



SPI Podcast Session #205
How Simple Green Smoothies Used "Challenges" to Grow from 0
to 200k Subscribers in a Year
With Jadah Sellner

Show notes: <http://www.smartpassiveincome.com/session205>

Pat: This is the Smart Passive Income podcast with Pat Flynn, session number 205. Let's keep it simple.

Announcer: Welcome to the Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later. Now your host. His after school ritual included Saved by the Bell and Family Matters. Pat Flynn.

Pat: Hey, what's up everybody? Pat Flynn here. Thank you so much for joining me today. I am thrilled because we have a guest on the show today who is incredibly inspiring. She spoke at World Domination Summit a couple of years ago. She and her partner, Jen, just came out with a [brand new book](#). They are just crushing it in everything that they're doing and everything that they come out with is so gorgeous in the way that they market, the way that they utilize social media and move their audience to make a lot of money but also change lives. It's incredibly inspiring. I'm happy to welcome Jadah Sellner to the SPI podcast today. Her and her partner, Jen, I actually got to meet them in person at one of me and Chris Tucker's 1-day business breakthrough events and they were amazing.

In this episode we're going to be talking about how [SimpleGreenSmoothies.com](#) got started and how Jadah and Jen got connected. Unfortunately, Jen wasn't able to join us in this particular episode but Jadah definitely brings the A-game and talks about everything they did to grow, to work grow together as partners, and also be able to build an incredibly huge subscriber base in a very short period of time. Within a year they were able to go from 0 email subscriber to 200,000 email subscribers. That is more than I have at the this current moment in time. It is growing still because they just came out with a new book and things are going really well.

We are going to talk about how they used challenges to make it all happen. That was something I used to do just kind of try to get readers to take action by having challenges, having them participate in this sort of event. Jen and Jadah have been able to master that and are going to talk



about how to set that up and what works and what doesn't. Let's just get right to it. Here is Jadah Sellner from simplegreensmoothies.com.

What is up everybody? Pat here. I am so excited. Jadah is one of the most amazing people I know not because she has done so much. I met her in person at one of me and Chris Tucker's 1-Day Business Breakthrough events. To see what she and her business partner has done since then, it blows me away especially because I have a book coming out and she just came out with a book. Jadah Sellner I am so happy you are here. Thank you for coming on the show.

Jadah: Thank you for having me Pat. It is an honor to just jam with you and talk about lots of good stuff.

Pat: I am so excited I am stumbling my words. Should I press re-record? We will just go with this. For the people out there who don't know who you are, can you talk about who you are and what it is that you are known for right now?

Jadah: I have the coolest job in the world Pat because I get people to fall in love with kale and spinach. I am the co-founder of Simple Green Smoothies. We just had our book come out and we have a free 30-day Green Smoothie challenge that I would be excited to just share more with your community on how we grew our email list from zero to 200,000 email subscribers in a year.

I think that that is kind of what we are really known for, is hosting our free 30-day Green Smoothie challenge. Where people just take one simple habit which is to drink one green smoothie a day without changing anything else in their diet and transforming their lives. I think that is what we are in the business of is transformation. That is really what I am known for. I have a heart for community building. I am also a mom, a wife and I am addicted and I geek out on business marketing and try building.

Pat: I love that. It is so cool. We are going to get into the challenges you've run. I am very interested in. I have run challenges before but for whatever reasons I feel like not as many people move on them. I obviously don't use them to build my list like you have so this is going to be a great tool for people. Even before you started Simple Green Smoothies I am curious because I didn't get to know how this happened when you came to the event that we saw you at. How did you and your business partner Jen meet? How did Simple Green Smoothies get started?



Jadah: In 2007 or 2008 Jen and I were both new moms and we were both the co-founders of Simple Green Smoothies but we were in a moms group. We were new moms with babies that were just barely crawling in a playground in Studio City California. We had this meetup group called the Valley Moms Social Club.

Pat: The Valley Moms Social Club?

Jadah: Yes. Jen had designed our graphic, like the logo for our moms group. I remember telling her in that moment, this is several years ago, I was like, "One day I am going to work with you. I don't know what it is but I just have a feeling we are going to work on something together." That was it. Then we moved. I moved to Hawaii. She moves to Florida. In completely different places but I got put on to what online business marketing was in 2011 and I reached out to Jen again. I was like, "I think this is the moment for us to really come back together." In 2011, Jen and I started a parenting blog called FamilySponge.com.

This is when I discovered you Pat. You had a free eBook that was basically write the dang eBook. That was really the birth of Simple Green Smoothies before it was even a business idea. We had this parenting blog where we wanted to make money online so that we could change people's lives and do something we are passionate about but also just spend more time with our kids that were at home. I think that is a huge desire for a lot of moms who are very creative and talented and want to do something meaningful but also do not want to miss out on raising their kids. I read that free eBook that you had as your free opt in and I was like, "We need to write an eBook."

The intention was to write an eBook about green smoothies which I started drinking green smoothies one day every day for three months and I lost 27 pounds. I was eating that in addition to regular meals. When I knew that we wanted to do a green smoothie eBook a friend basically encouraged us to start an Instagram account. At that time I don't think we really wanted to start another social media platform when the only person that was commenting was my mom on Facebook. I was like, "No. Not another social media platform where people are ignoring us." I listened to her and I am so thankful that we did because in the summer of 2012 we started Simple Green Smoothies on Instagram and by the end of that year we had 30,000 followers on Instagram.

Pat: Wow. Was there even a website for this at the time?



Jadah: No it was just our parenting blog. It was probably three months into having our Instagram account and I said, "Jen I don't think that it is just moms following us over here. If we sell this green smoothie eBook by bring them to this parenting blog with eco-friendly Playdoh and arts and craft projects, people are going to be really confused." Jen actually hassled to build out the website, simplegreensmoothies.com and that was not a website until November 2012.

Pat: Wow that is interesting because you had this parenting blog and that is what you wanted to do but when you discovered that all these people were on Simple Green Smoothies and not just moms but a whole bunch of other people, 30,000 people at this time. Was there any conflict, "I don't want to leave behind the parenting stuff to go full time with this." What was going on in your head in terms of there is a need here. You are getting a big following here versus what you initially wanted to do.

Jadah: I had a friend that told me ... she had a brick and mortar business. She said, "You have to be willing to pivot to what the market wants." I have always jumped into entrepreneurship, just being super flexible and open to moving where the needs are. We were not attached or bummed out because the why was we want to build a successful business that changes people's lives and if the people are saying, "Hey we want you to change our lives over here we were like, let's dive full on head in." We never thought that Family Sponge would be completely ignored for three years which is what has happened. The website is still up and we still ... It was kind of our playground to play.

Pat: That is so cool. The book seems to be doing very well right now. Fast forwarding how many years later you have a book and all the stuff ... I am on Amazon right now looking at it. Everything looks gorgeous. I know Jen does an amazing job with her designs. I got to meet her too. You guys just make a great team. Before we get into the growth strategies and things like that ... It is one thing to say we are going to work together one day. A lot of people do that and they are like, "Man we are just not good at working together." What makes you and Jen such a good team.

Jadah: The crazy thing is our partnership started in an email. We were just very clear on what the expectations were. What we each could bring to the table. She was very clear, "I can make us look super legit from day one. I am going to make everything look pretty." She owned branding and strategy and that community experience to really trust us on a visual level. For me, I was like, "I am committed to figuring out how do we monetize this and do it in integrity with what we are super passionate about. I will geek out on the marketing and bringing people to us." Our



lanes were so clear from the very beginning and they didn't really overlap except for that we basically took turns writing newsletter copies. It's crazy because our voices are very similar. When you look at our copy you never know who you're actually reading, and so that was kind of a gift for us. Just really owning and being empowered in our roles in our lanes has really helped out a lot for us.

Pat: I like that. I think that's really smart. You have mentioned that you would be in charge of monetizing in marketing role. At the time that you had 30,000 fans on Instagram. I mean, I know a lot of people who have millions of fans on Instagram and they aren't making any money. What was your plan moving forward from there and actually turning this into a business?

Jadah: Yeah, it was definitely the eBook. Listening to your stories, I was like, "Hey, listen, like you made \$7,000 that's awesome. We could do that too."

Pat: You sold that first one?

Jadah: First eBook that we wrote for over a year just for all those people who are in writer's block mode. That eBook actually never met the light of day. What happened was when we started our 330 Day Green Smoothie Challenge on January 1st 2013, we started listening to our audience. We thought we were going to launch this eBook that we had written, but all day we're asking for was the shopping list and recipes all in one place. Once we started the challenge we have 60,000 followers on Instagram now, because people were so excited about the challenge and all of a sudden we went from 2,000 to 30,000 email subscribers for that first challenge.

This is no paid advertising, no ghost post, no affiliate marketing, anything like this, it's just pure, just word of mouth and social media. Everything really was built on time and like sweat equity. There's no money in the bank around that. We decided to package that first challenge up into a PDF and create a little step by step 30-day challenge eGuide and we sold it for \$5 on February 1st 2013. In that first week we made \$8000. Basically it's like Pat is a liar.

Pat: No, it's like a small game you guys have fun.

Jadah: Yeah. That was huge for us for 2 stay at home moms that way we were hustling side jobs on the side and were like I think we have a business. Like a few months later, the summer of 2013 we actually launched a real legit product where we surveyed our audience, asked them what they



were struggling with versus just packaging the free thing that we just did to sale for \$5. That was our fresh start 21-day cleanse. The first time that we launched that in 13 days we made \$86,000 in sales. Since then that product has generated over \$1,000,000 in sales and it's been going on for 2 years.

Pat: That's quite so good I love it. I so love it.

Jadah: We just believe that like every dollar that we make means that someone said yes to their health and that's what is really inspiring for us to keep going and growing this business. It's not just about us having freedom to spend more time with our families, but actually to be changing and transforming peoples' lives is what really matters to us.

Pat: That's awesome I love that. Now I think everybody is like, "Okay this is amazing." Tell us how these challenges work. If you wouldn't mind just open up the box a little bit in showing us or how did this challenges actually create these subscribers of the incredible numbers that you talk about?

Jadah: I always say that you should make your free opt in better than someone's paid offer. Jen and I hustled to create this 30-day green smoothie challenge. We made it beautifully designed taking great photos, but really the skeleton, the bone of the 30-day green smoothie challenge is we send out 5 shopping lists, so 5 emails with recipes and a shopping list and that's it. That's really all that it is. It's basically asking people to sign-up the free 30-day green smoothie challenge. If you sign up once a week we will send you a shopping list with 5 green smoothie recipes. Jen and I that first challenge that we did, we were literally coming up with the recipes like week by week. We didn't have a full 30-day challenge pre-planned out before we launched that. Every night was like; okay we promised that there was going to be a shopping list to my hustle so like let's get it together and taste these recipes and get it out there.

That's really like the bones of what the challenge is. We're basically sending you an email once a week and that's it. Where the value is really added and one question that I would already encourage anyone who is listening is to think about what's one simple and easy life changing result that you could teach your audience right now? Because I think one of the mistakes that people make when they are mapping out their challenge or trying to figure it out is, they try to give them too much information at one time and the people can't keep up. You're just flooding them with so much information and so it's like how can you keep this simple and easy? We were like you don't have to change your diet, keep eating the food



that you're normally eating. All we ask you to do is drink 1 green smoothie a day and we're going to give you the recipe so you know exactly what to make and that's it. And making sure that we have transformation at the end if they commit to the practice.

I always encourage people to think about what was the gateway drug for you in your transformation. Because you're usually several steps ahead and several years ahead of the people that you want to teach and you're like, "I want to teach you everything that I know but it's too much information in the very beginning. You're trying to basically just like open them up to want to learn more and so just really thinking about that is super helpful. Then think about what are the simple action steps that the reader can do to move them closer to that transformation. The transformation that we're promising with the 30-day green smoothie challenge is you're going to have more energy, you're going to crave healthier foods. That's the promise. It's like, how can we get them to that promise in the simple easiest most convenient way possible.

Pat: I love that. That makes complete sense to me. I share a lot of the benefits of doing small wins. That's my term for that and I have this quote that fits perfectly into that. I'm going to share it's, 'if you want to change somebody's life start by changing their day first'. That's where it starts.

You've mentioned a few important things there. One is this transformation component of it, because it kind of takes the focus off your view and what you're doing and why you're doing it instead. That's something that I always recommend people to think about too. Think about the transformation, that promise, and that's what people get when they get this, but my question for you is then, why is it called a challenge? I think this is again ... I'm trying to differentiate between just a normal opt in versus the challenging why it was specifically chosen to be that way because if it was just recipes you could have said, sign up to get our recipes.

Jadah: Yes, I love that question and it's such a good question. The thing that we are so committed to is that we're in this together as a community. That is the difference between kind of the free eBook opting offer versus coding your community is what I like to say. For 30 days, we are actually in this with you. Our community happiness specialist, Jen and I like we're responding to all of the comments. We are engaging with our community, we are cheering them on and we are like all hands on deck, like every email, every comment that is posted on Facebook and Instagram we are answering their questions or we're in it for this set time.



It is committing to like, here is the start day and here is the end day and we are in this together. We have definitely thought about like, "Oh we should package this and sell it and just have it going all the time, but kind of the secret magic to our 30 day green smoothie challenge is that the community engagement that it's live and it's in real time. I just think that's the biggest thing is that we are in it together.

Pat: Okay. Talk more on the real time-ness of it. I thought it was an automated email sequence that people get after they subscribe.

Jadah: Yeah. I only say like it's harder like you can't automate connection and outsource authenticity and not to say that you can't like transform someone's life through automating things but I think there's something special when you are in it in real time. We're sending those emails. We can automate like schedules when the email will go out each week but we're just in it together as a community from the start date to the end date and that's how we are able to fully show up with them in that time.

Pat: I see. If I would have subscribed right now, for example to the 30-day challenge, what kinds of emails would I see?

Jadah: You would get a welcome email and you would find out that we do a live challenge 4 times a year and that's January, April, July and October. Actually when you get your first shopping list ... For this one like you get until right before January 1st.

Pat: Talk about building bars or something.

Jadah: Yeah. It creates this like a sense of scarcity right. Like I've got to find out by this time ...

Pat: Totally.

Jadah: And then if you miss it or you joined in late, we actually still bring people in and we send them the shopping list to catch up but then it also creates like momentum for like when is the next one coming? It's like okay it's not till April you are just sitting and waiting until that happens. I think that's really, really important.

Pat: If people subscribe and it's early, it's kind of before the next challenge starts, are you sending them anything in between or it's just ...?

Jadah: Yeah. We definitely have an on boarding email sequence that kind of give them ... to share some love with them so they can get heaped to the



green smoothie lifestyle. We'll send them like prac tips on how to prepare your smoothies ahead of time and have them in your fridge. They get to know Jen and I story a little bit more, but those will stop once the challenge is live and in motion so they're not getting too many emails at the same time. We definitely on board them to our world and get them like the fundamental basics that would help them as they prepare for the next 30 days green smoothie challenge.

Pat: I see. Okay. Now I'm trying to think about this logistically if I would do the same thing. I wouldn't need like new email list to each challenge? How are you organizing just the list?

Jadah: I love how you logistically ... For us like we've done it where we've segmented the list and kind of like separated it for each challenge but we noticed that everyone just loves doing the challenge. Like people have been doing, they're like, "This is my 8th challenge with you guys. I've been here since day 1." Everyone really love what the reboot or re-commitment to drinking 1 green smoothie a day. It's like that's just part of our email opting is, you sign up for simple green smoothies email list, you're going to get to be a part of 4 challenges. What we do is we give them an option to opt out of the challenge. Kind of the automated thing is that you are automatically signed up for the 30 days challenge. If you don't want the shopping list emails, then you can click here. Tock tock and you'll get it. That's just part of our brand and how we've grown our list. We've been committed to that but you can reverse it and have just...I would say it's an evergreen challenge. You don't have to segment by the April.

Pat: I like to do the green. Evergreen.

Jadah: Yeah. (chuckles)

Pat: No, I love that. That's super smart. You obviously know this because you are communicating with your audience while it's all happening. You know how to keep them on and you know that they like having the challenges continually come back to them. In terms of communication, how are you managing this community? I know you are the kind of community manager here in this business, so how are you facilitating these discussions? How are you getting people to take action on these challenges too beyond sending them emails?

Jadah: We definitely have a team of our community happiness specialist are on board to respond to every email, every Facebook comment, every website comment, so they're engaged and that way... and then as far as like in the



shopping list emails we try to create thing to make sure that they're engaged the entire time. We would do blender give aways and it's like that's in shopping list number 3. There's different ways. This is more sophisticated things, this isn't how we started our challenge to build it from 0 to 200,000. These are the more things we are doing 3 years later. I was like how do we keep them engaged in that process?

We also share the green smoothies recipes from the challenge for free on our Instagram and Facebook pages. We we're not hiding anything. You could totally participate in the 30 day green smoothie challenge without ever opting in but you just don't get the shopping list and the recipes kind of a few days in advance to actually shop and prepare, but you could follow along with us for free. We keep them engaged in that way where they compose photos of their daily recipes just to feel committed to the process. They also see everyone on Facebook and Instagram and they just feel like they're not alone. There's a whole community that's rolling behind this simple habit.

Pat: In terms of platform where communication is centered, where is that?

Jadah: It would be actually Instagram and Facebook.

Pat: Instagram and Facebook

Jadah: Yeah.

Pat: And they are using hashtags and stuff too?

Jadah: Yeah. We keep it super clean. I guess just #simplegreens maybe is the hash tag for all things. I think simple green smoothies were also like simple marketing. We just try to keep things as simple as possible, easy to remember. I really believe in love of a matrix. We can gig out our numbers and conversion rates and all these different things but sometimes it can cloud our vision of what we're really building and it's really building connections and transformation for people. We just try to keep things as simple as possible not have to keep up with so much. Yeah, we just have one hash tag. If you want to find our book, use #simplegreensmoothies. If you want to follow us along for the challenge, use #simplegreensmoothies. We just try to keep it really clean, easy to remember.

Pat: That's really cool. What's been your favorite part of this whole thing for you?



Jadah: I have really loved not only just building the community but building the team that supports the community. Like I said we have our community happiness specialist and one of the things that we've implemented behind the scenes is Friday love notes. Our community happiness specialist gather stories, testimonials, feedback from everyone in our community across all the platforms where they're reaching us. We always have an email, we have something featured from Facebook, Instagram, our website comments and just quotes of people's lives being changed. Every Friday our entire internal team, our rock star team, gets an email just showing all the love, all the transformation that's happening.

Pat: Just for your team to see?

Jadah: Yeah.

Pat: That's great.

Jadah: It just ends our week on a really happy note and reminds us why we're doing what we're doing. One new thing that we added into that to surprise and delight our community is each of our community happiness specialist get to pick one rock star in our community who they want to surprise with a \$25 gift card to Amazon or Target. It's one of their favorite things to do because they just need to find someone who's like rocking out and just feel like hey, we just think what you're doing is so cool and we just wanted to surprise you with this.

One example. This woman was posting pictures of her adorable 8 year-old son on our Facebook page everyday of our last 30-day green smoothie challenge and so we picked her. When she responded she was my son actually ... He's a cancer survivor, he had leukemia and green smoothies was the only thing where he could get green food down his mouth that one point. It's was just like we get to learn a little bit more about the community that we serve by surprising and delighting them. To me that is my favorite part it's just that the full cycle of like how much everyone is receiving from being in service of people.

Pat: That is awesome I just had this huge smile on my face. That's awesome I love that idea, because I love sharing with my team also some of the wins that we've been able to provide for people but that to make it a consistent thing and to have them be a part of it too it's so genius I love that. I'm sure it elevates the brand in a whole and allows you to serve even more people because there are all fired up and ready to come back on Monday. That's genius I love that. How many team members or the happy respondents do you have?



- Jadah:** We have two. They're like first in line. They're like the ones responding and we also have one person who kind of oversees them and then I also oversee all of them. We kind of say like that's our community growth team. There's four of us. There's me and then we have a person that oversees the community happiness specialist and also works on brand partnerships, and then the ones that actually respond to every comment and they're first in line to stay in touch with our community.
- Pat:** Are the first line responders are they employees or how are they affiliated with the brand?
- Jadah:** They're independent contractors. They probably show up about ... They can do it at any time that they want respond to the comments, so actually one is like an actress so she gets to have this this super flexible schedule.
- Pat:** I know it, sweet.
- Jadah:** Another one, she's a stay at home mom. She has a new son he just turned 1 year old. It's people that are really craving that flexible schedule to have the time and space around that. I'd said that they do no more than like 25 hours a week around that.
- Pat:** I mean it sound s like a big deal to me. I love it. To finish up here I'd like to talk about ... We talked about how the primary way you've built your audience obviously there's also word of mouth and all those great things. But, in terms of the monetization. I know you just come out with a book but, how has this been a business? What's been turning the income coming in?
- Jadah:** It would definitely be the fresh start 21-day cleanse that we have. I would say that's our signature product offering.
- Pat:** Is that a book?
- Jadah:** It's actually a digital PDF and it's a 21-day cleanse so you get weekly shopping lesson recipes. It's really the next step of what the 30-day green smoothie challenge is.
- Pat:** Do you see it as such like the next thing?
- Jadah:** Yeah, it's actually part of our simple marketing funnel. People sign up for our free 30-day smoothie challenge and they're taking 1 green smoothie a day and they're like, "What's next?" The 'what's next' is I want to eat



healthier every day. Not just not the green smoothie but what do I eat for lunch dinner and for snacks? Fresh start 21 one is that solution. Actually during the 30-day green smoothie challenge now we offer them and invite them to participate in our live 21-day cleanse. We do that 4 times a year. It leads from the 30-day green smoothie challenge and for those who are ready to take it to the next level then they get into our challenge. It's a smooth marketing funnel around that of just having that.

It was our own experience like when I started drinking 1 green smoothie a day, I just wanted to eat healthier and I didn't know how, and I was piecing together cook books and all of these stuff and things. We partnered with a holistic nutritionist to really create a meal plan that gave your body a break from all the processed food and allowed your body to just reset, reboot. There are so many crazy just amazing transformations happening in that. We have a Facebook group to support people and show them on just because community is such a big thing for us and we care so much about that. That is the part where I think people don't care how awesome you are people care how awesome you make them. I just feel people have so much energy and just mental clarity when they start eating healthier that then they're able to feel their passions and that's what we really stand for. It's like feel your passion. Everything that we do revolves around that big idea.

Pat: That's awesome and this is ... You said it was PDF, but it's also in real time just like the 30-day challenge?

Jadah: Yeah. People can do it at any time, but then we host a live community cleanse 4 times a year right after the live 30-day green smoothie challenge. A little bit of extra urgency and all that ...

Pat: You can do this any time, but if you want to do it with us, now would be the right time to do it?

Jadah: Yes, totally, yeah.

Pat: Wow really smart. In terms of marketing beyond the contest or the challenge what has been working really well for you guys?

Jadah: That's a good question.

Pat: I know Instagram is a big part of it correct because you have this huge following I think I counted that actually. You have 387,000 followers now?

Jadah: Yes.



Pat: Which is insane and is ... First question: is Instagram helping you and how are you able to know that?

Jadah: We actually use what I learnt from you using a [Pretty Link](#). We have a Pretty Link on our Instagram. It's a specific Url specifically for Instagram . We know when people are coming from there. I think the biggest thing ... A lot of people think that there's no ROI with Instagram. I think just the new buyer wants to feel like they're making the decision to buy verses feeling like the message is being forced down to them. There is just so many results from Instagram that people learn about us, people are constantly tagging like, check out these recipes or these are the girls I told you to follow and there's it's fun healthy rabbit hole that people go down.

I think when people discover you it's like they first start being attracted to you just putting the free content, but then they're like okay what's next I actually want to keep up with these people and they join the email list. They join the challenge and then finding ways to nurture your tribe and engage with them. I think that that's what works for us the best is nurturing in our tribe that we can post a poll in our private Facebook group or we can post something on Facebook and get immediate feedback from our community like. Like when we were doing our book cover we had three book cover options. We shared that with our community and the poll, the percentage of like which cover we should use was so clear. We were kind of discussing it with our publishers bit they were really pulling for one book cover and we were like, we really feel like it might be this. Soon as we did that poll and created the percentages they were like, this is the cooler one.

Pat: That's awesome.

Jadah: I think it's like the engagement of how much we nurture the community experience, that that peace is what's working for us because it gives us this access for people to tell us exactly what they're struggling with. What they need, how we can celebrate, and just serve them more. I am just huge I'm like nurturing the community that you have and not being worried about who's is there in the beginning. It's just like you have to show up consistently when no one else is there. I know a lot of people get discouraged building a social media following, building an email list, but it's you showing up consistently and letting that one person and loving them up so much that they're such a raving fan that they can't help but like share it with somebody else.



Pat: Right. I love it that's so cool. I'm on Instagram now and you just polled your community 4 hours ago and you have 80 comments. This is cool because I can see what you're doing. You have a challenge coming up in just a couple of weeks. The question is, what's one essential that everyone who is starting to drink green smoothie you should buy? Everybody is answering. You're kind of priming everybody getting them excited and people are starting to link to their friends and all these other stuff. This creates an engineer. I think the final question I want to ask you before I let you go is for somebody who is just starting out who wants this kind of community and this kind of following, I could see them being very motivated by this, but also saying to themselves, ... Jadah has already ... I mean they've got these great star, they started a while back, like can't do this now. What words of wisdom would you give them?

Jadah: Yes, I believe that they can and I believe that we all have to start at 0. When I started Instagram we had 0 followers. I was also in debt. I had no college degree and all I had was an iPhone 3. I begged my husband for an iPhone 4. My advice would be to just like start with what you have. You might not have the perfect camera, the perfect equipment, the perfect mic, but you just have to get out there and start putting your content out there. I would also say to choose just 1 platform. Figure out where are your people hanging out and then pick the platform that you believe that you shine the most. If you're really strong at speaking then the podcast is where you want to show up. If you love taking amazing photos or curating beautiful images then Instagram is where you want to show up. If you love taking amazing photos or creating beautiful images then Instagram is where you want to show up. If you love telling compelling stories with words, then Facebook is where you want to be. Every platform needs something different to add value and really show up.

My recommendation is just choose one and like kick out, understand the ecosystem of that social media platform or even if it's speaking. Like if it's key note speaking, like public speaking might be your platform. It doesn't necessarily have to be social media but just pick the place that you want to own and spend your time and energy there first. Then leverage that like once it has the momentum, once it has the following, then leverage that and tell them to join you on the next platform. That's literally what we did. It was only Instagram. We didn't even have a website. We were able to prove that people actually wanted more of this information without putting a lot of money into that business upfront.



- Pat:** I think you've said it exactly the way people may take it. Jadah thank you so much for your time and inspiration and congratulations to you and Jen and Simple Green Smoothies for everything that you guys are doing and the many more things you guys will do and also of course the lives that will change a long with that.
- Jadah:** Thank you a lot.
- Pat:** If people want to get more information about you I know you have simplegreensmoothies.com but there's also another place people can find you. Why don't you share that with us.
- Jadah:** Yes. Like I said my value is really standing for love over metrics and just building a tribe of world changers. If you want to see what I'm kicking out on and how I'm supporting other people really growing and building businesses from a place of love they can visit me at JadahSellner.com.
- Pat:** That's J-A-D-A-H ...
- Jadah:** Yes.
- Pat:** S-E-L-L-N-E-R?
- Jadah:** Yes, you got it.
- Pat:** Awesome, Jadah you rock. Thank you so much we appreciate you and all the best.
- Jadah:** Thank you, rock on Pat.
- Pat:** Rock on today. All right I hope you enjoyed that interview with Jadah Sellner, again you can find her and Jen at simplegreenmoothies.com. You can also find there book of the same title, Simple Green smoothies on Amazon. You can also find Jadah's website [J-A-D-A-H sellner.com](http://J-A-D-A-H-sellner.com). Jadahsellner.com. It's obvious just the kind of passion she has for what she does and now she's helping other businesses do the same thing too. Check it out all the links and resources mentioned in this particular episode. It can be found at smartpassiveincome.com/session205. I recommend you check that out for all the convenient links for you.

I also want to mention and thank today's sponsor which is 99Designs.com making it really easy for all of us out there to create graphics when they are in need. In 7 day turn around at a very economical price, you can get graphic design work done for whatever project you need done. If you



have a business more than likely you need graphics done and if can't hire that one designer to work with you all the time this is a great, great solution. What you do is you put a description online on 99designs.com of which you like and within a couple of days you're going to get dozens of designers from around the world competing for your favorite design. You get to pick the one you like, if none of them suites your needs you get your money back and within 7 days you can take home your favorite, you can even have your family and friends vote on their favorites too of the top submissions that you get. It's just an all-around great solution that I use myself. I know a number of other people who have used too and so I recommend you check it out. Go ahead and go to 99designs.com/SPI and that will add \$99 to your next design project for you. Again 99designs.com/SPI.

Thank you so much for your time and attention today I really appreciate you. If you have a moment head on over to iTunes and leave a review for the show if you haven't done so already. I don't ask that very much. If you have an opportunity to do that please go ahead and do that. Also I want to thank everybody else out there who has purchased and gotten a copy of 'Will it Fly? How to Test Your Next Business Idea So You Don't Waste Your Time and Money. That's my book. I'm really excited to see all of you, putting into action the exercises in that book. I've been seeing a lot of planes flying and so that's all I'm going to say. I don't want to reveal too much, but you guys are doing very well. Thank you so much for taking action and if you have yet to check out the book go ahead and check it out at WillItFlyBook.com.

Thank you so much. I appreciate you and I look forward to serving you in the next episode of SPI and until then, keep moving forward, keep moving that needle and keep working on that next one thing that you know you need to work and stop letting those distractions stop you from moving forward. You've got this, take care and I'll see you in the next episode. Cheers guy, bye.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com.

Links and Resources from Today's Episode:

SimpleGreenSmoothies.com
[The *Simple Green Smoothies* book](#)
JadahSellner.com
EbookstheSmartWay.com
[Pretty Link](#)



FamilySponge.com
WillItFlyBook.com

Today's Sponsor:

99Designs.com