

**Trademark Productions Web Talk Radio Show Transcript
John Chow**



Interviewer: Welcome to another addition of the Trademark Productions SEO Web Talk Radio Show. Hi, I am Dwight Zahringer, Owner and Operator of Trademark Productions, a small digital boutique agency located in the outskirts of beautiful Detroit, Michigan. We've been involved in online marketing and web development since 1993. We figured we'd talk with a couple different industry experts on a regular basis just to keep everybody up on what's happening in the world of web development, online marketing and optimization. We hope you enjoy our show and we welcome your comments.

(Music)

Interviewer: Alright, I want to thank everybody for tuning in for another addition of the Trademark Podcast Radio Show where we focus on SEO, building your brand online, getting traffic to your website, optimizing, and all that other cool and good stuff that people do online to make a nice little chunk of money.

Every once in awhile, we get together, usually on a monthly basis or so and we talk with a number of different industry experts. People that are living the dream, making it happen and serving as people of choice for us all to follow and to take note of their achievements online. Today, we have a wonderful person,

someone that I've been following for a couple years now. I've actually done some business with the gentleman, whether he knows it or not, through myself and a couple of associated companies. He's very, very good at what he does. Mr. John Chow. John thanks for joining us today.

John: Sure, thanks for having me.

Interviewer: For those of you who are not familiar with John Chow, he is an entrepreneur that turned into, really, a mogul for making money online. He's best known for his blog over at JohnChow.com. He makes money online by telling other people how to make money online. He's really guided to very specific components and I think it probably evolved as the months went on, as exactly how he was making his money online. I'm sure he's going to go into that a little bit more. Back in 2000 – was it 2000 you started this?

John: The blog was actually started in December, 2005.

Interviewer: 2005.

John: I've been online, making my income online since 1998.

Interviewer: Okay. In 2005, you started this off as a blog to use as a case study to prove that you can make money online as a full-time job to really monetize your blog and make some money. I've seen stats. I haven't seen any stats as of late. I think the most that we've seen is maybe from about two years ago of your monthly income, but I mean, you've reached peaks of over \$40,000.00 a month in revenue. Of course, Mr. Chow does not have all of his eggs in one basket. He's very knowledgeable in many areas of marketing and advertising. He continues to work on this on a regular basis and partners up with a lot of other people that are also making money online. That resource kind of moves back and forth. He's best known for his blogging and making a great living at it. Let's get started with Mr. John Chow.

Tell us, basically, how did all of this start? When did you first decide that you were going to use the internet as a vehicle for your career and how did you approach this? You said you've been online doing business since 1998, but why did it take to 2005 before you really decided to have a go at it?

John: I've been making a living online since 1998 mostly with content sites and I started the blog because I thought blogging was starting to take traction and starting to take off. I figured, the best way to

learn it is just simply, by doing it. I had the domain name JohnChow.com since 1998 and prior to the time the blog started, it was just a starting webpage. So I decided to turn that into a blog. It started up as a personal blog just to update my friends and family on what I'm doing, like most personal blogs out there at that time.

Interviewer: Sure, sure.

John: It just grew from there.

Interviewer: Sure, you were doing a lot of different content-based sites, so writing content and I assume, monetizing them back then. Wow, '98. What ways were you monetizing back in '98?

John: Back then, we were monetizing using affiliated marketing. We were promoting, an example would be promoting an Amazon affiliate program. They were among the first. They were actually the original affiliate program. We also did a lot of ad networks before Google AdSense came along. There was some other network that sells only per thousand impression model. I also belong to a technology network that basically pulled a whole bunch of technology sites together and they sold our inventory to advertising networks like that. In the beginning, that's how we did it, basically using ad networks, doing private ad sales and doing affiliate marketing.

Interviewer: Wow. That's pretty impressive. Are a lot of those sites still being monetized and utilized today or did you sell them all off?

John: No. I still own the main one. I still own quite a few of my technology sites and I still update them today. I've updated the site and they turned into blogs nowadays because, back then, there was no such thing. There was no such thing as blogging and the content management system was all custom-made.

Interviewer: Oh yeah. Those were the days.

John: Yeah. Those were the days where you had to code everything yourself.

Interviewer: Yeah.

John: It's so much easier to get into marketing today than it was when I started because back then, everything we had to do we had to code ourselves. There was no free software plug-in. There was no free advertising plug-in. There was no Google AdSense back then.

Interviewer: Oh, no. You needed to really be able to utilize a lot of hand coding and know how to integrate all these things to make them work well today or have a sizeable budget to hire the people of the technical expertise to do so. Yeah, you're absolutely right. There's not a better time than now to really get involved and get out there and monetize in different ways because it's so easy to publish.

John, I guess, let's start with a very, very broad question. How do people do this? You're making a ton of money. You, pretty much have refined your game plan on how to make money online on a regular basis. This is evolved. If somebody wants to get started, what are some steps that you suggest that they take and let's keep it in a broad form?

John: My first suggestion would be, it has to do with most people's attitude toward blogging and just toward doing anything online from a different standpoint. My number one piece of advice would be to treat it like a business. Most people don't take blogging seriously simply because it is so inexpensive to get in. Like, the cost of a domain name is like \$8.00 and you get web hosting for free if you want.

The easy cost of entry is considered a major advantage to many people. It's a major disadvantage in the fact that, because it's so cheap to get in, you don't take it seriously.

Interviewer: There's not a lot of value on it. There's not a lot of equity into it so they don't think it's that big of a deal.

John: Yeah, exactly. They figure they see someone successful. They go, "I'll give this thing a try," and they try. They put in 10 bucks, 20 bucks or whatever and then they try for a little while, but because they only have so little equity into it, they don't actually take it as seriously as they should. If you were to invest in a regular franchise and spend a couple hundred thousand dollars on it, you would not treat that as you would treat blogging.

Interviewer: Sure.

John: The potential for blogging is huge. My blog actually makes more income than most franchises that you would start for a couple hundred thousand bucks.

Interviewer: Wow.

John: My number one advice is to treat it like a business and take it seriously.

Interviewer: Okay.

John: After that, secondly is to pick a topic that you have a passion for. Something that you have knowledge for, because this isn't some kind of get-rich-quick scheme. When you're blogging about something, you should be passionate about what you're blogging about because it will show through in your blog post. If you're doing it just because this is the hot topic of today or hot topic of the month, but you're not really interested in it, you're not going to be able to stick with it long enough to see any traction.

Interviewer: Sure.

John: Yeah. I would say that for most blogs, it takes at least a year or two years before you start seeing any results from it.

Interviewer: Right.

John: Unless you're passionate about your topic, you're not going to stick around long enough to do it.

Interviewer: Yeah. You have to start to build the traffic, the conversation and get the community talking back and forth there. Soon they will start to respect you as what you know and your knowledge base.

John: Exactly.

Interviewer: Now what about making some money from it? Let's talk 18 months out, we paid our \$25.00. Now the other thing I want to point out too is you pick a topic, you're passionate about and you have a base of knowledge in it. You follow it continuously in the industry. I think you also need to understand the value of your time and the value of other's time too. You may hire an editor or a ghost writer or some of these people to work on some of these articles with you and doing your research. There's a cost and a value in regards to doing something like that, too. That might be part of the distraction. Once these people see these low values of starting a blog and a business online, they don't understand all the sweat and equity that has to be put into it as well.

How do you now start to make some money from this, John? You got traffic, you got a good topic, and people are talking to you. Now what?

John: The most common way when bloggers first start is just to use a third party network to handle and sell advertising for their blog. That's the most common way. The easiest way, how most bloggers start is they just use Google AdSense. When you're a blogger, in the beginning, you just want to blog. You just want to concentrate on writing. You don't want to concentrate on ad sales, so you let someone else do it. Most bloggers let Google AdSense do it, but there are hundreds of other ad networks out there that can represent you as well. They take a cut, they handle the ad sales for you, they pay you, you just concentrate on writing. That's how most bloggers start or get started.

If you want to evolve beyond that, then you can handle your own ad sales, represent yourself. Generally, I don't do ad sales. I don't go, I don't actively go after advertisers. What I do is I just set up an advertising page on my blog with all the prices, all the order links and everything, so when someone comes to my blog, they click the advertise page. They see all my options and prices. There's an order link right there. They click on it and they can order automatically. If they order something I can email them and then I just approve it and the ad is up. That's how I do it. I try not to do too much ad sales by myself.

The other thing that I do is affiliate marketing and that's where I would find companies that offer a product that's related to what I blog about.

Interviewer: Okay.

John: I recommend these products to my readers and I get a percentage of the sales. I find that actually works really, really well. It actually probably works better than advertising. When done correctly, affiliate marketing is probably your number one income source.

Interviewer: Yeah, sure. The relevancy and the endorsement that's coming from a key figure in that niche will definitely be worth a lot. I've noticed that looking at past income sales from like 2007, 2008, affiliate marketing has always been your strong point as far as top sales.

John: Yeah, it has. When I started the case study to monitor my blog, I began in steps and I saw like, how most blogs would begin. I found some with Google AdSense, then I'll add in another ad system and then I'll add in email marketing, affiliate marketing,

that kind of stuff. It's a more progressive step. The years have gone by, now I just basically do automatic tweaking, just refining and optimizing the top revenue generators.

Interviewer: Sure. Now what about getting traffic to the blog? I know you talked about building up your readership in the community over a period of one to two years, but how do we actually get ranked. Well, I mean, me and you know, but let's talk a little bit about some easy, quick ways to get your blog indexed in Google and starting to get more traffic to the site. What are a couple different ways you would recommend that work well?

John: Generally for searching optimization, the only thing I actually pay a lot of attention to is my title tag, the title of the blog post itself. I put a lot of thought into that because that's actually the number one thing Google looks at when they're ranking your blog post. They look at your title tag. When you're naming a blog post, put a lot of thought into that and just repeat the title in the blog post a few times. Other than that, I don't really pay much attention to search engine optimization. My feeling is, if your information is good, Google will eventually find you.

Most of my traffic-building comes from promotions, value campaigns, and just working the social media. A lot of my traffic comes from Facebook and Twitter and a lot of my traffic comes from little promotions that I do. I find little bangs, value for money spent, Facebook, Twitter and other value campaigns works the best.

Interviewer: Right, right. Of course, then you have multiple pipelines of traffic that's coming to your site and all of them have different variances of importance or validation that's been predetermined. If people are fans of Facebook, that's more of a targeted audience that you're going to be able to radiate with on a regular basis, or Twitter followers. Those are people that already are established, know about you, and are listening to you. So you have a better chance to actually receive some type of conversion from them. Would that be about correct?

John: Yeah. What I do is my number one goal. When someone comes to visit my blog, my number one goal is get them to opt into my email list. Generally everything my blog does is geared toward building my email list. When someone comes to my blog, the first thing they hit, wherever they hit, there's a very, very big, fading hover screen. They subscribe to my blog.

- Interviewer:* You've had that on there for a little while now that seems to be working well for you, that opt in, that rollover JavaScript?
- John:* Yeah. Most people who visit your blog are mostly just hit and run people. Either they saw you on Google or they saw you linked from another blog. They come check you out and then they may read an article or two, then you leave and then 30 seconds later, they'll forget who you are. I try to get them to opt into my email list. I have a way to contact them again.
- Interviewer:* Right, absolutely.
- John:* My email list is my customer base. When you have a base or email list, you don't really need a lot of other promotions. Things like search engine optimization or any kind of advertising because you have this huge email list you can always rely on that's always there for you to use.
- Interviewer:* Right. Going back a little bit, and talking about Google and the power of Google in bringing traffic to your sites and other forms of traffics that's coming in. When people are starting out, they need to get indexed. They need to get links back to their sites so there's external points of reference that are referring to them, external points that Google can follow and other search engines like Bing.
- Let's go back a little bit. You've really learned a couple different lessons in how this works. There were some troubles with Google back a couple years. Can you elaborate more on that?
- John:* Yeah. A few years ago, I decided to do what is known as a Google **bar**. You can't do this any more, but the way Google indexed a site was based on how many sites link to you and how many sites link to you with certain key words. Back then, I wanted to target the key words "make money online."
- Interviewer:* Right.
- John:* Well, what I did was I asked other bloggers to link to my blog with the phrase "make money online". How I did that was basically, I did a little value campaign. It said, "If you write about my blog and link to me with the phrase "make money online," I'll link back to you. I got over 800 blogs to link to me with that key phrase and over the few months I did that, when you search on Google for make money online, I was number one. That phrase gets searched like 40,000 times a month, so I was getting great traffic from

people searching for make money online to come to my blog. The only problem is, according to Google, that's against their rules.

Interviewer: Sure. That's a violation of their terms of service because, essentially, you are asking for a link and you're giving them some type of value component to link back to them. It would be argued if it's a paid link or not.

John: Yeah. Well.

Interviewer: The result of that, John, was what?

John: Make money online, so I figured this was pretty relevant and so basically, Google didn't like that. It was against the terms of service, so they actually banned me or they nuked me off the search index. I was actually off the search index for almost three years until I finally got back on and we worked it all out.

Interviewer: What made you decide to try to work out the relationship with some of the nice folks at Google so that you would have some index rankings in there again?

John: Well, it was over at dinner one day with some friends and we were talking about it and I said, "I don't really depend on Google for traffic."

Interviewer: Right. That's what you were saying earlier. You have so many external resources and referrers that are coming into you. Organic traffic, what was that on your list as far as referrers coming in?

John: Well, I think Google traffic never accounted for more than 30 percent of my traffic and after I didn't index, it went down to zero. One of the things that happened was, when Google de-indexed me, I had a choice. I can both comply with the terms of service and try to resubmit my blog for re-inclusion or I can just basically say, "Well, who cares? Screw you. I can build my blog without Google," and so that's what I did. I took that route and it got me a lot of publicity because. When news that I got banned from Google went out, all these other websites started blogging about me. Saying that, you know, John Chow is pretty much dead now because he's been nuked on Google [*crosstalk*] –

Interviewer: Sure. It leads to the age-old expression of, no publicity is bad publicity.

John: Yeah. It got me a lot of publicity.

Interviewer: And a lot of links.

John: Publicity from getting banned from Google, actually gave me more traffic than what that search term gave me.

Interviewer: Wow.

John: Yeah. The decision to go back was just that I was having dinner one day with a friend and one of them happened to know the chief engineer at Google who's in charge of the spam team. He asked me if I want to get back in. He goes, "Well," I go, "Well, why not? If they let me back in, that's great." He basically facilitated an introduction to Matt Cutts and I. We basically sent a couple emails back and forth and Matt said that, if you comply with our terms of service, we'll let you back in. So I did and they let me back in.

Interviewer: What did you essentially do at that point because this is actually another good component? When, everybody that gets started in doing this type of business, or starting their business online, or start blogging. They read a lot about optimization and all the different things that you can do for optimization. Unfortunately, I would say probably seven times out of ten, they're a little bit behind the wave. They've already gone past the point of knowing the grey hats versus the black and white hats, and placing links and making some of these changes.

I guess, what were the procedures you went through to make the corrections? You had a lot of links. A lot of links that were purchased or that were negotiated and looked at as paid links that were violations of the terms of service, obviously. What steps did you have to go through to rectify that situation? Because, there's probably a lot of people out there that will try some of these tactics not knowing the actual consequences.

John: Well, the first thing I had to do was understand that Google was putting a restriction there. They said I had to remove all the pay links on my blog. Any link that was being paid for, I had to remove, so I complied with that. The second thing I had to do was with all my sponsor reviews. On my reviews where I got paid to write a blog post, those links there, I had to put a no follow tag on them.

Interviewer: Now on all your other paid links, are you just doing paid links now with no follows on them as well?

John: Pretty much. All my paid links are no follow.

Interviewer: Okay.

John: All my sponsor reviews also have no follow links as well. Actually, most of my advertisers actually didn't care because they actually purchased the link for traffic, not so much for search engine optimization.

Interviewer: Sure, sure. Not just for the link juice. It's really going to be for the targeted traffic.

John: Yeah.

Interviewer: Got you. You went ahead and did all those things and...

John: In terms of loss of income from the loss of organic traffic, it was pretty minimal, but my Google traffic came back, so I ended up with a net gain.

Interviewer: Well, that's great. That's great. You had to do a resubmission through Webmaster Central and then go ahead and get re-reviewed and then re-indexed?

John: Yeah. That's right. I mean, when you make a re-inclusion request, there's no guarantee that Google will actually do it.

Interviewer: At that point, you had dialogue going with Matt, so that was going to help you out quite a bit?

John: Yeah because I figured, if I was going to try and get re-included, I want to make absolutely sure my chances are high so when I was offered to talk to Matt, I go, "Well, okay," Basically, he's the man there. He says yes or no.

Interviewer: Right.

John: It happened pretty quickly. When they said yes, like 24 hours later, I was back up.

Interviewer: Yeah, I remember that situation. Wasn't that about a year and a half ago or so?

John: I think so. Yeah.

Interviewer: Yeah. Now a similar issue happened with Digg. Digg has been a social media network that's been utilized by a lot of online marketers for quite awhile. As soon as something becomes very big and popular, it becomes a resource and a resource for traffic, which turns into revenue. All of us find ways to spam it or to try to work between the lines on it. What happened with you and Digg?

John: Basically, with the Digg thing, I was using Digg to get on the front page a lot and back then, Digg's algorithm or Digg's method for getting a piece on the front page is not as sophisticated as it is today. Back then, all you've got to do was just get a couple dozen friends together who agreed to go on and Digg my article and if you can get like 25, 30 friends to Digg the article, well now, it pops to the front page almost automatically.

Interviewer: Right.

John: That's exactly what I did back then. I would write an article that's pretty controversial, that can set a lot of discussion. I would get my big army, that's what I called them, and say, "Digg this," and they would go Digg it and make the article on the front page. What happened was I got to the front page like 30 times and the Digg staff finally got pissed off at me and they banned me.

Interviewer: John, what's a lot of the topics? For those that go through your website at JohnChow.com, J-o-h-n C-h-o-w dot com, you'll see a wide variety of different articles that are on there. You've got the Dot Com lifestyle and then you have different ways that you're monetizing the site, but then there are a lot of random types of articles, too. What is the process you go through? It's obviously making money online, but it's not very niche. What's the process you go through to collecting and deciding what content you're going to put up there?

John: Generally, as far as the blog, it was about me with my miscellaneous rambling. That's why I had my name on it. I never intended, actually, to make any money. When I started making money, I more define it as a make money online blog. Most people come to the blog looking for making money online information. Because it's not makemoneyonline.com, it's JohnChow.com, it still talks about me. There are very, very few blogs where that's popular and profitable while being able to talk about pretty much any subject I want.

My process of blog goes is, I try to stay within the theme of business opportunity or internet business opportunity. However, I

will also veer off into stuff that I find interesting that I talk about. I try to impact my own personality into the blog. Like, I'm interested in cars, I'm interested in investing, I'm interested in fine dining, so I also blog about that as well.

Interviewer: Yeah. You take a lot of pictures of the meals you eat, too.

John: Yeah. I find that it makes my blog stand out different from all the other niche blogs out there. It also allows the reader to look into my life and develop a more personal relationship and that's what blogging really is anyway.

Interviewer: Right. What about your critics? What are they saying?

John: Well, mostly the critics just say that I'm supposedly a make money online blog, but I hardly talk about making money online because they see posts about me having dinner and stuff, but I kind of see it this way. It's not as much as the money that's the important thing. It's what the money can give you. It's a lifestyle. A lot of times on my blog, I write about the lifestyle, so you'll see me blogging from someplace other than home. You'll see me taking trips to Asia and blogging from there. It's not the income, it's not the money. It's the lifestyle. It's being able to work from anywhere in the world, as long as I have internet access and access to a web browser, I can get online, update my blog and make money. The blog post you see is about me just showing the Dot Com lifestyle.

Interviewer: Sure. Speaking about the Dot Com lifestyle and prospering in this what are some of the great things you've been able to have? What are some of the dreams that you've succeeded with doing this online? What are some of the things you buy? You know, you talked about going to Asia, you talked about cars, and having very good, gourmet foods, but what are some the things you've really achieved and obtained?

John: Number one thing is time freedom. I don't have to punch a time clock. The other thing is, because of the time freedom, I have the ability to just stay home all day long. I get to play with my daughter in the park when everyone is at work and I get the park all to myself. I'll be picking her up from preschool in a little while and then we're going to head over to the aquarium and go check out the fish.

It's just basically having time and having the money come in. It's just basically the entire lifestyle, there's 9:00 to 5:00 for me. There's also location freedom in addition to time freedom. I can

do this from anywhere in the world. I'm not limited to any certain location. Like, if I decide one day that I don't like working in Canada, I can take off to Antigua and work from there instead.

Interviewer: Nice. Going back to blogging and someone doing a business on there. Obviously, you being a forefather in this and making money while doing it, what are some mistakes that you can outline that people should look not to make and how they can avoid them?

John: I would say my biggest mistake that I made when I first started the blog was that I did not set up a system to capture the email soon enough. When I first started the blog, I said it was a personal blog and it wasn't like my other website, how to make money. I never created the blog to make any money, so I didn't run it like my other website. I did not put in an email capture system until over a year later. I would say that probably cost me a lot because I have 50,000 names on my email right now. Had I started it from the get-go, that list would probably be almost 100,000 by now. The majority of my income is actually made from that list.

Interviewer: From that email list. Now you have posted any income reports for quite awhile. How come the changeover in that?

John: Mostly, that came from my accountant who recommended I stop, but I usually don't listen to my accountant. What made me stop were my advertisers. They told me that they did not want me to review how much they were paying me to advertise on my blog. That's why the end of that one.

Interviewer: Got you. Has it been increasing steadily since 2008?

John: Yes, it has and the reason for that is not because I've been selling more advertising. It's because a lot of my advertising deal, it's a passive type income. My biggest income is mostly affiliated marketing and most of the affiliate deals I make pay me a percentage for life.

Interviewer: The poker.

John: For example, if I refer someone to one of my advertising partners, **Cantera**. If I refer you to Cantera and you sign up for Cantera and put Cantera ads on your blog –

Interviewer: You're going to get a rev share for that for life, for the life that that customer's using it.

- John:* Yeah. I get ten percent for life. Over the years, I refer thousands of bloggers to all these various ad networks that pay me anywhere from 2 percent to 30 percent of whatever they make, as long as they're making the money. My income has gone up because I keep adding these bloggers to these ad networks and so it's cumulative. It builds on top of each other.
- Interviewer:* Yeah. They're making money and so they're bringing in a residual for you as well. That's really nice. That's a fat pipeline.
- John:* It's gotten to the point where a lot of the income is not from the blog. Well, not directly from the blog. It's indirectly from these past resources. Even if I shut down the blog today, I would still make over five figures a month just from those passive residual sources because I referred so many sites to these other ad networks.
- Interviewer:* Wow. That's really great, John. There has been a rise of social media and the blogosphere, new revenue opportunities. You talked about the ones that are working the best for you and I guess, what are the cons of them?
- John:* The ones that work best for me are Twitter and Facebook. Those are the two. I'm starting to shift more of my efforts to Facebook simply because Facebook's grown so big. I believe yesterday, an article on Facebook and Google.
- Interviewer:* Yeah. They're visited more now than Google.
- John:* Yeah. Bigger than Google now, you can't ignore that 400 million users. That's a huge market.
- Interviewer:* Right, kind of wrapping up here. Everyone's a blogger nowadays and a lot of people are looking to make money online, so I think that they're a little bit too broad of topics in a certain different way. Is there room for everybody to get started in this? What are some helpful tips that you can offer to our listeners out there? What exactly should they do? I know it's suggested about capturing a niche and really taking the pride and the effort in talking about something and writing about something that you have a passion for, but what if they want to get into a little bit more of a competitive landscape? What are some tips that they really need to hone in and do?
- John:* If you want to get into a market that's crowded, you need to find a way to stand out from that market and have a business plan in

place and a marketing plan in place. You can't just go in there expecting to just take down the existing bloggers. I would find the answer to the question, what makes you different than the other person in your niche? How can you stand out? After you determine that, then you've got to create a marketing plan on how you plan to market your blog so you can get your message out there.

Most bloggers, they take the easy way, the easy out road. I just started because I like the topic, I'll write about it, but they have no marketing plan. They don't know what makes them stand out from other bloggers and they just try it out for a month and then they realize that they aren't getting any traction or no one's using the blog, they quit.

Interviewer: They abandon it. Yeah.

John: Treat it like a business. Treat it like a real, legitimate business. That means, have a business plan, have a marketing plan and just spell it out. Write it out and just show it to your best manager or whoever.

Interviewer: Well, that's great. That's great. John, any last words of wisdom before we let you get off to pick up your daughter and head out to the park?

John: Yeah. Basically, I would say, just enjoy what you're doing and have fun with it because if you're not having fun, then it's really not worth doing. All the stuff I've done on the internet, I've done it for fun. The first content site I created, it was just for fun. The blog, when I went to blogging, it was for fun and you know, it's been a great ride. I've been doing this since 1998 and I look forward to it every day. First thing, when I wake up in the morning, first thing I look is who commented on my blog and just check all the stats. This business is the best business in the world.

Interviewer: That's great. That's great. It's inspiration to all of us.

Ladies and gentlemen, John Chow, at J-o-h-n C-h-o-w dot com. You can check him out. He is really the forefather of using a blog to make money online as your lifestyle. John, thank you so much, for taking the time out of your lifestyle schedule.

John: Thank you for having me.

Interviewer: All right, buddy, we'll talk to you soon.

John: Okay.

(Music)

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