitely learned a lot more and the mindset kept adapting as I kept reading things and trying things and doing things.

And definitely it's not for everybody to just flat out quit your job and, the next day just try to start something completely new. For me, it did work out pretty well. I mean, not that it's been easy the whole way along, but definitely something happens when you make that big leap and commitment for yourself and I think it opens up new possibilities in yourself and things just start coming to your attention around you and it just starts working out in a way that you couldn't have realized having to thought through it before quitting. You just kind of have to make the big leap and do it. And not that I'm suggesting that for everybody, but I guess the big point I'm trying to make there is that at times there are leaps of faith for an entrepreneur to make and you can't really see how things are going to work out. You've got to just trust in yourself and the resources available to you that you will be able to work it out when it happens.

So then it was just a little while after that I actually moved to New York City after about a year or so of doing my own thing in Salt Lake.

Fred Castañeda: Right. And for our listeners, you actually got bag and baggage. You packed up the whole shooting match and went out to New York lock, stock and barrel to set your fortune there, correct?

Jason Van Orden: Yeah. It was a very quick transition and probably, in hindsight, a very crazy thing to do, but probably one of the best things that I did.

And the reason that that came about, it wasn't even necessarily me going, "Oh, you know what? I'm going to go find my fortune in New York."

Actually, what happened was my sister-in-law lived here. We came and visited her and we liked the city a lot and it kind of planted that bug in us. But then there was my wife saying, "Hey, you know what? I want to go back to school," because she's really interested in therapy and psychology and she wants to be a therapist. And so it was her decision to say, "Hey, I want to go to New York City; this is the best program for me" that led to that second big leap of faith. And since she had been so supportive in me quitting my job, I figured, "Okay, well I'm going to now be willing to support her in that decision. Let's do what we've got to do and move out there."

And so it was a six week period we just started selling stuff, giving stuff away, and packed everything up in a car, shipped a few boxes and drove across country and came to New York City. At that time, I had no idea what podcasting was. I knew I was leaving real estate investing behind. I knew I would try to figure something out. I had started dabbling in the Internet stuff, figured that would probably be where I was going and it turned out that New York ended up being the ideal place for me to be with everything that was about to come about for me.

Fred Castañeda: Okay, you mentioned two things, Jason. Real estate and also Internet marketing, and it looks like you made your mark in Internet marketing. I know you had a partner there because you have another podcast that hopefully you'll tell us about, but how did you get started into Internet? What was the impulse? What was the blind flash of the obvious, the gem that said, "This is where I really need to make my mark," and you started really getting involved there? What happened?

Jason Van Orden: Well, through a series of events with the real estate investing stuff -- so this is still back in Salt Lake City. I was involved in a real estate investing association and somehow, all of the sudden -- through various events -- I ended up being the president of this association. And so all of the sudden, I had all of these people looking at me every meeting, "What are we going to learn? What are we going to do this time?" And I all of the sudden have this position of I guess the teacher, or the "go to" guy a little bit. And, again, a book that I had read sparked this whole thing in my mind of information marketing and creating your own products, having seminars, teaching people.

I had the opportunity back in college to teach a little bit. And in all this soul searching over the two years deciding what I needed to do to be fulfilled, I realized that one of my major purposes that really fulfills me in life is to be in a position of constantly teaching people; constantly learning and then turning around and teaching people.

And so I learned quite a bit about marketing and I decided, "Well, I'm going to go for it. I'm going to have my first seminar." And this is still in Salt Lake and I just rented out a place at a community college, started doing marketing and filled 20 or 30 seats. All of these people who were paying me good money to be there and came out making a good profit off of that. All of the sudden, I just realized this is really cool; this is where I want to go.

And the fact of doing that on the Internet really appealed to me because when you're working on the Internet, all of the sudden you've got that freedom of location now. I don't have to be wherever my job is. I don't have to be where ever all my investment properties are. I don't have anything tying me down. We can go wherever we want where there's an Internet connection and do business and we're no longer tied down to making money in the locale that we're at. So that's why that appealed to me and I headed in that direction. It was just a better fit for me than the real estate investing stuff.

Fred Castañeda: Right, and so you became a trainer and you started offering products and other offerings. Now, you went into the Internet. What spurred you to get into the area of podcasting because I think that's where you've made your name? And later on, for the listeners, we're going to actually have you talk about the book because you became an author as a result of that, but tell us, how did you get involved from Internet marketing to podcasting area?

Jason Van Orden: Well, when I first started the Internet marketing stuff, I was selling a course. I took that seminar and I turned it into a product. And that's one big lesson I think for entrepreneurs is figure out how to do something once and then have it make money for you again and again. So by recording that seminar, turning it into a series of CDs, a manual and things and then sticking it online, that one time of doing that seminar now can continue to make me money online as people bought it online. So my first niche was I was teaching real estate investors how to market to find deals, to find motivated sellers, and all of these things that real estate investors are looking for.

So that is what I was first doing when I came to New York, but I knew I wanted to branch out and find some other niches or topics

or things to make information products, and even something that I could really brand myself as an expert in.

So it was January of 2005 that we moved to New York City, and just a couple months later I was sitting here in our apartment where I am right now, at the same desk, just surfing around on the Internet a little bit. And the usual newsletters that come in my e-mail box were coming through from different marketers and things, and this word "podcasting" showed up in the one of the newsletters. And that sparked my interest a little bit; that was the first I heard of it. And I think I probably googled it right away, and back then there was only a few results that came up in Google for the word "podcasting."

After just a short bit of looking around, reading a couple of articles, all of the sudden it dawned on me what this was. That it was a new form of media that was really going to allow people to publish content online in a powerful and very accessible way, and it was like the earth shook. I was like, "Oh my gosh. This is huge for Internet marketing, for information publishing, for teaching. In so many ways, this is going to be a really big thing."

And at the time, we're talking it was a handful of people podcasting; this little community of people pretty much podcasting about podcasting, or their lives, or their dogs or cats, or whatever. It was a little bit more loose, what was going on. And I was by no means one of the very first podcasters; it had been going on for a few months already.

But I decided at that moment, "This fits me so well for three reasons." First of all, podcasting takes a technical understanding. There's a lot of technical aspects and I already mentioned I was an electrical engineer, software engineer, so I had a lot of understanding of the technical aspects of the web.

Second of all, podcasting requires production, and creativity, and a lot of audio production making things sound good. Well my specialty area, the company that I work for, is a software engineer and was an audio company that made audio products and so I spent my days working with audio and writing software for audio. I'd been in several bands and audio production was something I had a background and an interest in. So that fit me was well.

And then third of all, it was a channel for information publishing which I was already involved in through the Internet and wanting to sell things online.

So it just fit, all those aspects and I thought, "This is perfect for me. I need to start now making myself an expert in this particular area." And so I spent the next couple weeks reading everything I could and just starting to try, just try things out here and there, try to put together my own podcast and figure out all the ins and outs and just set that goal for myself; "I'm going to become an expert in podcasting."

Fred Castañeda: Right, and you had several podcasts. I remember I started listening to one that was called The Podcasting Underground, but there was another one that caught my eye where I heard your voice and I said, "Wait a minute, you're not coming off as Jason Van Orden." You've got another pseudonym there and I said, "It's got to be you," and you were with a gentleman called Sterling, right?

Jason Van Orden: Yeah.

Fred Castañeda: And that was on the Internet marketing. Tell us about that.

Jason Van Orden: Yeah, so you're referring to Internet Business Mastery.

Fred Castañeda: Right.

Jason Van Orden: So early on I started three podcasts. There was Podcasting Underground and then Internet Business Mastery, and actually I should mention briefly before that, there was GothamCast which my just, "Okay let's try this out and just dabble and figure it out and get it going," and that was just kind of for a fun project. But then I got down and serious and thinking, "Okay, now how do I use this podcasting thing to really start branding me and leading to some interesting business pursuits?" And that's why I started Podcasting Underground, because it was going to be a podcast for podcasters, for content creators, teach them how to do it, teach them best practices, and as I was discovering and figuring all of these things out, I would share them. As I already said, I am fulfilled by learning constantly, turning around and sharing and teaching that stuff.

Well then the third podcast, Internet Business Mastery, that you mentioned kind of came about because I was here in New York and one night I was just chatting with a business associate friend that was still back in Salt Lake and we were just chatting online through Skype or something and we kept in touch since I left New York because we had similar interests. And we were always just talking to each other about the latest stuff that we were finding online that looked interesting, and I mentioned to him, "Have you seen this podcasting stuff?" And after I mentioned it two or three times, all of the sudden it hit him what it was, and he was like, "Oh my gosh, this

is awesome. What can we do?" And I don't know, just out of nowhere I was like, "Let's start a podcast together."

I'm not even sure why the goal -- or why we had it because now thing back, starting a third podcast was just silly because it takes so much time. I mean, you've got at least a couple yourself. It takes a lot of time to produce these things. And third of all, we decided "Let's do a podcast about Internet business," because we were like, "Well it should be something we're passionate about. We're passionate about Internet business." And, again, in hindsight it seems, "Well that's silly. There's so many quote unquote Internet business and marketing gurus out there. Why in the world did we presume to think we needed another one on the Internet?" But it turns out it's worked out really well for us because we were one of the very first in that topic area niche to have a podcast, especially in the co-host format and the way we were going about it. It just resonated with people and it started growing faster than any of my podcasts and has now turned into its own business venture.

Basically, I have two main business ventures; my podcasting stuff that I do, consulting, and courses and the speaking in the book and stuff, and then Internet Business Mastery, which is again, consulting and speaking and courses and things like that about Internet business and it's doing quite well. It's the most popular of all my podcasts and we've got a lot of fun plans for 2008.

Fred Castañeda: Right. Let's digress for just a second and take two approaches to how podcasting helped you in your business. One, the Podcasting Underground, which I listened to -- and by the way, that's how I learned podcasting was reading your e-book that you actually had the tutorial online that complimented your podcast. That helped you get a book deal where you became an author of a book. And then the second one we'll -- after we talk about that, I'd like to take the direction of how Internet Business Mastery helped you in your training business, too. So tell us how did podcasting help you become an author?

Jason Van Orden: Okay. Well, when I mentioned I made that decision to become an expert and the first step was just to learn, learn, learn; absorb, absorb, absorb, but then I had to communicate to the rest of world, "Hey, I am somebody who knows about podcasting and I've got something to share here."

So the first thing when you decide to go into -- I think the key to business, especially any business whether you are an entrepreneur or not, is to offer some kind of value that people want; not just something that you think they need, but something that people

want. And so I looked around a lot online and I'm like, "Okay. All these people trying to get into podcasting, what is it that they want?" A lot of people just wanted -- it seemed like they were looking for information on just how to put the little technicalities together. "Okay, I need a record, I need feed. What are these things? How do they work and how do I put them together?"

And at the time, there was lots and lots of blog posts, but they are all written by really geeky types who were just hyping on the latest geek words and stuff like that. And the average Joe would read that and go, "I have no idea what they are talking about. RSS and -- oh, create an enclosure and blah, blah, blah." And so I was like, "Okay. This is what I need to do. I need to make a site that just at the very basic level explains what podcasting is and walks somebody through a process of how they can put something together themselves."

And so I did that by researching, looking at a lot of forums, seeing the questions people were asking, and then creating a series of articles that answered those questions. I put them online, I created a site, I search engine optimized the whole thing and within no time, I was ranking number one and I still do today for key phrases such as -- especially "how to podcast," is one the number one things that's searched for by that crowd. So I showed up at the top of the searches. Traffic started coming in.

Well, the second thing is how do I get those people to stick around and start developing some kind of business relationship with me? Well that's where starting an e-mail newsletter came along and I wanted some kind of incentive so that people would go, "Okay, yes, I'll give you my e-mail because you got something valuable that I want." And that's where that e-book came in.

And so taking it even further, what do people want in this field? I decided, "Okay, I've got information on "how to," now what else can I give them that they really want?" And a question that came up probably more than anything is, "Okay, I've got this podcast. Now how do I get people to listen?" And so I thought that's a primary need here and no matter if you're beginner, intermediate, advanced -- everyone wants to know how they can find more listeners.

So that's why I wrote the short e-book, and at the time it was called *Seven Free and Inexpensive Ways to Promote Your Podcast*, or something like that. That is what then came across the attention of a publisher. He downloaded it, he read it, he heard my name on the Podcast Brothers podcast, he saw me at the very first podcast expo, my name came up five of six times, and that's another lesson right

there. If your names coming up everywhere people look, then you're in a good place. My name came up enough that he approached me and said, "Hey, I've got some ideas. Would you like to write a book?" And that's kind of how it led to being an author.

Fred Castañeda: All right. And the book that you wrote was called *Promoting Your Podcast*.

Jason Van Orden: *Promoting Your Podcast*, yes. So basically, it took the e-book, flushed it out and turned it into an actual book. And, of course, the decision to write a book, you might think, okay is that an entrepreneurial decision? Did I do it for money? I haven't made that -- you don't make a lot of money off a book. I mean, you'd be surprised at the statistics. Unless you're Michael Crichton, or somebody like that, or you write *The Da Vinci Code*, you just don't make a lot of money on a book.

The reason I did it is because it makes for a really, really nice business card to hand to people, and you have instant credibility when you've got a book out there, and so I did it for that. I did it for the branding, the credibility and it has definitely served that for me and was worth the time that I put into writing the book.

Fred Castañeda: Right, and as a result of that, you've been on the speaking circuit at all the podcamps and the podcast expos, etc., where your name comes up at some and I'm going to say, "Oh, yeah. Jason Van Orden." Even in IBM, a corporation that probably has nothing to do with new media because of their relationship in I-tech, your name is on a lot of charts where they say, "If you want to learn how to podcast, here's some good resources." And I said, "Well look who's here." Your book was there because it was promoted by a lot of people who listen to your podcasts, they got your book, read it and they said, "There is true value here." So that's how podcasting helped you to get a book deal to promote your brand.

Now, let's see how podcasting helped you in the Internet marketing space to actually create a training offering that made you successful. Please tell us about that.

Jason Van Orden: Okay. Well, as I said when we started Internet Business Mastery, thinking back, it was kind of a crazy thing to do because there's so many Internet -- a huge, successful, million, million, millionaire guys out there teaching Internet marketing. So why would we presume to all of a sudden have something new to say? But our approach really resonated with people and we started building very quickly an audience and even a community.

And I think because they were still speaking through newsletters and their sites, where as we were giving people this way to interact with us by hearing our voice and taking us with them on the train, when they jogged or whatever, people started connecting with us through the podcast in ways that other channels don't allow you to. So that was one really cool thing to see was just the way that podcasts let you to connect with people and start building that community and relationship with your audience, with your target market.

So after we did that for a while and realized, "Oh, we've really got something here," Internet Business Mastery took a little bit of a back burner still to everything I was doing because my book came out, I was really busy with that; Sterling was busy with other stuff, but eventually, we got to the point where we're like, "Okay. We need to do something to really start monetizing this. What can we do?" We knew that a lot of people looked at ads, but being information publishers, we are like, "Ads are just not going to make us the kind of money that we're looking for here."

So we decided the best thing we could do is give people premium content. Everyone was saying they love our content, they loved the tips that we give them, we've earned their trust, they stuck around, they got to know us. But then at some point, there are those people in our audience that want the whole deal. They were asking us, "Okay. Now how do I get started? What course should I buy? What books should I read? Where should I go to kind of get the A to Z system?"

So that's why we decided we're going to create an A to Z system that's a premium thing. You can get the podcast for free, lots of actionable good information in there. But if you want the whole enchilada, if you want A to Z, you want the whole system now, here's a course and through a series of surveying our audience, we determined that needed to be an eight week course where we recorded a series of videos and audios that we'd send to them.

They'd have e-mail access to us to ask questions and it ended up grossing us a nice paycheck, and now we're about to start that over again in February. We're recording this in January of '08 and we're going to start that again in February of 2008. And now it's a course that we can repeat over and over again. We've created it once and now we can send it out as kind of a coaching thing several times a year. Now that's become one of our primary sources of income, for the Internet Business Mastery business.

Fred Castañeda: So you actually capitalized on your training and got the Internet marketing specialty now as an education offering that became very successful. You did that for podcasting, too, didn't you?

Jason Van Orden: Yeah. I also did a course, the same kind of thing, an eight week course for podcasting that taught my whole A to Z system of best practices and that also went really well. Premium content works awesome. You should always have that free podcast and you should always allow people to come to that podcast. As a lead generator, they get to hear you, they start building that relationship to you, but in offering them some sort of premium content works really well for then creating an actual income stream out of this audience that you've built.

I see marketing and branding as just attracting people towards you that are interested in the kind of info you have. Starting that relationship with them through the podcast, through your blog, through your e-mail newsletter and then offering them something of incredible value, and then in exchange, sales takes place. It becomes a lot easier when you think of it that way, I think, and that is basically the process that we've used, and that I've used in both niches; podcasting and Internet business.

Fred Castañeda: Okay. Fantastic. So you've become a very successful entrepreneur and are quite a ways from the real estate venture that you started from when you went to New York. And it's a good example to our listeners of how things can change, how opportunities can promote you, and how new technologies, if you're open to them and you jump on them and take advantage of them to help you propel your business, can take you to -- in your experience -- two areas, both in the podcasting world and new media and social media and now in the world of Internet online marketing where you've become very successful. So congratulations to you for the three years that you've been in The Big Apple and you've gone from zero to hero in quite a short time.

But during that time, one of the things that I know our listeners are always asking is, what kind of struggles, what kind of challenges, issues, obstacles did you face during that time to go from zero to hero, and how did you overcome them?

Jason Van Orden: Well, obviously the entrepreneurial lifestyle brings a lot of uncertainty. As you can imagine, moving to one of the biggest, most expensive cities in the nation or even in the world in a space of six weeks not knowing what you're going to do to make money is not the most certain kind of action to take in your life.

Fred Castañeda: People either say you're very gutsy or very crazy.

Jason Van Orden: Crazy. It might not be that big of a maneuver, everything to lesser uncertainties to something that big. And one big thing I've had to come to learn is I can't always know what the certain answer and outcome is going to be. So what I need to do is I need to trust myself that if I do get in a pinch or there is something difficult, that my creativity is going to kick in and it's going to find a solution. It's probably going to be one that I couldn't have ever thought up before the actual difficulty came along when I was just maybe in anticipation of that difficulty.

Hopefully that's making some sense; certainly learning to trust yourself because I know I'm a perfectionist. I'm the kind of person that if I see -- I like to foresee potential problems coming up and I try to think them through and know for certain what's going to happen and have contingency plans. But it's just not going to work that way and you have to trust your creativity to kick in and find those solutions. So learning to deal well with uncertainty is certainly one thing.

Probably surrounding yourself with supportive people is a big part of getting through uncertainty. It's really hard. When I quit my job and I quit being an engineer and I told all my colleagues at work, they just didn't understand why I was throwing away a five year -- in their eyes, they're thinking, "You're throwing away a five year education that you've only used for three years now to do what?" They just didn't get it. Those are the kinds of people either because they don't understand, or they are afraid of what they would do themselves, or their jealous, I don't know what all the reasons are. They can start tearing you down and saying discouraging things. So you've got to make sure that you surround yourself.

The Internet's a great resource now. Find a community of people. Sterling, I found through groups of entrepreneurs that I associated with in Salt Lake City. Find people that are likeminded, trying to do the same kinds of things that you can associate with because they are going to encourage you. They're going to push you. They're going to teach you. They're going to help you when those difficulties come by rather than somebody who's like, "Look, I told you. You're going to fail," kind of statement which doesn't help anybody. So find that kind of support and encouragement.

And then just constantly learning and willing to change that mindset. I've gone through so many mindset shifts in the last several years I could have never imagined this is where I would be when I quit my job several years ago, but I'm really happy where

I'm at. I still face uncertainty at times in my own business, but all those things that put it together, I think would help out anybody trying to pursue this kind of lifestyle.

Fred Castañeda: Right. And you said surrounding yourself with supportive people. On one of your podcasts, I remember, you actually did something, which for our listeners was very great. I was very impressed with it because you and your partner, Sterling, got together in New York City and basically what you did is you went on a weekend retreat of just sharing ideas and being co-mentors with each other, right?

Jason Van Orden: Yeah. Not only as business partners, but just as colleagues who like to support each other in various pursuits. In fact, we did that again in Salt Lake this time just this month. We got together there, and again, we're planning and exchanging ideas. A lot of it was Internet Business Mastery exchange, but yeah, that kind of a thing. Or we even have another group of friends that we get together for little dinners that we call Mastermind dinners and we'll get together and exchange, "Here are some of the things I'm dealing with. My books are giving me a hard time and I can't get them to balance and I'm so tired of dealing with accounting." And all the sudden they're like, "Oh, you know what? Here's how I handle it and call this accountant and call this bookkeeper."

And next thing you know, you've got a solution. They encourage you and help you overcome those things and it can really open up ideas. And not only that, but it gives you an opportunity to teach and share with others and I think when you vocalize and do that, new ideas are going to come up. It can be a lonely thing being an Internet entrepreneur. So absolutely finding those kinds of interactions can be really important.

Fred Castañeda: Right. It's the fuel that gives you a boost of energy right now and you have to recharge your engines. One of the things, I want to digress here a little bit, is you're taking it to the next level now. One of the things that impressed me, you said you read books and they affect you.

Now one of the books that you mentioned, I actually went out and got the audio book and listened to it the next day after you had mentioned it in your podcast was Tim Ferriss' *4-Hour Workweek*. As a result of that, he was talking about mini retirements and going to different lands and of course he was being a tango dancer in Argentina. Now all of a sudden, I find out you're going to Buenos Aires and Argentina and this is something that I want our listeners to understand that you can now take your direction of what you want in your life to another level. Explain that decision and what

you're going to do down there and why this is an important change in your life.

Jason Van Orden: Like I mentioned earlier, when I decided Internet business was for me, one of the reasons was because of that freedom of location. And it had been something in the back of our mind and we are definitely taking that to a new level now. Over the three years of living here in New York, we've taken advantage of that a little bit. I grew up in Alaska. My family still lives in Alaska. It's a beautiful, beautiful place in the summer, so during the first two summers of living in Alaska, we just sublet our apartment in New York, picked up and went to Alaska to live and enjoyed perfect temperatures. I don't like lots of heat. It's perfect temperatures, beautiful wilderness. We like to hike, we like to camp and all of that. So we had kind of dabbled in this freedom of location and really enjoyed that.

But even when we very first got married -- and we've been married now almost eight years -- and when we very first got married, we were even considering, "Hey, wouldn't it be cool to live in a place like France?" I speak some French. My wife would like to speak French. So it's always been in the back of our mind. We want to live abroad.

Tim Ferriss' book, *4-Hour Workweek*, reminded us of that because he talks about set up your business such that you can take those times off and go and live abroad or that you can leverage your money. There's lots of really great places to live out there where the American dollar goes a long way. Or even if you're in Canada listening to this, or in the UK, your money can go a long way if you move to the right place. Now, Europe -- I had mentioned France is on the top of our list, but right now I'm making money in US dollars and the Euro is kind of clobbering the US dollar, so that wouldn't have been the smartest thing. We would have been at about a 2-1 exchange and losing a lot of money.

So then we just started looking around online. Where do people like to live abroad? Tim Ferriss had mentioned Argentina and we started thinking about. We've got a brother-in-law who's actually from Argentina that married Melanie's sister. We've got my sister who married somebody from a Puerto Rican family. So they are speaking Spanish in their family. So all this Spanish is coming in. We're like, "You know what? We really should learn -- yeah, he had been talking about France, we like French, but Spanish would be cool." So we decided, "Let's move to Argentina. Buenos Aires is very much like New York, like Paris, this urban living style we like and we can do our business there."

It is not a true mini retirement because we are not going to go there and put the computers down completely while we're there. We're still going to be working some but we want to go there, learn Spanish, enjoy the countryside of Argentina and being in another world-class city and learn this language that's going to be really helpful now in our own family with all these Spanish speakers in our family. So we're excited for that. We're going to be diving into that next month and we've got it all arranged online. Certainly going from a New York City budget to living in Buenos Aires, our money is going to go a long way and we're excited for that as well.

Fred Castañeda: Okay. Fantastic. I praise you because basically you're the practical application and cast study of what Tim Ferriss was talking about where you can actually move to someplace else. And we're hoping that you can still be available on the Internet for us to listen to your podcasts and for you to be available in case we want to get out and reach you. And if some of our listeners want to contact you, what website or what e-mail address should they send their e-mails to?

Jason Van Orden: Well, I'll go ahead and just give the one website for now as an essential place. Obviously there's numerous URLs I could give, but kind of a central place -- and I'm redesigning this right now -- is my own personal site and blog which is at JasonVanOrden.com. And like I said, I'll be redesigning that and hopefully having links to all these different courses and other things that we've been mentioning, but that's kind of a clearinghouse for that. So I'll still be in Argentina still producing all my podcasts, doing my courses and maintaining those things as well. So I will be accessible if any of these things I've talked about interest your audience listening to this.

Fred Castañeda: Okay. Do you have any offerings for our audience if they want in the world of new media, social media, high-tech that you would be able to let them know that you provide in case they want to follow up with you? Because obviously, you're very impressive to them.

Jason Van Orden: Well if you want to get a feel for a place to start in new media, go ahead and check out that tutorial site that I mentioned, and I'm revamping this as well, is available at HowToCreateAPodcast.com, and that will kind of walk you through a lot of the basics if you're just getting started thinking, "yeah. You know it would be cool to start a podcast and then connect with my audience and build a community," in the ways that I've been talking about.

So you can check out HowToCreateAPodcast.com or read my book, *Promoting Your Podcast*. If, by chance, you're ready to make a bigger leap, I've got the Internet Business Mastery Coaching course

that's starting in February as well as the professional podcasting course starting in February. So you can contact me regarding those if you're ready to dive in at a bigger level and try some of these things because basically those are just systems that describe exactly the stuff that I've done over the last few years to develop the very things that we've been talking about on this episode.

Fred Castañeda: Right. And your podcast of InternetBusinessMastery.com as well as PodcastingUnderground.com are other resources that they can go to as well.

Before we close, I'd like to ask if you have any recommendations to somebody, say an aspiring entrepreneur, or what we call a dreamer, or the recently formed entrepreneur who basically just hung a shingle outside his office saying, "Okay. Now I'm in business. Oh my god, now what do I do?", which we call the newbie. Do you have any kind of last minute recommendations or words of wisdom to them? What would you give them as some recommendations for them to be successful in the business and take that plunge?

Jason Van Orden: Well if you're kind of in the aspiring phase and the whole putting yourself out there, trying something that might fail, etc., etc., is kind of scaring you, then I'd say you're in a learning and changing your mindset phase. So read a lot of great books. Read the *4-Hour Workweek*. Read *Rich Dad, Poor Dad*, *The Millionaire Mind*. Get some recommendations and read some of these books because they'll start putting these mindset shifts in your mind and it gets you thinking in a different way and hopefully overcoming some of those fears.

And when it comes to failure, don't fear that because the people who are really, really successful that you look at and think, "I want to be like them." They have "failed" many times. It's just that they go to bat a lot, and eventually, they swing one right out of the park. And so don't be afraid to do that.

If you are in the hanging your shingle out, ready-to-go phase, I'd say look into starting a blog. Look into starting a podcast. Look into using all of these great new media channels to communicate with your target market. Like I said, exactly what I did with podcasting, get your name showing up everywhere people look online. In Google, in iTunes, you're the one that they come across. Really brand yourself and start building the community around you and your brand of people who look to you for good information as an expert, as a source of value and you'll start finding awesome success if you concentrate on that and have that in place.

Fred Castañeda: Okay. Good words of wisdom for our listeners. We really appreciate it, and I guess the next time I see you which will be probably in August at the New Media Expo in Las Vegas, I'll come up to you and say, "Señor Van Orden," because as you know, I'm Hispanic and we'll have a nice chat and have some nice beer in Spanish, with a cold one after one of the sessions.

So, thank you very much to Jason Van Orden, an author of *Promoting Your Podcasts*, renowned podcaster of The Podcasting Underground, also Internet business marketer from Internet Business Mastery, trainer for his courses on Internet marketing as well as podcasting, and now actually going to take the plunge and be a renowned traveler --

Jason Van Orden: I'm excited.

Fred Castañeda: -- and Argentine resident. Can't wait until you come back so you can let us know about it. Thank you so much for being on our show and we'll look forward to talking with you in Español when you get back and we'll see if you can do a tango too because I used to be a dancer as well. So we'll see how to tango, alright?

Jason Van Orden: All right. Well I'll get the skills going.

Fred Castañeda: Okay. Thank you very much, Jason on behalf of the Struggling Entrepreneur.

You've been listening to The Struggling Entrepreneur at www.strugglingentrepreneur.com. Now if you listened to this podcast episode through some click-to-play option, well then thank you very much. But do consider subscribing to this podcast show series so that you can have all the future episodes delivered directly to you the moment that they're released.

Until then, we'll see you next time.