

# Blogspiration Masterclass Series

## Interview with Kylie Ofiu

Caylie

Hi and welcome everybody, I'm Caylie Price owner of Better Business, Better Life and your host of this call. You're an inspired business owner seeking to grow your blogging and business income.

Tonight we're joined by Kylie Ofiu. Kylie is the author of 365 Ways to Make Money, an international public speaker, home finance mentor, freelance writer, blogger and single mum of two. Kylie grew up in a family where money was openly discussed and she has a real passion and ability for finding ways to make and save money, which has helped many, many people take back control of their finances. And her website [www.KylieOfiu.com](http://www.KylieOfiu.com) has just been awarded best international personal finance blog for the second year running. So hi Kylie, and welcome.

Kylie

Hi Caylie, thanks for having me.

Caylie

So tell me, how did you become involved in blogging?

Kylie

I just actually decided to start blogging to help track a goal that I had set for myself. I decided that I wanted to become a millionaire by the time I'm 30, so I thought I would write about what I was doing, ways to make and save money, and that sort of thing; and it just all sort of went from there. I found it really, really easy.

It was mainly because my now ex-husband was working a lot and we just didn't have enough money for him to be with the kids all the time. So I figured if I could make some money, particularly a million, then we could have a house and everything where we were and we'd just have more of a family life.

Caylie

Awesome. So you started out as the Aspiring Millionaire. Was the intention to make money from the blog itself or just record the progress of your money making efforts?

Kylie

It was more just to record the progress. I did start on [www.aspiringmillionaire.com](http://www.aspiringmillionaire.com). At first I was just tracking what I was doing and

then I started having ideas about ways everybody could sort of make money, so I started writing about that. I think about six months in somebody contacted me to advertise on it and I was like "Oh, I can make money from blogging. Ok" So it wasn't anything that I thought about really at the start.

Caylie

For sure. So how long had you been blogging when you were approached by the publisher of your book, 365 Ways to Make Money?

Kylie

I had only been blogging about 12 months when Wylie contacted me, and I actually thought it was a scam at first because they wanted to turn one of my blog posts into a book. I couldn't believe that would happen. I had about 200 people reading my blog. I hadn't been at it that long, and I wasn't that big or anything. About 12 months in. Then within a couple of months the book was done and off to be published. That was pretty cool.

Caylie

I would imagine there are a lot of bloggers out there that would love for that to happen. In terms of how the process went and how the book came about, can you tell us a bit more?

Kylie

Initially I wrote a post on Aspiring Millionaire called 1,001 Ways to Make Money; and that's what the acquisition editor from Wylie had seen. She actually saw my name on a list of attendees for a blog conference and thought that Aspiring Millionaire sounded interesting and I had the 1,001 Way to Make Money as one of my top posts. She saw that and she emailed me and was like "we have to turn this into a book". So we discussed things a little bit and they offered me a contract and we decided to go with 365 Ways to Make Money because 1,001 is a really, big thick book and it just wasn't practical. It was only about a month from signing the contract that I handed in the manuscript, and then it was not even six months after that it was published and on bookshelves. It was very quick, quiet a whirlwind; normally it would take you like 12 months to get your book out there but mine was done really quickly.

Caylie

I guess saying that, given that you had the fantastic post as the basis for it, that would really have helped in terms of structuring it and being able to fill it out.

Kylie

Oh massively, because I had already sort of with each idea written a little bit about it. It was really easy then to just expand on each idea and give how you

could go about it a few little tips for it and that sort of thing; so it just made the whole book coming together very easy.

Caylie

So did you launch KylieOfiu.com with or without your publisher's encouragement; was that your thing or their suggestion?

Kylie

That was my idea. Mainly because on AspiringMillionaire.com I had been anonymous and I thought if I'm going to publish this book, and because we had discussed me publishing future books, I thought I was better off having my own website. Initially KylieOfiu.com, that's all it was going to be was a landing page to discuss a little bit about me, this is my book and this is how you can work with me, but really my blog is over here type thing; it was going to be separate to Aspiring Millionaire. But then I got annoyed with Blogger and I pulled everything from Aspiring Millionaire to Kylie Ofiu and turned it into more of a blog and an interactive site instead of just being a landing page.

Caylie

So what do you consider your business model to be and how does the blogging fit into that now?

Kylie

I think my business model is a mess. {Laughing}

Caylie

I love your honesty. {Laughing}

Kylie

I have just sort of very much just gone with the flow. Blogging is what's launched everything that I do. All of it has come from blogging. Blogging is a huge part of my business. My book came from my blog, and then I was contacted through my blog to do freelance writing and contacted to do the public speaking and all of that after my book came out. Everything has happened as a result of my blog, and then of course, winning the awards for my blog I've got companies like Commonwealth Bank and Choosi, that I sort of work with now. I would say that a good bulk of my work actually comes directly from my blog, but I'm pretty hopeless at having a business plan and business model exactly. I just sort of go when people email me "do you want to do this?", "yeah, alright. I'll do that." And I just sort of go with it. I'm not a very good example in that way.

Caylie

That's ok. It just leaves you open to lots of opportunities and you've been rewarded for be willing to take them on.

Kylie

True. True. That's a good way of looking at it.

Caylie

So what sort of difference has winning the international award made? Have you seen a big increase in terms of the, for example, the payment for sponsored posts or anything like that?

Kylie

Yes, I do. I found it much easier to deal with larger companies. Much easier to secure sponsorship and more people wanting to advertise. I also find a surge in social media and traffic around when I win the awards; which of course also makes it's easier to go "Hey, I'm worth more." Also, it's just really cool to say that I won an award. In Australia, a lot of people don't take blogging that seriously but when it's like "No, I'm an international award-winning blogger." then they go "Oh" and they take you a bit more seriously, which is good.

Caylie

For sure. You've had quite a lot of exposure to the American blogging market; compared to Australia how is it different?

Kylie

In regards to other bloggers or just working with companies?

Caylie

Well in regards to working with companies, but also in terms of recognition of blogging being an actual industry, I guess you could say.

Kylie

I would say that as an industry it's much more recognized in the States. Every time I've gone over there when I say I'm a blogger and an author, everyone knows exactly what I'm talking about. A lot of people have blogs over there, or they've got their favorite blogs. It's understood a lot more, and with that, because it's so well known and so well accepted companies are a lot easier to deal with because they already know what you're all about. They know what to look at and what to ask for.

Like I had to explain once what a Klout score was to a company here in Australia, which for those listening if you don't know what a Klout score is, that's ok; it's just a way to judge social media, basically how well you're doing and that sort of thing. In America they sort of understand it all and they're a lot more supportive of working with bloggers, as well; whereas Australia is sort of playing catch-up a bit, I guess. We've got more bloggers happening and more

companies are coming onboard working with bloggers but it's not as well recognized as an actual media, I guess, because it is a form of media. I think we're coming around in Australia but we've taken our time in comparison to the States.

Caylie

So with it being an international award, has that led to companies overseas approaching you to work with you at all?

Kylie

Yeah, I've had a few want to work with me; particularly from the States and particularly around when the Financial Bloggers Conference is on. The award ceremony now ties in with that conference. I was approached, and I've had a lot more interest from the UK. Also, because a lot of people are trying to move to Australia because we have a better economy than most countries, and that sort of thing; with all of that happening I've got quite a few international moving companies who've wanted to work with me, which surprised me.

Caylie

There you go. That's a reflection of your niche, but also what's happening in the world; you're tapping into that opportunity and that's fantastic. So in terms of social media are you very active? Do you consider yourself active and strategic or is it more other people are helping share your content that's bringing that recognition and the traffic in?

Kylie

I think it's a bit of both. I don't think I'm overly active. I go in spurts. I think I'm definitely not strategic. When I first started on Twitter I had no idea, I just signed up and went "I don't know how to use this." and just left it; which was really bad of me because then I got my book contract and people were congratulating me on Twitter and I didn't know that I had to tweet back or what was going on. But I know how to use Twitter now and I'm a lot more active now on all of it. I don't know where I was going with this, sorry... {laughing}

Caylie

Just comparing your efforts to share social media vs. other people.

Kylie

I think it depends. When I'm more active on social media more of my stuff gets shared, as well. When I'm less active, less of it gets shared. I think around September or October every year it's a whole lot more active for me because that's when the Financial Bloggers Conference is on, so everyone is sharing each other's stuff and supporting each other, and that sort of thing; that sort of carries through to maybe about December. But it sort of depends, too. I've

noticed that when I share on Twitter, for example, that I'll have a lot of my bloggy friends share the stuff around. When I share on Facebook its more personal people that are sharing it around. I really need to look into a bit more and be a bit more strategic about it but I think at the moment it's probably on par with each other, being shared and me sharing it.

Caylie

Well sure. It's obviously working because you've done exceptionally well. I think you're perhaps being very modest.

Kylie

Oh, I just don't see it that way, but thank you.

Caylie

So how do you see blogging as a tool for your business going forward?

Kylie

Well I plan to keep doing what I'm doing. I've found with blogging that I get more interaction than anything else that I've done with my work. Even with the public speaking and that sort of thing, my blog ties into all of it because I refer people to different aspects on my blog and I'll get inquiries directly through my blog. I'll still continue to blog no matter what, but I'm looking at probably selling off Aspiring Millionaire and just focusing on KylieOfiu.com. Sort of honing in on what I really want to do.

Caylie

Have you been through the process of selling a blog before, or you've got peers perhaps that you're learning from about the process?

Kylie

I personally haven't done it, but I've got lots of really good friends who have done and are happy to help me with the process. And I've got people who are interested in buying it, as well. It should be a very easy transaction when I can finally face doing it. It's been dragged out for a few months now. I don't know if I'm ready yet, but I do know that's what I will be doing. I'm fortunate that I've got some really good blogging friends to help me out with that.

Caylie

For other business owners that are out there who perhaps haven't started blogging yet or aren't sure about it, what would you say to them?

Kylie

I'd say get on it. It's definitely a huge thing. A lot of people are reading blogs. Even if you're not into doing the actual writing, even doing blogs like videos or

podcasts or something, but having something regularly being updated that people can refer to and people can share will increase your traffic and sales so much more. The generation now is very social; social media is their thing and blogs are a big part of that. People tend to believe blogs over traditional media, as well, so you can get that better trust and better connection with your actual customers through blogging.

Caylie

It's interesting to see that there's been a move by the more traditional publishers to add blogs to their major websites. They're obviously finding that bloggers are having a big impact.

Kylie

Yeah, they really have a lot of business and a lot of traditional media have found that basically if you're not all online and you don't have a blog you're going to kind of get left behind. And people are searching elsewhere because a lot of people view blogs that they read as "that's my friend", whereas when you're reading the newspaper, the newspaper is not your friend; there is no interaction with the newspaper. Do you know what I mean? A lot of traditional media are seeing how they can incorporate that and take that back.

Caylie

Absolutely it's the one-way communication, you don't get that personal touch if you don't have the blog. I know you've been very busy recently working on a project, would you like to tell us a little bit more about that?

Kylie

I've got a couple of projects on the go all the time! {Laughing} I'm doing a big one, my second book, which is about people who were homeless and are now successful. I've been working at looking at ways to help people who are currently homeless to basically turn their life around. Which has been an interesting process because...I feel I can say this because I have been homeless, but when you're homeless you sort of, it's almost like you live in a completely different world and time is different. Even though you're living here and you're doing everything like everybody else is doing it's very difficult to get out of that mindset. We found doing the project that it's been a whole lot harder than we sort of expected because the thought patterns are just so different between the homeless and people who go to work everyday and have that structure in their lives. We're trying to focus on helping those that we can and those that are really motivated and interested to turn their lives around and possibly start their own businesses and that sort of thing. It's pretty big, but pretty exciting.

Caylie

I can't wait to read the stories, as well. I can't begin to imagine how inspiring and motivating that is going to be.

Kylie

Ahhh...they are. Yesterday I was going over all of it, and going over the manuscript for the book and I was in tears over what these people have been through, and how they've pulled through, and just their advice I think was really solid. Their stories are so different, so varied; there are so many reasons you can end up homeless. But a lot of them are very similar in how they got out of being homeless.

Caylie

That will be fascinating, really I'm quite sure. I can't wait to read that. I'm very intrigued. Are you allowed to share any details on the other project you're busy working on or is that secret for now?

Kylie

I can share a little bit. There's another book. This one is more a little bit about the last 12 months of my life; which I've shared bits and pieces on my blog and here and there about, but it's starting to come a little bit more open. Basically exactly 12 months ago I had a big altercation I guess, my husband caused lots of problems and he ended up getting taken away, and there was an AVO, and then I had to leave the house because he was stalking it, then there was a robbery, then I got raped, then I ended up homeless; and this was all with my kids. So the next book is all about that and when everything happened, but also how I continued with my work and what I used to continue to grow and develop and get over all that, I guess. There is possibly going to be a course and that sort of thing with it. There's been talk about expanding it into other areas, but we'll see what happens with that.

Caylie

I imagine that is very challenging to talk about, but also shows enormous strength on your part to be able to do that and turn it into something positive.

Kylie

Thank you. It's been interesting. I've been talking about it a bit to different people and that sort of thing. There's a couple of charities here that want me to talk, share my story with them, so I've been sharing it more and getting more used to it. But yeah, it was rather daunting at first. I'm really grateful for everything that happened because the life that I have now is just so amazing in comparison to what I had 12 months ago. I look at it that if my experience can help somebody else it was all completely worth it.

Caylie

As I said, you've got so much strength. It's very inspiring. Kylie, we're about to wrap up and thank you so much for everything you shared with us. But if people want to contact you and get in touch, what's the best way to do it.

Kylie

Facebook, Twitter or email, or through my blog. My email is [contact@kylieofiu.com](mailto:contact@kylieofiu.com). Or I'm KylieOfiu on Twitter, Facebook, Instagram, everywhere; that's me. There's no other KylieOfiu so it makes it easy to find.

Caylie

As I said, thank you so much sharing. I got a lot out of it and I know the listeners will too. To everyone listening thank you so much. I hope you enjoyed it and I can't wait to share the next interview with you. Thanks. Bye.