

Blogspiration Masterclass Series

Interview with Genevieve Gauvin

Caylie

Hello, and welcome everybody. I'm Caylie Price, owner of Better Business Better Life and your host of this call. If you're an inspired blogger growing your business to even greater heights, thank you for listening.

Today we're joined by branding extraordinary Genevieve Gauvin who recently launched an ebook that generated \$405,000 in its first six weeks after launch, which is just amazing. So hi, Genevieve and thanks for joining us.

Genevieve

Hi Caylie, thank you.

Caylie

We were talking earlier and you said that you identified very early on that you weren't cut out to be an employee. Can you tell us a little bit about your background and how you came to this realization?

Genevieve

Yes, of course. I did my Bachelor Degree in Communications, so I didn't have a clear job at the end of this degree. In our degree there was three internships integrated, so during the first one, it was nice but not that nice just because of the people. The job was standard but the people were a bit bitchy and I was kind of alone. My boss, I had one, and the other employees were not my direct coworkers, so I was kind of alone in the corner of a wall and they were so far from me. Just there I thought that I'm not made for this, to have a boss, be alone, I hate gray people. What I mean with gray people is people that just want to fit in the job, and even if they don't like the job they do it because there are no options. While there I decided to be my own boss. This is how it happened.

Caylie

I love that much passion for it. After your internships and your degree, you went on to start your own brand consultancy, what was that like?

Genevieve

As I said, in communication you don't have a clear job, so during my degree I did marketing courses, graphic design courses and kind of in the middle of those courses is branding. I'm also curious so I do a lot of research for myself. I have 20-30 emails that I open each morning to keep me updated about marketing, business, branding and everything. So I began with branding because I had to choose something, but it was not that much my passion, I think. So I created an eCourse on the internet, but I discovered that teaching the stuff was painful for me because I know my stuff, but trying to convince people that maybe they need to learn how to do the good thing, or there is other way, that was difficult for me. It was nice because I love, love, love branding, still today but the keychain process was a bit hard for me, I think.

Caylie

I have to ask, if you've got 20-30 emails just to keep up to date coming into your inbox every morning, how do you fit all of that in?

Genevieve

My mailbox is clean and clear and everything is in little documents, so it's not just a mess in my mailbox. Sometimes I just take time to read all those emails, and sometimes I already know the subject so I delete, delete, delete. Doing this every morning keeps me updated with what's going on in the market. I just take the time.

Caylie

We all get so busy working on our client work, and those sorts of things, but if we are to provide well and provide great value for our clients, we have to take that time out.

Genevieve

I think that doing money also comes with the fact that you know your stuff. And to know your stuff you need to be updated about what is going on. If you don't take time to know more, and to read more, you're not the expert you think you are because you don't know what's out there.

Caylie

After writing and launching your eCourse for branding you changed direction a bit again, which is fantastic. You are now a 50/50 partner in your boyfriend Nick's business. You're Chief Branding Officer, community strategist and manager in charge of graphic identity and participating in email marketing management and decisions. Was it tough to step away from your business?

Genevieve

Not really, in fact, just because, as I said, I thought that my business...I built my business around teaching and teaching was not so much my cup of tea. Nick started to build his own business years ago and I was there from the beginning. I was not officially in the business but I was helping him with the branding, graphic identity, everything that you mentioned. I was his girlfriend; we were living together, so I was there to help. But then it was just logical for me to join him in this journey because I was doing so much for the business. I was not an outsourcer anymore, I was just the partner. We partnered up and I left my solo business to be a partner. I'm super happy with it.

Caylie

What's it like working with your personal partner in business everyday?

Genevieve

Well {laughing} it's just perfect and logical. We didn't really have a fight ever, living together and working together but we're just complimentary. I have more of the artistic side of the brain and he's more straight and squared. It's perfect because he can do things I can't, and vice versa.

Caylie

It's very important to work out where your expertise is and compliment your partner instead of trying to perhaps control all the areas.

Genevieve

I don't think it's a good idea, anyways, to have a partner that can do the same thing that you can because for every decision there will be a fight on who will do it. We have our specific jobs to do and we do it. It's perfect this way.

Caylie

Tell us about the process of Nick writing the eBook. The eBook is called The Truth About Fat Burning Foods.

Genevieve

The process was that he was tired (because he began to write it before I joined) of the fact that it's so hard to find the right information on the internet about nutrition. There are a lot of experts and nutrition bloggers, but there are a lot of contradictions, so it's really hard to find the right thing. He decided to find that information for our customers, so we did a lot of research, lost a lot of sleep. He woke up at like 4am every morning for a year. He still had a day job, so it was a hard and long process to find all that information. We managed to put this in 8 eBooks that we're now selling to our customers.

Caylie

It's not every day that business owners launch an eBook to the tune of \$400,000; how did you achieve that?

Genevieve

{Laughing} Partners. In fact, it's affiliate promotion. We launched with our publishing partner Shawn, and he helped us reach a bigger list than ours. We launched with partners...the first day we made almost 10,000 sales, just because we had access to all those big lists; partners that helped us, and affiliate promotion, most of all.

Caylie

With the partners, was that a strategic decision from the start? Had you always planned to do that or was it something that came along the way?

Genevieve

It was kind of random. It happened in October, 2012 and Nick went to Denver for, frankly I don't remember, but he went there and met Shawn. He wasn't meant to be our publishing partner at first, but he asked us to be, and this was kind of a great decision because Shawn is really good with marketing. He has a lot of contacts and a lot of knowledge that was really useful for us; kind of a mentor for us, also.

Caylie

You mentioned before we started the interview that the eBook is offered with 3 other upsells. How did you decide on what offers to make, and which offer has been the most successful?

Genevieve

As you said, we have 3 - Fat Burning Kitchen Accelerator package, which is basically recipes and complementary eBooks and videos that we offer. We also have Seafood Accelerator Package, which is another one with a recipe book, but also with an eBook on how to handle the seafood, because you need to give yourself a break on your diet; there are also videos. There is

something we add also in the exercise package, which is a lot of videos about exercises that Shawn did with our collaboration. How we choose them? Well, we didn't want to add them to the main book because we wanted to keep the main book, Truth About Fat Burning Foods, clean and easy to read. If we added all that content in the eBook the price would be much higher.

We tried to create recipes that people could use to apply to the material that they'd just learned in the main eBook and give them more tools than you can find in the main product. Some people ask me if it's mandatory to buy all those books that we offer? No, of course not. Those products are complimentary, not necessary, but we wanted to offer more to our customers.

Caylie

Out of the three, which one has been the most popular so far?

Genevieve

Fat Burning Kitchen, of course. Just because there are a lot of recipes, salads, soup, breakfast, dinner, lunch, everything. Plus there are a lot of videos of Nick doing the actual recipes. There are a lot of other tools in it.

Caylie

I know that between yourself and Nick that you wrote a series of blog posts that helped with the launch of the eBook, what were the key success factors in respect to blogging?

Genevieve

We did a series of three articles for the launch on our blog so people could know more about why we did that, and at the end might be even more interested in the product because you understand what we went through on finding the facts about nutrition. Just giving more information, free information that the product can offer was great to just offer.

We also write a minimum of three articles a week. Now I'm blogging with Nick about motivation, weight loss, fat loss, because I went through this process and Nick didn't, so I'm more complimentary to the blog. We keep giving free information that is not in the product and sending people to the product. Plus, in the product The Truth About Fat Burning Foods you can find links back to the blog. So there is also complimentary information on the blog. We're sending traffic to the blog from the eBook, which is amazing and is a great source of traffic.

Caylie

It's brilliant. It's leveraging the content that you've already written on the blog and helping the product. It's fantastic. Can I ask, what sort of traffic are you getting to the blog each month?

Genevieve

Right now we have two websites, the one where The Truth About Fat Burning Foods is sold, and there is a lot of people on this website. I think, but maybe I'm making a mistake, Nick told me yesterday that we had something like 400k people on the website in the last six weeks. It's quite impressive. On the website we're doing, frankly, I know it's not good, I didn't make the calculations but we have an average of maybe 400 people a day on the website currently. It's still growing. You can see on our Facebook page that the community is getting bigger and bigger; on Twitter, and Pinterest and Instagram, also. It's kind of amazing and impressive to me.

Caylie

I guess the great thing about that is that it shows the people...400 people a day on your blog is still fantastic, it does show that you can have this massive success even if you aren't getting a million views a month on your blog, you've just got to have the right people there.

Genevieve

Exactly. Today, it's 10am here, but we've already had 536 views. It's amazing because we're sending email to our customers and we have a lot more customers than we have people on our personal lists. See the difference. So when we send emails to the blog to our customers, we have way more traffic than we have on our personal lists.

Caylie

Obviously, as a branding expert you know that branding is very important in blogging and selling products, what would be the three most important considerations?

Genevieve

I would say first, know yourself. Know your limits. Know what you want to do in life because branding is about being authentic. It's about being yourself and appreciating what you're doing. If you're doing something that is not you, you won't like your job and you're an entrepreneur because you want to like your job.

Second, stick to your weirdness because everyone is somehow weird. Just because you don't fit into society in some way...just being an entrepreneur you don't fit into society. You don't fit in a job, you don't fit in whatever...being an entrepreneur is weird, and stick to it. People might offer you something like a new job, but if you really want to be happy in life, and if being happy comes through being an entrepreneur just stick with it. Stick to the fact that you're a freak about cats, this might be special and other cat freaks will really like it. You want to work with people that like who you are and what you like.

Know yourself, stick to your weirdness and know the message that you want to send. This message is really important because sometimes people will tell you, is this really the message that you want to send? An example, opinions are great description of who you are because they define your personality. So if you have opinions, stick to your own opinions and don't just bend over people that may be stronger or have a stronger personality. Just listen to yourself, stick to your weirdness and know the message that you want to send. Do you want to send the message that you're funny? Well don't be a gray person and do things personally. Be yourself. Know it and do it.

Caylie

Having had the great success that you have had, it's amazing, I'm so inspired by it; what's next for you, Nick and the business?

Genevieve

Right now we're working on the translation of the product into Italian and German. We're also working on the community big time. The community is so important to us, giving free content to people...of course, we have to live but we understand that people want good information. We're working big time on the social media, Facebook, Instagram and Pinterest. Nick also has a few ideas for his next products.

Caylie

Are you doing the translation yourself or did you outsource that to someone?

Genevieve

We're outsourcing it. We're so not speaking German and Italian. {Laughing}

Caylie

Do you already have a big audience in those countries?

Genevieve

We have partners there that will do not only the translation, but the marketing for us in those countries. Eventually we will see this at the end, and we're there in the process to check out that everything is all right. I'm pretty sure we'll go there...well I hope! I want to go to Italy and Germany to talk with those people, eventually, and make a promotion maybe.

Caylie

That just shows how important those partners have been to you. You've been able to leverage so much from working together. I think, sometimes we can go 'Gosh, it's just little old me' and it's not the case at all. We have so many opportunities available to us, we just perhaps have to take a step back and look up for a little while.

Genevieve

In fact, I really believe in curiosity. I believe in the fact that if you're not curious enough you won't find the opportunity you're searching for. You can't just wait for things to happen, you need to create opportunities and being curious is the first step, I think, because you're searching for a new solution, and a new solution might involve the 3rd step, in the end. Being curious is really, really important for an entrepreneur.

Caylie

You mentioned you're really focusing on social media and growing your community at the moment. What tools are you using? Are you automating any of it or is it all manually done?

Genevieve

For Twitter and Facebook, I use Hootsuite. If you know a way to automate posts on Pinterest, please tell me. Instagram is not automated at all because it's more of an in the moment thing. Facebook and Twitter are automated right now.

Caylie

Instagram is such a spontaneous platform.

Genevieve

It's kind of my favorite platform because it's really authentic and people can follow what's in our real life and not just be a nutrition nerd. We also have a real life. Nick and I look a lot alike. We have black glasses, and short hair, and we're almost the same height.

Caylie

Where can listeners find out more about both of you and your journey? Where is the best place to go?

Genevieve

The blog. Totally. On the blog you will find articles from me and from Nick. There's a big in-depth article from Nick on there which is really, really interesting. You can also find us on our Facebook page, we're really present there; also on Twitter, Pinterest, and Instagram. I like Pinterest because we have a lot of recipes. We love our graphic identities and love to share them.

Caylie

Thank you so much for joining us today. It's been an absolute pleasure and you've shared a wealth of information with us. All these new ideas you have coming up and the translation, it's just wonderful. Thank you to everyone that was listening to the call today. I hope you enjoyed it and I know you walked away with lots of ideas. Until next time, I wish you great blogging success. Bye.