

Hot Seminar Series Transcript

Joint Blogging with Alice Seba, Lynette Chandler and Carrie Lauth

Hi there again this is Kelly McCausey and you are at the Hot Summer Seminar Series. We're kicking it off with the first seminar today which is Fresh Blogging Tactics – Team up For Maximum Effect. We are going to be talking about joint blogging, creating a joint venture blog. I have with me Alice Seba of internetbasedmoms.com; Lynette Chandler of techbasedmarketing.com; I also have our good friend Carrie Lauth of the naturalmombusinessguide.com. They are all joint blogging in one way or another so I asked them to come together with me and do a round table today and talk about why we are doing it, how it's working and how it's benefiting us. The first thing I want to do is let each of my guests introduce themselves so Alice would you like to start.

Alice: I'm Alice Seba, you can find me at aliceseba.com or many will know me from internetbasedmoms.com. I've been doing business online since 2002 and I think I didn't start blogging until 2004 thanks to Lynette because I just didn't really get it when people were talking about blogs and things and she explained it to me in a way that was like oh this isn't that complicated, I can do this. And now we know everybody's into blogging. There are so many tools out there to make it simple. I haven't looked back; it has been a great tool for my online business. I'm really excited to be here.

Lynette: I'm Lynette Chandler, I'm the creator of techbasedmarketing.com and I'm also the author of the eCourse Blogging Starter Pack which you can find at bloggingstarterpack.com. I've been blogging for a long time, even before this blogging thing even started. Back then it wasn't even really called blogging. I would say pre 2000, of course back then I wasn't really using it that much for business but I've used all the experiences to apply it to business and it's been really incredible to see the tools available. I'm very very excited.

Carrie: This is Carrie; I'm the host of naturalmomstalkradio.com and the creator of naturalmombusinessguide.com. I've been working from home for about three years now but only really profitably for one year thanks to Mom Masterminds. I'm a co-editor; I guess you could put it that way, of about three joint blogs

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and having a lot of fun doing that. I love to blog anyway so it's a fun thing to do.

Kelly: I'll introduce myself. My name is Kelly McCausey; I'm the host of wahmtalkradio.com and the host of the [Hot Summer Seminar Series](#). And some other things that I'm involved with of course I'm also a co-coach with Alice and Lynette over at mommasterminds.com where we mentor moms in creating awesome online businesses. I have the Moms Radio Network momsradionetwork.com, which is a network of radio shows & podcasts of interests to mom. I've been blogging for a couple of years and you know joint blogging really interested me because I started and killed some blogs because I started it with lots of excitement and then found that I just didn't have the inspiration or the time to keep them really active. And every good blogging fan says if you're not gonna post a couple times a week, please just kill it because it drives them crazy. So I'm excited about joint blogging. So how about we start out by answering the question what is Joint Blogging? Alice would you like to share some examples?

Alice: I invited a lot of people from my mailing list to come on in and I know we have some non-moms here. I don't want to frighten anybody that we're going to be talking about mom things. That just happens to be part of our business, that's our market.

However, the techniques we're talking about are flexible to any type of business. So if you got the feeling you were in the wrong place, you are absolutely in the right place. These are things that we are applying to all different types of blogs so you definitely want to stick around. So what is joint blogging? Well, I guess it's basically a blog where you get together people who are reaching the same similar type of market as you and you all get a user on there and you can just post whenever you feel like.

The idea is not to be a highly promotional pitch blog or anything but just starting to generate traffic and to get interest and you know a combined effort you don't have to worry so much about oh what am I going to post today or something like that? It just kind of takes on a life of its own. If you feel like getting a bit of

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exposure for your business, then make a post or if you have something you want to talk about then you make a post.

What I really like about it is that when you don't have any ideas that when you start working together as a team, you start getting more ideas just by seeing what other people are posting so it just makes it a lot easier to come up with your own topics as well. But that's basically all it is – is getting together with other people. A lot of times we think that people are reaching the same market as us our competitors but this is a perfect example of how people might think we're competitors are actually you're partners.

Kelly: Right. Alice you are of course the Internet Marketing Sweetie and so it's not surprising that you would be involved in such a sweet situation as joint blogging. You're sharing your exposure that you are creating with everyone else involved.

Alice: Absolutely. It comes back to I'm driving traffic to the blog and so is everybody else that is involved and it's a great way to start. Introduce your readers to other experts or you don't have to be an expert just whatever your topic happens to be.

Kelly: Awesome. You want to give them some examples of joint blogs that you are involved in.

Alice: Sure. And they are mom related. We are doing one at becausemomsaidso.com it's really just a for fun blog to start getting more moms reading our stuff, interested in us and starting to go look at the other websites. We also do a product based blog Kelly, Lynette and I at mommasterminds.com/blog that's basically a blog for information and also to get people interested in the membership so that one has a very specific focus. I do have a couple others but they're a secret.

There's no limit to what you can do. These things take me a few minutes here and there. There are just so many things you can do with it and start reaching different people that you maybe were unable to reach before.

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Kelly: I'm showing them in the conference room the Because Mom Said So Blog and Carrie Lauth is there with us and I'm part of that blog too. This blog, we're just a bunch of moms posting and having fun but we're also doing some little drive by affiliate marketing at the same time.

Alice: Right or driving traffic to your site where the goal is to the post is ultimately very informational. We're not supposed to go oh hey go see my site but you know with a link here or it can help search engines if you are using keyword text it goes back to your site so yeah definitely.

Kelly: The Mom Mastermind blog, I'm showing that one now. That one has been going on since 2005 and as you pointed out, we're doing it to promote our Mom Masterminds site. It's a great way to communicate with people on the outside, giving them little glimpses of what's happening on the inside, its fun and our own members come and comment on it. Carrie, you have a joint blog that you are involved in, would you like to share about that?

Carrie: Yeah one of the ones I'm doing is called naturallywahms.com and actually the woman that bought the domain had an idea of promoting an information product that belongs to me but then she decided to turn it into a blog because there were several of us that had like websites and like interests so she just thought then why don't we do a joint venture on this and have a community blog.

It works out really well and what I think is so neat about it is how fast it grows. I was comparing one of the blogs that I own and have had for about a year that I post on probably about twice a week but it doesn't have as many pages, it only has like 2/3 the pages as one of the community blogs that I participate in.

That's a really cool thing because more pages means more traffic and you know when someone likes the feel of your blog, they're going to click around and read you know as long as they can and so it's exposure for all of us, even though we are all only contributing a little bit. It's like the synergy; synergistic aspect of it is more powerful than what we could do alone.

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Kelly: The next question on the outline is why would I want to get involved in a joint blog? So Lynette starting with you, what would attract you to doing something like that?

Lynette: For me, in fact I shared this before, for me the biggest reason is expanding reach. Like Alice said earlier on, sometimes you have people in the same industry but you can reach people who you wouldn't necessarily reach yourself. By going on a joint blog you're partners are going to talk about it with their list and all that and they are going to invite their list to go to that particular blog. So in some ways you get more exposure and that for me is very very appealing. The other reason is establishing status in a chosen niche. That just gives me another foothold to say yeah I'm an expert in this field and that's why I do it.

Kelly: The next question on the outline is how does everyone benefit? So Alice would you like to share on this.

Alice: I'll go back and answer the last question to about why you want to join a joint blog and talk about this as well. What I was thinking is that when people have been at my blog and I actually made a post about this myself on the aliceseba.com/blog, I don't have it happen so much anymore but you know a couple years ago people were always writing to me asking if I would be a contributing writer to their website and the articles would be posted somewhere on their website or in a newsletter and they wanted full fledged articles and it was never really clear and they probably didn't know either because it was often a new project or something like that, what kind of exposure I would be offered.

I would be spending a lot of time writing a long article and it might be buried in their website somewhere and then maybe see very little exposure. With a blog what I really like and I think other people will like, is that a blog entry can be short or long. If you want to do a long article length post you can. A few sentences as long as it is useful or serves some purpose for the reader, it only has to take you a few minutes to do.

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And the beauty of the blog is that a new post is up on the front page, the interior pages will get traffic as well but every time I post something it's the front liner. And if I want to go back and post again, it will be on the front again so I think a blog is a really great time saver plus its better exposure. If you're not going to get paid and people are asking you to write for them and they are not going to pay you then you know the blog format makes much more sense.

Kelly: Wonderful. Anyone else, Carrie or Lynette you want to chime about how you're benefiting?

Carrie: Yeah I'll mention something that I think is interesting about joint blogs that I've noticed. When your individual blog starts to get some traffic built up and you start to get an audience, you start getting some drive by snipping to your blog. A mean spirited comment and it seems to me that people who visit a blog with multiple authors are less likely to do that because it's almost like ok they're having a party here and I'd look like a real big fat jerk if I said something negative. It's like it builds credibility.

It's like there is a community here and I feel really weird. It seems to me that because there are several authors there it builds credibility immediately. And that's interesting what you said Alice about people contacting you to be like a special editor or you know. I've had that to and I've never opted to participate in that. Yeah this is a much better arrangement.

Alice: There are sites that are community blogs and you can go in and set up your own section and I think writingup.com , they pay their bloggers. They may pay them or they get adsense revenue. I'm not sure what it is. It's a huge site; it has all kinds of topics and things like that. I also wouldn't go for something like that, you want to create your own site or have one of the group – whoever sets it up – get a domain, make it on a specific topic because you don't want to tell people I'm writing at this blog at writing up dot com / blah blah, and you know they go to writing up.com and they are going to see all these other topics and they are going to be confused.

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But definitely just the branding of having your own little project and you don't have to have a whole bunch of writers, it can be you and one person, it can be two people, it can be whatever you want to do.

Kelly: I've discovered a place called families.com and I don't know if any of you have ever been there. It's a big blogging community and they actually pay you to be a part of it. My time is worth more than that and again, you're buried. They have so many different contributors. I just don't really see the advantage to the blogger in a situation like that.

Alice: I did do it with blogit.com when I first started blogging. I tried that to. You would get a percentage based on I think it was based on how many people read your blog. I was able to get some people reading and commenting but I could tell that they were just people; it wasn't just necessarily people coming back to me every time, it was just people looking for say on topic. It was too big.

Lynette: I think also that you if you create your own project where you gather your own team members, you're more likely to get along better and the whole blog just synergizes better. You understand each other and it just comes across as a whole lot more genuine.

Alice: That's a really good point. Because you don't even know the people on these other blogs that are writing about the same topics.

Kelly: I like the idea that you can bring together a group of people that really play off of each other strengths. You can hand pick a few people that each have some expertise in a different area so that you're creating you're a real balanced view of something.

Or on the other hand you can pick a bunch of people that are all extreme on a subject and make a really extreme opinionated blog. Just to make sure, for me the main benefits, the reason that I want to participate is that it gives me exposure; it gives me the

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opportunity to create back links to my websites. I can make recommendations about affiliate products and possibly profit.

Obviously with Mom Masterminds, the Mom Masterminds blog, we all profit from that project. Other people that have joint blogs like because mom said so blog, we aren't profiting from any kind of communal thing.

Alice: Right not directly from the blog. If it sells, it's a publicity generator if you want to say it like that. But it's not; we're not trying to make money off the blog specifically.

Kelly: Let's say somebody did want to profit, like we are each individually profiting from affiliate programs that we might personally recommend. We've given each other permission to do that.

Let's say somebody wants to create a joint blog where they are going to communally join an affiliate program, recommend it and split the profits. We're all involved in several joint projects and I just wanted to share a little bit.

The question comes up how do you divvy up the profits. Someone has to be in charge, someone has to be the one to sign up for the program and track it and be faithful to pay the money out when profits come and that you know you need to be careful who you are choosing to partner with.

Just be careful with it. I've had nothing but great experiences with my joint projects. There's some projects where Alice takes care of the money and there are some other joint projects where I take care of the money and we just have to trust each other that when payday comes, we're going to split.

Alice: That's the simplicity of the because mom said so blog too. Like if someone is worried about I don't know who to trust or whatever. Just getting to know each other, if you do it that way you don't have to pull money or things like that.

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Kelly: One of the questions in the conference room someone asked about using adsense on the blog. Someone else piped right up and said that they think adsense is a waste of time. Do you gals have any comments on this?

Alice: I've tried a lot with adsense on blogs. I find that it hasn't been worth while for me so I've taken most of the ads off because I think a blog, especially in the way that I put them together, is very much like a forum. Regular readers are very interested in the topic and the ads even if I blend them in; it is something that they are looking at. Just like on a forum where people are really heavily into discussion. There tends to be some blindness to the ads because they are very focused on what they are doing.

I know some people that say they are making good money off their blogs and they like it on there. But I just haven't found it worth while enough. I knew that for people who set up blogs where it would be like an article style blog not so personal. I really put myself into the blog; it's not formal articles and things like that. But if it were more formal content management system I think the ads tend to work more. But I would definitely recommend if people want to try it, do it. There are other ad network's that Lynette can probably tell people about that might work better.

Lynette: The one I know is blogit.com A lot of bloggers say they do very well with that but they are not really a blog network, they are like a third party company that helps you sell ads on your blog. So it doesn't exactly work like adsense in that manner. People are paying for the space.

Talking about adsense and my experience. I initially really did not have good results with it. I do have other joint venture blogs. I do one with my brother. Two of them are product centered blogs. We talk about products reviews; we talk about product – new products that come out. When you talk about that kind of blog, then yeah adsense is very useful. But if you talk about my techbasedmarketing.com it has picked up some but it's used more for relationship building and also to let people share my experiences upon certain things. That tends to lack a bit when it

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comes to adsense so it depends on what kind of blog that you are setting up. Definitely.

Kelly: I've never made hardly ever from adsense on my blogs and I've only had headaches trying to get it to show content appropriate ads. One single time I mentioned enjoying some cinnamon almonds at the fair and for a month it was showing nuts ads. I could not get it to stop showing nuts.

Alice: I think it's a little better now. That was awhile ago that was like almost two years ago. But you do have the problem on your main page as well if you are talking about different topics because it gets confusing to Google I guess and you will have irrelevant ads. When you actually go to the actual page where just the one topic is the ads tend to be more on topic but people still report problems that they have a blog about their pet or something and the ads are about blogging.

Lynette: I think Google has some problems when it comes to the main page. It always is a better option if you can set it on the post page itself.

Kelly: Alright, some of the questions and comments in the conference room. Kip says do you find more conversations, comments happen on a joint blog and if so why?

Alice: Not necessarily. Well yes if the people, like for us, we comment on each others entries so in that case yes. But I think it all depends on your traffic, it depends on how you particularly relate to your audience. So if you've got four great writers who really know how to connect with people on joint blogs then yeah you are probably going to end up with more people commenting. I think it all has to do with traffic as well too.

So a joint venture blog that it isn't getting as much traffic as a blog someone's writing on their own then I don't think you can necessarily say that. The point is to though that working together you hope that you can get more traffic to the blog than you could on your own. I know that I've said a lot of different things that have contradicted myself. I don't think I can say that as a blanket

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statement that you will get more comments if you do a joint venture blog.

Lynette: Something that you mentioned early Alice –You know when we comment on each others post it's a psychology posting thing to do with blogs. When people who are not authors, or contributors, they see our comments they tend to want to comment too. But when they see there are no comments, I think I won't be the first. So in some ways I do think it contributes a little bit.

Kelly: I agree. If I'm visiting a blog I've never been to before I kind of feel like a stranger and almost rude to place a comment but if I see someone else has commented I don't know it is a little bit psychological. It's the same way like if there are like 75 comments I think well what else could I possibly add?

Alice: But you know the thing you said you said about you don't want to be rude and things like that. I've been thinking about that too. It comes with forums as well. You know when you look at your statistics there are so many more people either reading the forum or reading the blog and they're not talking.

And I've been talking to more people, I have a few friends that go and visit some of my sites and they never say anything – they are kind of shy and I want to help people address that. And this might be an idea for other people who want to encourage more comments.

I'm going to make a little article say feeling to shy to say hi and make a little link and give people the encouragement to really start getting involved and I want to see how that works. I want to see if it gets more people talking. I think sometimes people know that they can comment but they almost just might need the invitation. They might need to know were all people living in all different areas and its ok to talk. This is how we met; so if you don't speak up we won't know you are out there.

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Kelly: Another question from the conference room is do you think that joint blogs have greater findability than a solo blog? Do they achieve better ranking in the search engines?

Alice: This is kind of the same answer as last time for me. If there are six people working on a blog and they all make links coming in then all the links coming in make you easier to find, help build link popularity, things like that.

Someone can still achieve that on their own but it is just so much easier when you have other people working with you. As far as ranking for specific keyword phrases, etc it just all depends on what you are blogging about and if a joint blog has more pages and it's targeting more keyword phrases you don't even have to necessarily optimize it.

I don't optimize my blog but I talk about things that are of interest to people so that they end up getting natural search engine rankings. More entries, more links, yes. If you are having trouble building all that stuff on your own working with more people is going to make all that stuff happen easier.

Kelly: Well I guess the next questions really have to do with the technology side of things. How to set up a joint blog; Kips question was really good. He said what would you recommend for someone who doesn't want to spend a bunch of time being blogmaster? So Lynette you're our technology expert, give us some ideas how someone can get started in setting up a joint blog.

Lynette: Setting up a joint blog is really no different than a regular blog because almost all blog systems they allow you to have different or multiple authors are what they call it. If you really do not want to get into technicalities, blogger.com is probably the easiest way to go because it's so easy to add a team member. You just go to your settings and you can invite a member by sending them an email and all they do is say yeah I want to join this blog and they will have access to post on that blog.

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But if you want to go to Word Press, that's a little bit more powerful. You can have different authors, you can have different levels; it's no different. Word Press standards comes already built in with all the features so all you really need to do is to ask people to create their own account and then you just promote them to a level that you're comfortable with. I think Word Press has like ten different levels. The 2.0 has maybe three different levels that you can assign people to with different access.

Alice: Blogger is really really super easy. It's just a matter of sending someone an email and if they agree they can post but the owner still has complete control over everything. You can give them more control if you want. You can give them basic access and all they do is post their entries.

Kelly: It's so easy that anybody can do it. I mean if you can create a blog you can create a joint blog. Kip is saying for the lay blogger. If someone is really really lay and has no clue how to set up a blog, get it ready to go, Lynette has a product, the Blogging Starter Pack. Lynette you want to give a little promo for that.

Lynette: Well the blogging starter pack is one that has an audio visual course and it takes you from the very beginning. It lays the background about what a blog is and why it's helpful for your business, how to apply it and we actually go into very detailed setting up a blog using blogger and setting up using word press. I talk about everything on those videos so that would get someone really new up to speed and start blogging and using a couple more advanced features.

I think Kip was asking about hosted, unhosted blog. Again, this is not exclusive to group blogs. I always like to host the blog myself. I prefer not to put it on blogspot.com because when you start getting traffic to it then you're not exactly, you don't really own it. I prefer to have it on my own web host definitely.

Alice: And if you are going to pay for a domain name people are going to remember the name, the hosting expense is very minimal. I've seen people go from blogspot and they want to go to their own and they want to know how they can keep the search

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engine traffic, etc. You can duplicate the blog you made and eventually get back up there again but it's not an automatic thing.

Kelly: I think if it's going to be a fun joint blog where you are not really concerned about optimizing, blogger is so easy and if you are a little more interested in optimizing it for the search engines I would go with Word Press.

I can't believe it just occurred to me when we were sharing earlier about joint blogs that we are involved in I totally forgot about the themomcast.com The Mom Cast is a joint blog that it actually facilitates a podcast network through Moms Radio Network. All of the programs that are related to my radio network, each host has their own user account on the blog and they come each week and they post the details in the MP3 link to their show for that week. So, it's very hands off for me. I'll review it, if someone makes a mistake or accidentally posts it to a wrong category I can pop in and fix it but generally its very hands off for me. I just wanted to share that one and that's using Word Press.

Alice: Yeah and that's a great way to just keep people updated on things that are happening and it's reaching a market of moms again so it will help. Tara has Army Wife Radio and people, from listening to hers can be introduced to something totally different. It's great.

Kelly: Just for a moment to look at the SEO of the Mom Cast blog themomcast.com. If you look at the right where it shows the news and programs, if you click on Natural Moms Talk Radio you will see the URL up there is Natural-Moms-Talk-Radio and every post within it includes that. So when someone searches for Natural Moms in an RSS directory or on iTunes, or in a search engine, they are very likely to see one of these pages.

I just love how well Word Press can optimize a page. Cindy said she used Word Press to set up her own server using Lynette's starter pack and it's wonderful. Kip says he is outgrowing blogger and thinks he will probably end up going to Word Press. He says here is a hot seminar idea – Converting from one blog platform to

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another. Lynette do you cover that in your Blogging Starter Pack? Importing posts and comments from blogger to Word Press.

Lynette: I don't exactly go specifically into that but there is an import feature that comes with Word Press. That's something that I will be updating, the course. In fact I update the course every month so I will always be filling in the gaps.

Kelly: Kassie had a question from a search engine point of view. If you are not hosting on your own server, if you are keeping it on blogspot how does that effect search engine rankings?

Alice: You know I've never hosted on a sub-domain such as that but I think it's the same concept as building links coming in and things like that. At blogspot you have to add some kind of stats code installed in the pages to keep track of what is happening. So if you don't even have that then it's tough to know. Go put the code into the pages and then you can see how that's working.

Lynette: I really haven't seen that much difference between blogspot and my own domain. Yeah sometimes you might get some passer by from the blogspot. I don't remember what they call it – they've got a toolbar on the top where it will take you to the next blog. You might get some traffic but not that much; you are still the sole person to generate the traffic. If I were to put my assets into a blog, I might as well put it on my own domain. I haven't really seen that much difference.

Alice: The one thing too is that you don't have a top level page like you know if you have the main page as the site, it's easier to get lots of links coming into it, it tends to have more weight then when you are at like so and so blogspot dot com. I don't know and I would recommend that people don't do that, host it yourself. Because then you will have better control, you'll own the traffic and it's all for you.

Kelly: There are some questions in the conference room about importing from blogger to word press; it's probably a little more involved that what Lynette would have time to share on today but I would hazar to guess that if you subscribe to her mailing list

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over at techbasedmarketing.com that Lynette would at some point be covering it more in depth. So definitely do that.

Lynette: The thing about the more often you blog the more traffic you get. It's true. What happened was at one time I installed a plug in that kind of went array on me. Post upon post upon post within a very short period of time and the traffic for the day was just phenomenal. So if you do a group blog, chances are you are going to get that natural blog traffic more often because you are going to get featured more often in places like feedster.com, syndic8.com and technorati.com and things like that.

Kelly: Kassie Morgan asked how do you go about finding partners if you don't already have a relationship and Kip follows that up with how would you recruit like content minded bloggers.

Alice: I would go around and look at websites. A lot of content websites or blogs or people who are writing on those topics and check out their writing and see if you like their style. You can definitely approach them and ask them or you can just start a conversation and get to know each other and see if it's someone you might like to work with.

Whether it's for a blog or for getting someone to promote your affiliate products or working on a new product, you should know people who are reaching the same market as you. So start making those connections if you haven't been because beyond blogging there are so many benefits to doing that. So go to domz.org or at the yahoo directory or wherever. Start looking around.

Search people that are reaching the keyword phrases that you would like to be ranking well for. Start talking to them, maybe offer them some kind of help or tell them you like their website and tell them about yours. You don't have to start off by saying hey do you want to post on my blog, you can; some people will jump right on that but developing a relationship is very important.

Kelly: I am working on a joint podcast right now babytalkradio.com which is basically an audio blog involving a lot

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of different people. I had a few people right away, friends I knew that have babies or have had babies that said I would love to be involved.

I had to hit the search engines like Alice said. I searched for babies, pregnancy, etc. and saw who popped up high in the rankings, visited their websites, looked for people who seemed fun and energetic, and verbose and I just emailed them and said Hi I'm Kelly and I'm putting together a joint podcast and I'm looking for people who would be interested in contributing, their isn't going to be any pressure, we are all going to be sharing the load, I'm going to do all the hard work for you and I've had huge wonderful response to it.

Alice: Exactly, if you are telling them that it's about a blog, podcast, it's a few minutes a week or more, whatever they want to do, and yeah if they feel like it's a short thing and if you don't want to continue, you don't have to just let me know. I don't think it's hard to find.

Lynette: There is another thing you can do to. If you have your eye on say a very influential blogger within that particular niche. You can actually invite them and they already have a blog lets say; and you are using Word Press there is a program that you can use and ask their permission and just say hey I would like to use your blog posts on my blog and add you as a contributor. And what it does is it just takes their blog posts and copy it to your blog and make a new post about it. You can choose which post to add, etc. It works best if especially they are also on the same platform. I think that will also be a draw because for them it will be like well I'm blogging anyway so I might as well get more exposure on this blog.

Kelly: Well this has been great; you guys have shared a lot of great stuff. I learned something; I didn't know that you could do that Lynette - that sounds cool!

I want to thank everybody for coming. We are coming up here on the hour. Thank you Alice, Lynette and Carrie for joining me.

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Hot Seminar Series Transcript

Joint Blogging with Alice Seba, Lynette Chandler and Carrie Lauth

I do want to share; attending the Hot Seminar Series is absolutely free so definitely check out the schedule lining up here over at the next couple of months. We've got other great topics and you are always welcome to come.

The recordings and the transcripts are all being bundled into one awesome [Season Pass](#) that comes in just under \$50.00. You can pick that up and you'll get the MP3 recording the day after the event and then within a week, you will also get a printable transcript. You can see the schedule, it is looking fantastic. There are even some more seminars that are yet to be announced.

Again, Alice, Lynette and Carrie thank you so much for joining me, this was really great. And everyone in the conference room thank you!