

EPISODE 80

[INTRODUCTION]

[00:00:04.1] ANNOUNCER: Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach, and Christina Scalera, the attorney for creatives, are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

[0:00:36.1] CS: Hello and welcome back to another episode of the Creative Empire Podcast. I'm Christina, joined by Reina and today our guest is Bushra Azhar. If you don't know Bushra yet, I don't know what rock you're living under. Because Bushra is the persuasion revolution maker and with that, I will just let Bushra get right into it because I think that there is no better person on this earth to tell you about how amazing she is, than herself.

She's putting her head in her hands; I would love to just hear a little bit of your background for our listeners that maybe aren't as familiar with the Persuasion Revolution just yet. If you would just give them the fly diversion of how you got here and what makes the Persuasion revolution so powerful.

[0:01:18.3] BA: Oh wow. Okay, thank you so much. I am Bushra and I suffer from an extreme case of low self-esteem. Asking me to tell you how great I am is like you're setting yourself up for failure and you are making me feel like....

[0:01:36.4] CS: Well, I have your official bio, would you like me to read that out?

[0:01:40.7] BA: I think we can ditch the official bio. You know the kind of stuff that you put on your websites, on your social media, that's kind of — it's created to make you look better than you really are. I think we can dispense with that bio for now. I'm Bushra, I am mother of two, wife of one, we are working on that part. Apparently it's not okay to be a wife of more than one,

I'm working on that. My husband is about 60% convinced that I can have more than one husband. But yeah.

I live in Saudi Arabia, I'm the founder of the Persuasion Revolution and since you asked me to tell you what makes the persuasion revolution so powerful, I have no freaking idea. I don't know why people love it, I don't know why people buy it from me, all I know is that I know a little bit of voodoo about how to get inside people's brains, and there are a lot of creepy people out there kind of like you who likes to pay for that kind of information.

I think that's what makes this so powerful because I think the human beings, we're kind of obsessed with knowing what other human beings are doing and creepy. We're all creepy, all of us. Those creeps who like to get in side other people's heads, they pay me to tell them how to do it. That's what makes it powerful.

[0:02:57.2] CS: Love it. I love your background, because you aren't a psych person but you talk a lot about the psych principles. I used to be a psych person, I graduated from college with a psych degree and then went to become a social worker and so have done like the brain thing for a long time and have been such an admirer of your work. Can you tell us a little bit about the principles of persuasion?

[0:03:19.3] BA: Yeah, okay. So background, yes. I'm an accountant; that's probably the worst person to be talking about human psychology because when I was doing my accounting, I know this is not the question you asked but I have to tell you this job because you know, I like to talk and I don't have a lot of people to talk to, so I have to talk.

It's funny because when I started my accounting, I'm married to an accountant and I'm an accountant myself, so when I started one of the jokes that we used to talk about accountants was, what accountants use for birth control? And the answer is their personalities. So it's so funny.

[0:03:52.2] CS: That's so bad.

[0:03:54.2] BA: But that's true. I haven't met a sexy accountant in my entire life. Well, I'm married to one, so that says a lot. So yeah, coming from that kind of a background and getting into online business and kind of selling this whole idea of how human brain works, why do people buy, why do they make decisions, and how to get them to make the decision that you want them to take. It's a kind of massive leap. About the principles, so yes I have read on last count 312 books on psychology.

That does not make me a psyche major, I do not have a psychology degree, but that kind of makes me a book nerd when it comes to psychology. I've seen a lot of things. The only difference between what you see people talk about in the general scientific principles of persuasion and what I teach is that I teach things that I have personally used and experienced and I know that they work. So I like to give this example — yeah, please, Christina, you have a question.

[0:04:54.8] CS: Yeah, how do you know that they work? Because our audience, the lot of our mark just starting off and they're like, "I don't know how to get one person to listen to me."

[0:05:04.4] BA: Yeah, so it's funny because when I started, I like to — if I'm going to take a course, I'm going to read a book, I'm not just going to read that book and walk away. I am going to highlight that book and then I would go and implement it. So it's funny, I tell this story a lot, I implement every single thing.

So once I read a book on NLP and the book was about mirroring and if you don't know what mirroring is, the idea behind mirroring is that if you are talking to someone and you, between middle and what they're doing. If you mirror their reactions, they're more receptive, to your suggestions.

I was in a meeting and I tried to mirror someone who was in the habit of touching his crotch every five minutes and that did not go well, at all. So when I say I've tried it all, trust me, I have tried it all.

[0:05:52.1] CS: Oh my gosh. That's just terrible.

[0:05:57.4] BA: Yeah, that did not go too well especially that I'm in a really conservative society. I come from a conservative society, I live in even more conservative societies, so that kind of thing, obviously it didn't go well at all.

[0:06:09.6] RP: What's one time it did go well.

[0:06:12.2] BA: I didn't try it after that.

[0:06:13.8] RP: What other principles have you applied that worked well?

[0:06:16.9] BA: Okay, I'm going to talk about that. So after all of this trial and error, I developed something that I call the *Eight Persuasion Switches* and the idea behind the persuasions is that human brain is like an electric circuit and if you want to get someone's attention, if you want to spark an attention, spark attention in a human brain, then you need to activate all of this eight persuasion switches.

Now some of those switches, they are pretty obvious. Like curiosity for example or urgency for example but everyone knows about and everyone talks about. But then there are some that a lot of people, especially those who are just starting out, they're not really aware of. They see other people in the industry use those and they look at a sales page and they think, "I don't know what came over me. I saw the sales page, I just went ahead and bought even when I was not really convinced."

They don't know what happened, so I'm kind of breaking it down, I want to tell you what happens that compels you to take an action that you thought you were not ready to take. How many times you hear this, "Oh, I promised myself I'm never going to buy another course and you know, I just bought two more."

So the eight persuasion switches, and I recommend people use this in their communication, online, offline, sales pages, social media posts, Facebook ads, all of those things. Because again, on a page, on a social media post, you may not be able to use all eight switches at the same time, but just by using a few of those you will see a lot of results.

The first switch is what I like to call a relatability switch. The idea behind relatability switch is that if someone reads something from you or if someone sees a post from you or an ad from you, they should be able to look at that piece of content, they should be able to look at that sales page of that story and say, "You know what? I can totally relate to this person, I can see myself being that person."

The problem with internet business right now is that most everyone wants to be too fancy. The problem with being too fancy is that people cannot relate to you. So in psychology, and the psychology major should be able to know, there is this principle called the pratfall effect. The idea behind the pratfall effect is that human beings that appear a little bit slant, that appear a little bit goofy are actually much more likeable than people who appear too perfect.

That's where relatability is all about. It's, yes, you should do fancy, yes you should post pictures of you lounging in the bikini with a champagne glass on a yard. But you should also be putting pictures that show the human side of you, your goofups, your mistakes, your struggles. Because those are worth nature relatable. So that's switch number one relatability.

Switch number two is believability switch. Believability switch is where everyone knows that if you want someone to buy something from you, you need to convince them. They need to believe you and they need to believe your product, right? This is basic sales 101, we all know it. But the way I describe believability is a little bit more than that. It's not just that they should be able to believe you and your product, but they should also be able to believe in their own ability to get those results.

That is something a lot of people don't work on. Because if you present something that looks overly complicated, because you want to, for whatever reason, you want to give it a premium edge, you want to seem really smart and you make something look too complicated. People may believe you, they may believe your product but they will look at this and think, "You know what? I could never do it." They don't believe in their own ability to get those results.

So as an example, I have a course on how to write persuasive copy. There is one line in that course that gets people off the fence and the line is, "yes you will be able to write how it can work and super-persuasive copy even if you have never written, even if you can barely write a

grocery list.” That line, “even if you can barely write a grocery list” that makes them feel, “Yes, I can do it even if I think I’m a crappy writer, I can still do it.”

So, believability is not just about believing you and your product but also in their own ability to get those results. That’s number two. Keep reminding me what number I’m on because I have a mommy brain, which means I have barely any brain. So number three is the desirability switch. Desirability switch is where when you describe your product or your service or what you do, don’t just describe it in terms of what it has or what it does. Also describe it in terms of how their after is going to be once they use your product or your service. Which means that...

[0:10:58.7] CS: Yeah, I couldn’t agree more. I just want to pause here, because this is something that we see all the time. It’s like someone gets really excited, they put a course online and it says, “Here’s what you get, five modules of content, one group mastermind.” It’s like, “Why is that important?”

[0:11:14.5] BA: “HD Videos, downloadable pdf’s.”

[0:11:17.5] CS: Why is that important?

[0:11:19.6] BA: Why is that important? And if you’re going to put it, I’m fine with putting it, you need to put it. But you need to put it in the context of what purpose it serves. For example, if you’re going to put high resolution videos or downloadable videos, I would actually say, “12 downloadable HD videos so that you can learn on the go, so that you can get your results even quicker, so that you don’t need to be glued to a computer.” Every feature has to have a corresponding benefit, don’t just throw the feature out there, also describe what the benefit is because that’s where people pay right?

The next switch is, again, two switches which are most common and unfortunately, people online, people on the internet think that persuasion is about these two switches. So they are super overused, curiosity and urgency. That’s why, honestly speaking, I’m like, “I want to kill myself but the email that say something like — and that’s an actual email I received.

The subject line said, "I almost died on that plane." I was like, "Okay, so there has to be an interesting story." I open the email and the email is about their new course that's coming out and I'm like, "Kill me." So that's the problem. I love curiosity...

[0:12:32.8] RP: All the bait; the click bait headlines.

[0:12:35.0] BA: Click bait. Yeah, and the problem is they work. I opened that email, it works. The only problem is when you use curiosity and you use unethical curiosity, you deplete your goodwill account. Because next time I see an email from that person, I'm tempted to open it, I will not open it out of spite because I'm a woman and I am not going to open it because I am pissed. So, you know what I mean?

[0:13:04.4] CS: I think you're a good example of the opposite where you always have titles that capture, and I know you talked about this at length on other podcast and platforms, so I won't belabor the point. But you always have subject lines that I'm like, "Yes, I have to open this." I just got one this morning and I was just trying to pull it up really quickly but you deliver right? Like the inside content is just as intriguing and follows through with that. It's not just an unrelated subject line.

[0:13:28.8] BA: I try but to be honest and I want to be as honest as possible and it's what almost 7 PM, it's time for me to be honest because the husband's coming back home so I need to be honest because he's coming back home. But to be honest, sometimes even I overdo it because it's easy to overdo it. It's really easy to create a curiosity infused hook but not deliver in the email subject line.

You know that disruption, you know it works. We know it works. BuzzFeed has built an entire business on clickbait. So we know it works, the only problem is that only recently BuzzFeed has come to a point where their quality of their content has also started getting to that level. So they've realized that they cannot sustain a business purely on click bait. So now, some of the BuzzFeed articles I actually really like because it's well curated, it's nicely done.

So yes, curiosity and same goes for urgency. Creating the urgency, creating, I call it the never ending timer of doom where there is a timer on the sales page and says, "You know, five hours

left and then you refresh the page and the timer starts all over again.” So it’s the never ending timer of doom, which I have no idea who is teaching this. I wish I could find that person. Someone is teaching people to do that, to use these unethical, fake, shitty tactics.

So yeah, urgency it works, it absolutely works. But it has to be real because if you don’t use the urgency, you deplete your goodwill account. If you deplete your goodwill account, you make money in the short term but you lose everything in the long run.

[0:15:04.2] RP: So how does it work with urgency that isn’t refresh and than it actually start over again? What are examples of it working?

[0:15:13.4] BA: So my recommendations, I basically recommend two ways to do it. One is to use — so there are two tools that will allow you to create real urgency. The first tool is called the deadline funnel. When you use deadline funnel, it basically creates real urgency timers for every user. If I’m going to click and I have five hours to take an action. That link is going to expire in five hours for sure; if I don’t take an action in the next five.

The other tool for creating real urgency is called Tribe Ultimatum, same rule, it creates real urgency timers that are in five hours. It will expire in five hours, you see the flash the screen, the timer does not start all over again, and then the other way is to look at urgency form a different angle. Not just look at urgency as something that you can create to a limit the quantity of limited time. But to look at urgency as a way to get people, to get instant gratification.

So I have this beautiful peace of wisdom that I like to throw around, which is that human beings are lazy, greedy bastards. Based on that piece of wisdom, all you really need to do is to sell them the instant gratification. You don’t even need to create fake urgency. You can say something like, “You know, imagine one week from now, sitting in the exact same position where you are doing the exact same thing but being 20 pounds lighter.” You can’t lose 20 pounds in a week, but you know what I mean? That creates that the feeling, that we want instant gratification. So I want that even if there is no urgency.

[0:16:46.3]RP: Yeah, I love that, creating a real sense of urgency.

[0:16:49.6] BA: Real sense of urgency based on their fear of — I won't say fear of missing out, but their need for instant gratification. We need instant gratification. That's why we stuff our faces with chocolate and Nutella, right? We need to gratify ourselves quickly and then the last switch, I think is the last switch? Is what I like to call edutainment. Edutainment switch is about delivering information that is valuable, but packaging it as entertainment.

So deliver valuable information, but package it as entertainment. Because I honestly am sick and tired of people telling me and everyone, "Oh people don't read anything on the internet, people have no attention span, people have the attention span of a gold fish." Guess what? You can get a goldfish to bite too if the hook is interesting enough. That's the idea. If your hook is interesting, if you present it as entertainment, then people will bite. People are not — it's not like they don't need any more information, why are they glued to their phones? Why are they glued to their computers, to their tablets? They need information but they need it packaged as entertainment.

My favorite example of this is when I had a webinar once and I remember, oh my god, god bless her, I don't even know her name. But I need to find her because she got about the webinar live and she said, Bushra, for your webinar, I missed out an episode of *Game of Thrones* to come watch your webinar. I was like, "My life is complete." Because that is awesome right? That's the biggest compliment.

[0:18:23.6] CS: Sure.

[BREAK]

[0:18:26.0] CS: Sarah, fit for a bride on iTunes, left us a review and she said, "I am in love with this podcast, I've been listening to it nonstop for the last several days and just can't get enough. I love the positivity that Reina and Christina bring to each episode and how they always bring it back to entrepreneurs who are just getting started. Also feels like every guest offers a little something different; I love the variety. I would definitely recommend listening for creative small business owners or anyone who needs a kick in the pants and a dose of inspiration."

Thank you so much Sarah, and yes, that is exactly why we created this because we didn't have that kick in the pants. So if you also found that this was the kick in the pants you needed or if you just want to tell us a little bit about how you felt about the show, feel free to pop on over to iTunes, leave us a rating, leave us a review, we really do read them and we might just read yours on air.

[INTERVIEW CONTINUED]

[0:19:15.8] CS: I think the myth that blogging or podcasts or any kind of content production, I think the myth that that is dead is totally a myth. Am I saying that correctly? It's early in the morning here. Yeah, I mean, I would totally agree with you and I'm always surprised because I'm of the belief, I get sucked into it too where I'm like, "No one's reading anymore, why am I still blogging?" And then I go to — we just had an in person meetup Bushra and three people came up to me and they're like, "This blogpost you wrote like three months ago, and I've been like outlining it. And I'm like, "Oh my gosh, it's crazy."

Because you don't realize it; people aren't just emailing you and saying, "I just outlined three of your blogpost and it helped me." But I've totally done this with your content before. Gone to one of your webinars and taken notes and you know, because it is, it's edutainment. It's not easy to do, which is why I think it's important for people to get started because I'm willing to bet that your first few webinars were not so educational or entertaining. Probably it was like one end of the spectrum or the other?

[0:20:14.9] BA: Oh my god, I sounded like a robot because I was so worried about being judged. Don't even get me started.

[0:20:22.4] CS: Oh my gosh, well you're clearly like that today and — no, I'm just kidding.

[0:20:27.4] BA: Okay. So two more, yes. Sorry I remember that I have two more.

[0:20:30.4] CS: Okay, awesome.

[0:20:31.1] BA: Seventh one is the parity switch and parity switch is all about laying out in express terms how you are different from the other alternatives and some people look at this as being, “Oh, are you asking me to call my competitors call out my competitors and say, you know, I don’t want to call, I don’t want to say my competitors are shitty, that’s not what I want to do,” and that’s not what it’s all about.

Parity is about positioning yourself as better than all the other alternatives. The other alternatives don’t necessarily have to be competitors. Sometimes, the alternative to you is not doing anything, right? They can either choose to work with you or they can choose to not do anything. So even when you’re not competing against anyone, you’re still competing against a “no”. That, we need to understand.

[0:21:23.0] RP: That’s so interesting, yeah.

[0:21:26.0] BA: Even if you're not competing against anyone, you seem to be competing against it all. What the parity switch is all about drawing the comparison between what happens if they go with you and what happens if they go with the other alternatives? So as an example, I launched a program in June, it’s a program on launches. Now, when I launched it, I knew I was doing something that’s a really crowded market.

Launch programs are a dime in a dozen, right? So I’m going into an industry where the first question people will ask me is, “How is this different from other launch programs?” Everyone has a launch program right? On the sales page, I had an actual table that said, this is what sort of the launch is all about and this is what the other launch programs is all about. Draw that comparison, because people are going to do that comparison in their heads anyway, you need to facilitate that conversation. You need to do that comparison so you can guide them to the right direction.

Otherwise if they do the comparison in their heads, they may arrive at a conclusion that you don’t like, right? They may arrive at an answer that does not benefit you. So why not do that comparison for them, facilitate that comparison because they’re going to do it anyway. This is human nature, we compare. I’ve been married for 11 years, I compare my husband to

everyone's husband, and he knows that. Obviously he's not allowed to compare me to others because I'm special but yeah, I do that all the time.

[0:22:45.9] CS: I mean, I see this — I can relate this to this too when I was a wedding planner and saying, “Oh, you need me because if your alternative is somebody else or not having a wedding planner and that's a disaster,” and so, if you're maybe not launching anything but you are service based business and this is like super resonant for you because your alternative is you or nothing and you can draw that picture of nothingness, right? I love that. So what was the eight point? I think I maybe missed that.

[0:23:13.3] BA: The last one, yes. The last one is what forms the business of persuasion, right? What drives human beings? The last switch is called the prestige switch. What drives human beings, contrary to popular belief, we like to think that we're all about making rational decisions and we want to do things that benefit us and benefit the world. But the reality is, again, going back to the piece of wisdom, human beings are lazy, greedy bastards.

What we really want in life is one of the biggest things that drive us is an elevation of our social status. So prestige switch is all about framing your offer in a way that elevates their social status and the best example for this that I like to give a lot is let's just say you sell lawn mowers, right? If you sell lawn mowers, what a typical person would do when they're selling a lawnmower, they would say something like, “You know, my lawnmower has this high capacity motor or high capacity engine or something that will allow you to have a lush green lawn in under 30 minutes.”

Now, what we think is that person is buying the lush green lawn, right? But really, what that person is buying, yes they're buying the lush green lawn, but what they're really buying is the fact that they will be able to show their fat, judgy neighbor how rich they are and what a great green lawn they have. The biggest things that drives human beings is the ability to elevate their social status. If you can frame your offer in a way that it makes them, that boosts their prestige, that elevates their social status, it will be far easier to sell.

So taking the example of wedding planner, that is the best industry where you could say something like, instead of just framing it as you know, “No more headaches, you can have a head proof wedding,” talk about how the bully from high school who told you what a loser is

going to die of jealousy when they see, you know, just as an example because that's what drives her much more than having a headache free wedding.

[0:25:22.8] RP: Oh my gosh, that is not something I've ever heard of in the wedding industry. Holy cow.

[0:25:29.1] BA: It makes sense.

[0:25:29.4] RP: It's true.

[0:25:30.4] BA: She will never admit it, she was never admitted. But she will read that line and she'll be like, "Oh my god, I want this." Again, same for our industry. There are people who are talking about weight loss, looks lame, look thin, feel great. But if you were to for example diet for your 20th year high school reunion, it would kill it. Because they want to look like the hottest piece of ass on that 21st first high school reunion and when you give them that, then they're all over your stuff.

Prestige switch really is, we never admitted to ourselves, I would never admit it to myself but really, the reason that we do a lot of those thing is because we want people to look like we have the money, we have the social status, we are in the know, we are smart, we understand, we want that. This is a need so that really forms the basis of everything. Try to frame your offer in that elevation of social status of prestige boosting, try to see it from that angle, because that really works.

[0:26:32.7] RP: What's an example of the prestige being done well on either a sales page or just in general that you've seen?

[0:26:39.4] BA: Okay, I use it all the time, I use it in everything. But okay, I'm trying to understand what I'm trying to — one example that I personally use was, I don't even know what I was selling, but I used a line that said, you can find it about skills, starting up. I think it was a sales page copy and I said, it was a program on how to write sales pages, and it said something like, "Write your sales page so you can finally start selling stuff, so you can finally give a proper

answer to your judgy mother in law when she asks you how's your side gig coming along?" You know?

[0:27:13.9] RP: Love that.

[0:27:14.8] BA: This is a great example because people want to start their business, yes they want to make money, yes they want freedom but they also want to show others. They want to show others that they are worth more than, and you know, judgy mother in laws or judgy siblings or whoever or your ex-boss for example who thought you would never make anything with your life and now look at you. So that's something that I've personally used.

[0:27:40.2] RP: So good. Well thank you so much for giving us like a really good list of all of those switches. So you would say that we should probably try to use all eight of them if it's long copy and if it's short copy...

[0:27:53.3] BA: Yeah, if it's a sales page or a services page, I would try and use all. But what I like to do on social media for example is, I like to structure my posts one switch a day. So what most people do unfortunately on social media is they don't — because they don't understand how it works, they take one switch and they post it over and over again. For example, desirability switch, "Imagine yourself sitting on a couch counting the money," and you know, they would post it over and over again and what that does is, it gets tiring really quickly because you're like, "This the same thing you said last week." If you cycle these posts, it makes it interesting and over a period of time, over the two or three weeks, people will begin to see you in a new light because you worked on activating those switches one after the other.

[0:28:40.3] RP: Okay, who, anyone who is listening raise your hand if you're about to go rewrite your copy for the next week, right? That's me. I curate my content ahead of time and it's like, I have to rewrite all the things because you're right, maybe I'm not using any of these or maybe I'm using one of them but it's really — you've opened my eyes to a different way of doing it.

[0:29:01.8] BA: Thank you so much. I should just record you saying that and then rub my husband's nose into it because he thinks I'm not special.

[0:29:08.5] RP: You can just show him the recording of this.

[0:29:11.1] CS: Yeah, I think you are giving us some great advice because the problem that I see, and I've had it in my own business and a lot of business owners have, is that they post something. Instagram is mostly our platform of choice and so we'll post a post on Instagram and one of them will just get a 180 likes. It's off the charts with comments and engagement and we're like, "What? How is this different?" Then the other ones that we do maybe have a couple of likes, one comment, if any.

So I think this is — I love that you've given us a strategy and a system to use to go ahead and develop this into something that is repeatable and something we can do on a consistent basis. This is just like the tip of the ice berg though. Because I'm really familiar with your programs and your courses and everything, so if someone wants to learn more about this, I mean I think you've given us such a great start, thank you so much for being so generous.

But if someone wanted to go deeper and really figure out without reading 312 psychology books, if you wanted to grab that distilled information, how could they do that?

[0:30:12.5] BA: Okay. That's the part that really stumps me, because this is the part in me where I'm like, "I should just tell them, *go buy my course*." The reality is, yes, you can go buy my course but I have just finished working on the *Ultimate Guide to Persuasion*, which basically is around those switches and it's specific examples and that's why all these examples are handy because I just finished working on it.

So if you go to Mass Persuasion Method or you go to the Persuasion Revolution and get on my list from any of those places, I will be sending out the *Ultimate Guide to Persuasion* over the next few weeks. Actually probably in the next few days and then you can get a copy because that would really — and it's free, it will really break down, it's about I think 35 to 36 pages, but it really tells you when to use this switch, how do you use it, how to flip it, what are the examples, how to use it in a video, how to use it in a webinar, how do you use it in social media post. So it kind of breaks down all of those things. That should definitely help.

[0:31:07.1] RP: So genius, we'll definitely link to that and by the time this airs, it will definitely be live so we will be connecting to that. Thank you so much. I think 36 pages of Bushra goodness is so good.

[0:31:21.4] CS: Yeah definitely. So check that out in the show notes.

[0:31:22.4] RP: For sure. So, Bushra, one last question before we jump. What does your empire look like? Either now or in the future, what do you want it to look like?

[0:31:32.7] BA: Okay. Right now my empire is the closet that I sit in, and I love it. I love the fact that I can take it anywhere. Not the closet but the computer, and I don't think there's anything more than I need. And I've thought about this. I took some time off this summer and I thought about this. I was like, "Can you do what you really want in a physical office? Would I really want a big team?" Because now my business is going to a point, has gone to a point where ideally speaking I should have a really large team.

I know people who were at a much smaller scale and they have a full team and I thought about this and I was like, "You know what? Two problems. One, I don't like human beings so I don't think I want to work with a lot of human beings. So team is probably going to be too big and two, definitely not a physical office." So I'll probably remain — it will probably be a small thing but I'd really want to scale up my impact.

One of the things that I'm planning to do and again, that's not how people typically define an empire, but I love the words and pyre that you use. You're not saying business because then I won't be able to share this piece of information. But I am, we're developing something called — okay, I'm not going to tell you what it's called because I'm still working on it but basically it's a global project where I am developing high quality work class business education in 20 plus languages.

So I have volunteers who are going to work with me and they are going to — so I'm going to develop the core information, the core business training, and then I have people who will work with me on translating it into 20 plus languages. The idea behind doing this, and you can access everything on the website for \$5. Because I come from a country where people live on earning

\$2 a day. If you're earning \$2 a day, you're comfortable. So average, this is what people make and I know that there are a lot of countries that people have a lot of potential. The only thing that stops them from getting into online business is one, financial barrier, two, language barrier. If I can break those two barriers then we will help provide access to this people.

Because honestly, yes they can go and take a course on YouTube, but they don't freaking speak the language, they don't speak English. They don't even know how to put together a Facebook page. So I think I have covered almost all major languages, especially from impoverished countries, and I want to give them access for \$5 and again, \$5 only because I want them to invest something because if you don't invest anything then you don't value the information. So that's my big project coming early 2017.

[0:34:03.7] RP: I am so inspired by that. Oh my gosh, thank you for sharing that with us.

[0:34:08.9] CS: Yeah, I see Reina shaking her head because she actually is a native Japanese speaker.

[0:34:14.6] BA: Oh okay, I need to talk to you. I don't know whether you want to be a volunteer, but I want you as a volunteer.

[0:34:22.5] RP: Tell me how I can support this, this is awesome.

[0:34:25.3] BA: Oh my god, thank you so much.

[0:34:26.8] RP: Absolutely. Where can people find you? Can you tell us the links so that our audience can go in and stalk you if they listen to this?

[0:34:34.4] BA: Thank you so much. The website is the Persuasion Revolution, you can check it out and then I have a free Facebook community called 60 Second Persuasion. It's quite a fantastic place and I'm not biased or anything, but I think it's a really cool place to be on Facebook.

[0:34:47.0]RP: Awesome. Well thank you so much for being here, Bursha. We really loved talking to you and I don't think I've laughed so much on a podcast, ever. So thanks for entertaining us and educating.

[0:34:55.7] BA: Thank you so much for having me, it was such a pleasure. Thank you so much Christina, thank you so much Reina.

[0:35:01.0]RP: Absolutely. Go build your Creative Empire.

[END OF INTERVIEW]

[0:35:05.3] ANNOUNCER: Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to www.creativeempire.co, where you can find out more about this week's episode, and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]