



Presents:

**Podcast Episode 122:  
Change the World and Your Life with a Hair  
Blog - with Cassandre Beccai**



**By: Leslie Samuel**



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## Introductions

*[Intro by Guy Kawasaki, Gideon Shalwick, and Farnoosh Brock]*

Hello, hello, hello and welcome to another episode of Learning with Leslie, the podcast where you learn, I learn, we all learn about how to build an online business with a blog. No, I'm not talking about one of those blogs that will fall by the wayside when Google throws a hissy pit. I'm not talking about one that will thrive no matter what gets thrown at it.

I'm your host, Leslie Samuel from [BecomeaBlogger.com](http://BecomeaBlogger.com) where we're changing the world one blog at a time. As usual, I have another exciting conversation for you today.

Today's episode is waaay overdue. Last year, I started a case study that we never fully reported on. I'm on the line with my great friend, Cassandre Beccai from [cassandrebeccai.com](http://cassandrebeccai.com). In our announcement post, we mentioned that our goal was to go from zero to 1,000 daily views in three months. And, we did much more than that.

Cassandre hit the ground running and started creating awesome videos and leveraged those videos to grow her blog where she creates content to inspire others and change the world.

Today, what we're going to do is we're going to dissect exactly what she did to get where she is today. Hopefully, you can get some value from that so, you can go out and do the same. That's what we're going to talk about today.

**LESLIE:** Cassandre, my friend, how are you doing?

**CASS:** I'm great, Leslie.

**LESLIE:** It's so good to have you on this conversation. You know, this is way overdue. We should have done this a long time ago. Shame on you!

**CASS:** What? No. It can't be shame on me, Leslie.

**LESLIE:** It can't be shame on you. No, it's shame on me. I'll take responsibility for it.

We met a while back. We're good friends and we've been doing a lot together. Actually, no before we get into back then, you have some exciting stuff happening in your life and in your home right now. Tell us a little bit about that.

**CASS:** Sure. Last year, as you know, Leslie, Andreas and I, me and my husband, we accepted jobs here. We packed up two days after graduating with our Masters, on August 7<sup>th</sup> which was our wedding anniversary, we packed up our Toyota Corolla and our '99 Toyota Corolla and drove across the country to Washington State.

We live here and during that time, we had a lot of changes going on. I was blessed with a daughter. She was born just about a month and a half ago and we moved again while here in Washington to Seattle and we're currently living here and enjoying the time that we have here.

**LESLIE:** Awesome. So, you're a new parent. How is it going for you?

**CASS:** Oh man, it's one of the biggest challenges I've ever had in my life. I mean, giving birth was an experience that really showed me that I can do anything, anything. By the power of God, of course, and being a parent is just a whole new level of awesomeness and challenge. It's a really big challenge for me but, I love it. I love my daughter. It's really been amazing.

**LESLIE:** Awesome, I can't testify to the whole giving birth thing but, yes, the parenthood thing, definitely that is awesome.

Let's kind of go back in time. Let's talk about back when I went online and I started stalking you because I saw that you were doing some cool things online before we kind of connected. Tell the audience a little bit about what you were doing back then.

## How It All Started

**CASS:** Sure. About in 2011 or 2010, I started a business called [Eden's Heart](#) where I started making natural hair products for Afro-textured hair. I got into it after realizing my hair was in shambles, and I really just knew that I needed to do something about it.

As I started to make these products, put them in my hair, my friends started to notice and encouraged me to go into business. So, I started making these products and what really kind of kicked it off was I decided that I would do a hair seminar on campus.

I thought it would be really a good idea for me, not really for my business but, just to share information to do something like that. When I did it, I was so surprised at the outcome. I had

almost 100 girls, young women show up. It really blew my mind and I, at that point, realized that I have something a little bit bigger than myself here.



So, I started to get into the business. It wasn't really profitable but, I felt that I was doing something that I was meant to do so, I just went in head first, feet first, whatever you call that thing and just started to get serious about it, wanted to put myself out there.

I don't know what inspired me but, I realized that blogging might be a good way to put my business out there. So, I began to write about knowledge that I had acquired and before you know it, a couple of people took notice of me but, the one that was fruitful, when you took notice of what I was doing and decided that it was a worthwhile thing to invest in.

## WHY Cassandre Blogs

**LESLIE:** Okay, so let's dissect that a little bit. You were talking about managing Afro-textured hair but, I know that it's bigger than that for you. It's not just about, "Hey, I want my hair to look cute and pretty," and all that stuff. It's deeper than that.

I think, there was something in there that I saw that really caught my attention. What is this whole thing about for you? Why do you care about this hair stuff? Why? What's the "why" for you?

**CASS:** You know, it's really interesting because when I first started doing this, I was like, I was just passionate about my hair, yes. But, as I really started to get in to it more, I recognized that it was in perfect alignment with what I believe is my purpose in life and that really is to encourage women to embrace themselves, their God-given beauty.

It may seem vain but, I don't think it is. I think we were meant to look at ourselves in the mirror and say, "Wow, look at this masterpiece that was created," and appreciate it and understand how to take care of it."



That's been my purpose in life and this blogging thing and this making the products really just, is all part of that and it's really exciting to know that this is my calling I'm living out, really.

**LESLIE:** Awesome. So, we got together that one day in the library and we started talking about your business and what you were doing and the products that you were creating, the seminars that you were doing and how interesting it was and how women were...

You women, let's go on a little tangent here really quick. This is a conversation not an interview so, I can talk. You women, when it comes to stuff like hair and make-up and all these different things, you all are crazy. That's what I've seen. You all really get into that. Why do you get into it so much? Let's talk about that for ten seconds or something.

**CASS:** You know Leslie, I really believe we're meant to be interested in that. We're meant to say okay, well, be interested in the aesthetics of things. I think it's a natural inclination.

Now, I do believe though that our culture has kind of brought us to an extreme where it becomes our everything but, I don't think there's anything wrong with it being careful about how you do your hair or if the bar needs painting, put a little pin on there. I don't think there's anything wrong with that.

**LESLIE:** Got you [*laughs*].

**CASS:** But, you know [*laughs*].

**LESLIE:** I like it. I like it. All right, so, you feel as if you're living out your purpose. It's not just about here. It's about teaching women to embrace who they are.

Now, we met, we discussed what you are passionate about what you were doing. What was your impression of that conversation and that whole situation as it was going on, if you can like kind of think back to what you were feeling at that moment. What was that?

**CASS:** You know, Leslie. When we had that meeting, I think a couple of days before that or whatever it was, I had a conversation with somebody else who was interested in what I was doing but, that never came to fruition or whatever but, when I spoke to you, I really sensed that, you actually really want to hear, not just about the business side but about what is it in my heart that's driving me.

I thought that was very interesting especially, you know... I just thought that was very interesting that you kind of dove into questioning me about things that are a little bit deeper and I just remember thinking, oh, this is kind of cool. I love sharing that but, not everybody asks those kinds of questions especially when you're meeting someone about your business, you're thinking it's all 100 percent business.

It's not until that person is interested or showing or asking you those questions that you feel like, "Wow, they're interested in the reasons and basically, my sole, my sole purpose." That's kind of cool.

I thought it was a great meeting. I remember going, "Oh this is very, not just that I could share myself but, very informative," like you said some things that really got me thinking especially since a couple of days before that, I was praying to God.

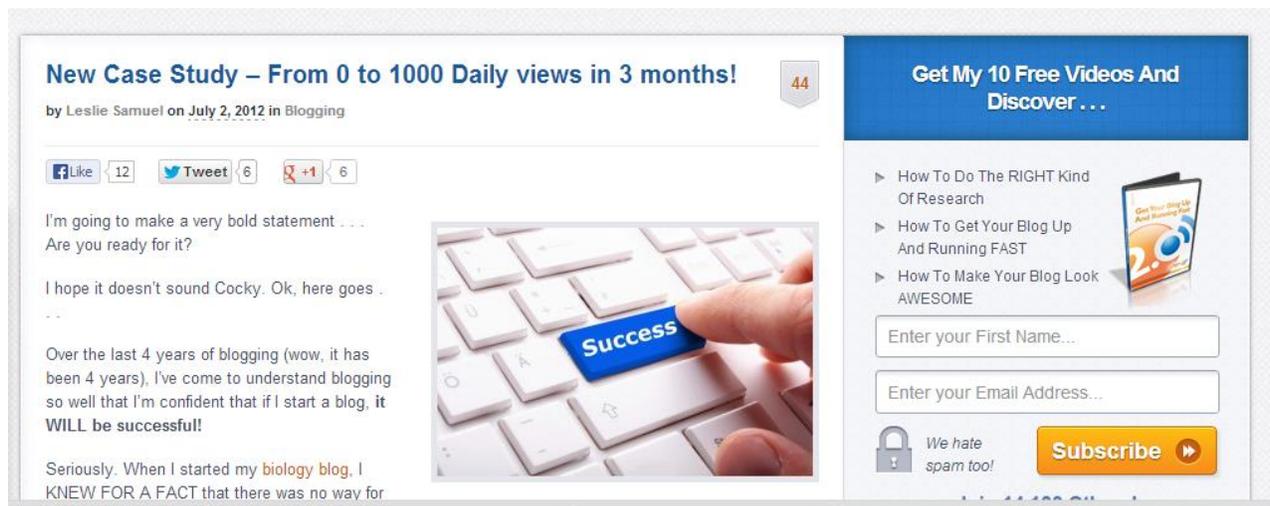
My prayer was, Leslie, "Lord, if you've given me these talents then, you need to give me the opportunity so that I can invest in them, that they can grow. I don't want to bury them. You need to do something."

I remember being earnest in that prayer like, "God, you've given this to me. You must, you have to do something with this. I want you to do something with that." I'm not going to be one of those people that hides it but, you have to show me how to let that light shine.

**LESLIE:** Wow. It's just interesting to see how these things can kind of come together. There were things going on with you then, things going on with me then and kind of coming together and just talking about everything.

I think it really allowed us to take our relationship to a different level, not just in terms of building a business but, in terms of building something that can have an impact on people's lives and I'm excited for you. I'm excited for the future of everything. I see how things have progressed over the last year and it's just exciting.

So, we posted on July second, that's when you launched your blog and I remember it because I'm going back now on my blog and I see [New Case Study – From 0 to 1000 Daily views in 3 months!](#)



**New Case Study – From 0 to 1000 Daily views in 3 months!**

by Leslie Samuel on July 2, 2012 in Blogging

Like 12 Tweet 6 +1 6

I'm going to make a very bold statement . . . Are you ready for it?

I hope it doesn't sound Cocky. Ok, here goes . . .

Over the last 4 years of blogging (wow, it has been 4 years), I've come to understand blogging so well that I'm confident that if I start a blog, it **WILL** be successful!

Seriously. When I started my **biology** blog, I **KNEW FOR A FACT** that there was no way for

▶ How To Do The RIGHT Kind Of Research

▶ How To Get Your Blog Up And Running FAST

▶ How To Make Your Blog Look AWESOME

Enter your First Name...

Enter your Email Address...

We hate spam too!

**Subscribe**

We wanted to get to 1000 daily views in three months. How did we do it? Did we meet our goal?

**CASS:** Actually Leslie, we did not but that was okay because obviously, you set up the goal, you had the vision and you must but, it worked itself out so that, even though that didn't happen in numbers that way, trust me, just shortly thereafter, I mean, if you can look at the statistics and--

**LESLIE:** Actually, I have to step in there and correct you.

**CASS:** I met that goal?

**LESLIE:** You did meet that goal!

**CASS:** I did?!

**LESLIE:** We started on July 2<sup>nd</sup>. So, it was July, August, September. I'm looking at the page views on September 25—3,603 page views on September 26, 2,548 and then 4,672 and 4,000 days and the lowest for the rest of September was 1,264. So, you did meet those goals!

**CASS:** Leslie, I'm sorry. You can see how uninterested in numbers I am. I'm just... [laughs] I'm sorry.

**LESLIE:** Oh man! You met those goals. You quadrupled those goals on some days. It's been interesting to see how it all has progressed since then.

**CASS:** Right--

**LESLIE:** What I want to do--

**CASS:** I was going to say Leslie, well, you can see and you've a convo with me, my focus never was I need to see numbers, numbers, numbers. I always know that I was putting out the best content I could possibly put out. I was putting out my best self whenever I sent out something and you know, I think that was where the focus and passion was.

It's sad I didn't know that we reached that goal but, [*laughs*] I'm sure you can kind of see that my passion at that time was even more than just meeting that goal but, you know, really just providing a place where people can go and find the information they really need.

## How the Blog Was Built

**LESLIE:** Most definitely. So, let's talk about the exact steps that we took because I think that people are going to be interested in knowing exactly how we got from zero to not even a thousand but four and 4600 page views in one day. Let's talk about what we did.

So, we left with an agreement. The agreement was you would be creating... Well, you go ahead and describe that agreement.

**CASS:** Right. The agreement was basically, really simple. I do what I do and when finally comes time to produce a product, Leslie would receive a certain percentage of that product. Should I share?

**LESLIE:** I don't know that that's necessary but...

**CASS:** That's not necessary, yes.

**LESLIE:** So, basically, and when I say the agreement, I'm not necessarily just talking about the financial agreement but I'm talking in terms of what you would do and what I would do.

**CASS:** Right.

And so, Leslie would essentially provide all the technical stuff, stuff that I don't care about much and provide me with whatever I need in terms of, you know, you need a camera. We'll work that out. I'll work things out with the website, XYZ, all the technical stuff.

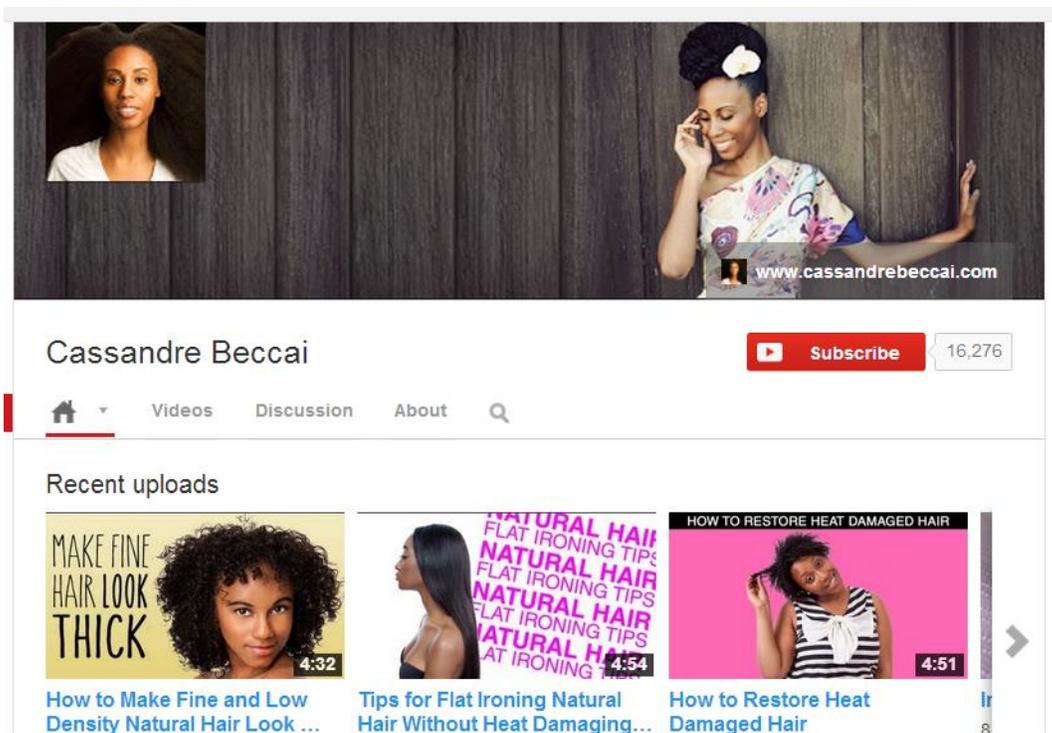
All I had to do was focus on content, just being content, doing what I do, answering questions, commenting when people comment. Basically, I was allowed to do exactly what I know how to do well – interact and make content.

**LESLIE:** Exactly.

I just wanted to say that just for full disclosure so people can understand exactly what type of arrangement we have, please don't contact me and ask me to do that kind of arrangement with you, if you're listening to this. These are special things that I just felt led to do and we went about creating this blog that way.

So, we had our arrangement and you were to start creating content. Let's talk about that process of creating content. What did that involve for you?

**CASS:** Well, what that basically involved was, well, the content that I was putting out was either written blog posts which I would put together myself or videos, [YouTube videos](#) where I could have tutorials, how-tos, answer questions from subscribers on video and put them up.



**LESLIE:** Can you give some examples as to what type of videos you were creating just so someone can put it into full perspective.

**CASS:** Sure. At that time, I was creating tutorials of my favorite hairstyles and I knew that was a great place to start because Leslie said women are obsessed with beautiful things and I knew that was the best place to start even though my blog posts were mostly very informative, I thought in order for me to get really a strong presence out there, I need to do the stuff that women fall in love with very easily which is beautiful hairstyles.

**LESLIE:** Awesome. So, you started creating those videos and then, we posted them on YouTube. Since I took care a lot of the technical stuff and my team helped you with a lot of the blogging stuff, I'll explain a little bit of how that went.

You created the videos. You edited the videos. You uploaded the videos to YouTube. Then, from there, my assistant went and transcribed the videos, posted the videos to the blog. If there were images that needed to be made, since this is a very visual type of thing that you are doing, my other assistant would create those images so that, it can stand out and look nice on the blog and your content was there and at that point, what you needed to do was just interact with people.

**CASS:** Mm-hmm. That's right.

**LESLIE:** Now, in terms of the videos that you make, you've been doing it for... Oh, it's a year now. You've been doing that. Wow, a year! It's been a year, Cassandre. Can you believe that?

**CASS:** Pretty amazing.

## Helpful Tips When Creating Your Own Video

### #1: Be Yourself

**LESLIE:** Yes, indeed. Okay, so you've been making videos for a year and I can imagine it has gotten easier over time. What tips can you share with my audience in terms of creating videos, in terms of the content, in terms of the length of videos, in terms of some things to keep in mind when making those videos. What would you say?

**CASS:** I think the first thing I would say when you're creating your video is just to be yourself. That's very, very important. There are some videos where I totally threw out that professional look which by the way, people do appreciate and a lot of my videos have that very professional look. I come and present myself very professionally.

But then, there are some where I realize people just appreciated a very candid, authentic, not that I'm not authentic in the other ones but, really a candid feeling to it and they attract a whole lot of views.

I would say "be yourself" is always a good thing. Do what you do but, be true to who you are and people appreciate that.

The second thing about making--

**LESLIE:** Before you move on to that, I need to say this because I thought it was funny. I hope you're not offended by me saying this or anything like that. I remember watching a video that you made and you were showing how to do something.

I don't remember what you were showing how to do but, in the middle of the video, you actually burped and you kind of covered your mouth and you say, "Oh, excuse me," and then, you kind of continued. You said, "Sorry." You kind of made light of it and you just continued on. Would you have done that in the beginning?

**CASS:** No.

**LESLIE:** So, there's kind of like a progression that happened into... How did that...? Not, "how did you get to burp on video" but, what happened that made a change to where you were comfortable doing that on video?

**CASS:** You know, I'm thinking that I just became, maybe the life events, I was going to get really busy too, Leslie. We had moved. I was just, aagh!" Let me just do what I have to do.

**LESLIE:** Uh-huh.

**CASS:** I think maybe it was my husband that one day, I was recording and my first truly myself kind of video and he said, after he watched it, he's like, "That's my wife." And, for some reason, that made me... It didn't make me feel bad at all but, it made me feel like, "Uh!" It's kind of, "He loves me!"

So, I felt, well, I think some other people would love, not everybody is going to love me but, if I'm me, more people would appreciate it. Some people won't but, I think people will so, we just kind of became, "I'll do what I have to do because I don't have time." And then, just the fact that that encouragement from my husband, that didn't even sound like encouragement. It's just well, when I watch this video, this is my wife.

And, I was like, yes, I like that. I like that. People who are close to me can know that's who she is and people who aren't close to me can feel close to me because I'm letting my guard down.

**LESLIE:** Yes. It's interesting. I don't think I ever told you this but, one of the reasons that stood out to me in my mind, that video in particular is because I was talking to a friend of mine who has been following my blog and he saw some of your videos and he saw that one and he said, "He loved it" because you were so... It was just so raw, not raw in terms of it was nasty but, raw in that it was natural. It was real. There was no covering up. It was just you.

That stood out to him and it stood out to me, too. So, it was interesting to hear him comment on the same exact thing.

**CASS:** Sweet.

**LESLIE:** All right so, that's tip number one, be yourself.

What's your next tip?

## **#2: Think Before You Go in Front of the Camera**

**CASS:** I would say, in order for you to produce a good video, you might want to think about what you're going to say first. It makes it quicker when you get up in front of the camera and sometimes, I'll have a little outline that I'd go over and then, get on video.

I think that's a really good tip because it makes the process a little bit easier as opposed to going, "um, um, um." Don't get me wrong. I say, "um" in my natural speech but, you don't want to be on camera go, "uh, uh."

People want to know that you know what you are talking about, too. You know what I mean?

**LESLIE:** Yes.

## **#3: Be patient with yourself.**

**CASS:** The third thing I would say that's really important is to just be patient with yourself. I would get annoyed sometimes that I felt like I had to do another take. Okay, well fine. Do another take if you feel like you need to do another take. It's fine. Do another take and move on with your life. You'll get better as you keep doing it.

**LESLIE:** All right so, tip number one was just be you. Be real. Be Rob. Be whoever you are. Tip number two was to plan out what you're going to say. Don't just kind of go on camera and just start talking because you can seem disorganized like you don't know what you're talking about and all that stuff. Then, tip number three, be patient with yourself.

I think those are excellent tips. I want to talk about something else because this is a question that I get asked very often and you're dealing with somewhat of a similar situation.

## **Managing Life, Work, Family and Business**

**LESLIE:** So, you moved. You started a new job and you are working at a boarding academy. I've worked at a boarding academy before and I know, it's not a nine to five. It's a whenever to

whenever type of a situation. You have a little daughter now. You have a husband and he also takes some work and all that. How in the world do you manage to do all of these different things and still build a blog?

**CASS:** What a great question, Leslie. Well, I think that it's important to **prioritize and know what you want**. There are times when something could be offered to you for example, telemarketer calls you and they try to push something on you. You're like, "I don't have the money."

Maybe, you don't have the money but, guess what? If it was something you actually wanted, you would make the money. You know what I mean?

**LESLIE:** Yes.

**CASS:** And so, in my life, that's what I learned that it's not, okay, yes, my hours are crazy, Leslie. I work 60 hours a week and I was preggo, too! Can you imagine?

Of course, doing the home thing, doing my physical products business but, I knew what I wanted. I put that goal for myself like this is what I want. I want to be able to make this video this week. I want to be able to make this much money this month and I would work towards those goals.

Please don't listen to me and think, oh, I must be type A personality. I am so not so like that, guys. I am not. I'm really laid back. That's just who I am but, when I have a goal in mind and when I want something, and I'm sure you are the same way, too, when you're passionate about something, you just want to do it.

And so, I just push myself, Leslie and it would get done. But, it would be something that I can do. Remember when we first began? We were putting out three videos a week? Well, by September, there were no three videos a week, okay. I was not putting out three videos a week. I was doing what I could do which was once a week, you know, consistently once a week. It wasn't even always the same day either.

What I can do is what I can do. That's what I did. I just set a goal and made it happen. It totally helps that my coach is my husband, you know. He's the one going, "Yes, you can do it!"

**LESLIE:** I love it, I love it.

I think you mentioned something there that's very important because when I started with my [Biology blog](#), I was doing three to five videos a week. That helped to get it going. It got the

momentum going and so on but, life happened and I wasn't able to do that anymore and I've gone months without putting up any content at all.

But, when you can, you're being realistic about what you can do and once you've decided what you want to do, you just go for it and make the time to make it happen.

It's great to see that you have that similar philosophy. I don't think we would have been able to work together if that weren't the case, that you weren't, I've decided that this is what I'm going to do and I'm going to go and do it.

**CASS:** Oh yes, and Leslie, I do have to say that it's really important to not look at the other person what they are doing and listen, like don't that.

When you start comparing, it makes you go crazy.

"Oh my goodness! How do they put out a podcast? A video? A blog post?"

No, don't do that. Just what can you do, you do it. Just do it. And, I agree. The fact that you just let me be, you basically trust that I know what I'm doing and I appreciate that and I think that helps us to work together, too as opposed to, "Hey Cass, you need to put out five blog posts. You need to get it together girl." None of that from you.

## Generating Traffic for Cassandra's Blog

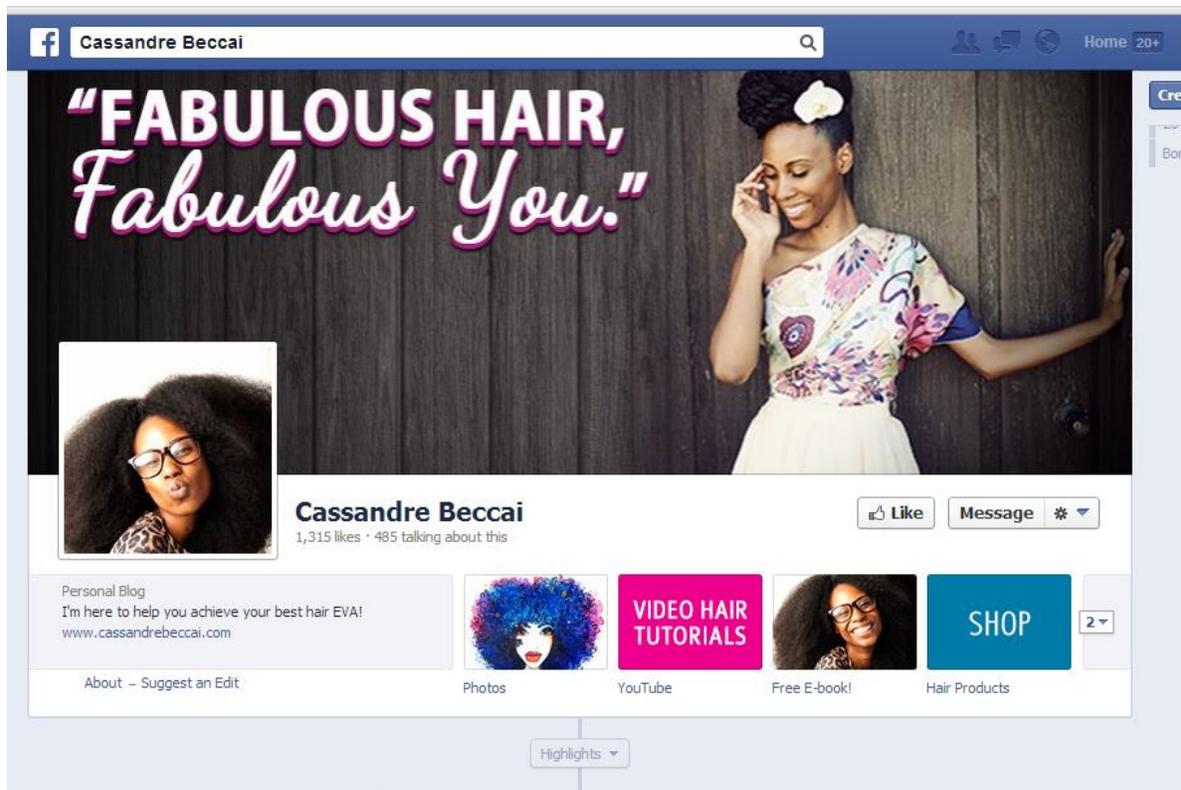
**LESLIE:** Awesome.

So, let's talk about how things have progressed. We've spoken about what you've done and that's really what you've done. No actually, there's one more thing that we have to talk about because we'd be doing an injustice if we don't talk about it.

Traffic, we got to talk about traffic because yes, you're putting the videos out there and yes, that's getting traffic from YouTube but, that's not all you've done for traffic.

There were a lot of things that you did in terms of connecting with others that were out there doing things.

Can you talk a little bit about that process?



**CASS:** Oh sure. To build traffic, I had that little Facebook. I still have [my Facebook fan page](#) and also connecting with others who are in the same industry as me. I have a really good girl friend who has a surviving blog who totally bless me with opportunity to write for her blog and that got traffic.

Every so often, it happened maybe three or four times, more than that actually, other bloggers would grab my content and that also would send hundreds of people my way whenever that happens.

Sometimes, I wake up in the morning and see, "Oh my goodness! [Curly Nikki](#) put me on her blog! Oh!" Really, Leslie with most of those times when I got all that traffic from other bloggers in my same niche, it was really, I've never contacted them. They somehow found me, liked what I was doing, picked one thing and then, all of a sudden, you know.

**LESLIE:** There's something important that you said there. They liked what you were doing. You were doing something that was significant, that was standing out. You made sure to put your best quality out there and they saw that. They loved it and then, they linked to it.

**CASS:** Yes, definitely. I think that's really important. Sometimes, we underestimate that step by step, day by day thing. Don't underestimate that. Those are the steps that you have to take

in order for opportunities to come your way. Most of the times, opportunities come your way without you even realizing it.

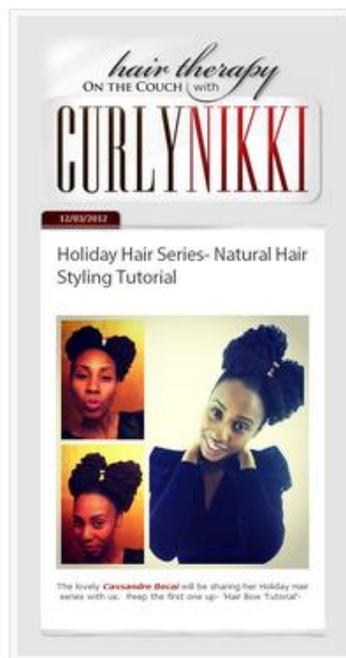
Isn't that true, Leslie?

<b>Cassandra Beccai</b> <i>Afro-textured hair junkie</i>	Home	About Me	Press	Hair Products	Contact Me
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## Press

### Featured On CurlyNikki.com

Holiday Hair Series- Natural Hair Styling Tutorial



Holiday Hair Style Ideas- Natural Hair



Marley Twists to Protect Your Natural Hair-Styles



**LESLIE:** Yes, oh, it's so true.

**CASS:** It literally catches when you're right in the middle of doing what you always do but, it's really important. Do what you always do with that passion, with that care and I just feel like the door will open. You have to also put yourself out there to, I'm not saying, just let people find you but, I think that that's important to just do what you do and do it well.

**LESLIE:** Awesome, okay, let's talk about some of the progress that has been made because you came from a blog that had no views to a blog, I'm looking at your stats for the last month and I see 27000 page views. I see 7469 unique visitors, ten thousand something visits,

obviously, you're doing well when it comes to traffic and there's going to be more growth in the future.

Let's talk about, you said you started selling your products, you had your little business but, it wasn't profitable. Is it profitable now?

**CASS:** Yes, it's profitable now. You know, by January, I'm not even sure what happened. I think it just... I don't know but, as my blog began to grow, I began to get more orders which makes a lot of sense, doesn't it?

But, by January is when it really became profitable for me because if I say, last year, what I was making in a month, I was losing money and even in January, I was losing money. I had to re-evaluate my pricing and all that kind of thing.

But, by January, I made more money than I did in the year and a half of two years that I had my business and my profit at that point was about ten times more than my usual month. So, it was pretty amazing and it has steadily grown since then. In fact, this past May, I made over \$2000 in profit. That to me is amazing especially for someone who hasn't done too much advertising except just build up my blog.

Remember, when I started blogging, it was for the purpose of building up my business, you know. So, I think it's amazing that once I took my focus off of that... it was important to me but, once I took my focus off of that and really went in into something that you believed would be the best place to really go into which is information, to really help people, that's when I began to see my numbers match, my numbers begin to grow.

**LESLIE:** Awesome. So, going from pretty much making nothing or from losing money in your business to building up your blog to where people are looking at you as an authority, they come there because you're creating content that's inspiring others and changing the world and now, just in... you said it was March or May?

**CASS:** Oh, by May.

**LESLIE:** By May, you were doing \$2000 in profit going from pretty much nothing to about that just by selling these physical products that you're making at home.

**CASS:** Mm-hmm.

**LESLIE:** Love it, love it, love it. Plans for the future, what are we working on? Let them know.

**CASS:** Well, my biggest project right now and I was telling Leslie I've been putting quite a bit of pressure on myself to get this thing done, I'm working on an e-product, an information product. I'm not going to tell you the name of it but, you guys better believe. This thing is going to be good. It is going to be good. I'm putting some of my best stuff out there and really, making it a guide that even the most hair illiterate person can pick this thing up and do what they have to do for themselves.

I'm really excited. It's hard. I've never done something like this. The reason why it's hard it's because when it comes to things I'm passionate about, I'm a little bit of a perfectionist. It's not a negative term. It's the pressure I put on myself to get the best out.

So, I'm putting in my best and I'm hoping in the next two months for it to, if it's not fully produced, or out yet, that will be fully produced and something that I can get out there.

**LESLIE:** What kind of a digital product? Is it going to be eBook, video, what is it?

**CASS:** It's going to be video style. There's going to be mostly, well, there's going to be slides. I'm going to do a little bit of voice over and there is going to be just a few videos of me doing certain things so, people can follow along.

**LESLIE:** So, it's basically kind of the same format that I have used for Become a Blogger.

**CASS:** Yes, mm-hmm.

**LESLIE:** Awesome. Oh man, so much value... Oh, we haven't mentioned any stats about YouTube. I'm stalking you on YouTube right now and I am looking and I see, over half a million views. I see 16,117 YouTube subscribers. I'm seeing your videos are getting thousands of views. Things are going well.

That is awesome. We're kind of winding down now. But, this has been great. I know people are going to be excited about this and they're going to be able to go and get inspiration and go and do stuff and make stuff and make it happen.

Someone is listening to this right now thinking about building a blog, thinking about building a business, thinking about all that stuff, not sure if they should do it, not sure if they can do it, not sure what to do. What would you tell that person?

Imagine one of the girls that watch your videos. They come to you right now and they're having a conversation. They just told you about something, kind of like what happened with you and I. They told you about something they are passionate about. They are wondering what they should do. What would you tell that person?

**CASS:** I would tell them to, I hope that I would be able to look into their heart and see that what's really stopping them is fear. I would say, "Girl, get over yourself."

**LESLIE:** *[Laughs]*

**CASS:** Swallow that fear and go. Make it happen. Nobody said it's going to happen overnight or you're going to all of a sudden you start doing it and tomorrow, the most success you've ever had in your life happens, or you're just as famous as Oprah.

No, no, no. It doesn't happen that way. It takes one step at a time. I know that sounds really cliché but trust me right now, when I say, that's what happens to me. I didn't start doing this thinking I'd get this far but, I knew, one step at a time, I'm really blessed to have a team that I have around me, for Leslie to support what I'm doing but, really and truly, this business, what I'm doing started even before Leslie came before into the picture but, I had to have started.

Just one step at a time. Just do it. Swallow that fear. Just do it.

**LESLIE:** You see, now you just showed them why I love you so much. I mean, this is awesome. Cassandre, thank you so much for coming on here and sharing your heart, sharing your soul, and sharing everything with my audience.

Ah, yes. That was that. Hey, how come I'm not hearing you. You were saying something just now. What were you saying?

**CASS:** Oh, I said, my pleasure. Thank you so much.

**LESLIE:** Awesome, awesome.

Hey guys, hey if you want to check out what she's doing, see the progress first hand. Head on over to [cassandrebeccai.com](http://cassandrebeccai.com). Of course, the link will be in the show notes so, you can come here to Become a Blogger and check it out and see all that's going on. This is Episode 122 so, [becomeablogger.com/episode122](http://becomeablogger.com/episode122).

I want to leave you with this question, what is holding you back from starting your blog? From starting this thing where you can create content, inspire others and even change the world.

Let me know in the comments.

As usual, I want to let you know this is brought to you by my free blogging videos at [freebloggingvideos.com](http://freebloggingvideos.com) where you get to follow me as I show you exactly how I built my blog

into successful online businesses and how people like Cassandre has built hers into the massive empire that it is becoming.

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Until next time, take care and God bless!