

How Gregory Ortiz Went From 0 to 100K/m in Under 2 Years

Daryl Rosser: Hi guys, Daryl Rosser here. Welcome back to another episode of the Lion Zeal show. In this episode, I'm sitting down with Gregory Ortiz and we're breaking down how he went from zero, literally starting out with SEO in 2014, to in 2016, just two years later, consistently clearing \$100,000 every single month.

We're breaking down how he did this and how he built his business up to where it is today through affiliate SEO, mainly client SEO, so going out there and acquiring clients who can work for his process of doing it. And how he manages those clients and still actually has lifestyle on top of that. And on top of that, things like systemizing and scaling up, right?

Because there's a very big difference in running a business that makes, say \$5,000 a month to a business that makes \$100,000 a month. We're going to break down how exactly he scaled from that level, from \$0 all the way up to \$100K a month. And how he manages all of that with just himself and a single virtual assistant, which is pretty insane. There's no big team running this. It's just two people; him and a virtual assistant. So, we are going to break down how he did all of this in this interview.

It's very fascinating. There's a lot of cool nuggets in here and a lot of training in here of how to really scale up a client SEO business or really any type of business, because it's all about putting in those systems to really scale up. And he did that with just himself and a VA. Let's dive into it. Enjoy the episode.

Hey man. I appreciate you finally joining me on the show. It's cool to finally chat with you.

Gregory Ortiz: Very nice to speak with you, too. Thanks so much for having me.

Daryl Rosser: For anyone that doesn't me, who I imagine is not many people watching this, but for anyone that doesn't know yet, can you do a little introduction as to who you are?

Gregory Ortiz: For those of you who don't know me, my name is Gregory, Gregory Ortiz. I actually do SEO here in the United States, primarily. I do some SEO overseas, but most of it primarily here in the United States. I've ranked number one for the terms such as New York SEO, New York City SEO for about three years now.

Daryl Rosser: Nice.

Gregory Ortiz: I originally did it with one site- Thanks. I originally did it with one with called OnlySourceConsulting. And to make a very long story short, that was during the time when I was still married. We had a divorce. Through the divorce settlement, I had to actually give her that domain.

Daryl Rosser: Wow.

Gregory Ortiz: So, as soon as that part took place, I then went ahead and ranked my own site, GregoryOrtiz.com number one. So, it's still sitting currently at number one. So, I've personally maintained in New York for over three years, but it has been through two different sites, pretty much. So, I waited until it took over number one, and then I pulled back on all my links from OnlySourceConsulting. Now I think it's number four or five or something like that.

Daryl Rosser: That's pretty epic, man.

Gregory Ortiz: Yeah, thanks. I also rank, I believe, top two, as of today, for SEO Los Angeles and I'm in the top four for Miami SEO. I've only gone after three big cities in the United States, which are those three. I'm pretty much expanding over the rest of them and trying to grow my agency.

A lot of people may also know me from Source Wave. I'm partners with Alex Becker at Source University. That's pretty much where most people know me from.

Daryl Rosser: Cool, man. I'd love to get into that stuff after, but I'm curious because I've seen your Facebook posts and stuff and you're posting up the employee card, from what was it? Bed Bath and Beyond?

Gregory Ortiz: Bed Bath and Beyond, yeah.

Daryl Rosser: Cool, man. Can you share your story of how you got into this and how that started out?

Gregory Ortiz: I worked at Bed Bath and Beyond. I was there for five years. Prior to Bed, Bath and Beyond, I worked at H&M for five years. I worked in retailer for 10 years straight before I ever got into SEO. I was always the manager at Bed Bath and Beyond. I hated it. I couldn't stand it, to be honest with you. It was a great company for customers. But if you're an employee, you hate working there.

The reason for that is because you literally have to just ... I guess do everything single thing you can for the customer. I understand that sounds like a good thing from a customer's perspective, but when you're working there ... You have people coming in with the most ridiculous requests on Earth and the policy was always just do whatever to make the customer happy. Some of them it's like, are you serious right now? And as a manager, you have to explain to your employees that it's OK.

On top of it, they try to make you do everything single thing that you can as a manager because you are salaried, not hourly. I'd be working 60, 70 hours per week for the exact same pay, regardless if I worked 40, for example. So we always worked pretty much a bare minimum of 60 hours a week. And I hated it. I had a two year old son at the time at home. I really wasn't spending much time with him because I was working so much.

I got tired of coming home and hearing ... Oh, by the way, my son's name is Mason. I got tired of coming home and hearing, "Mason did this today. Mason learned that today." I got tired of missing all of these firsts. I understand when you're a working parent, you're going to miss a lot of them. But I felt if I continued to work 60-70 hours a week for the rest of my life, that was not a life I wanted to continue living because I'm going to miss not just all his firsts, but I'm gonna miss everything else in between. That's not something I wanted to do.

On top of that, I was struggling to kind of keep my marriage together. Because not only did we have a new child, I was working so many hours. And her and myself were having some problems too. You put all three together and it's the perfect storm. You just say to yourself, "I need to do something. I need to make a change." Just like I tell everyone else, if you want to make a change in your life, then you need to actually go out and make a change in your life.

Daryl Rosser: That's true.

Gregory Ortiz: It's one thing to say it. It's another thing to completely go out and do it.

So, I went ahead and I started up looking things online, how to make money. To make a very long story short, what ended up happening was I started my own cleaning business, because I found something on Reddit, funny enough, where you could start your own cleaning business. All you need to do is just go hire people from Craigslist. They'd go and clean the person's house. You collect a small percentage of the money. It would be great.

So, I did it. I was making some extra money at the time which was great because at the time my wife and I were living paycheck-to-paycheck.

Daryl Rosser: Were you still working your job at this time?

Gregory Ortiz: Yeah, yeah. I was still working at Bed Bath and Beyond at the time, yeah. I said to myself, "There's got to be a way to make even more money through this." Because most of my money was going to Yelp. I was paying a lot of Yelp ads. I was like, most of my profit is going there. I'm not really walking away with much. There's got to be something better.

So I looked up how to get more traffic online. I forgot the exact key phrase that I used, but it was something along those lines. Funny enough, I came across a video by Becker. I watched his video, thought he was hilarious. And I said,

"Okay, what's this search engine optimization he keeps talking about? What is this SEO?" I went ahead and looked it up. Joined a group. Learned SEO from them. From there, I want to say within a month and a half is when I took over New York SEO from everyone else that had it prior and kind of held on to it ever since.

Daryl Rosser: Wow.

Gregory Ortiz: But, yeah, working at Bed Bath and Beyond really, really motivated me. It's one of those things where ... There's gonna be probably a lot of people watching this interview. If it is you then I'm speaking you directly. You don't need to settle for working your 9AM-5PM job or your overnight job, or whatever it is. Anything is possible. I'm the guy who used to yell at people for folding towels incorrectly. Now, I rank at the top for some of the biggest cities in America. I'm doing great at my agency. Anything is possible. If you're working a 9-5, you don't need to stay there. Stay motivated.

It's gonna be a lot of work. So much frustration. I can honestly tell you, Darryl, I wanted to quit at least 100 times. I was like, I don't understand this SEO or things aren't working. I wanted to quit about 100 times, combined with my 9-5 job, but I didn't. And, thankfully, I didn't, because now my life is absolutely amazing.

Daryl Rosser: I love it, man. That's a cool story. That's really cool.

Gregory Ortiz: Thank you.

Daryl Rosser: From ... I mix up the time zones. You found that video and how long was it from when you started out, you found that first video of Becker to ranking number one for New York SEO?

Gregory Ortiz: I did it within the first month and a half.

Daryl Rosser: Dude, that's epic. Okay. Were you a technical person at all?

Gregory Ortiz: Say that one more time. I'm sorry.

Daryl Rosser: Were you a technical person at all when you first started out with that?

Gregory Ortiz: No. When I first started SEO, the only thing I really knew how to do was mess around a little bit with WordPress. I had that to my advantage because prior to that, I was always interested in websites. I was on the Internet since AOL first came out, when you used to hear the dial up tone and everything. The funny thing is you speak to younger people nowadays and they have no idea what it is. They don't know what "you've got mail" means. They don't know any of that stuff, which is funny.

But, I was from way back then, when it used to come on little discs. Back then I had a fascination with HTML and websites. Because, back then, there weren't all these different websites that there were. There wasn't even Google, really, back then, that people went to. It was Yahoo back in the day everyone used. I had a fascination with just figuring out how people could build websites. I learned a lot of HTML back then.

Fast forward a couple years, I took a break from it all. Then I started hearing about WordPress. And I was amazed at how easy it was to kind of just have the framework done for you and just build stuff on top of it. So, it was like a side hobby where I just enjoyed messing with it, learning with it, trying to build little websites with it.

When it came to the cleaning business I was talking about, that's when I really dug into it. I spent a good month trying to learn WordPress so that way I could make this website look good for the cleaning company that I was referring to. Because I didn't have any money to pay a web designer. So, I figured I needed to do it myself and learn it myself.

So, going into learning SEO, that's the only technical stuff I knew. At least I had the advantage of knowing how to do certain things with websites and WordPress. When it came to building a PBN, that came pretty natural to me because I understood how to mess with WordPress. Other than that, that was really the only skills that I had that relate to kind of what we do.

Daryl Rosser: Okay. WordPress is relatively simple, thankfully. It's so much easier today, right? What sort of year was this when you started out doing the SEO stuff?

Gregory Ortiz: It was in 2014.

Daryl Rosser: 2014, okay. That isn't even that long ago. Okay, cool.

Gregory Ortiz: Yeah, I actually started ... I joined that course on May 9, 2014. I'll never forget the date. That's when I started SEO.

Daryl Rosser: I'm going to guess that when you started ranking, it was all just PBNs back then.

Gregory Ortiz: Yeah, pretty much.

Daryl Rosser: And I'm presuming that has changed a lot. Are you still using PBNs a lot?

Gregory Ortiz: Oh yeah. To be honest with you, I want to say 90% of all of my link buildings and everything I do to rank is still with PBNs. The other 10% ... Before, it used to be 100%. Now it's about 90%. The other 10% now is full of a bunch of white hat links, which I like to use now, just because ... By the way, for anyone who is not familiar, I mean guest posts. I like to use a bunch of that. I also do dabble a bit with social signals and stuff, just to kind of make things look more natural. For

me, I'm a huge fan of just making things look as natural as possible. Just because Google uses their algorithms. Their algorithms detect certain patterns. If they can detect any pattern from me, ever, I want it to look like a natural pattern that actual people do and actual people use. So, that's kind of where I do it. But, for the bulk of my business, yeah, most of it is through PBNs.

Daryl Rosser: That's awesome, man. And obviously there have been a lot of changes between 2014 using PBNs and today.

Gregory Ortiz: Oh yeah, for sure. Back in the day, you used to be able to literally install WordPress, use the default theme, throw a spun article on there and call it a day. You're like, "All right, I'm ranking."

Daryl Rosser: It was super easy back then, I remember.

Gregory Ortiz: Yeah, for sure.

Daryl Rosser: I got started in 2013. Almost all of it was heavily optimized anchor text. It just ranked so damn easy, in no time.

Gregory Ortiz: Even when I had first started, there was a tool called SENuke.

Daryl Rosser: SENuke, yeah.

Gregory Ortiz: A lot of people were using it back then. I dabbled in it. I want to say months two to four I played with it a bunch. It did rank some sites, which was funny enough because all it was just mass link building. Then GSA became really popular, at the beginning of me starting as well. Just like you said, you can just over-optimize with no problem at all. Just go ahead and smash things with links and you were ready to rock and roll. Now, of course, the world is much different than it was then.

Daryl Rosser: Very much so, man. About your agency, is that you just running that or do you have a team running that with you?

Gregory Ortiz: It's primarily myself. I have one VA. She's absolutely amazing. I've trained her for the last year and a half I have had her. We do everything pretty much just with us. The reason why I'm able to do it that way is because I have leveraged a bunch of different tools to be able to do it. The way I look at it is if something feels like it's gonna take someone a bunch of hours to do, I'm a huge fan of optimizing.

Prime example is when I worked for H&M, I was an operations manager. My role was figuring out how to put things into systems. I kind of took that always with me because that's what I've always been good at it. I said to myself, "Okay. I noticed I have to do X, Y, and Z to get a client ranked. How can I get these things built into potentially a software? How can I make sure that I'm

streamlining, where maybe I don't need to do X and Y. How can I get straight to Z." For example.

Most of my time is always spent doing a lot of research and development and figuring out how I can tweak and streamline things. And then I've got it to a point now where my systems are literally just touch-and-go. My VA, like I said, she's extremely well trained. I'm bringing, actually, a second one on board. So, I'll have that person.

And then my agency plans for 2018, just so you know. I plan on expanding it much, much more than it is already. I have primarily focused most of my time of 2017 on the affiliate side with some client. Now I'm gonna kind of take on a lot more client in 2018. So, my focus is gonna be on bringing someone on board who is an expert in Facebook ads and ad words, for example. Because I definitely want to offer that. I want to bring some web design into my agency as well. That's gonna be my focus of 2018, just exponentially growing my client base.

Daryl Rosser: Cool, man. I am amazed. You don't have to say exactly how many clients, but how are you managing all of those clients on your own? Is it a lot or are you just charging \$10,000 a month for just managing a very small number?

Gregory Ortiz: I don't want to say it's a small number, but it's not large either. I know some people personally who have 50+ clients. I don't have that many. For me, personally, it's in the 20s range. That's how many clients I have for right now.

The way I'm able to manage all of them is I just use the same tools that most people use. I use Base Camp to communicate with them and everything else like that. For me, Base Camp was crucial. I just came across a new software. I'm not sure if you're familiar with AppSumo, but I'm a huge fan of AppSumo.

Daryl Rosser: Cool guys, yeah.

Gregory Ortiz: They just did an offer for something called Plutio. Plutio is exactly like Base Camp except it was a lifetime fee of \$40. I signed up for it. It has been great so far. I'm gonna be using all future clients in Plutio. But, if you don't have Plutio, like I mentioned, for everyone else watching, Base Camp is pretty much the same thing. I'm sure that lifetime offer probably doesn't exist anymore. I use Base Camp a lot to communicate with them.

And then I use my own ... Like I mentioned before, I'll try to have something created. I had a software called Network Crusader created, which has literally changed my entire SEO life, to be honest with you. A bunch of my close friends also use it. They are some of the "bigger names" in SEO. They use it as well. Pretty much the gist of how I use it and what I use it for. It keeps track of all of the different link building that I do. What I have the software do, that kind of

just helps my life a lot, is reports. As you know, is extremely important. Keeping track of links.

Inside of Network Crusader, I'm actually able to make posts to all of my different websites without having to log into them. So, within the dashboard, every single PBN or money site, because you can put any site in there ... All my websites are in there. Within that dashboard, I can post to any website I want. I can publish any article. It will look for images for me. It will look for videos for me. Pretty much saves me all the time that I used to spend jumping from site to site to site on a whole bunch of different tabs. I have it all now on one dashboard.

The beauty of it is since it connects through of all of them through XML RPC which is built into WordPress, I never worry about leaving a footprint of logging in from the same IP, because it's connected directly to the website. I don't worry about Google kind of figuring out that I own all these PBNs because I'm logging in through the same IP, for example.

From there, after it publishes a post, it keeps track of it all in the reports. In the report section, I'm able to keep track of it all. So when I'm ready to go ahead and touch base with clients and ... Because certain clients want link reports. Some of them don't. If the clients want it, I easily have it readily available for them. I just have to go ahead and just go onto Network Crusader and take a look at that.

Daryl Rosser: That's cool, man. Okay.

Gregory Ortiz: It does 101 different things, but I don't want to get into all of them now. But that, for me, has literally changed the whole game for my entire SEO agency.

Daryl Rosser: That's really, really cool. What about them calling up or something? They don't have you on the phone all day, are they?

Gregory Ortiz: No. The beauty is ... One of my friend's, Cotton Grammar, he has kind of nailed it into my head that the big thing that you want to do when you have a client and they come on board is framing them correctly. I let them know immediately, right away that, "Hey, any issues you have at all, any questions, please feel free to throw them into Base Camp." Now, my clients don't know it's just myself and my virtual assistant. As far as they know, I could have an agency with 50 people. They have no idea. I don't ever discuss it with them. I always make it appear to them that it's gonna be very hard to get ahold of me personally and what they need to do is leave a question that they have in Base Camp for me so that way one of my team members can relay it to me and then I can answer it for them.

So, I always make it seem as though, yes, I'm the person who runs the entire agency, but I have people working for me. Which is true. I do have a VA. People working for me. And, if you want to get a hold of me, the best place is gonna be

Base Camp because that's when the message can get passed along and I can reach out to you personally. It kind of makes them feel like they're going to get that personal touch, but the only way that they can get it is by reaching out through me through Base Camp.

One of the things that I have in my agency set up is I use a service called Grasshopper. What Grasshopper is, it allows you to get any phone number you want, anywhere. We all know a bunch of different services like that. But I prefer them just because through them I can 800 numbers. I can get local numbers. And I can leave custom greetings for every single line. So, for example, if someone calls, I went ahead and went on Fiverr, paid a voice expert to go ahead and just record something. And then they went ahead and just spoke about "Thank you for call George Ortiz's for marketing. For sales, press 0." They have all these options to press, so it seems like a legit huge agency as well.

When they call and they press it, through my cell phone I'm able to see, first off, which number they're calling, so I know if they're calling me from Los Angeles, if they're calling my Miami line, if they're calling my New York agency, whichever one it is. And based upon that, I am able to go ahead and answer them correctly because I can kind of figure out how they found me in the first place.

Daryl Rosser: Cool. Okay, cool. And you're doing all of the sales, I presume, because it's just a VA, right?

Gregory Ortiz: Yeah, pretty much. I'm in a fortunate position where I don't need to worry about picking and choosing how I need to go out and get my clients. I just wait for the leads to form because of where I am ranking. So, after they fill out the form, I'm able to go ahead and just give them a call back, touch base with them.

Daryl Rosser: Do you get a lot of leads out of those rankings then?

Gregory Ortiz: It depends. Some months I get a bunch. Some months it might be none. It's very strange. And I haven't been able to kind of pin down what it is that makes it happen. Because I'm friends with a lot of the people that rank at the top two for some of the cities that are ranking. I'll touch base with them and say, "Hey, how are the leads looking this week?" Some of them will be like, "Wow, I'm killing it," And I don't have any, even though I'm ranked higher than them.

Or vice versa. Like, Miami, for example, I might be ranking lower. I might be have a lot of leads, than the person at the top. But then there might be sometimes where they're getting a lot of leads and I'm getting none. I'm not sure what it is. I've tried a bunch of different things to increase conversions on my website.

One of the things, if you go to my website ... It's kind of snobbish, but I love it. It says right there at the top, something along the lines of, "If they can't rank you above us, how can you expect them to rank you?" Something like that. Just

letting them know, if I'm ranking at the top, I should be the person that you speak to, not the guys who can't beat me, because they're not gonna get you ranked to the top. I know some people are definitely enticed by it, but I've also had some people call me who were kind of turned off by it.

Daryl Rosser: That's good marketing though, right?

Gregory Ortiz: Say that again, sorry.

Daryl Rosser: That's good marketing. You've got to put off some people to attract the right people.

Gregory Ortiz: Yeah, exactly. I can't really pinpoint it is. I do recommend for most people, it's more about having proof. You don't necessarily need to rank at the top for your city, but one of the things that I know helped me a lot when it first started was, yeah, I ranked in New York at the top, but I did have to cold call people back then, too.

So, what I would do is I would explain to them and show them examples of other websites that I had ranked. I would be like, okay, I'm ranking at the top for this. I'm ranking at the top for that.

One of the things that I stress to a lot of people too is remember, we know as professionals in search engine optimizations, how difficult the key word is. But you speak to a random, let's say, orthodontist, he has no idea how difficult it is to rank for his city. To him, he thinks it's hard because to him it's like rocket scientist. The same way if we walked into his office and tried to perform what he does, we would be like, what the Hell are we doing? We'd have no idea.

Because of that, you can go to them with a ranking that's super easy to get and be number one. They have no idea that it was easy. They just see it as, "Wow, this person is a magician. They're all the way at the top of Google." When you think about it, at the end of the day, we all go to Google for everything. We search ... If something is wrong with my back, I'm going to look chiropractor in Jersey. Of course, being an SEO, I'm not gonna trust the top ranking as much as the next person.

Daryl Rosser: It's true.

Gregory Ortiz: It does make you skeptical, right? But, at the end of the day, Google is what most people rely on. So, when you think about it, in essence, we're kind of shaping how the Internet is. We control the Internet in some form, which is pretty fucking awesome, if I do say so myself.

It's one of those things where you can go up to someone and pitch to them and show them you rank for something. Whether it's easy or not, they have no idea if it's difficult or not. Just have that proof of concept for them.

Daryl Rosser: What sort of keyword are you going to rank, just to show them? Is this for free or just an example before for everyone that you show?

Gregory Ortiz: What I used to do before is I would rank terms that I knew were easy in particular cities that I was going for. Let's say I wanted to call someone in Dallas, for example. I would go to Dallas, but I would choose specific counties inside of Dallas, just because I know that, hey, I want to call someone who is in the county. I know if I try to rank for Dallas, let's say chiropractor, that's going to be harder than if I try to rank for some random town inside of Dallas, which is where the person lives and I'm trying to call them.

I'll rank something up there really quickly. The quickest way to get it done, really, is by video. We all know YouTube SEO is much easier than regular SEO to get quick rankings, at least in the beginning. You rank something up really quickly. You show it to them. They're like, "oh, ah!" Or they're just not interested, which means they would've never been interested in the first place. But, nine times of ten, they're going to be pretty interested and they're gonna wanna at least hear you out.

For me, it's all about trying to get your foot in the door. That's the thing most people struggle with. I already know you, for example, because I get them all the time, too ... You have other SEO people calling you, trying to pitch you to get your business ranked. It's the funniest thing in the world to me.

Daryl Rosser: Yeah.

Gregory Ortiz: It's like, you have random people calling you. And it's like, "Okay, I'm not interested." Now, if we're getting that, just imagine how much someone who is in the same kind of business we're trying to reach out to themselves get. They get these calls all the time, so the only way to separate yourself is to at least some proof of concept to show them, "Hey, I'm different than the last random Joe that called you. Here is why."

Daryl Rosser: Sure.

Gregory Ortiz: And that helped me a lot in the beginning to growing my agency.

Daryl Rosser: That's awesome. You said this year you haven't been doing that much ... You have your clients, but it's not been a core focus.

Gregory Ortiz: For this year, I focused a lot on affiliate. The reason why I focused a lot on affiliate, just to be 100% blunt and honest with you is because I wanted to party a lot more this year. I had gotten my place in Miami. I got a penthouse. It was totally sweet. Loved it there. I just wanted to party in Miami. That's what I've wanted to do for years. I'm a single guy, hey, why not?

So, I figured passive income would be the best thing. Of course I kept the clients that I had, but I did not continue moving forward to get more. Lead forms would get filled out and I would just pass them along to friends. But I focused mainly on affiliates.

So, affiliate-wise, my business has been doing phenomenal. It has been keeping me afloat. Everything has been going great. This year, things have been great as far as passive income goes. But I know that it's not something that I want to have or rely on forever because at the end of the day, clients are always going to need more business, right?

Daryl Rosser: Yep.

Gregory Ortiz: If I have an affiliate website on let's say, I don't know, some kind of particular skin cream. I might be killing it right now, but what if next year the FDA or someone says, "Hey, don't use this anymore it causes cancer." Then, boom, that affiliate site that might've been making me five figures a month is instantly gone.

I'd rather deal with a client that is with me and ... Yes, you can lose a client instantly. They can just change their mind one day. Wake up and say, "Hey, we don't need SEO anymore." But if you're a good enough marketer and a good enough salesperson, you can kind of talk to them out of it. Or you can kind of talk them into getting maybe a lower plan that they had before with you. You can at least try to keep them or you can get them back. Whereas that affiliate site, like I mentioned, once it's gone, it's gone. They're not going to come back and say, "Oh wait. We changed our mind. It doesn't cause cancer."

Daryl Rosser: Like Amazon when they get the big commission changes. A lot of people lost a lot of value in their sites.

Gregory Ortiz: Yep, exactly, for sure.

Daryl Rosser: Okay. Affiliate is good because passive. It's good because you can make some pretty good money from it, obviously, and you don't have to deal with people. But then you've always got that higher risk of ... If not losing overnight, it could drop or something like that.

Gregory Ortiz: Yeah, exactly.

Daryl Rosser: It's hard to control, I guess.

Gregory Ortiz: Yeah, exactly. You don't have as much control. Without affiliate, there's not someone you can speak to change their mind. It's just it is what it is. And also, you're at the mercy, a lot of times, of affiliate networks. What if the affiliate network, like you mentioned Amazon, wants to just change their policy? What are you going to do? Tell them no, don't do it? Too bad. It's one of those things

where you're at the mercy of other people. I like having a little bit more control of stuff myself.

Daryl Rosser: But you're still doing it.

Gregory Ortiz: Yeah, for sure. Those sites are still ranking. They're up there. They're making money on their own. I never need to touch them. Once my rank tracking report comes in daily, I check it to see if any of them dropped, if they did, maybe I'll throw a little bit more link love at it to kind of get it up. Beyond that, not really.

Daryl Rosser: Fair enough. So you wouldn't rely 100% on affiliate then?

Gregory Ortiz: To be honest, I wouldn't rely 100% on anything. I say that because for me, personally, things were never really 100% one thing. At the beginning, when I first started, I had clients, right? That was probably the only time it was 100%. I had my first three clients. That was probably the only time it was 100%. I had my first three clients. But then after that, I started figuring out how to sell PBNs because I figured, "Hey, people need PBNs. Let me figure out how to sell them as well," so I went into that business.

At that point, it became half my business was PBN selling and half my business was clients. Then, I grew affiliate into as well. For me ... Once again, for everyone watching, you don't need to necessarily go out there and sell PBNs either. You don't need to actually sell a product. This is just what happened for me.

Daryl Rosser: Sure.

Gregory Ortiz: It's one of those things where you always want to have your hand in more than one basket. If you're great at clients, that's fantastic. But, figure out how you can make more money from them. Maybe instead of doing just SEO, you offer them paid ads. Now you're digging into ... You're still staying within the client realm, but now you're offering them more than one service.

Because one of the things that I learned from one of my very close friends, Ryan Stewart, who we grew very close with in Miami, he kind of put in my mind that you wanted to be where the client can't get rid of you. It's going to cause you so much pain to get rid of you. He offers them web design. He offers them hosting. He offers them paid ads. And he offers them SEO. If you're a client, if you fire Ryan, you have nothing.

Daryl Rosser: It sounds bad, but that's good. I get it.

Gregory Ortiz: Obviously him and his agency are fantastic. They're good at what they do. So, the clients stay happy. But if you are a client and you are thinking about leaving, where are you going to go? Because you just lost everything. Or, if you want to put a hold on SEO, Ryan I fine with it because he's still making money off of you

from Facebook Ads and Google Ads. He's still making money off of you for web design.

That's kind of where my focus is gonna be for 2018, moving forward. Yes, I want to focus more on client. But it's not gonna be 100% just client SEO. It's going to be more than client SEO. It's going to be paid ads. It's going to be web design. It's gonna be everything.

Daryl Rosser: That makes sense. So, just try and think about how you can add to it without ... It's not a separate business. It's adding to what's already there. If you already have clients, you do extra services. If you're doing affiliate, then you, I don't know, add more sites or whatever, or expand traffic sources, even. If you've got a big affiliate site, you can build Facebook ads to it and stuff like that.

Gregory Ortiz: Exactly, yeah. Once again, I don't believe you should do everything with just 100% on one focus. At the beginning, you need to.

Daryl Rosser: Absolutely.

Gregory Ortiz: For someone who is just starting out, please, please, please focus on just one thing. Because you try to do too much, you will never be good at just one thing. Focus on one thing. What I did, like I mentioned, in 2017, I focused on affiliate. But, remember I started in mid-2014. So, for about a year and a half, I focused just on clients and PBNs. I didn't touch affiliate at all. 2017 is when I got into affiliate because, like I mentioned, I wanted to perfect at least those two things before I moved on to something else. Now that I'm very comfortable with affiliate, now I can expand and go on to more stuff. So, keep that in mind too, in case anyone out there is thinking of, let me jump into this, this, and this. No. Focus on one thing first and then grow.

Daryl Rosser: Okay. I'm gonna be very blunt with this question, but what sort of numbers are you doing?

Gregory Ortiz: It depends on the month, to be honest. Most of 2016 and the very beginning of 2017, every single month I did was over \$100,000 a month. It was phenomenal.

Daryl Rosser: Nice.

Gregory Ortiz: But then, like I mentioned, I stopped taking on new clients. As certain clients maybe wanted a hold put on their SEO or I already did everything I could for them, they were ranked number one, it gets to a point where how long am I going to keep collecting their money when they are already ranked number one? I kind of said to myself, "You know what? I ranked you guys number one. Keep the ranking. You guys can go." Because I don't want to deal with having to answer them. Like I said, I wanted to focus on partying, to be honest with you. It got to a point where now my months are anywhere from \$60-75,000 a month, which still isn't too shabby at all.

Daryl Rosser: That's a lifestyle year, right?

Gregory Ortiz: Say that again, sorry.

Daryl Rosser: That's a lifestyle year. You just wanted to party and make some money and take it easy.

Gregory Ortiz: Yeah, yeah, exactly. I just wanted to enjoy as much life as I could. Still, at the end of the year, we're still targeted to make over a million dollars, which is phenomenal. That was my goal anyway. Last year we killed it. This year, definitely going to still make over a million, which is great. And then 2018 is gonna be, like I said, focusing on just getting those \$100,000 plus months. In order to do that, I want to add all of those extra things I was referring to.

Daryl Rosser: I love the speed of your progress. You started in, what, 2014? And in 2016, you're clearing six figure months. That's epic. Is there anything that you did specifically that caused massive jumps along the way? I imagine it didn't go from \$0 to \$100K. I imagine it went from \$0 to a certain number and it jumps.

Gregory Ortiz: Yeah. What I am going to tell you is the 100% honest, blunt truth. I know it's going to sound kind of cliché. But, it's very, very true. It's not what you know, it's who you know.

I've been very fortunate where I have, I guess what most people say, a nice personality. Anyways, most people that meet me, like me as a person because I'm overall a good person and I'm always looking out for other people. So, I slowly built up my reputation, as people know me, for someone that helps people all the time. Because of that, I started to get noticed by a bunch of other people.

Through that, I developed a lot of different business relationships. I'm fortunate at the point now where if I need someone for literally anything in a SEO or even online marketing related, I know the top people in it because I can go out and reach out to them directly and ask them a question. I understand not everyone out there can do that. But, remember, I'm the guy that used to yell at people for folding towels. I didn't have that opportunity at the beginning either. It gradually became that way.

So, my biggest thing to everyone out there is if you want to be as successful as you can be ... I understand you can be incredibly successful on your own. But it's so much easier knowing other people. And I don't mean partnering with other people. I don't have a bunch of partners. Just as you said earlier, Darryl, it's just myself and my VA. But it's about making friendships with other people, at least business friendships with other people, going to events, speaking with people.

I know a lot of people in this industry are kind of like hermits, like myself. For me, personally, there was literally a month when I was still living in New York

City, where I didn't leave my house. I had a dog walker come over every single day. I had my groceries delivered. I never want to leave my house because I can be a hermit. I just want to stay home all day, on the computer, doing work.

But, when you do stuff like that, you end up hurting yourself. Think of all the different business relationships you could've made. I get it. A lot of people might be introverts. And that's fine. But it's just like I tell everyone else, if you wanna be an introvert and kind of keep to yourself, that's cool, but remember, your money is never gonna be where you truly can get it by knowing other people.

It's like in an old book that I read, I think it is from Robert Kiyosaki. It might have been Rich Dad, Poor Dad. Where he was talking about the most important things are leveraging other people's time and leveraging other people's money. That stuck with me dramatically. Once I started thinking about leveraging other people's time, like I mentioned, "Okay, how can I leverage other people's time?" Okay, that's where virtual assistants come in. How can I leverage other people's money? Well, I'm not gonna take money directly from someone. I'm not a thief. I'm not going to steal. But, what I can do is figure out what they might not be good at and they might know someone who needs it. How can I fill that role?

For example, I have a friend who is an amazing web designer, phenomenal, one of the best web designers I know, but doesn't know a lick about search engine optimization. But any time someone asks him about it, if they're a high enough paying client, boom, I get that referral immediately, just because he and I built this business friendship. And, literally, I met him at an SEO event. He went there because he wanted to learn a little bit about it. Our personalities clicked very, very well and, boom, we built that partnership from there. If I would've never went to that SEO event or if he would've never went to that SEO event, we wouldn't be making as much money as we are together than we would if we were just by ourselves, if that makes sense.

Daryl Rosser: I agree 100%.

Gregory Ortiz: It's all about who you touch base with, who you know. Just think of all these different Facebook groups out there. Like, Lion Zeal, for example, is a perfect one. You have all these amazing people who know search engine optimization in there. If you are one of the people who are just lurkers and you're just reading everything and trying to absorb all the knowledge, that's great, but throw your two cents in there sometimes. No one is going to look at you like your stupid. To be honest with you, when I first joined and I was in that SEO group that I first started in, I asked a million and one question now, that some people might look at and be like, "How the Hell could you ask that?" You know why? Because I wasn't afraid of asking the question.

The way that I looked at it is if I don't know, I don't know. I'm only hurting myself if I don't know. Just ask the question. No one is going to publicly go on a group and say "ha ha you're stupid for asking this question," because if they did,

first off, everybody would rag on them. Second off, no one is like that, really, to begin with. Everybody wants to help someone else. Ask questions. If you see someone asking a question you know the answer to, answer them. You have no idea how much it might have an impact on their lives. That's why I have no problem helping anyone. Because, like I said, I used to be the guy yelling at people folding the towels. If people hadn't helped me get to the point that I'm at now, I'd still be in there yelling at people folding towels. You have no idea how much of an impact you as a person can have on someone else's life Always just help people is another thing.

Daryl Rosser: I agree with you completely, man. When I started out, I bought a product. That's how I learned SEO. I went and bought a product and it taught me how to do PBNs. And then I paid the guy to consult me and stuff like that. Exactly what you said. Going out there and meeting people and stuff is extremely helpful. I am that introvert. I was terrible on the phone when I started out. I do interviews. If you saw the first interviews, they were rough. But, you meet some cool people doing it and it's fun. You just have to suck it up and get out of your comfort zone, I guess.

Gregory Ortiz: For sure. I know that's the hardest thing in the world is for people who are introverts to break out of it. And looking at me, and people who speak to me, may not know that I was an extreme introvert. My ex-wife used to call me a hermit. She used to complain all the time and say I never wanna go outside, never want to do anything, never want to see people. Now I'm the complete opposite. And of course it was a path to get there.

But, once it clicked in my mind, if I stay to just myself, guess what? I am gonna be just by myself. I'm only going to make the money that only I can possibly make. If I want to make more, be more, I need to go out there and meet more people and interact with more people. Now, I can literally walk in a room and talk to the stranger that's sitting in the corner because I know they're the introvert and just have a whole conversation with them to break them out of it.

And it takes time. Just as you yourself said. You just mentioned your interviews at the beginning were rough. Now they're not, right? It takes time. Everyone out there, just try to break out of your shell.

Daryl Rosser: Absolutely. Are there any differences in strategy from say, running a \$10K a month business to a \$100K a month business?

Gregory Ortiz: Yeah. The biggest thing is, as far as strategy goes, to be honest with you, is you need to be extremely organized. When I first was hitting my \$10, \$20, \$30, \$40K months, I still had the system where I was just communicating with people through email, through Facebook messenger, and on my phone.

But then it got to a point where it was like, well, this is gonna become a new job. I'm not trying to leave ... By the way, I didn't leave Bed Bath and Beyond until

November 2014. So, even though I was having \$30-40K months in SEO, I didn't leave Bed Bath and Beyond because in my mind ... Society programs you to say you want to stay safe.

Daryl Rosser: Security, yeah.

Gregory Ortiz: So, in my mind, "Oh yeah, I'm making \$40K months. These are great. But it might end next month. What happens if it ends next month?" I had kids to think about. Eventually, I said to myself, "Screw it. I need to just get out of here and do my own thing." Best decision I ever made, by the way.

But, organization was a huge deal for me. I came from retail for me it's all about chaos. That's kind of how we work. The organization we had was just making sure your employees were where they were supposed to be and that everything looked nice and pretty. Totally different world than we're doing something like a business, like search engine optimization, for example, where you have clients. These clients, you have to remember, this is their livelihood. You're helping them change their livelihood. This is how they feed their family. They can't afford to keep paying you if they're not making their money back.

Daryl Rosser: Yeah.

Gregory Ortiz: Once that clicks in your mind, it's one of those things where it's like, okay, let me think of how I would want to come on board. So, one day I literally sat down, took everything off my desk, had a whole bunch of different post-it notes and literally listened to music and just wrote down ... I just wanted to imagine that I was a business owner for a ... Let's say it was a chiropractor. How would I want to come on board if someone was pitching me SEO? I wrote down all of the different things that I thought would be amazing and all the things that would turn me off. So, I had the amazing side and the turn me off side. Of course the turn me off side was much larger than the amazing side.

So, once I took a look at that, I said to myself, "Okay, what of these things am I doing and what am I not doing?" That's when I kind of put my plan together. I need to stay organized. One of the biggest things was on boarding. I said to myself, if I come on board and I'm paying someone \$2, \$3, \$4K ... Even if I'm paying them \$500, to me \$500 might be a lot of my money. If I'm paying them whatever I'm paying them, I want to feel like I'm being treated like a king.

That's when I said to myself, "okay, I need to make on boarding better. How do I do that?" It was all about getting everything in Base Camp and just pretty much everything organization wise was the biggest focus on transitioning from \$10K months to \$100K months. Because, the only way you're going to continue to grow, also, is keeping your clients happy. If they're happy, they're gonna pay you forever. It kind of went hand-on-hand. Being organized made them happy and it kept my life even easier because, boom, I already know A, B, and C are

done. Let me pass this off to my virtual assistant because she knows what to do this with next.

And hiring my virtual assistant, honestly, was one of the best things I ever did. She's not the first one I had. I had to fire two before her. But going through the process and having them learn and taking a lot of the weight off your shoulders is completely mind changing. Mine is fantastic. I literally pay her \$158 a week. She does so much work. She works 40 hours a week. For her, it's a lot of money because she lives in the Philippines. For her, it's a decent salary. And she's thanked me countless times that I've helped change her family's life is what she tells me all the time.

Daryl Rosser: That's a pretty good pay, yeah.

Gregory Ortiz: For me, first off, it makes me feel amazing knowing that her and her two kids are taken care of now because she has a steady job. She has been with me now over a year. Things are going great. At the same time, when you look at it from a business perspective, that investment is paying off a million times over. She is able to take care of things so that I can focus more on the business side of the business which is growing it, scaling it, making it grow more, filling certain roles that I need done.

The biggest thing, like I mentioned, with growing it, was organization and my VA. So, if I had to choose two things that someone would need to scale their business more, I highly recommend getting someone ... It doesn't even need to be a virtual assistant. It can be an employee you have or whatever. But, someone that's in it with you, not just by yourself, because you can't grow everything just by yourself. You eventually hit a ceiling. The only way to get over that ceiling is to have additional help. So, virtual assistant and stay organized.

If you can stay organized from the beginning, I tip my hat off to you. That's the best way to do it. But, it's never too late. Like I mentioned, I was doing \$40K months. I had horrible organization. I still managed to put it all together.

Daryl Rosser: That's cool, man. So much about people, right? Hiring that right person and meeting the right people as well. Because I imagine being around the right people as well, they help you grow as well, especially when they're doing better than you already.

Gregory Ortiz: Oh yeah. It's a huge motivation. I forget where ... See, the problem is I used to read so many books when I wanted to be an ... I know, right? What do they call that, a wantrepreneur?

Daryl Rosser: Yeah.

Gregory Ortiz: I wanted to be an entrepreneur, but I never took the step. I was one of those guys who just read books and read books and read books and dreamed about, "Oh, I'm going to do this, I'm gonna do that," but never took a step forward.

I forgot which book it was that I read it, but someone mentioned something about surround yourself with people who are doing better than you because they're going to motivate you to do more. That's exactly what I do. I have friends that make 10 times the amount of money that I'm making. In a funny way, I am happy for them, but it pisses me off. I say to myself, "I'm with them. I see this person. They're no different than me. We are of equal intelligence. Why is it that they're able to do it?" It just motivates you to push yourself harder and further and say, "Okay, you know what? So-and-so is doing this much. I'm here. How do I get up there?"

By the time you're up there, of course they've gone higher, but it's great because it continues to motivate you. Like you mentioned, it's all about people. One of the biggest things that I didn't actually touch base on before, and I guess it's a touchy subject, if you don't mind, I would love to touch base on it because I feel it changed my entire life.

Daryl Rosser: Sure.

Gregory Ortiz: Getting rid of negative people. I got rid of all of the negativity in my life. And a lot of people, at the beginning, judged me and said, "Gregory, that's your family." The people I'm referring to are people in my family.

Daryl Rosser: Okay, wow.

Gregory Ortiz: I'm talking about my mother, sister, brother, father, grandmother. All of them. The reason for that ... It's a touchy subject for me. But one of the reasons I had to do it ... And of course I'm not saying to other people, "Dump your whole family." I'm just saying if you have negativity in your life, figure out how to deal with it.

For me, personally, the way it was was ... My parents, my grandparents, my great grandparents and everyone else before me, we all grew up dirt poor. When I say dirt poor, I mean dirt poor. No one made more than \$40,000 per year. When I had my first \$40,000 month, I cried tears of joy. It was the greatest thing in the world. But, no one made more than \$40,000 per year. We grew up dirt poor. I can literally tell you honestly that during the summers, we would go to the school to eat lunch in school because it was free. That's how poor we were.

Daryl Rosser: Wow, okay.

Gregory Ortiz: We had no money. We had nothing, okay? It became one of those things as I got older, I realized, well, I'm kind of just gonna repeat the same cycle as all of

them, because not only is this the only thing we know. The messed up part is my family was comfortable with it. They were okay with it. They were okay living that life. They saw nothing wrong with it. And I noticed as I got older, they kind of I guess trained me, in your mind, however you want to phrase it, that people who have money are bad people.

So, growing up, I always thought people who had money are bad people. People who have money are bad people. I used to look at them and be like, "Oh, look at this rich asshole blah blah blah." But then it got to a point where as I got older, I realized, well, wait a minute, my life sucks. Being poor sucks. I don't want to be poor forever.

So, once I started doing well and started making money, it became a thing where two things happened. One, a bunch of our family members would reach out to me because they wanted some money because they had none. Or, two, they would make it seem as though I was a bad person because I started to make money. Which then I look at it and ... I had to do a lot of soul searching because these are the people who raised you, these are the people you came from.

Daryl Rosser: That has to mess you up a little bit, right, to be trained your whole life, that belief?

Gregory Ortiz: Oh yeah. It totally messed up my mind completely. It got to a point where I said to myself, "But, I'm still me." The Gregory of last month, before I had my \$3,000 month, is still the same Gregory of this month. The only difference is the Gregory of this month is working a lot harder. So, I don't understand how I'm a changed person.

Then as my money continued to grow and grow, I'd notice they'd look at my even worse. And I'd say to myself, "Well, I just realized it's not because I'm doing something wrong. It's got to be an issue of either A) they're jealous, which what most of it was, or B) they just don't understand it." You can't fault people for not understanding something.

But it got to a point where I said to myself, well, if they're going to continue to talk negatively about me all the time, if they're going to continuously try to make me feel bad about making money and they're going to keep on making me feel bad about working so hard ... They'd put thoughts in my head and say, "Your wife is going to leave you because you're working so hard, you're working so many hours at Bed Bath and Beyond and you're doing this side business." But then I'd say to myself, "No, she's not because I'm finally making money where we're happy. We're comfortable. We're able to buy stuff. We're able to buy stuff for my son." At the end of the day, all I care about is his happiness more than even my own. That's what mattered to me the most.

At the end of the day, I'm not living in a poor neighborhood anymore. To me, that was what was important. It got to a point where I realized even though you're my family, I love you, I will love you forever, but you all gotta go away from my life because there's nothing but negativity. If you all want to become positive once more, I'm more than happy to welcome you back, but I can't deal with any kind of negativity.

And I did the same thing to about two friends that I had almost my entire life. One of them became extremely jealous. And the other person just became weird after I started making money. And I said to myself, "Wow, this sucks." But the funniest thing is if you speak to people who have been through this exact situation of coming from nothing and making money, or even people who had something and made even more money, they all run into the same scenarios. The biggest difference is a lot of people don't want to talk about it. I have no problem talking about it because I'm an open book.

But it's one of those things where if ... I'm speaking to everyone that's watching this. If you feel like you're surrounded by negativity, you need to figure out what you need to do to get negativity out of your life because all it's going to do is hold you down. And at the end of the day, no one pays your bills, no one takes care of you, no one does anything else for you, but yourself and if you have a significant other, your significant other. Those are the two most important people in the world, other than your children if you have any. If not and it's just you, then you are the most important person in the world at the moment. Because, at the end of the day, those negative people, if they were doing the kinds of things you were doing, they'd be looking out for just themselves. So you should look out for yourself as well, always.

And, of course, like I mentioned in the beginning, you want to help as many people as possible. But when I help people, I only like to help positive people. I don't want to help anyone that's negative. Because if you're negative, you can't help yourself. How can I help you? That's how I look at it.

Daryl Rosser: So, when you're saying cut out negative people or do what you can with that, do you literally never speak to them again or is it just condense it down to once a month, once every few months?

Gregory Ortiz: It depends, to be honest with you. I tried right away at the beginning condensing it down a lot. Some of those people are extremely condensed where I communicate with them maybe once a month and it's through a text message or a Facebook post or sending a picture of my son or something like that. And then there's other people, like for example my own mother, who I just don't speak to at all. I haven't had a conversation with here in two years.

Daryl Rosser: Wow, okay.

Gregory Ortiz: Once again, like I said, I don't recommend that for everyone, but if people understood and knew the situation, knew how negatively that person affected me, they would understand why. This is the type of person where if I still had her in my life, I promise you and guarantee you I would be suicidally depressed about how successful I am right now. Or she would've taken all of my money by now. One or the other.

Daryl Rosser: Okay.

Gregory Ortiz: So, that's why she had to get cut out completely out of my entire life. Because some people just have certain things that just can't be helped, is the best way to phrase it.

So, I don't recommend cutting people out immediately, but there are gonna be some people you need to cut out immediately. Darryl, let me ask you. You have a bunch of friends now, right? But think back to maybe five years ago. I'm pretty sure you probably had at least one friend that was a close friend that is no longer in your life like the way they were five years ago. Correct?

Daryl Rosser: Pretty much anyone from school. I speak to them maybe once every six months.

Gregory Ortiz: Yeah, exactly. I want everyone to think back to that. When everyone is in school ... When we were all in school, our friends to us were the most important thing in the world because we're in school the majority of our day. Our friends, we see them all the time. We think these are going to be our friends for our entire lives. As you become an adult, you slowly start to lose touch with a bunch of these friends because people move on, they get married, they do this, they do that.

So, it's the natural progress of things. But, the people you hold onto as you get older, when you look at it, funny enough, are people who are positive influences in your life. So, why not make that conscious change to weed out all the negativity and stay with the people who are positive? Because, five to ten years from now, those people that you're letting in your life and staying there that are negative, they may not be there anymore. Why not get rid of them now so you can continue to grow and flourish right now? That's how I look at it.

Daryl Rosser: You've got to clear up. In a way, you've got to clear up that space so that more positive people can come in. You said you're lucky to have so many amazing friends these days. You have to clear up this space of all this negativity because if you hang out with negative people, positive people won't hangout with you.

Gregory Ortiz: Yeah, exactly. That's exactly right. The same way I mentioned before I get motivated when one of my friends is making so much money. I get pissed off, but at the same time, I know for a fact that if I'm making more money than another one of my friends, they get motivated and pissed off and they want to make more. So, it's one of those things where we're all just constantly helping

each other succeed. Once one of us have success ... We're each other's biggest cheerleaders. That's the kind of people I want to surround myself with, people who aren't envious or jealous or looking take advantage of my success, people who push me to have even more success, people who slap me a high five and say that was amazing, good job, keep it up. Those are the kind of people you want to keep with you at all times.

Daryl Rosser: Absolutely. Okay, final few questions then. Just to wrap this up. What are some ... Including your own, what are some tools that your business could not run without?

Gregory Ortiz: Like I mentioned before, Network Crusader. Darryl, if you want, at the end of this interview, I'll send you a link. Network Crusader is not open to the public. You can only get in through a backdoor link. I'll send you that link if you want to include it.

Daryl Rosser: Awesome.

Gregory Ortiz: But, Network Crusader I can't run my business without. Base Camp, I can't run my business without. Domain Genius is another tool that I had created. I used to use Register Compass, for anyone who is familiar with it, but Register Compass is kind of dated. It's where I get all of my auction domains from. So I had a tool created called Domain Genius. It costs the same as Register Compass, but it's just much, much better.

So, Domain Genius, Network Crusader, Base Camp. I'm trying to think what other must-have, necessary tools that I use all the time. My white board, funny enough.

Daryl Rosser: It's actually useful. I'm with you there.

Gregory Ortiz: My white board, for sure. It's full of all kinds of stuff. Post-it notes. I'm a huge fan of post-it notes. I took that with me from when I worked at Bed Bath and Beyond. I use them now all the time, too. Those are pretty much the most major tools I use. I mean, there are other smaller tools that I use that I put on everything, a prime example is Bot Nemesis. I install that on every single PBN because it hides all the link aggregators, so it hides your PBN from AH reps and all that. I've used a bunch of other ones in the past, but to me Bot Nemesis I think is the best one. So, I've used that.

Facebook, funny enough, my business couldn't flourish without. Most people kind of overlook it, but when you think about it, where do you go when you have a question or you're stuck on something? Usually you jump on one of the Facebook groups, right? You ask people questions. My business couldn't grow without it. Plus I communicate with so many people, such as yourself, through Facebook messenger. It just makes it so much easier.

Those are gonna be the tools that my business can't really run without.

Daryl Rosser: I know you used to read a lot of books, you said that. Is there two or three books that ... You don't want everyone to go read tons of books and not take any action, but is there two or three that really have a profound difference?

Gregory Ortiz: Yeah. Rich Dad, Poor Dad definitely had a profound difference on me. Not for its entire message, but certain aspects of it. I mentioned leveraging people's time and leveraging people's money to me was a huge, huge takeaway from that book. Another thing, too, about that book is it kind of reframed my mind to think about money in general. I thought that was absolutely phenomenal.

I know people also aren't a huge fan of Donald Trump but a lot of his older books, before he became president. I used to read a lot of his books because he was a smart businessman. Still is, in my opinion. But, a bunch of his books were very helpful. I can't think of one in particular that kind of struck a chord with me. But I read most of them. They all were pretty helpful and beneficial to me.

Daryl Rosser: Okay.

Gregory Ortiz: Another book that changed my entire thinking on everything, honestly, was The Four Hour Work Week.

Daryl Rosser: I love it, yeah.

Gregory Ortiz: And the funny thing is, like I mentioned, I used to work so much, right? But, on the way to work, I'd have to ride the subway. It was an hour ride subway there and an hour ride subway back. So, before I even started learning SEO, I used to be a huge fan of audiobooks, just because I listened to it through my iPod at the time and eventually iPhone. I would listen to the audio of The Four Hour Work Week. I'd just replay it over and over and over again.

A lot of things that stuck with me was how this man was able to scale his business using virtual assistants. I always knew from back then, this is something that I need to do and get to it, and here's what I need to look out for. Obviously, the entire book was good, in my opinion. But there were certain aspects of it that always stuck with me. The biggest part of it all was, like I mentioned, leveraging someone else's time, which would be a virtual assistant.

Daryl Rosser: Yeah, absolutely. I think it's a book worth re-reading. I think it's really good.

Gregory Ortiz: Yeah, for sure.

Daryl Rosser: Final question then. What is something that most people don't know about you?

Gregory Ortiz: I have a culinary arts degree.

Daryl Rosser: Okay, cool.

Gregory Ortiz: I actually went to college to become a chef. That's what I wanted to be originally, before I fell into working in retail. I got my culinary arts degree. I can literally cook pretty much anything. I'm an amazing cook from what my ex-wife and girlfriends afterwards have told me as well. I can cook anything. That's one thing most people have no idea about me.

Daryl Rosser: That's pretty cool, man. We'll go to your house for some food.

Gregory Ortiz: Sounds good. If you're ever in town, of course.

Daryl Rosser: Cool, man. Well, I appreciate you joining me today, man. It's been a super fun. We've got a lot of good nuggets in there.

Gregory Ortiz: Thanks for having me. I really appreciate it. Thank you so much.

Daryl Rosser: Awesome. I hope you guys enjoy the episode and I'll see you next week.