

# **The 21 Step Action Plan for Home Based Business**

**“How To**

***Profit Being You***

**Using Social Media and Wordpress”**

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The earnings that you actually experience will depend on the amount of labour that you put into your efforts, as well as your ability, experience, education, market trends, search engine algorithms, and many more personal and external factors. We do not guarantee or otherwise promise that you will earn any particular amount of money.

That said, it IS possible to make money online and Profit Being You! Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

Jodie Thompson

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## The Action Plan

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**NB: To take part in the next Live Webinar Training Series for additional support and networking, visit [Profit Being You.com/join](http://ProfitBeingYou.com/join)**

**If you are seeking an affordable custom designed blog, visit [ProBlog Setups.com](http://ProBlogSetups.com)**

**If you are short on time or technical know-how, yet you know you have to take action quickly, then get it all 'done for you' at [Central Hub Marketing.com](http://CentralHubMarketing.com)**



Let's get started then shall we....

### **Step One: Choose Your Brand**

Here is where you need to make a really important decision:

Are you going to brand yourself or your business name?

Personally, I think that if you can get your name as a dotcom or dotorg, then definitely create a blog based around who you are. However, if you have a common name, you will need to get creative. Some examples are:

- [JodieRecommends.com](http://JodieRecommends.com)
- [WholsSteveHachey.com](http://WholsSteveHachey.com)
- [FindMattJones.com](http://FindMattJones.com)
- [LearnFromLance.com](http://LearnFromLance.com)
- [AskDarleneDavis.com](http://AskDarleneDavis.com)

If you prefer to go with a business name or say, a keyword phrase, then be sure your name and face are seen on the site. For example:

- [InternetMarketingSpeed.com](http://InternetMarketingSpeed.com) by James Schramko
- [Entrepreneurs-Journey.com](http://Entrepreneurs-Journey.com) by Yaro Starak
- [TheNetworkDad.com](http://TheNetworkDad.com) by Ken Pickard

Either way, I want you to remember the book I told you about:

“Who Do You Think You Are?” by Keith Leon.

If you can identify the “title” that not only appeals to you the most, but is actually the most relevant to your skillset, then you can start to design your brand around that identity. For example:

Are you an Author?

Are you a Speaker?

Are you a Teacher?

Are you in Show Business?

Are you a Healer?

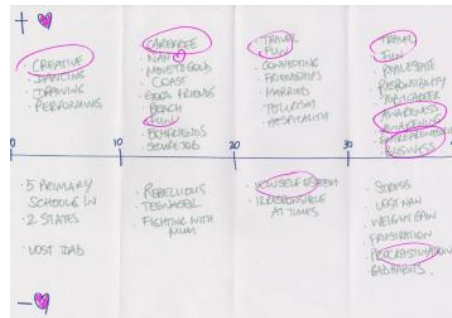
Are you an Entrepreneur?

\*\*\*\*\*

## Step Two: Choose Your Niche

This step is probably the most difficult of the lot. It definitely relates to who you are and what you are passionate about.

Take a moment right now to look back over your life. In fact, get a piece of paper, turn it landscape and draw a line horizontally through the middle and mark out the decades of your life ...



In the top half of the page write all your positive experiences, and in the bottom half write all your negative experiences. Don't think too hard - try and stay in the flow. It's important to hand write this because as one of my mentors says, "Writing is the doing part of thinking". Can you pick up on a thread or a theme, as such?

One of the most powerful things to do in your life is to self reflect. Bring that into your world right now as a business owner, and share your story through analogies in your blog writing. It's engaging ... trust me 😊

If this little exercise does not help you with finding a niche that you would like to categorize yourself into, then head into the Google Keyword Wonder Wheel (video link under Step #6) and search a term that perhaps you would look for if you were your ideal client. The Wonder Wheel will give you the relevant terms that people actually do look for. It might just spark off some ideas for what market you would like to position yourself in.

Like I said before, this part is the most difficult. If you choose a category that you feel you would like to be a part of, then go for it! Don't procrastinate! The best part about setting up this wonderful little piece of internet real estate is that it's entirely yours, and entirely reflective of who you are right now.

In six months time you might have a whole new awareness ... and if that's the case, your blog will morph with you. Remember that blogging started literally as a web log – an online journal. This could very well turn out to be your legacy, you know! (but don't get overwhelmed on me now – we've got a lot to do 😊)

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### **Step Three: Purchase An Email Marketing Account**

All business owners, entrepreneurs and especially marketers will tell you ...

“The money’s in the list!”

Right now, it’s never been easier to manage your database of contacts, and of course, the idea is to grow that database, because without it, you won’t have a business!

When it comes to autoresponder email marketing management, there are really only two services that I can honestly recommend. I have used both and they are reliable and, at the time of writing this, they have the best deliverability of all the software providers out there ... and deliverability is paramount!

[Get Response](#)

[Aweber](#)

Both provide excellent video tutorials to get you started. This tool will be used for your lead capture offer that you will have on your blog, as well as having a campaign for your blog visitors who become subscribers, both by RSS and eventually onto your real list!

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### **Step Four: Purchase Your Domain Name and Hosting**

You can pick up a FREE domain name when you buy a hosting account with [Hostmonster](#) (which is my primary ISP) on a 12 month pre-payment

I also use [Hostgator](#).

Both use Cpanel and have incredible 24/7 live support and with [Hostgator](#) you can pay by the month.

You can pick up a discount coupon to use with [GoDaddy](#) when buying a domain name, but PLEASE DO NOT host with [GoDaddy](#). They are great for domain registration, but they will definitely cause you grief with hosting. Trust me, I’ve been there, done that!

If you need to get an Australian dotcom-dotau domain, I recommend [Crazy Domains](#). In fact, at the time of writing this, their dotcoms were even cheaper than GoDaddy – something I didn’t think was possible!

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## **Step Five: Install Wordpress**

I have an entire video series on YouTube showing you how to install Wordpress with the famous Cpanel “one click install”. In these videos, I show you exactly how to install Wordpress using Fantastico and Simple Scripts for both Hostmonster and Hostgator accounts.

Visit: <http://Youtube.com/profitbeingU>

Once installed, you will need to make a few changes to the settings, such as:

- your permalinks (set to: /%postname%/ );
- make sure your privacy setting is off;
- check that your email address is correct;
- add the additional ping list (oops ... sorry, but you need to be part of my PBY community to get that list from me - but I might consider bribes ☺).

Next, you need to choose a theme. Have a look around on Google by typing in “free wordpress themes”. This can also be done from within your Wordpress dashboard. I do have a video about this on that YouTube channel. You can also consider going with a custom design theme. My team at [Pro Blog Setups](#) have an affordable package, but they can also custom quote depending on your requirements.

**\*\*Tip\*\*** Do not spend a lifetime on this task. You can change your theme at anytime and doing so, will not interrupt your content. Get started with something. Search engines only read words - they can't see. Sorry, but they don't care what colour your header graphic is!

\*\*\*\*\*

## **Step Six: Keyword Research on Search Terms From Your Niche for Category and Post Titles Ideas**

Before we get too heavy into SEO education, let me first say that you need to step into the shoes of your target audience. When choosing the category titles for the “filing system” on your blog, and then the post titles for your articles, keep in mind what your target audience would want to read, and try and see things from their perspective.

First, do a normal Google search for a term that you might like to write about. Take a deeper look into the content that shows up on the left hand side (the organic SEO side) of the page. Click on a few things. Make a record of things, such as: are there forums about this topic; are people using Yahoo's Answers and asking questions about it; are there videos; how many articles or actual blog posts are showing up .... Research, Research, Research!

Write down all your ideas and then head over to my blog [JodieRecommends.com](http://JodieRecommends.com) to watch a video about the Google Wonder Wheel.

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### **Step Seven: Choose Your Tagline to Message Match Your Market**

WIIFM – “what’s in it for me”.

Most websites floating around in the world wide web never even get found. If they do, the average across-the-board sites (blogs, websites, capture pages etc) have a stick rate of about three seconds.

How do you grab someone’s attention in three seconds?

Have a good and clear message that speaks directly to them, as your tagline. Remember that a visitor might arrive at your personal name blog because they found your article after doing a search in Google, but before they commence reading the article, they look at your header and make an instant judgement as to whether they like you or not.

If your content is valuable, and your tagline clearly states what you offer on your blog, then you have a much better chance of capturing the attention of your new reader, and they might just be enticed to hang around and read some more.

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### **Step Eight: Create a Strong Page Structure**

To follow on from the above step, a good page structure will also help keep visitors on your site longer. The true master of this technique is the wonderful [Katie Freiling](#). Visit her blog to see an example of a very strong page structure.

I recommend you have the following pages on your blog:

**About Me:** be sure to make the first paragraph of this page NOT about you ☺. It needs to be about the reader and what can they expect from reading your blog?

**Contact:** Use a contact form plugin and make sure your email is correct.

**Partner With Me or My Services (either of these):** let your readers know what you do to make money online. I highly recommend using a video here and some really good copywriting, especially if you have a home-based business opportunity.

**Resources or Recommended Tools:** Become an affiliate for all that you use in the way of products, software, training courses etc, and list them here. This is a money page, but be authentic about it!

**Join Newsletter or Freebies:** Offer something and ask for something in return, namely an email address. It's been proven by many marketers that just asking for the email address on an opt in form raises conversion. Strange but true!

**Sitemap/Terms/Disclaimer:** DO NOT put these pages into your navigation bar - it will be off-putting, however, you will need them. I suggest having them appear in the footer of your blog. Ask a techie how to do this ☺

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### **Step Nine: Optimize Your Blog for SEO With Leveraging Plugins and Add Communication Widgets**

Okay, we are about to jump into a bit of SEO here. The beauty of working with the wordpress.org platform is that it is absolutely LOVED by the search engines.

Now this statement is true only when you can make a few necessary enhancements to your blog structure to ensure that the Search Engine Robots can read your content quickly and easily.

Oh and before I forget ... I now use and recommend the premium [Thesis theme](#) because it lets the robots read the data super easy. Watch the video on the website page to see what I mean.

Here are some of the plugins and widgets I use:

<b>Plugins</b>	<b>Widgets</b>
XML Google Sitemaps	<a href="#">Google Friend Connect</a>
Dagon Design Sitemaps	<a href="#">Viral Tweets</a>
All in one webmaster	<a href="#">Twitter Feed</a>
Wordpress.com stats	<a href="#">Live Feed</a>
One Click Plugin Updater	<a href="#">Amazon Store</a>
Platinum SEO (n/a if using Thesis)	<a href="#">Blog Talk Radio</a>
Contact Form 7	<a href="#">Facebook Fan Page Connect</a>
What Would Seth Godin Do?	Onlywire For Wordpress (plugin)
Vipers Video Quicktags	Digg Digg (plugin)

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### **Step Ten: Submit Your Site to Google/Yahoo & Bing**

There are quite a few steps you need to take to get your blog ready for the Search Engine Love to come your way, but one of the first things you will want to do is to let the search engines know that your site now exists.

After you have activated the XML sitemaps plugin, you will need to then “tell” Google you are live and ready to rock’n’roll! Install the “All In One Webmaster Plugin”. Click the small question mark beside the Google, Yahoo & Bing set ups.

I created a video on this plugin which you can view at:

<http://jodierecommends.com/all-in-one-webmaster-plugin-for-wordpress/>

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### **Step Eleven: Starting the Conversation - Writing Posts**

I remember first hearing Professional Blogger [Yaro Starak](#) state that your blog is more than a website – it’s a conversation!

Once again, your job is to enhance the ability for your readers and visitors to take part in that conversation. A quick tip for this, is to literally have a call to action at the end of each blog post - ask people to retweet your post or leave a comment.

In fact, Perry Belcher uses a very cool tactic of placing an opt in form at the bottom of recent posts, but reminds us that it’s highly advisable to remove it again as your posts roll into being more than two weeks old. He says, “It’s just manners to do so”.

So what tools can you add to your blog to make it conversational? (See the widgets table up above for the communication tools I use)

In preparation for ‘launching’ your blog into the social media sphere, you should aim to have about 6 to 10 blog posts already written. You can even choose to back date them if you want to.

Head back to Step #6 to utilize the Google Wonder Wheel for post titles, and get creative. If you’re like me and don’t particularly like writing, then get some videos added as blog posts.

Another tip I have, is to use images as much as possible. We are all a little ADD these days, and pictures speak to our lazy minds a lot faster than words!

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## **Step Twelve: Create an Enticing Lead Capture Offer**

I have it on very good authority that it's best to offer a download. Because email marketing is now so much more prevalent than when I first started out, it's been said that people are in information overload. I agree. Therefore, one of the best offers you can make from your blog is one where people believe they can get something valuable quickly and easily.

Your download can be a PDF report, a video tutorial, an audio recording, a step by step guide, or Top 10 list of how to's ... get creative with it.

Then, of course, you need to consider the copy. Less is more, but be sure to make the offer a no brainer – you don't want your visitors thinking that they are "giving up" their email address. It should be natural for them to do so.

Your email series for follow up is also very important. To get a better understanding of email marketing, check out the brilliant marketing bootcamp from my partner in crime, Angelito Felix at his free membership site [Online Marketing Training Lab](#)

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## **Step Thirteen: Open an Account with Onlywire.com**

A free account with onlywire.com will certainly do the job. I have a paid version, so I really can't say what the difference is. It was cheap!

I find these tools a little bit cumbersome but am hoping they will continue to make things more streamlined. The best part, is that when it comes to syndicating your tribe's content (more on that later), it's definitely the quickest tool to use. One click and all your social networking and bookmarking sites are updated. Nice!

I just don't like the notification email saying that some sites need finalization, and currently, you cannot remove updates that you choose to not finalize. Fingers crossed they will have that sorted out soon!

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## **Step Fourteen: Sign Up for the Primary Social Networks**

Again, using Onlywire.com makes the process easy because of having all the different sites all in one place. Concentrate on the main sites. There is no real need to become a member of everything, unless you intend to get to know some of the community members in each.

The majority of sites featured in Onlywire.com are actually bookmarking sites, so if you have the time, go for it ...



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### **Step Fifteen: Automate Blog Post Submissions With Onlywire**

There is a plugin for Onlywire.com that will automatically submit your new blog posts across all your accounts ... very handy!

The other plugin to use is the actual Onlywire.com “bookmark and share” so that your readers (and syndication tribe) can easily tell all THEIR social media profiles about YOUR content – brilliant isn’t it!

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### **Step Sixteen: Build a Following On Twitter and Facebook**

Nurture your Facebook friendships and talk to as many people as you can on Twitter – that’s my approach!

To add followers fast on your Twitter account – using keywords to help keep out the clutter - I use a piece of software that cost \$50. There are heaps of them out there, some double/triple the price. Just be very wary of the spam bots. Not all software is the same. I do know that my little non advertised [Friend Adder](#) is safe and so is Hummingbird.

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### **Step Seventeen: Communicate With Your New Friends and Followers**

Sounds easy enough, doesn’t it?

Grab a cuppa, sit down and imagine you are out for coffee with your mates, catching up. This is about relationship building. Do not “throw up” on people.

Ask questions, offer advice, just get to know people. Have fun, be cheeky, and follow the rule of 3 Es and an I:

Entertaining – Educational – Enlightening - Inspirational

Check out the “Pied Piper of Facebook” [Mari Smith](#) for all your tips on how to build strong relationships with your new friends and followers. Mari also has a great “15 Minute Action Plan” to follow every day. Pick up her guide - it’s good!

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### **Step Eighteen: Select Your Tribe Members**

Start with at least one buddy. Set a time to meet up every other day (at the beginning aim for at least three times a week). Get together on the phone or via Skype and follow this routine:

**15 minutes in Twitter:** Thank your retweeters, add followers, retweet your mentors’ and team mates’ tweets, start a random conversation with a new follower on live feed.

**15 minutes in Facebook:** Accept friend requests, leave a comment on their walls, join groups of interest and send out friend requests to the other members. **\*\*ALWAYS** give a personal message – it will make you stand out! Say “Happy Birthday”, plus all that Mari suggests. In fact, check out what my buddy Ken Pickard does with syndication, by visiting his blog [The Network Dad.com](#)

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### **Step Nineteen: Seek Out High Traffic Blogs in Your Niche**

This is a very powerful strategy. Visiting blogs with high traffic and leaving comments on them is called “Backlinking”. I also recommend following the blog author on the social media sites, and starting conversations with them and/or syndicating their content. It’s a great way to be seen and heard by people who you respect and admire in your niche.

And you just never know where those relationships might take you ... ☺

Seek and you shall find valuable content everywhere. Re-purpose that content by putting your thoughts and opinions towards it, and **ALWAYS** give the link to the site where your information came from, they are called ‘trackbacks’.

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## **Step Twenty: Monetize Your Blog With Multiple Income Streams**

I'm going to mention Yaro Starak again, simply because he is Australian ... nah, seriously. It's because he is a Master Blogger! He has turned the simple art of writing content, into a traffic generating machine that produces a 6 figure income MONTHLY!

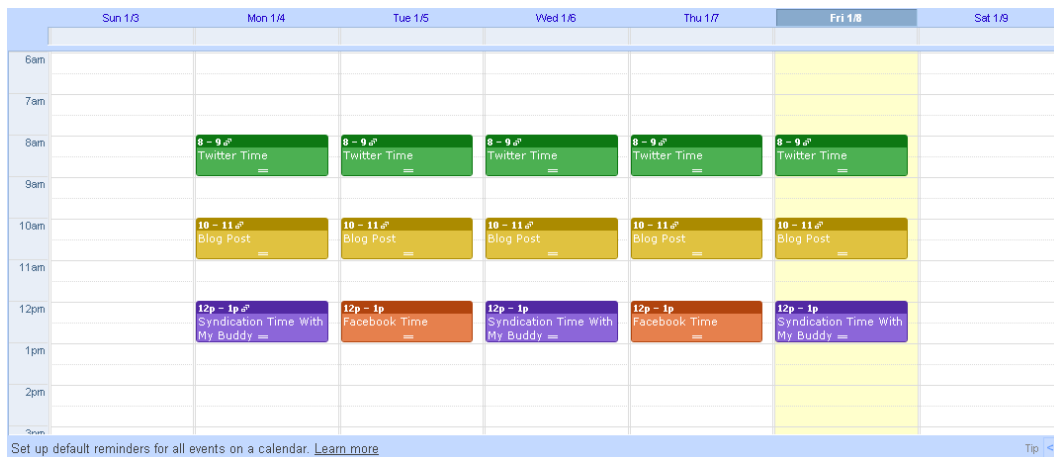
Definitely grab a copy of his comprehensive report called [Blog Profits Blueprint](#).

I also have another short and simple report about Clickbank (a place to go 'shopping' for any affiliate products you might choose to promote) called [Monetize Your Blog With Clickbank Report](#).

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## **Step Twenty-One: Write at Least One Blog Post Per Week and Schedule Social Networking as a Daily Task**

Here's an example of your new social media routine (using Google Calendar):



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And that's a wrap!

## **Final Thoughts**

Well I truly hope you have enjoyed reading through this guide as much as I have enjoyed writing it. That's a bit of an "in joke" amongst my peers there – it's quite well known that I actually don't enjoy writing one little bit ... however, there's a funny thing that happens when you are passionate about something, everything just seems to flow when you know you have something worthwhile sharing. So go out there, find your groove and enjoy Social Media & Blogging.

Big Hugs, Jodie x

## **A Few Words From Other Profit Being You Community Members**

Hi Jodie and the PBY community, we would like to wish everyone a wonderful and happy Christmas and New Year. Thankyou for all the help in setting up our blog and we look forward to learning even more in the Q&A sessions in the new year. GREAT NEWS, we had our first comment on our blog, a woman looking for Yoga classes. She had done a Google search. We were on the first page!!!

Helen Mison

[www.HelenandJeffOnline.com](http://www.HelenandJeffOnline.com)

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I have taken many internet courses and none of them have been as exciting, as human, as interactive as the one I did with Jodie Thompson & Angelito Felix.

I learn through writing, and one of the first things Jodie did was to provide a worksheet for the learning. Therefore I was able to soak it up so much easier.

Jodie is a brilliant person who makes the topic fun and interactive.

She brought twitter alive for me, she think outside the box and offers many alternative ways to make money online. Because of what I learned in the course, twitter still remains my favourite in social media and thanks to another recent insight from Jodie, I'm changing my blog writing to a more conversational tone which is so much more enjoyable – before I felt like I was sitting an exam!

Please consider me a student for any course that you offer, you are the best!

Thank you Jodie, you are a blessing in my life.

Darlene Davis

[www.AskDarleneDavis.com](http://www.AskDarleneDavis.com)

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Thank goodness for Jodie! With so much information out there about internet marketing, it is difficult to know where to start! Jodie presents the information in an easy to follow way that makes total sense! True to her word, she is sharing what she has learned with the rest of us, rather than keeping to herself - how wonderful is that?!

Thanks Jodie!!

Kylie Doak

[www.KylieDoak.com](http://www.KylieDoak.com)

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Having a blog is an absolutely amazing experience for me. It allows me to share with everyone interested very valuable content about our infinite potential, amazing minds, bodies and spirits and their extremely powerful connection from which our total health emerges as a result. It is my pleasure to share with the world the universally beneficial Laws of the Universe, their omnipotent power in absolute harmony with Nature and how simple and easy it is to start using this power in our everyday lives to manifest our heart's desires.

Working with Jodie allowed me to open new doors of knowledge about utilizing the power of the internet to reach the world. It is a very empowering experience to start from a seed and grow a wonderful and very valuable real estate on line that is available to everyone who desires to become who they really are just by allowing their already existing infinite potential to flow in complete harmony with the Universal Laws of Nature.

Venus Ph.D., Ph.D

[www.VenusRecommends.com](http://www.VenusRecommends.com)

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The way we communicate, catch up with friends, meet new people and do business is changing. We are becoming a global society thanks to the World Wide Web.

The internet can appear daunting to people at first. For some even getting connected can have its frustrations. But the internet is certainly the way of the future for communication, information and recommendation.

In order to understand more I enlisted the help of online marketing entrepreneur , Jodie Thompson. During her Profit Being You on-line tutorials I learnt:

- how to connect with friends, family and like-minded people through social media sites like facebook and twitter
- how to begin to share knowledge with others who have similar values and interests
- how to market my business and opportunities to a global audience by developing my own interactive and constantly evolving blog site.

As well as the great information that Jodie could provide, the course has given me ongoing membership to the Profit Being You community support forum.

If you want to learn more about the internet, social media, creating your own blog site and how to link them all together, enrol in Jodie's Profit Being You online course today. You'll be glad you did.

Looking forward to meeting you in the Profit Being You community.

Kathy Helen Pike

[www.KathyHelenPike.com](http://www.KathyHelenPike.com)

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I'm so grateful to Jodie! I have been studying network marketing for months! Thanks to Jodie, I'm learning the basics! I have tried to learn from so many people, but without the basics, it just went over my head! I'm on Module #3 - it will be fun to see where I am in a few months!!

Linda Cox  
[www.LindaGraceOnline.com](http://www.LindaGraceOnline.com)

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Thank you Jodie for the awesome training that's been happening, as well as Kylie for all the help you've given me along the way. It's been great getting to know such a wonderful bunch of people within the community. I look forward to connecting with everyone again, (as well as those that I haven't managed to yet) once all the festivities are behind us :)

Warm wishes,

Toni King  
[www.ToniSuggests.com](http://www.ToniSuggests.com)

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I was really surprised and as with everything I do, I played down my results. I really didn't know what I was doing with Twitter – I used to just think it was all noise! Now with what I've learnt I am seeing it in a totally different light, especially with the personal branding from my Blog through my Youtube channel & Twitter profile. The truth is I've been approached by two different people for potential JV's. This is fun and productive!

Kat Hudson  
[www.KatHudson.com](http://www.KatHudson.com)

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*And on a final note (so I don't bore you to death ... here's what my buddy Jonathan Budd said about me – aww schucks ☺)*

Jodie Thompson is a dear friend of mine – and for the last couple of years she has impressed the absolute heck out of me with her authentic nature, powerful teaching presence and her overall good heart and smart thinking when it comes to online marketing & networking and really just making stuff happen.

I consider it a wonderful joy and a wonderful honour to be Jodie's friend and to know her. Anybody who is looking to work with Jodie you'd be crazy not to, she's gotta be one of the funnest and smartest people to work with.

You'd be well advised to absolutely take as much as you can from her and soak up as much knowledge as you can because she has so much to give.

[www.JonathanBudd.com](http://www.JonathanBudd.com)