



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Welcome to the Click Millionaires Radio Show!

Here's a great example of turning your passion into a business online.

Matt Rodriguez from the basketball highlights site BallisLife.com joins me to discuss how he turned his passion for basketball into a big and very popular website business online.

Listen in for his advice on:

- Creating original content that attracts an audience
- How to beat the competition
- How his site makes money from top name sponsors like Nike, Gatorade, EA Sports, and Foot Locker
- Word of Mouth marketing strategies that have saved him big money
- His content first, social media second promotions strategy
- The sacrifices he's made along the way to success

Most importantly, learn why he thinks there's room for *your* online passion to become a Click Millionaire business, too.

Listen to more Click Millionaires Radio at <http://www.ClickMillionairesRadio.com> and [subscribe to our show on iTunes](#).

BEGIN TRANSCRIPT:

Scott Fox: Miiiiichaaaaael Jooooordan! Michael Jordan was the greatest basketball player of all time according to no less the source than the National Basketball Association's website. He started his basketball career at the University of North Carolina at Chapel Hill where they won the national championship in 1982 and then he joined the Bulls, the Chicago Bulls, in 1984. He won 5 MVP awards, 10 All-NBA first team designations, 9 All-Defensive first team honors, 14 NBA All-Star Game appearances, 3 All-Star Game MVP awards, 10 scoring titles, 3 steals titles, 6 NBA Finals MVP awards, and the 1988 NBA Defensive Player of the Year award.

He holds the NBA Record for the highest career regular scoring average over 30 points per game. And in 1999, he was named the Greatest North American Athlete of the 20th Century by ESPN and second only to Babe Ruth, the baseball player on the Association Press's list of athletes of the century.

Not only all that, he won an NBA championship with the Bulls and then he followed it with two



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Matt Rodriguez, BallisLife.com Podcast

more in 1992 and 1993, winning a three-peat. And then after he retired and played baseball for a couple of years, he went back to the Bulls and won three more championships as well as an NBA record of 72 regular season wins in the 1995 and 1996 season. He was inducted into the basketball Hall of Fame in 2009.

So why do you care as the Click Millionaires success show become a sports show? No. Michael Jordan is the inspiration behind the website that we're gonna talk about today, BallisLife.com. BallisLife.com. And we're gonna have Matt Rodriguez with us who's the host of this basketball website that provides a great model for anyone interested in starting a Click Millionaires business.

So thanks to Wikipedia for that background on MJ and thanks to MJ for the inspiration he's provided to people all over the world, entrepreneurs and sports fans alike. And let's talk about BallisLife.com and what it means to you.

The reason we're talking about this basketball topic today is because BallisLife.com, well, it's a lifestyle business that is the kind of thing that I think you could do. I'm **Scott Fox**. I'm the host of ClickMillionaires.com which is the friendliest online marketing in lifestyle business coaching community on the internet. Come on over to ClickMillionaires.com and join me. We'd love to have you and help you get a lifestyle business of your own going that you can use to enjoy your life a little better, work less, live more, that's the Click Millionaires motto. Come on over to ClickMillionaires.com if this is interesting to you.

Now, here's the actionable stuff. We're gonna talk today about how you can turn a hobby, your passion into a business, in fact, into a big business, either as a solo entrepreneur or with a team, maybe some of your buddies. You can use video which is the heart of today's story. But really the point is, to work around a niche that is exciting to you where your enthusiasm comes through and you can share that with an audience.

Now, Matt used a lot of videos as you'll hear about in just a second. And he's capitalized on trends. He has identified young and promising basketball players at the high school level, got to know them and shot a lot of custom video, enough that he has a team now. It's grown from a single guy to a team of 7 or 8 videographers and editors and they travel the country shooting basketball highlights from games and slam dunk contests, and even Streetball and just fun events and parties as well. All around the basketball lifestyle that is so attractive to Matt and to his audience.

He does this and his team tapping the passion that he had for basketball inspired by Michael



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Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Jordan. Matt grew up watching Michael Jordan. And that passion is similar to the passion that I'm suggesting you maybe could tap in your own life.

What is there in your own life that is really interesting to you, enough that you get inspired to talk about it and share with other people? Well, for me it's internet business. And you can hear it in my voice. I really like talking about this. I get turned on by the fact that other people are finding success online and that's the way I write the books, *Internet Riches* and *e-Riches 2.0* my Click Millionaires community of these podcasts because that's my thing. What's your thing? What could you do to mind your own interest and share the kind of enthusiasm you can hear from me with an audience of your own. This offers you a ticket to a lifestyle business to get out of that job you hate or refocus your life around the priorities that are most important to you personally.

A laptop lifestyle is the goal here. So I'm gonna have Matt come in here and tell us about BallisLife.com, how he's capitalized on the trends and popularity in the basketball world to build a big business that's also a lot of fun. So Matt Rodriguez from BallisLife is here. Matt, it's great to have you. Thanks for joining me today.

Matt: It's great to be here.

Scott Fox: So BallisLife.com is your website and I was turned on to this because I think it's really exciting opportunity you're developing here but I know my listener's would love to hear about it in your own words. So briefly, what is BallisLife? You say it's a movement. Tell me about the BallisLife movement.

Matt: Well, the name itself is actually kind of like a slang term, like when we say a ball in the sports world it's more regarding like hustling and hard work and all that type of stuff thing. As soon as we say a ball is life, it's kind of like you got to work hard to get where you need to be in life. So it's kind of like a universal term to like all sports.

Scott Fox: That's a very quiet -- I was taking it more literally 'cause the site is mostly about basketball but I see the deeper meaning there that makes a lot of sense. Okay. So what does somebody see? You know, we're doing a podcast right here and if somebody's listening to this in their car, or they're out jogging and we don't want them to drive into a tree by looking us up on their



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

smartphones. What are they gonna see when they head over to BallisLife.com.

Matt: You're gonna see a lot of like fresh content that you're not gonna find in too many other spots just 'cause a lot of the content we do have is produced by us. We go out and then -- well, actually, most of our content is video. So we actually go out and shoot. We actually go out and edit it, then we chopped everything up. We're like pretty much everything that you need as far as the production crew but we put it all into our website. You're gonna find a lot of highlight in these tapes. You're gonna find interviews. You're gonna find the latest interviews on shoes, the new hot students that are coming out. You're gonna find what's going on in the NBA lockout. You're gonna find out who's the next up and coming high school star is as far as basketball goes. You're gonna find a lot of different stuff on there that's all regional content that you're not really gonna find into many other spaces.

Scott Fox: And is it all basketball-related?

Matt: Right now it is pretty much all basketball-related. We have a little bit of a hip hop included as well. We're starting to really get into -- and then we just recently started doing stuff with our kick section so more reviews on shoes and what original shoes from Nike and Adidas and those types of companies are coming out.

Scott Fox: Very nice. And it's a very nice looking site too for anybody around who has seen your BallisLife.com, really a modern queen design and clear enthusiasm for basketball comes throughout the whole picture here. Now, are you a basketball player yourself or a former player?

Matt: Actually, I've never played basketball on a team range like that. I was actually -- I used to wrestle so the wrestling season is as the same time as the basketball season. And I played football and baseball but I love basketball just 'cause I grew up in the '90s watching Jordan play so I just love watching Jordan play all the time. So I'd begin a backyard, frontyard where we had the hoop playing all the time.

Scott Fox: Yeah, sure. Well, Michael Jordan is enough to inspire anybody.



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Matt: Yeah.

Scott Fox: I think the sport misses him. Okay. So BallisLife, now it's started -- let's see. I think you told me of 2005. At that point, what was going on in your life? What were you doing?

Matt: I was actually like 19 years old when we started and it was just me and a group of friends. We used to watch [00:08:09] [Inaudible] mix tapes. I'm not sure if you're too familiar with that but so basically like the originating mix tape type of company. We made -- did a lot of Streetball type of stuff. It's was like more entertainment basketball. So we used to love watching that stuff as kids. So we wanted to go out and make our own mix tapes so it sort of started out like a hobby and we would film our own stuffs and create our own mix tapes and eventually we started doing high school stuff and saw that it got a lot of attention when we started doing video clips on Derrick Rose, Eric Gordon, all those guys during their junior through senior year.

And one time we put a Derrick Rose video up and it pretty much like shut our server down because they got like 30,000 hits overnight. You know, before we're really using YouTube with third-party player to play things on our website. We're actually confusing our website to play the video. So it totally kills all of our bandwidth.

Scott Fox: Yeah, sure. Yeah, fronting from your own server, that would have taken a lot of bandwidth especially half a dozen years ago. So these are mix tapes of basketball highlights like dunks and things like that, not mix tapes of like DJs and music and stuff. You're talking about sports footage, right? Okay.

Matt: Yeah. And we use like all original music and beats. So we find a lot of underground artists so you're not hearing the same mainstream video every single time you watch one of our videos.

Scott Fox: Great. Well, that's cool. So then you're giving some exposure to underground artists to help them come up too. Yeah, I can see the synergies here that you're developing. Very nice. Okay. So then you're 19 years old, you and your buddy -- you have a partner in this right? Eric somebody?

Matt: Yeah. Eric [00:09:43] [Inaudible].



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Scott Fox: So you guys are friends and you got this going just kind of on the side. You were in school or you were working or what were you doing on -- this wasn't a fulltime thing at first?

Matt: Actually, Eric -- the original people that I was doing it with my friend like they moved to Canada and then the other guy that was actually on the East Coast, he started to kind of doing his own thing and it was actually just left to me by myself. And I actually just posted an ad online to see if anybody like wanted to help out with stuff and help to generate content on the site just because I like it. I mean, I love what I did but I just couldn't do it all myself while I'm going to school and working.

So Eric is actually from the Bay Area as well on [00:10:23] [Inaudible]. He initially just wanted to help out with the DVD that we're producing and eventually loved it so much that, I mean, we just became partners and continue to do what we did.

Scott Fox: And so he answered an ad and now he's your partner. That worked out pretty well.

Matt: Pretty much, yeah.

Scott Fox: That's great. Okay. So you were -- and what were you doing the rest of your time 'cause this was just a hobby at first. Were you working on a job or were you in school?

Matt: I was actually going to Saddleback Community College and then eventually went to Irvine Valley Community College.

Scott Fox: Okay.

Matt: But during that time I was actually working as a pharmacy technician working like anywhere from 40 to 60 hours a week while still doing this stuff I guess as a hobby just 'cause I loved it so much.

Scott Fox: Right. That makes sense. So do you have a support to have that basically until it grew into a business? So you've done that and you're putting this original content together. People start to



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

notice. It starts to blow up and then I guess that kind of start you to get you to where you are today. So share some of the metrics about the company like how many members you have and what kind of traffic you're getting, stuff like that.

Matt: First, I'd like to kind of like go back with a little bit of history about a year and a half ago we're at about --

Scott Fox: Sure.

Matt: -- say hovering around 200,000 page views and not too many [00:11:40] [Inaudible] probably around 30,000 or so. And today, we just passed the two million mark and actually we hit the million marks in August and now we're at two million already right now in only two and half months later.

Scott Fox: Wow.

Matt: And we pretty much peaked at about like 34,000 subscriptions that we have on our website. And those are all generated through our website. We didn't purchase any e-mail campaigns or anything like that. Everything that we have was generated pretty much organically through our website.

Scott Fox: That's fabulous. Now, when you say two million a month, two million what per month just to be -- what is it? Page views, okay. Two million page views a month. And, well, obviously that's starting to spin off some money so congratulations. That's a lot -- that's a lot of traffic. And when you say 34,000 subscriptions, what's the subscription mean in this context?

Matt: Well, we used to use a different social network platform for our website, people would have to sign up for our website and they become a member of our website. And now that we went away from that, we moved to a different platform, they're actually signing up for an e-mail subscription. So when we have new content that we feel like we really wanna push, then we sent it to all of our subscribed e-mail persons.



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Scott Fox: Right. Okay. So that's 34,000 free e-mails subscriptions, right?

Matt: Yeah.

Scott Fox: Okay. Great. So that's fabulous growth, two million page views a month, you and your buddy Eric, you're hanging out, shooting videos of basketball. It sounds like this is probably your fulltime gig now, is that right?

Matt: Yeah, pretty much. And we travel all over the United States, especially with the NBA lockout, we've gone to like so many different events all over the United States from North Carolina to Washington, D.C., Florida, and all over California, and we're going to another one in Louisiana this weekend. It's fun, I mean, 'cause we love basketball, I mean, anybody would love doing what we do.

Scott Fox: Yeah. What a lifestyle you've build for yourself. It sounds like a ride and so then you're probably getting in -- you've got press passes, I assume, right? So you've got real access to this stuff, right?

Matt: Yeah.

Scott Fox: Nice. So you're not just, you know, buying the nosebleed seats and hoping -- yeah, right? You're on the floor. Wow.

Matt: Yeah. We're pretty much in front and center right on the floor.

Scott Fox: That's great. Geez, that sounds like fun. And are you getting to the point where the players starts to know who you are too?

Matt: Oh, yeah, 'cause most of the players that we have right now like the younger players, we've been seeing them when they're in high school just 'cause we've been doing it for like six, almost seven years. And so a lot of them that are in the NBA now, like Kevin Durant loves us like every time he sees us, I mean, he has nothing but good things to say, Derrick Rose, like all your top



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

young stars in the NBA right now, we pretty much have a relationship built with them because we've been following them since they were juniors and seniors in high school.

Scott Fox: Wow. That sounds like fun. What a great business you've turned out of this hobby. So speaking of that, this is a business show. How do you make money? How does somebody make money out of a situation like this?

Matt: Out of a situation like this, I mean, I originally obviously didn't really know how to make money with it. I just love what I did but once we started to hit like a certain plateau of metrics, we eventually realized that you can make money through ads and offering free content. A lot of times people like to stay away from that but sometimes it's a good -- especially with the type of audience that we have. It's just very centered and our age demographic is very -- it's very centered to who people wanna speak to. So people don't wanna run ad campaigns on our site like Nike, Foot Locker, Adidas, Under Armour, Powerade, Gatorade, EA Sports like they are all looking for a certain audience.

So if you have a certain target audience that they want, then they're willing to pay more to be on your website as opposed to somebody else like maybe ESPN. Those are very audience that can go from a young kid to the senior citizen at the level where at us it's like they know exactly who to talk to because they want to market this product right to that person.

Scott Fox: Right, right. Very target demographic, a specific buying pattern. I suppose they're after the word of mouth among the age group that you're targeting. What is the age group? I guess, let's be specific.

Matt: We're very centered on about 13 to about 21.

Scott Fox: Right. So teens and young adults. That's a very attractive market, right, for Gatorade or somebody like that makes a lot of sense. So it sounds like you're beyond the Pay per Click model. Usually, people when they put up a website as you, I'm sure you well know, they start out with like AdSense sort of stuff, right? They're Pay per Click Ads. Did you start there?



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Matt: Yeah, we definitely started there. I mean, we have that for all up until about a year and a half ago when our numbers really started increasing.

Scott Fox: Right. Okay. And how did you -- can you talk about that evolution from Pay per Click towards having Adidas on your site?

Matt: The feed cams are a lot higher.

Scott Fox: Yeah, right.

Matt: But basically what exactly would you wanna know about that?

Scott Fox: Well, just when you -- so you had the AdSense ad where you're making a little bit of money. Where did the first big advertiser come from? Did you call them or did somebody find you? How did that work?

Matt: Well, we actually have a partnership with SLAM Magazine.

Scott Fox: Okay.

Matt: And we're in this network called H360. And generally like when you do get out of the PaperClicks, you'll wanna join them like it's that type of network. We had several networks that hit us up so we obviously went with the one that was more towards our audience and as well as they gave us a higher CPN which was age through 60.

And basically, they're like the middlemen and instead you having your sales team to go out and find these advertisers, they pretty much work as your middlemen and they basically contact you but you put them towards H360 and they negotiate everything for you. And then you run the campaign and generally they'll give you an amount that they want you to hit as far as page use and page impressions. So once you hit that amount, then you can either pull [00:17:30] [Inaudible]. You can over deliver a little bit. And we like to generally over deliver a little bit just



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

so they're pretty happy with what they have.

Scott Fox: Right. Right. That makes sense. So they're middlemen. So you take the ad code and you put it on the site and then those guys kind of handle the rest and send you a check?

Matt: Pretty much.

Scott Fox: Okay. So that sounds like what I call a Click Millionaire deal. That's very nice. So basically you're focused on the basketball stuff, flying around the country, hanging out with Kevin Durant and Derrick Rose, and these guys send you a check. This sounds pretty good, Matt. What am I missing?

Matt: Well, actually, we don't even have to act to it. We just recently started our own lifestyle brand of apparel and the ball players love the name Ball Is Life so that apparel is actually starting to make and generate more money than our ad sales which is like having multiple streams of revenue is always very good to have. You can't just rely on one.

Scott Fox: Yeah, right. Great. A mogul in the making here. This is good stuff. A multiple streams of income is certainly a goal for anybody that listens to this show and something that I'm sure that everybody is going to appreciate that. How do you -- is there a URL for that stuff? Maybe people can check that out.

Matt: Actually, we have a link for it on our website. Just go to the store link and it takes you directly to the store where they could check out everything we've got. We've got a lot more stuff coming out this winter.

Scott Fox: Okay.

Matt: And actually one of the platforms that we do use for our store, we give them our little plugs since there are open stores in Magento.



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Scott Fox: Oh, sure.

Matt: And an awesome program to be using.

Scott Fox: Yeah, good stuff. Okay. So you've got these members now and I presume they're from all over the world, tens of thousands of subscribers. What are they doing on the site? What do you do -- I mean, I understand you're putting out the content. What do they do? How do they get involved? And is there a community around the site?

Matt: Well, it typically drew any type of sports that you have. You have a tremendous amount of fans like you have a lot of fans that are fans of certain schools so the player can meet [00:19:28] [Inaudible] North Carolina. They're gonna get all those fans that are coming to your website because they wanna see the videos that you produced on the player that committed to their school. So a one good player to make mention of this is like Austin Rivers, he was like the top player in the country last year. And every single time we put a video out on him on our website, our metrics would constantly increase because for, one, he's the best player in the country. And, second, he's going to do which is one of the most prestigious basketball schools he can go to in the country. So it's like a natural thing for us to continuously follow him.

Scott Fox: Yeah. And that helps bring people to the site. So once they get there then, is there a lot of commenting back and forth among the visitors?

Matt: Our commenting has gone up. There wasn't a tremendous amount of commenting just because if you look at things today, people don't really necessarily like to comment on a website. They'd like to bring it back to Facebook. And they like to use all their different social network platforms like Twitter and Facebook to kind of like have a discussion there.

So a lot of the discussion actually takes place on Facebook and Twitter. We have posts that we posted 2,000 different types of shares on different social network platforms whereas before we're getting like 10, 12 different types of shares on Twitter and Facebook and likes, and stuff like that. We're now at 2,000. It's a huge difference.

Scott Fox: So you're getting -- I'm sorry. Did you say you're getting like 2,000 likes when you post a video?



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Matt: No, like to combine between like the Facebook share and Twitter and likes, it's all combined to around 2,000 total.

Scott Fox: So a single post could get 2,000 something so that's what you're saying.

Matt: Yeah.

Scott Fox: Wow. That's pretty impressive still not just Facebook likes is what you're saying, I see. Well, 2,000 of anything is pretty good. I mean, you got people paying attention 'cause I generally figure if you've got 2,000 people taking action, that probably means, well, you probably know better than I do. So multiple of that that actually have seen the content, is that right?

Matt: Exactly. Yeah, exactly.

Scott Fox: Day to day, you spend your time, what would -- describe a typical day then. What does Matt do to powerball his life?

Matt: Well, as a team we have more people than we do in the past. Day to day --

Scott Fox: So how many people are there?

Matt: Right now we have about 7 videographers.

Scott Fox: Okay.

Matt: And about 5 editors that combine these videographers. So totally we have around 8 people that we have. About 3 fulltime people and then the other guys are all like freelance.



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Scott Fox: That's great. And so then your typical day, you get up and tell everybody to go to a basketball game?

Matt: No. Generally, we have a tremendous amount of our archive with content. So sometimes we do have competitors like any industry does. You want to stay ahead of what they're doing to -- if we go to a big event, like we had the big payback along these tape a couple weeks back with Kevin Durant, John Wall, to [00:22:20] [Inaudible] other guys played in it. And we always try to be the first one to put anything out because obviously you're gonna get more hits if you do that. So on a typical day we're always trying to find out what we should release as far as content as, you know, track people that would come to our website.

Scott Fox: Right, right. So this is a lot like -- it sounds to me like programming TV station, is that fair analogy, you think?

Matt: Pretty much. It's kind of like a new wave of that.

Scott Fox: Yeah. You've got the content; you got the keep people busy, release stuff on a constant basis. And then in terms of marketing, you mentioned briefly there you didn't do -- you didn't buy a bunch of e-mail list or anything like that? How has the site grown?

Matt: We really haven't done any marketing, it's been more word of mouth and the videos that we've done, the fact that you're doing it on high profile players that are going to big time schools like Duke in North Carolina, they're gonna share that video with everybody on their social networks. And then eventually, they're gonna come back to your website.

Scott Fox: All right.

Matt: So everything that comes back to our website instead of sending them to Facebook and Twitter. Like we don't mind if they go there afterwards they come to our website, we want them first to come to our website.



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Scott Fox: That makes sense. So you have a social media strategy but it sounds more like you're focused on the content and let the audience spread it rather than you guys going out and pounding away on Facebook and Twitter. Is that fair?

Matt: Pretty much, yes.

Scott Fox: Okay. So content first and let the audience do the work. Right?

Matt: Pretty much.

Scott Fox: Okay. Well, that's very cost effective and fun too. All right. Well, this is pretty inspiring stuff I'd think. What do you think about the room for other entrepreneurs to mimic this approach? It sounds like you guys have got basketball -- this slice of the basketball world pretty sewn up. But what do you think about other people, you know, if somebody listen to this and maybe they are big fan of, I don't know, polo or soccer or badminton or something, right, or maybe something else. Maybe they're into not sports but they have a real passion for something else. Did you see this model as replicable for other people or is it too late to start something like this?

Matt: I definitely think it is replicable. The only thing you have to have is you have to have an immense amount of passion for it and people can tell if you do something just for money and the fact that we do things because we just love the game of basketball. We've gone like years without really making any money. And now we're finally starting to see fruits of our labor. But if you continue with your passion and possibly trying to motivate yourself in and to doing better things and upgrading things and not just never really satisfied with what you're doing, I think you'd ideally be able to be down with any sport that you wanna do it with or any type of content that you wanna do it with.

Scott Fox: Great. Yeah. Okay. And then when you're looking to the future here, you obviously see yourself. You've already mentioned some of your expansion plans which I look forward to hearing more about as we keep in touch. I guess, what would you rather be doing? Is this keeping you busy fulltime? That's what it sounds like. Is this where you're gonna be for a while?



THE CLICK MILLIONAIRES SUCCESS SHOW

Unedited Podcast Transcript

Click Millionaire Success Story Interview:
Matt Rodriguez, BallisLife.com Podcast

Matt: Oh, I sure hope so. I mean, this is pretty much like what I've been doing for the past five, six years. I am trying to finish up my last leg of school so I can get a degree. So that's like my main priority right now while we're in kind of in a down time. But I do hope to continue doing this in the future and continuing in the sports world. I love sports so naturally I love doing what I do.

Scott Fox: Yeah. That's great. That's the bottom line for an aspiring Click Millionaire. It's getting paid for doing what you love to do and you're not -- it sounds like -- lot of people think get rich quick. I wanna make a bunch of money and retire. I'm a much bigger fan of how about doing something I actually like and also I don't want to retire. And, hey, I get paid for it too. That sounds like --

Matt: Yeah. Actually, I've worked the regular nine to five job and I didn't care for it. There's been times where I've been paid very well and there's been times where I haven't been paid so well. But just the idea of not really liking what you're doing, just going in there for a paycheck. I didn't really care for that lifestyle. I wanted a lifestyle where I love what I do and even if I'm working twelve hours in a day, it doesn't even seem like I am just 'cause I love it so much. So it's always cool to have that to come back to.

Scott Fox: Yeah. Well, there you go. There's a Click Millionaire, folks, Matt Rodriguez, BallisLife.com. So what's your advice for somebody who's listening to this and saying, I want some of that? What would you -- you know, I figure you're talking to your twin brother who's still at that nine to five and regretting having to work for the paycheck that way. What's your advice to somebody who might be considering listening to this in the show?

Matt: My advice is not to think that we just did this overnight because there's a lot of different things that we did over the years in which we really had to pay attention to and stay ahead of the curve on a lot of different things because technology changes pretty much every month. So if you're not ahead of the world in technology, then you're pretty much gonna fall through. And if you don't know what you're doing initially with your concepts then nobody is gonna really know what you're doing.

So we didn't really take it seriously businesswise until about a year and a half ago and then in that year and a half, we've grown an immense amount. But that wasn't done by not doing our research. We did all of our research. We did a lot of things where we look at our numbers and saw, all right, what's performing well, and what's not performing well. And we switched



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Click Millionaire Success Story Interview:
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everything up so that things were performing well which it's showing now.

Scott Fox: So really there was a real takeoff point like you said about 18 months ago then. So that first four or five years was kind of, I don't know, beta starter for you?

Matt: Yeah, pretty much.

Scott Fox: All right. Okay. Well, increasing focus on the winners and then decreasing the stuff that isn't working, it sounds like a real smart piece of advice. There's so much analytics available on the web now that if people take time to look, it can tell you a lot. All right. Well, this is great stuff, man. I think that BallisLife.com sounds like it's on its way. You've got a great niche in the media space and you've got big brands in advertising and it sounds like it's a pretty flexible, right? You get to travel around the country, hanging out with NBA players. Man, you know, I might be sending you a resume myself.

Matt: Thanks, man.

Scott Fox: Well, thanks for being here today. We really appreciate you dropping by and we'll be sending some traffic your way real soon.

Matt: All right. Thanks. I appreciate your time.

Scott Fox: Now, doesn't that sound like fun? Matt has built a fun lifestyle for himself and his buddies, flying around the country, going to basketball tournaments, hanging out with NBA players with a press pass. He's on the floor pursuing something that really interests him personally, having a good time doing it. And you know what? They're making money too. When you've got advertisers like Adidas and Gatorade and Under Armour competing for ad space on your site, you know that those checks are coming in in an increasingly large way especially given the growth that they've experienced later.

So what can you do as an aspiring Click Millionaire yourself? What can you do to tap a sort of approach that Matt has demonstrated here and apply it to your own life, your own business?



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Well, I think there are a lot of lessons that Matt offers here and that's why we wanted to have him on the show. So let's talk through some other things that you could learn and using your own business in your own lifestyle redesign.

First of all, Matt is not a basketball player. Okay. Now, let me [00:29:57] [Inaudible] he mentioned that he's a wrestler, right? But my point is, he's just a fan. And you can be a fan of anything these days and turn it into a business because you can use the internet to publish your views on anything. So you don't actually have to be an expert. He's not a former point guard in the NBA, he's just a fan.

So if you're holding yourself up thinking, oh, I need a Ph.D. in Astrophysics before I start that website about space, you know, or whatever your interest is, you don't necessarily have to be that expert. You can just be a fan and share your opinions and your content and get other people talking about it and that's qualification enough. That's enough. You can get out there and do this yourself. You can be a fan of anything. And that means anything can be the content that you want.

And, of course, it helps also that passion that you have is visual, at least if you're gonna do video like Matt. You know, basketball, is a great visual -- guys jumping and slamming and whirling and spinning and scoring and the competition, you know, on this very good visual stuff.

So if your passion is a little less visual, then maybe video isn't your lead topic or your lead media approach I should say. Instead, you wanna think maybe more text space or maybe photographs or maybe a podcast like this one. There's lots of ways to skin this cap and it's up to you to start with the passion. I think that's the most interesting thing about his story.

His number one advice was sticking to it. Sticking to it. It took him a couple of years before they really figured out how to do this. In fact, he said, originally, I didn't know how to make money. I just love what I did. That's a fundamental message that I think is important. It's not just law of attraction like, oh, I love this stuff, you know. I'm gonna just keep loving it and money is gonna magically appear in my life. I don't buy that.

Matt buckled down and did the work but he did it after hours and part time. He's not a computer science major. In fact, he hasn't even finished college yet. He's doing this part time while he was working as a pharmacy technician. But pursuing his passion on the side and sticking to it over time and that authenticity, his actual passion is another big point here. As he said, he's honestly interested in this stuff and people can tell is that enthusiasm that comes through that attracts other people. People love confidence. They love enthusiasm and his



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enthusiasm comes through in the videos and throughout the site.

If you go visit BallisLife.com, you'll see some really cool videos -- nicely edited, fancy stuff but it wasn't always that way. Originally it was just him and some friends with a camcorder shooting each other, doing silly tricks on the basketball court, right? You can start that way too. You don't have to immediately start at the Steven Spielberg and Oprah level, right, or some great Warner Brothers production.

And it doesn't have to be video either as I mentioned. Get out there and do it and your enthusiasm -- here's why I do by the law of attraction. Your enthusiasm can attract other people. The web is set up so that people can share information, share content and share enthusiasm. That's what all that twitting and liking and plus-ing, all that in the internet about.

It's about sharing things. And if your enthusiasm comes through other people will respond to that and share it as well. As you notice, they didn't have a marketing budget. They haven't done any marketing. They don't buy ads; they put their focus on like content. They put their focus on the original content, the quality of that content. The enthusiasm of it has led to better and better content. That's led to page views which have led to more and more people sharing it, which have led to more page views.

Now, they've got millions of page views a month and it's turned into a money-making business. The transition there is the key. Start small, grow, refine, refine, get better, grow a little more, refine, grow a little more, refine. And that leads to the ad sales. They started with just simple AdSense type pay per click ad. That's where most people start these days. Perfectly fine place to start. They've started making a little money but as those ad views crawled upwards, the ad networks started calling them. That was a big point here, did you notice that?

You don't need to see the future and know exactly where you're going. The money will show up. If you can build an audience, the money will arrive because advertisers want to reach audiences. It's best if your audience is really targeted. A really targeted demographic like Matt's 13- to 21-year old males. That's a very specific target, not just sports fans.

That very specific target is what attracts Adidas and Nike and Gatorade and Foot Locker to come and advertise because they wanna hit -- they have a big budget, multimillion dollar budget and they want to spend exactly, I don't know, \$50,000 on this specific demographic. That's how ad planners think. They don't just say we have a million dollar, we're gonna spend it in general. They'll say we're gonna put a \$50,000 here, we're gonna put \$16,000 there, we're gonna \$180,000 there. And they're very specific about it. So if you can offer a specific slice of audience



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to an advertiser, that's how you get paid.

And they have this ad network that's stepped in to do it for them. So again, if you can get an audience together, the ad money can show up. The ad networks are in the business of making that happen and what does that do? Well, it forces you to go back and make more videos to go and hang out at the NBA finals and hang out with your buddies, Kevin Durant and Derrick Rose and sit on those courtsides seats and actually, probably not even sitting, right? They're running around. They're actually on the court or in the locker room. Talk about a lot of fun.

So any passion can be turned into something like this. Not exactly like this but a creative outlet for you. I mean, these guys are even adding original music. I thought that was cool. So they're getting in the music business and the basketball business. Talk about a fun game that they're running literally, they're balling. They've got a game going as their lifestyle business now and congrats to Matt and his team for their success.

The other thing I want you to notice, they're grabbing trends when they're early. They're hooking up with these young stars. You can do the same thing. It doesn't have to be people. Of course, you can find young celebrities and make friends with them. That always helps but it can be products. Look at all the hype around the iPhone releases, any product in your business, exercise equipment, I don't know, or cruises, travel opportunities.

If you can get in on the new thing and be the source for that, you can grow again an audience. Share your enthusiasm for the new thing in video podcast, texts, blogs, social media, whatever the format is. Ride that wave and people are gonna start to show up. So the folks on content worked for Matt and his gang.

The last thing I wanna mention is that he really thought you should know your strategy. In fact, he said, let's see, nobody is going to know what your concept is unless you know what it is first. So really think the stuff out and this is the final Click Millionaires point I wanna leave you with. Think the stuff through. You don't need to overthink it. But don't just start spending money. That's not the Click Millionaires way.

I'm **Scott Fox** and I'd like you to save your money. Don't blow it on a bunch of services and guru packages and all the stuff that's marketed to you. Figure out an angle, a niche that you love that you can spread the enthusiasm for online and that can be the basis of a business. If you have a strategy for that, for attracting an audience out of your sheer enjoyment of a topic, that's what Matt did -- BallisLife.com. And you have the opportunity to do that too.



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If you'd like more of the details on how to do that, well, ClickMillionaires.com is a place for you. I'm **Scott Fox**, come and meet me at Clickmillionaires.com and join us in the form. Be happy to help you to personalize strategy as the next step. I'd be happy to help you and so with other members from all over the world. Thanks for listening today.

Your feedback is always welcome; radio@scottfox.com is our e-mail address or visit ClickMillionairesRadio.com for past episodes and future ones too. Thanks for listening.

Have a great day. Let's get out there. Let's make it happen. Thanks for being here. Bye-bye now.



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