

KLT_146_Patti_Haus

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SPEAKERS

Patti Haus, Britney Gardner

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- B** Britney Gardner 00:00
Howdy. Welcome to the No, I can just show.
- P** Patti Haus 00:04
Thanks for having me. I'm really excited to be here.
- B** Britney Gardner 00:06
I am so excited to have you. And I want to, like start this out by saying I had no idea who you were a month or two ago, and I happened upon an article you wrote coffee hackers. Yeah. And I loved the whole premise of the article. And I want to start out by saying I loved it because I was 100% in your shoes at one point in time, it was like, No, no, I just, I just really want to do the thing that I'm good at. I don't want to do all the other stuff that goes with it. So with that said, I would love for you to do you know, a little bit of an intro on how you came to embrace disability. Sure.
- P** Patti Haus 00:43
So I am a copywriter. And I've been copywriting for quite a while. And in I think 2017, I bought this course actually from Joanna from copy hackers. And it was really about like building your freelance business and attracting more clients and stuff. And one of the

things she said was that you need to increase your visibility, you need to do guest blogging, you need to, you know, figure out how to get your name out there. And I was like, No, that's awesome. I'm totally going to do it. And I made like, listless list of places I was going to guest blog, and I made, you know, I must have had like, 20 different Google Docs filled with different blog ideas and outlines. And I did none of it. And then midway through 2018, Joanna had this, you know, she decided to do a mastermind. And I was like, I'm gonna do this mastermind. And she asked, she actually had like, an application process. And she had an interview, and I was asked, you know, so what are you prepared to do in order to really get the most out of this master. And I was like, I'm willing to do anything, like anything, I'm going to do it all. And then I didn't do it again, like, I was like, Okay, I'm gonna do it. And I did not do it. my comfort zone was extremely comfortable. I really wanted the benefits of increasing my visibility without actually increasing my visibility. So beginning of 2019, here, I've spent like, literally, a ridiculous amount of money, you know, five figures, and I didn't do any of the advice I was given. So beginning of 2019, I was like, Okay, well, you're either gonna have to, like, figure this shit out. Or you're probably gonna have to go back to corporate, because whatever you're doing is not really working. And so I started what I call the authority project, where, basically I was just gonna hold myself accountable. And I was going to say, yes, to every single authority building opportunity came out, that came across my desk, I was not allowed to say no, even when my first instinct was to say no, which it pretty much was every single time. And I was gonna track the results. Because even though I kind of thought building authority was like this really good idea. Internally, I had this skeptic saying, you know, what's gonna work for everybody else, you're going to be the only person in the whole world who this isn't gonna work for. So that's kind of like the really long backstory of it.

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Britney Gardner 03:14

I love that you call that yourself that you committed to it twice, you invested five figures, and you still weren't doing the work. And I think from an online marketers perspective, you know, we hear things like, the average course completion rate is less than 5%. And you're like, WTF man? How are people spending all this money and then not doing the work? And I think we've, we've all been there on both sides of it, if we're infoproduct creators, at least, but you also called out the skeptical, you know, mindset that you're kind of still holding on to because someone has to be the exception. I mean, right.

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Patti Haus 03:51

I think I was, you know, on one hand, I was like, you know, it's like, when you buy a treadmill, and you're like just owning a treadmill, it's gonna totally make me into a runner, even though I use it more for like folding laundry than I do for actually working out. It was

kind of like that I you know, I knew that I had to do it. But I also figured there was like, you know, I realized after spending a lot of money on this stuff, that my problem was not really necessarily doing it. My problem was figuring out how to convince my mind to do it.

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Britney Gardner 04:21

So when you say it, your problem was convincing your mind to do it. Right. So so you committed to saying yes to any opportunity that came across your desk, but that's, that's assuming opportunities are already coming to you and having read your blog article you've had some coming to,

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Patti Haus 04:36

and it wasn't necessarily that I actually had, you know, people specifically asking me to do anything because that was very rare. Like that actually never happened. But it was more like for example, I had a ticket already to go to micro comm in like, April, and I got an email from the organizers saying, Hey, we're doing attendee talks, and you know, If you want to do one, this is how you do it. So it was more like, not not necessarily looking out for the opportunities, although I did do that too. But it was more like, if I saw something, I forced myself to actually do it. Because I didn't want to speak on stage, I did not want to put myself out there. I didn't want to go on podcast, I was really comfortable just like being me and doing my thing and not increasing my visibility at all, I was totally fine with not being and you know, a well known name, not that I'm a well known name. But you know what I mean, I was totally fine with people saying Patti Haus, who the hell is she? I've no idea who that is. I was totally okay with that I didn't have this, like, desire to become well known, or even a household name in a tiny, little niche.

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Britney Gardner 05:48

So when you say that you previously said, you know, if you don't commit to this visibility situation, you'd probably end up having to go back to corporate. So you're saying that for you, it was more comfortable to go back to corporate than it was to say yes to some of these engagements, in a way. Yeah, I

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Patti Haus 06:03

mean, I was very comfortable in corporate I, you know, I was successful, I got promotions, I had good friends, like, I was comfortable in corporate, but I wasn't necessarily happy and corporate. So it was more like, keep doing the things I enjoy doing as far as like making a living, or go back to the corporate life and be really comfortable there.

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Britney Gardner 06:25

Gotcha. Okay, so that was January of 2019. When you said, Okay, I am going to do this yes to everything, I'm going to seek things out, I'm going to apply it to them. When I hear about opportunities, I'm not going to say, Oh, that's nice. I'm actually going to try, right. So from that time, how long was it until you started regularly showing up?

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Patti Haus 06:47

Well, I would say I started sort of showing up immediately. And I would, I would also say that for me, the last like, it's like been two and a half years now has not been at all like, I feel like I'm always on like, I am very much a peaks and valleys kind of a person, you know, I'll go really hard. And then I'll be like, yeah, you know, my introverted self needs to take some time off. And I'm really understanding that it's okay to listen to that, you know, I don't have to necessarily go to a, you know, pre COVID, I don't have to go to a conference every single month, and try to speak on stage, I can do that, like two or three times a year, and then supplement that with other things, you know, doing blog posts, where, you know, maybe I'm increasing my visibility, but for me, it's a lot easier to write than to speak, if that makes sense.

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Britney Gardner 07:39

Oh, no, it makes complete sense. You know, some people are so charismatic, and they're wonderful on video, and I am not that person. So don't mean, I know, I understand that completely. And then, you know, other people are really great, you know, written other people do well with audio, because the video aspect is, you know, taken away. But you know, we all have our strengths and weaknesses. And I'd love to hear your perspective on this. But I think when it comes to visibility, we don't have to commit to being visible in every way at the same time. And, and even the peaks and valleys thing, you know, like, we can go for, you know, like sprints, and then take a recovery period.

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Patti Haus 08:15

Yeah. And, for me, I'm discovering like, one of the biggest things for me was to realize that when I go to a conference, like an in person conference, I get home and I am exhausted, like, I love actually love being with people, you would never meet me in person and say, Oh, she's totally an introvert. Because I can show up, I can talk to people. But when I am done, like I'm done, you know, when I get home off the plane, and I need to usually take like a couple of days off where I don't have to have any meetings, I don't have to work. I just like snuggle with my dog. And, and that's was one of the things I realized was that, you

know, I have to listen to my body. And my body is saying, no, go to the conference, and then schedule a couple of days off to just chill.

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Britney Gardner 09:03

Yeah, five years ago, I went to a conference, it was like an all weekend thing. And I knew that I was going to be all people out at the end. So I like made sure that Monday afterwards, I had nothing going and I was like, I'll just hang out with my son. He was five at the time. And we'll just have like a cute little mom and Sunday at home. We're like, you know, rent a movie or you know, whatever. And I ended up throwing my back out at the conference on that Sunday. So I spent that whole Monday laying on the ground with my legs, like on the couch, like in this awkward position. And I was so pissed because I was like, No,



09:34

no,

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Britney Gardner 09:35

I did the self care thing. I was trying to take care of my introvert self and that one backfired, but it was a good lesson for me that you know, even with the best laid plans, maybe one day after a conference isn't quite enough.

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Patti Haus 09:47

Yeah, maybe you have to do two or three or a whole week. Like, I think it's okay to not hold yourself to these, you know, rigid rules that we sometimes give ourselves.

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Britney Gardner 09:57

So you have good mechanisms in place for like taking care of yourself even while you're showing up. And again, I've already so I like the peaks and valleys aspect of it. I'd love to hear your thoughts on your growth. Or maybe maybe you didn't grow out of it. I guess that's a good question too. How did your skeptical nature take care of like all of this throughout the project, the year that you started and then continue? Did you look at the results and say, I was wrong? Or did you continue to be skeptical?

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Patti Haus 10:29

No, I'm not skeptical anymore. I've definitely have had enough kind of anecdotal evidence to show me that it 100% works. And not only that, that it makes the entire process way easier. Like, when I meet with somebody who has read something I've written, or they've heard me speak or whatever, it is so much easier to sign them as a client, than if they just Google my name, you know, they're typically willing to pay my rates, whereas a lot of times, other people are, you know, if you've just googled me, you might have like, a \$200 budget, and, you know, you probably just can't afford me, whereas somebody else who, who understands the value of what I'm doing, they've kind of already, maybe they like something I've written, they like my humor, or whatever it is. They're just kind of already, they've already kind of decided that as long as it's like, you know, within their budget, they're totally willing to pay whatever it is.

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Britney Gardner 11:30

Yeah, there's a huge difference between cold traffic and pre sold traffic, right. 100%. Yeah, I way back in the day, I was a wedding photographer. And this is like, I'm really dating myself here at this point, because this is like, before, like the 2008 crash. I remember I was in the car driving, and this is when like, the spam talabat, you know, cold calls started coming through. It was like people who wanted to sell you SEO Services. Yeah. And one of them got me on the phone. And they were like, we'd like to help you get more clients. And I was like, No, I don't, I don't want any, what you don't want more clients is like, well, you don't want your clients, I don't want anyone that comes to me through search engine, because they're not pre sold on either. They're too hard to work with, I don't want to deal with them. I want people who come from a referral. And you know, at the time, that was a very valid business decision. Today, maybe not quite so much. But it taught me way back then long before I was in the marketing space that a client that comes to you already knowing what your values are, and what you're about, is going to be a much better working experience on both sides, when you have that kind of trust layer pre built.

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Patti Haus 12:31

Oh, absolutely. And I think they're also more likely to kind of be calm your or they come to you already as your ideal client, like, you know, maybe they have, you know, they've already loved if you're a photographer, they love your style. And, you know, they've already kind of decided that you're the person for them. And I think that's something we kind of forget, because we hear about cold traffic, we hear about SEO. And I definitely think that there is a place in the world for cold marketing, you know, for stuff like that, but but I also think that it is a harder hill to climb,

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Britney Gardner 13:10

it's much harder, and you have to catch such a, I guess a wider net is probably the better way to talk about it. So my friend Krista Potter set up recently in a group that I'm in, that you, you're going to have to embrace the idea of traffic, it's either gonna be paid or organic. And they have, you know, pluses and minuses each, of course, but I like what you're talking about, because you are warming up your traffic. It's not necessarily like hot traffic, because, you know, just because they've seen you speak on a stage or heard you on a podcast, doesn't mean that they know everything about you. But it's also not, you know, a Facebook ad to a completely unknown person.

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Patti Haus 13:46

Yeah, yeah. And I think I just think paid traffic is very valuable, you know, way to get leads, I don't think that it necessarily works for the industry I'm in. I don't know of anybody who would hire a copywriter from an ad like I don't I maybe like Google ad, you know, where it's kind of going to a targeted landing page. But, you know, I think that there is definitely room for everything within the space. For me, organic worked really well, because I didn't really have a timeline. It wasn't like, I was like, Okay, I need to double my income in a month. It wasn't anything like that. It was more like, okay, let's see if we can get incremental increases in our income in my income, I'm talking about myself. So I'm a third person and I'm a large corporate. me I'm a one person show, you know, it was like, Okay, let's just see what it can do. And it was nice not having any expectations of it, you know, wasn't I wasn't planning to double my income I, I did increase it, you know, 50% year over year, but that was not an expectation and that was kind of nice.

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Britney Gardner 14:55

Well, it put you in a different position, right. So because you weren't like clamoring For a specific result, you were able to approach this entire project with not just fresh eyes, but kind of an open mind, which I'm guessing helped you kind of move through some of those mindset issues around showing up.

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Patti Haus 15:13

Yeah, for sure. And I did do a lot of mindset work, I'm still doing mindset work, I would love to tell you that I'm all fixed, but I'm not. You know, I'm a breath away from turning 50. And I have 50 years worth of stuff on my shoulders I'm trying to try to get rid of, but i think that i think recognizing that I had mindset issues was really, really probably the most important thing I figured out was that, you know, okay, you have mindset issues, you need to figure

this out, or this whole experiment is going to probably fade away, just like, you know, all the money I spent trying to increase my visibility.

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Britney Gardner 15:55

So, so since we're talking a little bit about mindset, when you have issues even today, I'm I know, I, you know, the same issues I had two years ago, I probably have today, when they come up today, and you're being approached with a new opportunity, something that's, you know, again, outside of your comfort zone, do you have anything you do to kind of combat those issues or any processes?

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Patti Haus 16:19

Yeah, so one of the biggest things is that I have recognized what my what where my mindset is showing up. So for example, for me, procrastination is always a mindset issue, like, unless it's something I don't want to do, like go for a jog or something, which I don't run. So never happen. So there. So if I'm, you know, if I'm like, Okay, I need to apply to speak at this conference. And I just don't do it, it goes on my schedule every day and gets moved every single day to the next day, I have to sit down and figure out what does that mean, and what's going on. And a lot of times is just listening to the voice in my head, like, what is the saying, you know, people don't want to hear me, I don't have anything new to teach people, you know, all of those things. And then it's just a matter of saying, you know, that's not true. And sometimes just forcing myself to push past it. I think it gets easier. I don't know that that stuff ever really goes away. For most of us, you know, mere mortals. Anyways,

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Britney Gardner 17:24

I'm here mortals. Actually, that's a really good transition there. So when it comes to pushing through those mindset issues, you know, you're you're you're doing more things. Now you're increasing your income, you know, each year, as you said, which is a fantastic result. What other things have you seen? Come along it? I mean, has it informed your copywriting at all? Have you made connections that have just opened your eyes to new things, I'd love to hear some non money related results that you've had with us? Well, I

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Patti Haus 17:54

think the number one biggest thing is that I just feel so much more confident in myself as a copywriter. I don't think you can write and speak on a specific topic and not eventually come to the realization that Yeah, you do know what you're talking about. And maybe just

maybe you have all of these skills that you refused for whatever reason to give yourself credit for, I think that's way more important than money. I feel like I talk so much more confidently about what I do, like in discovery calls and that kind of thing. So I think that's one of the hugest ones, one of the other ones that I've actually never talked about is that like, for example, my husband and I started this little business based on a hobby we've had for a number of years. And we have decided to create, like a little course is not at all business related. It's furniture refinishing, which is, you know, just random. And I feel like I'm okay with increasing my visibility in a non business way. Or in a way that's not copywriting related or marketing related, but using my skills as a copywriter, as a marketer to sell this thing. So I think that's kind of fun is like, you know, doing something with my husband, which he works a regular nine to five job we don't at all work on the same stuff. So I think that's kind of fun. It's it's really expanded my horizons in a in a way that I don't think would have happened if I hadn't started increasing my visibility.

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Britney Gardner 19:27

Oh, my gosh, that's so cool. Like a whole new project and something you can do with your spouse, which is fantastic. That wouldn't happen if you hadn't committed to this.

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Patti Haus 19:35

Yeah, it's a hobby that we've done for a long time. But we're kind of turning it into a small business together. And, and it's been really fun. And I don't know that I would have ever had the, the, you know, the kind of the guts to go for it.

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Britney Gardner 19:49

Otherwise. Okay, so the raging introvert inside of me who hates large networking events and therefore conferences kind of fall into that category wants to know Has this Visibility Project helped you in those in person situations at all, now that you're committed to showing up?

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Patti Haus 20:07

Yeah, yeah, definitely the it has. One of the biggest things for me was that I forced myself because, you know, I was like, well, you're not going to spend all this money going to a conference and then not do any networking. That's really stupid. So one of the things that I did was, I figured out how to make myself feel more comfortable at them. So you know, I create a list of things I do before I go to an event that I, you know, can kind of pull out like, for example, you know, I figured out that there's a lot of people who feel introverted at our

events. So if I'm feeling uncomfortable, and I'm all by myself, which you know, you go to conference, sometimes you don't know anybody, I look for that person who's sitting all by themselves or standing all by themselves. And I go, it's way easier to go to one person and say, Hi, I'm Patti. How are you than to go to a group of 10 people and try to like, in, you know, sneak your way into this big circle of people. So you know, I've done things like that you same with, like, what do I do before podcast, I have like a list of things I do before I go to a podcast, because I want to take some of the pressure off of myself. I don't want to sound stupid when I want to podcast like, that's everybody's worst fear, right? We all hate the idea of going on a podcast and like sounding dumb. So I think those are kind of some of the things I do is like, I have a list of things to do to make myself feel better. And kind of give myself that little bit of, you know, maybe not the comfort zone, but a little bit more of a comfortable zone.

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Britney Gardner 21:42

Or at least a prepared zone. Right? Yeah. Yeah, totally. definitely helped me as well. Well, this has been awesome. Do you have any closing thoughts for us? No, I

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Patti Haus 21:50

will say, and this is the first podcast I've done after the copy hackers article, but I got really vulnerable in the copy hackers article. And I felt a little bit ill before it went live. I knew it was going live on like, a Wednesday or something. And I was so uncomfortable. I forced myself to sit with the discomfort of being uncomfortable. And nothing bad happened. I never had anybody say to me, Oh, my God, like your stuff is terrible. Or, you know, people were so so nice, just like you like you reached out and and we never would have connected if I hadn't done that article. Yeah, lots of people reached out and asked me all sorts of questions. And so I think getting like being vulnerable, increasing your visibility will really open you up to all sorts of new people and new experiences. So don't let that little voice in the back of your head that's telling you not to do it. Don't listen to it.

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Britney Gardner 22:53

Oh, that's a great way to close this out. Yeah, you're right, we would not have connected outside of that article. And I, for one, have enjoyed this conversation. I know the audience as well. Thank you. Where can we find you on line.

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Patti Haus 23:05

So if you want to read more about the authority project, kind of the results and some of

my tips, you can just go to the authority project calm. I also have a website for my copywriting just Pattie house.com. And my last name is H a US comm I'm also on Instagram on both of those. So feel free to hit me up. I'd love to connect with new people and new introverts.



Britney Gardner 23:30

All right. Well, thank you so much. Appreciate it.



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Thanks for having me



23:35

on.