



4 Million Downloads



After 4 million podcast downloads, James Schramko looks back at a journey full of lessons and shares where his business and his show are headed.



James Schramko

James Schramko here, and welcome to Episode 841 of SuperFastBusiness. I just want to make a solo episode today with a little bit of an update. One of the things that recently happened is we just clicked over four million downloads. And I posted about this on [Facebook](#), because I thought it was cool. My team had a little celebration around this, because we update our website with our stats occasionally.

Some occasion to reflect

Now, a couple of things come to mind. It really made me reflect, a few things that made me reflect recently; one was a birthday, another is, you know, a year on from the start of the pandemic. And of course, watching my customers on a very active basis, seeing what's happening with them in their world. So I'm always reflecting, as you know, I surf every day, I am growing lots of partnerships through my revenue shares.

And I'd say a good chunk of my time is actually just thinking. And that's one thing I just wanted to point out, if you don't have that built into your life, try and put some space just for thinking, because that plus some good sleep and a nice immunization protocol is what's going to power you through.

So at this stage, we're in Australia, at the end of the financial year. We had another good year. And I don't feel bad about that. Some people feel guilty if they're going well when others are suffering. I'm not shouting it to the rooftops either because I want to remain humble and have a lot of gratitude and appreciation for the clients that I have on board who trust in me, who I've helped.

But as I got to four million podcast downloads, I had a lot of reflecting, and one of the interesting ones, and it's probably counterintuitive, is I feel like I've now served my apprenticeship with this podcast.

An apprenticeship served

With SuperFastBusiness, it's had a lot of iterations. And it started out its life as Internet Marketing Speed, it got rebranded to SuperFastBusiness. I have an enormous amount of gratitude to Tim Reid, who I started [FreedomOcean](#) with. That was my first real foray into podcasting. I wasn't aware of how to hook a podcast up to Apple.

I didn't know about the process when he invited me to be a guest on his show, Timbo Reid and [Luke Moulton](#). I didn't even know if it was live or how the process went with the recording. He sent me over a document on how to create a podcast. He invited me to start a podcast with him. We set out with FreedomOcean, which was awesome.

I've done other podcasts with the incredible [Ezra Firestone](#). We had a podcast called [ThinkActGet](#). I've done an amazing, very successful podcast with [Taki Moore](#), [SalesMarketingProfit](#). I have had a fun podcast that I did with my comedian friend Joel Ozborn called [KickingBack](#). And I've learned a lot about the podcasts over time.

But what's worked well for me is a SuperFastBusiness mainstay, where I get to control the guests. I've done a lot of, I think, innovations. I was fairly early to do very regular podcasts. I found my perfect cadence. It's two podcasts per week. That's about the right number of podcasts to stay connected, to get enough information, because people like to consume podcasts, but also not overloading.

I also work really hard on having a different format variety. One of the things I don't like about some other podcasts is their formulaic framework approach that is just the same every single episode. So I work hard on that variety. But in the meantime, I've also leveled up. So now that I've served my apprenticeship, this is where we're going from here.

Where to from this point on?

Through my good friend [Charley Valher](#) from [ValherMedia.com](#), he's been driving the quality and the process on this podcast, through our regular conversations, and you can listen back to some of those episodes. He's assisted me to [get a better camera](#), to [record video instead of just audio](#), to put it out in native format on [YouTube](#) and [Facebook](#), so that more people can consume it in the environment they're happy to consume it in.

He helped me with every step of the way, of getting the right equipment, the little black magic box that's feeding the camera into the machine. He told me to use Loom for the solo episodes, because I used to use ScreenFlow and it was laggy. He recently had guided me through this new setup for the sound. I'm using a RODE Procaster, and it's got an XLR cable running into a RODE podcasting mixing desk here where I'm recording this locally. So hopefully the sound quality is better.

We had a few edits recently, where my editor, who is amazing, we'll just call her X for now, code name. She told me that the sound is difficult to edit, and I'm not giving her good enough inputs. I used to use a different mic. And I think over the years, I just got sick of wearing a headphone and putting a microphone up to my face and having a stand to bump into.

And I think I just got a little bit more comfortable with just making it easy on me, but it's not making it easy on your earbuds. So I'm sorry about that. And I'm doing better. And as a person who self-coaches, you know, I've been for the longest time a one-man wolf pack. I'm taking this input, and I'm saying, how can I improve?

So better microphone, better recording, better sound environment, better lighting. I've got some great lights here. Some of them came from [John Lint](#). Other ones, I purchased a Kodak Ring Light for myself, for this camera. Better editing, my team have been going through training to learn how to use the tools, new tools, new editing.

As if starting from scratch

o I guess there's a lesson here is, you know, it's 2021, and I've started podcasting a long time ago. I think our [first episode](#) is 2009. And I'm now starting as if I'm starting from scratch. I'm going to work harder on the narratives that I bring to you. The guest selection, I'm very picky about. I want to extract the stories that no one else will get.

I've had some great run-ins with guests too. Some of them refused to send me their book, they wanted me to buy the book, even though I'm recording a podcast with them. But I go through the book, and I read the book, and I understand what's going on. And I ask the unobvious questions, things you can't know, if you're just reading the book. I want to go deeper, I want to go beyond.

There are guys and girls out there doing amazing work that could intimidate someone like me. You know, one of the things, when I posted I've done four million downloads, some people are like, Wow, that's amazing. And other people will be like, Well, I get that many views on my latest TikTok video. And that would be true.

I'm not a big time famous celebrity expert guru author. I haven't purchased likes. I haven't been running big ad campaigns to build up my following. And frankly, I'm probably just not talented enough to do what these people do. They're amazing. So that's their thing. They do them, and I do me. But I want to put my voice. I feel like I'm ready to step out a little bit and share more with you and to do better work. So that's the sort of future of it.

Back in time via email

And just sort of to top this off, I got an email this week that took me down memory lane. Now, I do read the reviews that are on Apple. And occasionally, someone leaves a review. I don't really ever ask for them. I don't do advertising on this show. I don't have any sort of intro for five minutes selling all sorts of random products. I just get to the point.

So I know that that's been my style. I'm probably not going to change much about that. But I will make sure it's worth you listening to this show. So I'm sort of opening up here, but I want to read you some of this email. And I want to break it down, I guess like a YouTube video would be, just to sort of sidebar what's happening here.

I recently had a client purchase a product I have called [Revenue Shares](#), about revenue shares, it's on [SuperFastResults.com](#). I think it's \$9. It's a steal, really, it's the greatest business model that I've ever done. And my top revenue share deals make more money than all of my membership. So they're just so powerful. That's the 80:20 of business.

So I recommend you get that product. If you're listening to this, and you don't have the revenue share product, or if you're not a member of SuperFastBusiness, go and get that product. I will be doing a specific episode on this very soon. So keep an eye out for that, because I get questions on it. I'm going to answer those questions in the next episode.

So I do send a follow up email saying, I hope you enjoy the product. How was it? And I got a reply back from this lady. And I just want to be clear here, I asked her for permission to talk about this in a podcast, because I wouldn't do this unless I did. I'm very heavy on permission-based marketing. I don't want to make big mileage from my customers.

Like a lot of experts I see, they screenshot comments that were private for them, and they publish it without asking permission. I don't think that's correct. So I've asked for permission. And even though this is a little bit difficult for me to talk about myself, I'm just relaying this email, but I want to just go a bit deeper on it.

The response was, "James, you are amazing." I mean, that's a nice way to get my attention, right? Anyway, she said, "Yes, I enjoyed it and everything else you create." That's very nice. "This is going to be a long email, but it's one of praise, and I have to let you know how much what you do or have done over all these years means to me."

And by the way, when I posted that post on [Facebook](#), about the four million downloads, I was really blown away and quite touched by how many famous people have commented on that, people who have far more successful businesses and podcasts than I do, have come along and commented on that. You know, guys like Andrew Warner, and Perry Belcher and Rob Moore, for example.



When I see them congratulating me, it's kind of like, Wow! Thank you. But I think they're just being polite. But it's nice. But what I want to say here is in our own world, there's always someone bigger and more scary and more successful than us. And we also sometimes get complacent about just how well we've gone and realize, you know, we forget that there's people who are still struggling or on the way up. So it was a good perspective for me to have.

So this lady goes on to say, “I just spent the last 24 hours or so binge watching your training in the SuperFastBusiness membership, as I have a very strong interest right now around optimizing email campaigns (that's a big tick), mastering the membership business model (that's another big tick), and letting go of doing so many things myself (huge tick), and giving it to a team to do.”

Massive. I mean, this is so aware, this is really switched on. “Basically using strategies that allow me to work less and make more, wonderful book by the way.” Of course that is my book, you can get it from [Amazon or Audible](#). Or you can go and get it for free, superfastresults.com/book. I'm giving away my book, I want everyone to have this book, so you can have it for free.

“After watching your membership training course that John (this is [John Lint](#)) has in [10XPRO](#) (that's the software that I like for memberships), it was my second time going through it, and watching the training I purchased from [SuperFastResults](#), (that was the revenue share course), and just observing how easy going your life seems compared to so many others out there that are grinding day in and day out, including myself, I had to join your membership again.”

This is really intuitive, because I do find a lot of people rejoin, and this is important for membership business owners - make it easy for people to rejoin, don't burn your bridges or have these lockout policies. “And of course, that special offer for the first month was a no brainer.” Now this is an email sequence I send to buyers of my \$9 course. They get a special offer for SuperFastBusiness membership for the first month, and this is great feedback.

But I have really hard tangible feedback. I use a coupon, and I can actually look and see how many people have redeemed the coupon, and it's a lot of people. So big lesson here, if you have a core product you want to sell, put something in front of it, a starter product, and then incentivize people to go for the next product and make it an easy option for them.



Like [John Carlton](#) taught me, he's a copywriting great. He said, Make the customer feel like they're ripping you off. And I do that, I literally give away absolutely everything in my membership for \$29 for the first month, and that's like, a lifetime of work. It's all my events, it's all my products, it's access to all the other members and my coaching for \$29, like less than \$1 a day, that's what I wanted. It probably doesn't apply to some Februarys. But for less than \$1 a day you get access to absolutely everything.

"And although I was going to join anyway, this made me join faster." So this is a really good sort of feedback for me to have. "And yes, I typed 'again', as I have been in every iteration of your membership since back when it had other names and a guy named Andy, he was your partner." That's true. The very first version of it was called SuperFastResults, the beginning of 2009, and I had a business partner. Andy was a lovely guy and a great partner and friend through those first four years.

And in the end, you know, we tried to sort of adjust the split or make it work, but it didn't work out for me, and I had to change the structure of the membership. But it's all good, because he had plenty of other things on that I'd actually helped him with and introduced him. He was a mentoring student as well.

"I've seen the price changes, name changes, offer changes, like when you added in the personal coaching feature." So this is a really important point. I mean, it sounds sort of choppy and changy, but when you consider that we're talking about from 2009 to 2021, that's 12 years. 12 years, I've had this core membership, I've had this podcast and that membership for 12 years, that is consistent. I'll give myself that.

But also, yes, I've had to innovate, I've had to change so many things. You would not recognize the first version of this. It was on a different platform, it had different members, it had different structure, it had different routines. So we have to evolve and adapt. And I remember when I came online, I had to make a promise to myself that I will continue to innovate and adapt. Or else I could be back to having a job, and that's just definitely not an option. And it will never be an option, thankfully.

The growing need to leverage time and energy

Now, she said, "I know what I'm doing online. But I need more time and energy leverage." That's the right words, time and energy. Because that's what I'm noticing, at my age, as I mature, energy management is a big deal. I have to really pay attention to that.

If I'm going to go out there and surf for an hour and a half over four or five kilometers, that's like three and a half miles every day, I need to be managing my energy and still do some work three days a week, and look after my family and be strong and survive viruses and all this sort of stuff; you got to have your energy managed.

"You're the only one that I've seen who's mastered that, and more importantly, you've been consistent with it." And that is true. I have been consistent. "I've seen so many others change their business models." This is important, we're not talking about changes within a business model, we're talking about just chop and change. And I have to agree.

Over the years, I've seen so many gurus fly high and then fall to the ground, like come and go. Like, from 2005 when I started online, the end of 2005, or 2006 was my first sort of full year, there's been so many people come and go. There's not many people who are doing a similar thing today than what they started with.

"They rearrange things drastically. It's so obvious they're trying to figure it out. And I'm only talking about the ones actually making money, not the new people. So making money isn't hard. It's doing it without the burnout that's been tough for me and for others." And I agree with that. Burnout is one of the biggest problems I see, especially with the higher-level people. What they're doing might make money, but it's not sustainable, and you'll hear that word a lot in my podcast - sustainable.

She continues, "I went through a wonderful sales training a few weeks ago, and I thought this guy would make a perfect coach. But his follow-up was horrible. He does not follow up with leads or customers after the initial opt in or purchase, with the exception of promotions of his programs, when they open back up a few weeks later." It's a bit nasty, isn't it?

"He literally makes a point of always selling to new people, and he's excellent at it. But the nurture the ones who are on his list is not there. And it's like he's always working harder than he needs to because he's so focused on cold leads." I talk about this a lot. This is really what the membership solves. This is why caring about your customers can help.

And I would rather serve the same people over and over again, through my memberships, and speaking to you on my podcast, than to go hunting for new people. That is exhausting. And if you want to talk about energy management, these are the people who blow up. Like, they literally, in some cases, have heart attacks.

You don't have to look far in the entrepreneurial world to hear some hard luck story about a guy who's on a hospital bed and decided to change their life. I hear this story so often. I think it's probably printed somewhere in a how-to-manipulate-people manual. Thankfully, that's not been my story.

"And don't get me started with the whole Facebook group thing they do. If Facebook shuts them down tomorrow, or shuts this guy's group down, him and so many others would have to start from scratch with their business." This is true. Unless they've got the email address, and they're quick to set up a new platform, it could really be a massive inconvenience.

From affiliate to business ownership and leverage

"Anyway, I always come back to you. Whenever I go astray, I find my way back." So I, hand on heart, say thank you for coming back. "I remember when you were known as a super affiliate, quietly making the leaderboards on programs back in the mid 2000s." It's a true story. I used to be a super affiliate, and I used to win the competitions. There was another guy out there, Peter Parkes and I were always competing for the leaderboards.

"I always saw your name, and Ewen Chia on the lists. And people always mentioned you in the Warrior Forum. And I used to see you answering questions in there, all the time." This is also true. I used to answer a lot of questions on the Warrior Forum. They're probably still archived. But that was my marketing activity.

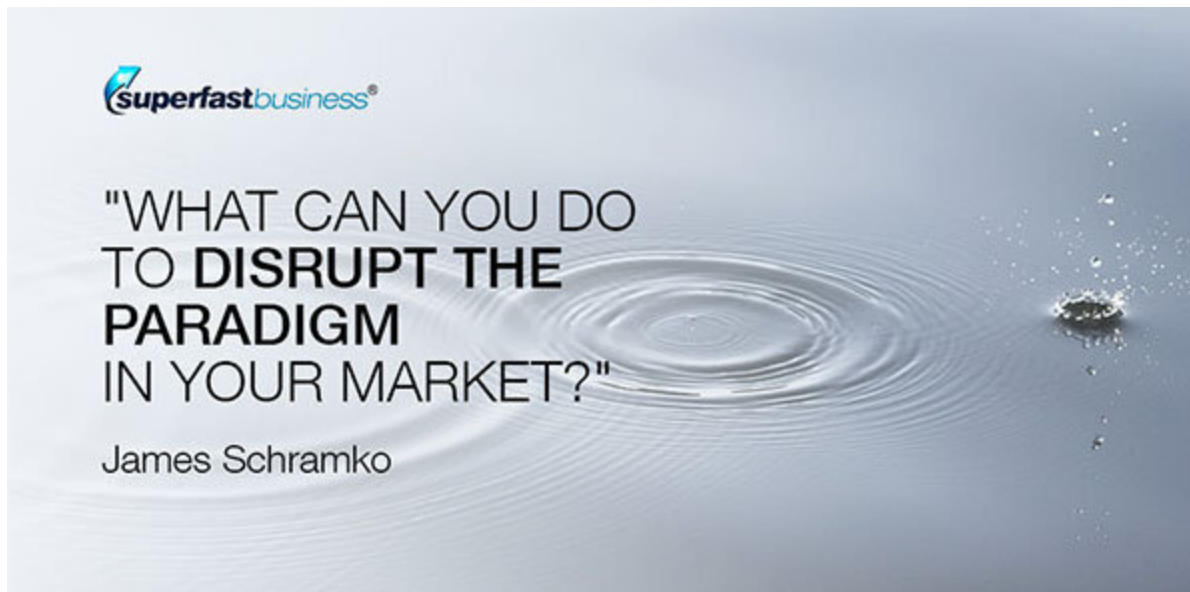
Every day, I would log in and answer questions on someone else's platform and earn trust, and I made a lot of sales that way. And eventually, from 2006 to 2009, I started adding my own forum. And then eventually, and this was hard and counterintuitive, I made a choice to never log in again. And I stopped logging in and answering other people's questions there. And I answered questions in my own forum.

So I'm very active in SuperFastBusiness. So I had to work hard to let go of that and other forums where I was participating, and to take on my own forum, but it was what you'd call vertical integration. So then this person purchased, "When I purchased XSitePro (that was the software I used to promote as an affiliate) and needed help figuring out how to SEO my site using that and your web page came up in Google, it was the beginning of you helping me out in so many ways."

This is my cheat sheet that I used to sell. And that's how I got my foot in the door. And that was my first \$100,000 online. I just did one thing for the first few years. One thing, and I did it. I went hard on that. I learned everything I could about the business. That was my very first sort of online apprenticeship.

"From the XSitePro cheat sheet, to Local Business Cash, to Traffic Grab, and so much more, you've always impressed me." These are product names I've actually forgotten about, but they were big, Traffic Grab in particular. I sold two and a half thousand copies of that for \$79. This is when everyone was selling \$1,000 and \$2,000 products. I think it moved the paradigm.

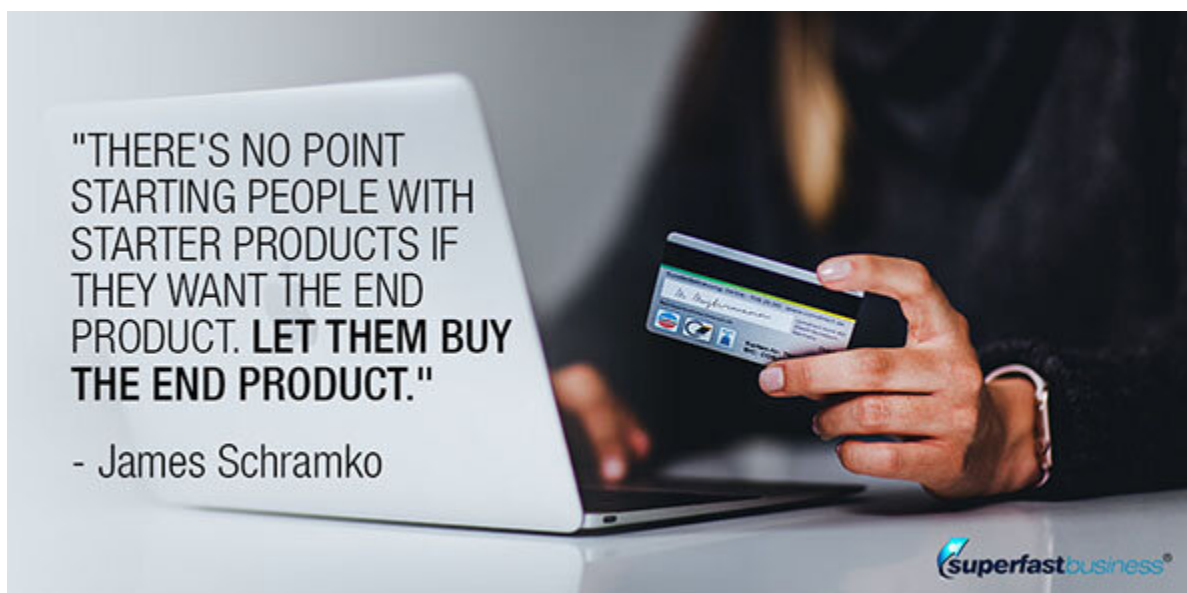
In fact, I got a very angry communication from one other marketer who was just a week out from launching his higher-price traffic product, and he was so pissed off that I just popped the balloon on his whole campaign, that he wrote a scathing email to his audience. I got him on Skype, and we had a good talking to. We're best friends now.



In fact, he hired me as a coach. I've had [SilverCircle](#) with him for years. And I support him now. He's doing great things. But we had that little run-in because I actually disrupted the market. So we're just talking about disruption here. Question for you, what can you do to disrupt the paradigm in your market?

She goes on to say, "Spaghetti bowl, [chocolate wheel](#), and so much of your other strategies have allowed me to increase my income significantly over the years and build businesses." Spaghetti bowl, that was the map, that was the process map my brilliant team drew up to explain what we're doing with our search engine optimization and our traffic strategies, both paid, organic, etc.

They were so engineered, it looked like this big mess, it looked like a big bowl of spaghetti, one of them said, and that stuck, and that's what we called it. I even built a site around that, which was a reseller for my search engine optimization services and sold it as a business in a box. I've tried every business model.



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THEY WANT THE END
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- James Schramko

 **superfastbusiness**

The chocolate wheel, I still talk about today. That's the anti-ascension model. You'll read about it in [Work Less, Make More](#). There's no point starting people with starter products if they want the end product. Let them buy the end product. A scotch drinker doesn't walk into the bar and say, Give me the low-hanging bottle, the one out of the tap. They say, I want the stuff from the top shelf, and they go straight for it. That's my counter to the ascension model.

She goes on to say, "I've watched you grow from a solopreneur to a master of business ownership and leverage. I've watched you do everything yourself. I remember when you were teaching this tech stuff, to building a wonderful team." This is true. In the last 12 months, I've had a great year. But I've also worked the least I've ever worked.

I'm putting in 15 hours a week at the moment, and it's because of my team. And my team have a great life too. So don't feel sorry for them. We don't run the clocks, we don't count days on or off. We have unlimited annual leave. They can work whatever hours they want on whatever projects they want within the business. So they're having a great time. And I'm sure they appreciate it.

And that's why they've been with me for 11 years, 10 to 11 years now, my team, the best. There's not enough positive things or feelings I could have for them. But I had to go through that process. I was the one grinding it and hustling it in the beginning. And I'm not anti-grind and hustle per se, but don't do it forever. If you do it forever, then you're addicted to it, and you're escaping something probably, or you haven't evolved your thinking to a better, more leveraged way. So that's my thoughts on that.

Even the rev share partners benefit

"And now you have revenue shares to promote products of other amazing people that I and my business partner have purchased from." That is definitely my role now. I'm using my platform to promote other people's businesses. And by the way, if you're listening to this or watching this podcast and you think you've got a perfect fit business that's doing good things for humans that my customers should be buying that are not already promoting a similar or competitor to, please get in touch with me. Maybe I'll come on board as a revenue share partner.

Go and have a look at SilverCircle.com, because that's set up now for [revenue share deals](#). Have a look at the criteria, see if that's something of interest and apply. And don't be offended if I can't say yes, because I can't accept everything. But I'll definitely respond to you and give you my feedback or some suggestions on where you can go. So I will help you. Or you may end up in SuperFastBusiness, because that's really where I would recommend a lot of people start.

"I'm currently doing [Matt and Liz's digital investor program](#), because I'm big on building assets." That is a product that I've promoted. I support that product, and I think they do good work. "I send clients to [Greg](#) at Studio1 Design." He's my favorite designer. He's not even a revenue share partner, but he does all of the designs at SuperFastBusiness, SilverCircle, SuperFastResults, my book cover. He's just a legend.

"We use [10XPRO](#) (which is my favorite membership site platform), Carl Taylor's Automation Agency, as a time saver." Carl came on the [Maldives mastermind](#). He's great with automation and leverage. "Even though I was so reluctant to let them do things I know how to do, it was hard to let go." But she did it, she's really done well.

"I've always paid attention to who and what you promote that can make things easier for me." And by the way, I pay attention to that. I just don't want to promote things that suck. So if I do promote something, I'm either using it, or I've worked with the person long enough to know that they're good. Or I will say, I don't know how good this person is because I haven't used them. And I just know they've worked for such and such, you should speak to their customers. So I will always point out if this is an untested area. So rest assured, I take my duties seriously.

"The [product page](#) on your site has always been a go-to resource for me." Yeah, and we update that regularly. I remove things that aren't useful, and I add things that are useful. And some of those are partners, I'll openly admit, that is a good place where my partners get business.

The gap between learning and applying

"I should be a multimillionaire by now, as long as I have been following you and purchasing from you and your clients, but as you know, learning and applying are two different things." And I get it, you know, I have a two-year-old child, and I understand that applying things is going to be restricted for parents who have got caring duties. I know that sometimes we get in our own way, mindset-wise, which is why about a quarter of what I do is on the mindset.

"I've implemented many things, but there's so much I didn't implement because I thought certain things wouldn't work. So I went through my own trial and error process that never seemed to end." That's where I come in. I will coach this person to remove that trial and error. That's why you don't have to hustle and grind forever, because I've already done it for you. I will coach you in SuperFastBusiness.

"If I would have stayed in your membership program all this time, I would have seen how much certain things I doubted actually worked, as you share all your results without holding anything back." And I do. I give away my shopping cart abandonment sequence. I give away my video marketing sequence. I will openly answer any question someone asks in SuperFastBusiness.

"This email is starting to become a book now. So I'll stop going on and on and say one last thing..." And this was the most touching thing really, "I'm proud of you and what you've accomplished over the 13 years that I've been watching you. You are such an inspiration. I'm now ready to focus on your teaching in a way that I've never have before and reaching my financial time and energy leverage goals. Back in the 2000s, I was in my 20s. But now I'm in my 40s, and I'm done with the grinding and burning out. So I plan on staying the membership this time for years to come and to continue learning from you and applying what you teach without doubting. Many blessings to you and your family."

Wrapping up after an inspiring message

Now, I want to come back to you in the future. Maybe it'll be a while, maybe it'll be soon. But I want to come back to you and invite this person as my guest to share a success story. That's my challenge to me. It's my challenge to my anonymous author here. I'm going to remove the name here because I want her to have the best chance of success in an unbiased way.

Okay? I don't want people giving her an artificial leg up. But we're going to do this together. My fabulous friend, author, I just want to say you really touched my life. You know, when you run Facebook ads, for example, I run Facebook ads giving away [my book](#). I give away my book online. And still people make trollee sort of comments.

Like, This book was probably written by someone else. Yeah, if you actually read the book, the foreword is by the person who wrote the book explaining how it came to be. So it's like, one of the dumbest comments on the internet. But people just project. They go out of their way to be offended. I know the title Work Less, Make More rubs people up the wrong way, because they're pissed off.

They're overworking, and they're not making as much. And I'm just rubbing it in their face with an ad. But I'm here to enact change. If you're serious about working less and making more, if you want some help with your online business, and if I'm the person to do it, get involved. I will lift my end of the bargain for you.

This was nice. I hope you're getting these sort of emails for your own business or service. But this is kind of like the ultimate thank you for, you know, a long period, people don't remember me when I was absolutely unknown, and posting those little forum posts, and starting with my first information product, I had all the same doubts and fears and concerns and challenges, and no advantage.

I don't have famous online parents. I didn't have any special attributes that gave me a leg up in this industry. And I figured it out. And I'm here to help you figure it out. So rest assured, I've already been through that. So this was a great walk down memory lane. It's an acknowledgement of where we're at.

So just to sort of recap, yeah, we've done 4 million podcast downloads, and that's great, but I'm just getting started. So I want to appeal to you in this final part here, I don't send out surveys and that very often or whatever, but I would love it if you could just send me an email. Please send me an email, james@superfastbusiness.com and let me know, what would you like to hear me talk about on this podcast, a solo episode like this.

I'll open up. I'll share whatever you want. Give me a synopsis. Make me a Loom video. Tell me about your scenario. Let me walk it through on a podcast. Tell me if I've got permission to talk about it or not. And I want to create compelling content that hits a note for you. There's my challenge.

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I'm here to make change. In those 15 hours a week, I want to have the highest impact possible. Thank you so much for listening and watching.



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