

Caitlin's Interview with Katie

Caitlin: Okay. So hi, Katie. You're in Beavertown, Oregon --

Katie: Beaver --

Caitlin: -- right?

Katie: Beaverton. Right.

Caitlin: Beaverton, Oregon. Okay. So you're gonna edit this part out, right? No.

Katie: Okay.

Caitlin: No, we're not editing this, and hopefully we've got some proofreaders and transcriber people laughing at us right now 'cause this is unscripted. I'm not paying you to be on right now; is that right? That's right, isn't it?

Katie: (Inaudible)

Caitlin: Not paying, so you're doing this on your own volunteer basis.

And we're basically just gonna talk about -- you guys may have seen Katie on a video with me before when we did a Q and A back in September last year. And we're filming this in February right now -- of 2016. And I actually brushed my hair today; I work at home. And right now I'm in Santiago, Chile, in the middle of the downtown area, so you guys might hear some background noise. But I'm filming this from down in the southern hemisphere. I'm five hours ahead of Katie right now. It's

3 o'clock in the afternoon; it's 10 o'clock where she's at, and you can work anywhere. You can really make this happen. Doesn't matter where you are. It just matters the quality of your work.

And we're just gonna talk a little bit about the hard work that goes into being able to start a career like this, but also talk about the rewards you can reap if you're willing to put in the time and effort to make it happen. So not sure where I was going with that, but that's kind of the intro, where we are today.

So we want to talk to you, Katie, about what your life looked like before we met and before you decided you wanted to start your side-hustle empire.

Katie: Where to start? Well, I have two kids -- a five-year-old and a two-year-old -- and they keep me very busy. My husband, he works on campus -- at an Intel campus locally for -- doing logistics for Intel. And so he works 12-hour days, sometimes 18-hour days, for four days straight, so I'm here alone with the kids. So it was getting lonely, and I wanted to have something to do myself. I mean, we've gone to church, you know, and our little church that we were going to recently closed, so, I'm like, okay, I need something to do where I feel like I'm gaining a skill that, in the future, if something happened and my husband were to lose his job, that I could support our family on, potentially, or just be able to at least contribute to what our family -- financially to our family. And we were going to be losing our health insurance, so -- I came across on MoneyMakingMom.com a post

about Proofread Anywhere. And I sat there, and I'm like, oh, my gosh. This seems like it could be really cool, but it could also be a total scam. So me and my husband -- I was like, "Honey, she seems really legit. Look, she's responding to all my emails. Should I go for it?" I mean, that was a big deal for me because you try all these different things and you get these automated responses like, "Oh, good job. Way to go. Keep going." Or, "Hey, I want to sell you something else now." And it wasn't like that. I didn't feel like it was a money grab at all.

So I said, "Sweetheart, I know this is a chunk of our money. I'm asking you to invest in me. Are you willing to do that? Do you think it's a good idea?" And he said, "I want you to do this. I want you to be able to do it." Because before PA, I needed -- I just needed something. You know, as a mom -- I'm sure there's a lot of moms out there that can relate to me. As a mom you get stuck in the rut; being a mom becomes your life. And that's not a bad thing. Being a mom is an incredible thing to be, but there's also the woman part of you that -- the person that -- I want to accomplish something for myself, you know? And that was what I was missing.

So it gave me the opportunity to do that, to accomplish something. I have my certificate right there.

Caitlin: I saw that. I'm so excited. It looks really good. I haven't looked at it in a while, but it looks great.

Katie: Yeah. I want to get it framed and put on the wall, but for now that works. But it gave me a sense of accomplishment, which, honestly -- and for the moms out there that understand -- it helped me be a mom when I'm not just totally a hundred percent focused on my kids, but I can actually focus on me as a person and grow in different areas. So that was really important, and PA delivered in every aspect of that. I feel accomplished. I'm working with incredibly talented professionals now, which is -- was really intimidating at first.

Caitlin: I know.

Katie: Yeah. But now --

Caitlin: But you gotta do it.

Katie: You got to. You have to just try. I mean, it was one of those things -- I was telling my husband the other day, it wasn't one of those moments that I'm, like -- it wasn't a light-bulb moment, so to speak, that this is it. This is the path. This is it. It was, like, you know what? I'm never gonna know unless I go through the door, and I did it, and it's the right path, you know? It may not be for everyone, but for me it's been incredibly fulfilling to meet so many people and work with so many talented professionals, and I love it. So I hope that -- I mean, that's a picture of what it was before --

Caitlin: Yeah.

Katie: -- being a mom and having nothing else, to now I'm like, oh, my gosh. I have so much. My life has doubled, so to speak --

Caitlin: Yeah.

Katie: -- after having (inaudible).

Caitlin: Well, I can tell that you are a lot more confident than you were back in September even, just the way you're talking. You feel like you've found your fit. And I'm not a mom myself yet at this point in my life, but I can definitely relate to a lot of the stories and a lot of my friends and people -- other students that I've spoken to that are moms, they're like, "I need to focus on me." And there is a branch out there in the blogosphere, so to speak, that will try to speak into your life and say that you gotta be a hundred percent focused on your kids. Kids come first. Kids come this. But if you put yourself first, it's not selfish. You --

Katie: Right.

Caitlin: -- can actually be a better mom if you focus on developing yourself and being happy with yourself. I mean, I -- my mom is never gonna watch this, so I -- I'm going to say my mom was unhappy when I was growing up. And she tried to put us first; she bought us things, took us places, did things for us, and I could always kind of tell that she just wasn't that happy. I didn't recognize it so much when I was a kid, but growing up my parents got divorced a couple years after I got married. And then I looked back and I'm like, oh, that's why. She didn't -- she focused just on us, and we benefited from it, but I feel like she can't get those years back. And if she would have gone back or kind of rearranged her life a little bit and did

more of what she actually wanted to do instead of just thinking that everybody else wanted her to only focus on them, we would've all benefited I think. It's better just to have a happy mom than –

Katie: It is.

Caitlin: -- one who's just always buying you things and things like that instead of -- I don't think that kids should be the center of the universe. I've always kind of felt that way, and I feel -- my mom didn't make me the center of the universe, and I'm not trying to say that. But I feel like if your mom -- if my mom would've put herself first, she would've been happier, and then I would've benefited in a way that she didn't expect. And so -- but nobody taught her that, and I can't blame her for that. She was an amazing mom anyway, and I'm really grateful to her, but I do look back now as an adult and see where she would've been a lot happier if she had done things for herself.

So I definitely think that that's awesome that you are taking steps to do something for you and to improve yourself and create an income stream. And now, you -- you're not -- you started with proofreading. So tell us about -- I want to talk about how much work it is because a lot of people, they're on the internet, and they're like, "Oh, my gosh. This looks so much -- like so much fun, and it looks -- it must be easy 'cause it's working from home." And then they realize how much work it is and they give up, or they don't even get started because they're like, "Oh, you know, if she's telling me I'm gonna have to work, it's probably a scam."

That doesn't make any sense, but I've actually gotten emails from people who are like, "Oh, it's too much of a risk with no promise of a payoff." I'm like, I cannot promise you that this is going to work for you unless you can promise yourself that you're gonna do it. I can't sit there and make sure that you do it. I didn't sit with you and make sure that you did everything. You -- it's so much personal responsibility.

So all that said, I want to talk about how much work it was learning, and is this just like every other type of proofreading? Is there an art to it? Is it black and white? Can you clarify that for us?

Katie: Well, it's definitely not black and white. I mean, if you were to be a proofreader that just went on Fiverr and just proofread whatever was sent to you, I mean, you can take just -- you could just take a manual and look. And yeah, there should be a period there. I don't like the way they worded that; I'm going to change this. Well, with proofreading transcripts, that's not an option. There's a lot to take into account with your clients. I mean, we learned a lot -- I mean, in the course you brush up on a lot of the -- how to use a hyphen correctly and all that stuff, but first you have to have this first -- this foundation, this understanding of English to begin with, which is very, very important. So I don't think that this is for everybody. I mean, you can't just come from "I really don't know how to structure a sentence properly" to "Now, I'm gonna proofread for court reporters."

Caitlin: Right.

Katie: It's like, they'll pick you out very quickly that this person does not know what they're doing.

Caitlin: Oh, yeah.

Katie: These people do this for a living. I mean, they're really great at what they do. So it's not something you can jump into and be like, "Oh, great! Now I'm a proofreader. I've done it before on Fiverr; I can do it -- this." It's not the same. It's not the same.

So when you take into consideration going through the course, you learn there's a lot of -- a lot, a lot of pages to read, not just including what -- the course content, but the practice transcripts. A lot. It's a lot. I want to stress that because when I first got enrolled in the course I was, "Oh, I could do this really quick and get through it." I mean, I guess there was a part of me that was a little arrogant, and the course has a way of humbling you --

Caitlin: Good.

Katie: -- which is great. You need something (inaudible) when you're going into this a career that -- it really is a big deal. You have to take it seriously. So, but the work involved, once you get into the course, you realize that this isn't just something that I can read a manual and know how to do.

Caitlin: Right.

Katie: You have to have the practice, the practice transcripts, to go through it to be able to recognize this person said it -- the way this sentence was structured is totally incorrect, but I can't change it, so how can I punctuate it to make it understandable. That takes -- that is an art.

Caitlin: Yeah.

Katie: That takes practice; that takes insight into -- once you get into the real world and you're actually doing it for your clients, it takes insight into their preferences, into how they write. And you're not just working with one client; you're working with many, so you have lots of different preference to know. That threw me for a loop because I'm like, oh, wait. This person does it this way, but this person does it this way. Okay. How do I accommodate everyone and keep my quality up and not forget and all that stuff? That's a whole nother thing. So it does, the course -- going back to the course itself, it takes a lot of work. It's not something that, like I said, you can just turn the switch in your brain, read the manual, and go out and make money.

Caitlin: Right.

Katie: It's not that at all.

Caitlin: Yeah. I'm glad that you were able to describe that so vividly. I totally agree. It's -- and I get a lot of emails from people that are like, "I am just so worried about getting clients. I'm scared I'm not gonna get clients. I'm not gonna get clients. I'm not gonna get clients. I'm scared I'm gonna put in

this time and this money, and I'm not getting clients." But I always send them to one of my blog posts about how to get over your fear of finding clients as a proofreader and my other favorite one, "The Three Pillars of Success as a Proofreader and in Life" in general, and it just talks about how much -- that learning changes everything, so how much you're learning and how much your confidence grows from that new knowledge. And, of course -- I went to personal training school probably, gosh, it's been almost five years ago that I went to personal training school -- this was before I did proofreading as a primary source of income -- and I was so scared when I first started. I'm like oh, my gosh. It's gonna be too hard. I'm not gonna do this. But the learning part changed everything. Your confidence just blossoms when you know what the heck you're doing.

Katie: Yeah.

Caitlin: And I have to -- I've written probably 3-, 4-, 500 emails in the same vein about don't freak out about getting clients until you know what to do for those clients. Because who cares how many clients you can get if you have no clue what you're doing. You know what I mean?

Katie: Yep.

Caitlin: So can you tell us how your confidence level from the very beginning, where you were skeptical at first of me, you got past that part, right? You were skeptical of me.

Katie: Yes. I did.

Caitlin: And you got past that, and then, were you ever skeptical of yourself? And if so, can you tell us how your confidence level skyrocketed when you actually knew what you were doing?

Katie: Yeah. I was definitely skeptical of myself. I mean, even -- I think what happens is some people, not all people, but some people -- like I said, I went into it with a little bit of arrogance thinking, you know what? I'm pretty good at writing. I'm pretty good at my knowledge of grammar and punctuation. And then you get into it, and then you realize, oh, my gosh. I'm not as good as I thought I was.

And then part of being in PA is you interact in these Facebook groups with the real professionals, real court reporters, asking questions. That was incredibly intimidating for me because I started realizing, well, I don't know it all. I don't know as much as I thought I did. I mean, I never thought I knew it all, but -- and then you interact with them, and my confidence wavered big time. And so I started doing the practice transcripts, and once I started doing the practice transcripts, I -- my confidence started to bloom.

And I realized, you know what? I can do this. This is something I can do. And I don't have to be afraid of interacting with these professionals. They're not gonna think I'm an idiot or something for asking a silly question because they all ask the same questions. We all come to those points in transcripts -- I really don't know what to do here. And they, across the board, they're all very helpful with one another. Well, I'm just

one of them. So now I'm one of them, and I can ask those questions and it's a huge resource. And so once I realized I that I can interact on the same level with them -- because prior to that I honestly didn't see myself at the same level. I thought I'm a little student, and I don't know what I'm doing. And then I realized, you know what? These are just people trying to make a living like me, not that intimidating.

Caitlin: Yeah. I mean, and there is something to be said; there are some mean people out there, and we've dealt with those as PA has grown 'cause starting a new business of any kind, whether it's proofreading or a proofreading course, you don't know what you don't know until you know it. And there was no user manual on how to set something like this up, and so we did hit some snags in the road with some professionals that are seeing this new thing that's happening, and they're like, "Well, that's not how we do it. That's wrong," or, "She's trying to scam people," or this, that, and other thing -- was really mean stuff. And so we've had to deal with some unprofessional people, but you're right. The majority of people are very helpful. They're very aware that everybody is human; everybody is human; everybody has questions; nobody knows everything. And that's the beauty of the English language, too. That's the beauty of punctuation; that's the beauty of proofreading in general is that there's really more than one way to do things.

Katie: Yeah.

Caitlin: We had a thread in the Facebook group recently, I'm sure you remember, about how to do a certain hyphen in a word or something. There was three, four, five ways to do it based on what manual you looked at. And it's the same thing in court reporting, you know? In Margie Wakeman Wells' materials that I recommend so highly versus the Morson's guide, which I think has been updated last in 1997 or something -- so Margie's actually more up to date in terms of her material, but there's still a lot of people that focus on the Morson's guide versus Margie, and they don't always agree. And so there's different camps, and you have to kind of realize that, so I teach that in the course, where I might correct something that you're gonna have a guide that says it's wrong and vice versa. And so you just have to know your client and know what reference manual they subscribe to and be able to mold to that and know that it's an art, not a science, so it's not all black and white.

Katie: Right. And it's really helpful -- one of the things that I found was -- that really took the heat off of me, once you're a -- when you're a student, you're not quite sure -- I guess I overestimated my responsibility. And I know that sounds weird, but when it comes to the transcript, it really all falls back on the reporter. I mean, my name is not going on the transcript. I still take it as seriously as though it were, but the fact that my name's not going on there -- if the reporter prefers something that I wouldn't personally do myself, that's okay. I don't have to -- I don't necessarily have to convince them. I don't have -- if that's the way they want it, that's the

way they want it. And it kind of takes the heat off of me because I can just -- I can suggest things. They're all suggestions. They don't have to take your word for it; they don't have to take your suggestions. But that's all it is. And I think we had a conversation at one point that it was basically along those lines. And I'm losing sleep over this comma, but realized it's not my final decision. And that's kind of really cool. I'm not saying don't take it seriously.

Caitlin: Of course.

Katie: Take it extremely seriously. But also take into account that these people, this is their transcript. This is their work, and you're assisting them, you're helping them, showing them, "I would do this; I wouldn't do this." Or, "Based on your preference sheet, this is incorrect." And then you send it off, and then they finish it off, and that's how it ends. And so -- I don't remember where I was going with this, but that really took the heat off of me and the stress off of me and built my confidence up. I know my role now better. And so I don't remember where this was going, but I wanted to put that in there.

Caitlin: Yeah. No. I agree. I kind of call us ghosts as proofreaders. Sometimes we're just ghosts, kind of like a ghostwriter; we're a ghost reader, so to speak.

Katie: Right.

Caitlin: Our name doesn't go on the transcript at all. I have never had to make a certificate for any reason; whereas, they have their name on the front and at the end of the transcript certifying that it's to the best of their ability, and your name is nowhere in there, so you are just the helper. It's still a huge, huge deal because the reporters a lot of times will depend on you to find those last stray errors in the final run of the transcript, so it's really, really important that you get as many of those errors and you take it seriously. But, yeah, it's definitely not worth losing sleep over a comma, so it's good that you figured that out.

Katie: Yeah.

Caitlin: So I want to talk to you then -- you were doing proofreading, and it's really hard, but you've been doing it for how many months now, total?

Katie: I think I graduated in August, and then I went on vacation. And then in September, without actually marketing, I found my first client. And so I kind of started unexpectedly --

Caitlin: Cool.

Katie: -- during my vacation, and I've been doing it ever since, so ...

Caitlin: Cool. And you've also added on -- you've gotten new clients from referrals and things like that. Can you tell me how important it is to focus on that one -- in the course -- I'll just preface this really quick. I don't recommend a guerrilla marketing technique, where you try to get as many clients as possible so you can get as much money as possible. I always say take it

slow; get one client, two clients, and really pour into those clients so you can take your time, okay, not rush, get used to what you're doing in the real world. You've had a lot of practice, so you've gotten used to it by this point, but with a real client you can let your nerves settle because you don't have a ton of work to do. You're not getting pulled in different directions, so you can really focus. And then by pouring into that, those first one or two clients, you can earn referrals. Can you tell me how that's helped you grow your business so far?

Katie: Yes. My first client was someone who just had posted on Facebook, and they needed help. And she ended up being a repeat client. She then became a referral for me. And I got work from her -- from the referrals. And then this is the thing: some clients come and go. I did some backup proofreading for someone. That doesn't mean I'm a failure or anything; it just means that was my role at the time.

And then I found some permanent clients. And my permanent clients I found, again, I responded to Facebook or they found me on Facebook. And, like you said, I poured everything into those small number that I had, and that's what grew my clientele. I mean, I really can't stress that enough, that if you treat that one client or the four clients you have, rather, like they're the only client, your business will grow itself.

And I have found that -- I've told my husband, "Sweetie, I think it's kind of taken on a life of its own." I really don't do anything for marketing or finding clients. Sometimes I'll respond to an ad, "I have some time. I can

help you out.” But all of my business right now is coming from my clients telling other people.

Caitlin: Good. So that actually goes back to you better make sure you know what you’re doing because if you think you’re just gonna skip the training, or I think I can proofread, and I’m just gonna go join some Facebook groups or post an ad and say, “I can do this,” you’re gonna get yourself in trouble. And you can ruin your reputation faster than -- in this industry of court reporting than you can ruin in pretty much any other industry. It’s pretty tight-knit, especially on Facebook. There are some loud, very opinionated people that if you get in touch with them and you make a fool out of yourself, they’re gonna tell other people. And that’s totally illegal and that’s libelous, that’s slanderous; that’s not punishable by law, but you can actually sue someone for that, but they still do it, and I don’t know why.

But there are some people out there that can ruin your reputation, and lawsuits are expensive, and so I think people don’t care so much what they say online because they can call it an opinion. And some people don’t know any better to know that, no, if you say something negative about somebody in a public space, then that’s actually libel if you write something or slander if you say something -- if I’m saying it on video about somebody else -- then you can actually bring up a lawsuit. But still, that could still tarnish your whole reputation. There could be information about it online somewhere, and word travels fast when you’re in a more -- tighter knit industry, especially in the online world.

But I think there's a lot of people also that think because it's a tighter knit industry online that it's an overflooded market, it's saturated. I'm training all these proofreaders; is the market gonna be flooded? And my answer to that is always no because the work is too hard and not everybody can do it. There's gonna be people that go through the course and they get into the practice transcripts and they get through them and -- or through half of them and they're like, "I just don't like this. It's too hard." They're missing too many errors, and they give up. And I try really hard not to get people to give up. That's why I blog about mindset; that's why I blog about productivity and changing your mind to believe in yourself and posting videos and just -- 'cause that's helped me so much to keep going on what I've been doing in my daily business life. But there's still gonna be people who -- they just can't take it. It's just -- it's not for everybody. But for the people that it is for, the people that don't give up and the people put in the time and -- it pays off, and you're definitely proof of that.

Katie: Yeah. I -- when you really get into it and you realize, I'm not reading about all these juicy, gossipy trials and all these things, and half of what you're doing is breach of contract trials and just whatever depo that is so boring --

Caitlin: It can be boring, yeah.

Katie: -- and that's the whole job. But the fact is that you will get those transcripts that are just not interesting to you at all. And a lot of people aren't gonna withstand that for very long.

Caitlin: Yeah.

Katie: And so I definitely don't think the industry will ever be flooded. In fact, I just read something somewhere that there is a shortage of court reporters. They need help. They need help. So that means they're taking on more work, and they need proofreaders to proofread it because they can't do it. They don't have the time.

Caitlin: Yeah.

Katie: And (inaudible) or it -- when they get more court reporters, there's always going to be a need for proofreaders. Always.

Caitlin: Yeah. And I think one interesting thing that I didn't expect when I started Proofread Anywhere was to see so many people taking their proofreading skills and applying them to other industries as well. And what I've really worked on in our marketing module, Module 8 -- which is very highly protected, no student gets access to that until they take their exams. There's two exams and one hand-graded quiz, so it's not easy just to sign up and go straight to how to get clients; we make it that way on purpose just to weed out the lazy ones, and it's worked. It's amazing. I love it. We really keep that under lock and key for a good reason.

But they've been able to take that information that they learn in the marketing unit about how to network, how to set up your LinkedIn profile properly so it works for you and pretty much markets for you overnight if you set it up correctly, how to use social media, how to write, how to

network with people in the right way where you add value to a community and draw positive attention to yourself in a non-spammy way. And they've been able to take that information and apply it to any other industry.

And so you, in particular, have not just focused on proofreading; you've expanded your work-at-home arsenal into what I termed earlier as your "side-hustle empire." And so now you're into transcription, and you're working with Janet over at Transcribe Anywhere. And I'm totally cool with her using that name, by the way. People ask me that. They're like, "Did she steal that from you?" And I'm like, "No. We're in it together kind of, so it's totally fine." But tell us about how you branched out since you've been doing proofreading, and now you realize, "I can do anything." Tell us what happened with that.

Katie: Well, once I did proofreading -- and I've always kind of looked at transcription, but as far as -- I looked more at medical transcription. But once I became more confident at the structure of a legal transcript -- you had done a post on Janet's course back in the summer, I think, and I was like, I'm pretty confident on my knowledge now because of PA on how a transcript should look, how it's structured. I'm gonna go ahead and try this because I think that not only could I do the proofreading, but I could do more. I could go further into this, and I think there's opportunity there.

So I went ahead and took the course, and I love it. And this was the course before it was redone. The new course is coming out in the spring, which I will be doing also because you can't have enough knowledge

when it comes to this -- or experience. So I took it and ran with it. I was like, "You know, honey, I can make this" -- when I was talking to my husband -- "I can make this into more." And I do this part-time. I'm not -- I don't do this full-time. I believe you could totally do this full-time, but I'm a stay-at-home mom, so -- now a work-at-home mom, and I don't have the 40 hours a week to dedicate to this. But I've had no problem filling that -- part-time hours with work.

So I decided I'm gonna add on to this because it's opportunity. It's opportunity, and I just couldn't pass it up -- to grow more. And I honestly plan on growing more. I'm actually learning steno. I may in the future offer scoping if I take a course in scoping or something like that, but right now I'm focusing on continuing to grow my proofreading business and now my transcription. So it is totally a side-hustle empire.

Caitlin: Yeah. I love it. And just for those of you guys watching, we're gonna include a link to the course that we're referring to for transcription below this video. And what I wanted to say as well, is that Katie, she's actually gonna be transcribing this video. And so that's actually general transcription because this really isn't legal, she's not gonna have to -- I mean, it's legal, but it's not legal-oriented words. She's gonna transcribe it, and that's actually general transcription. So that course is available, and you can click the link below to head to that.

And we are going to be offering legal transcription later on, and we are completely revamping that course to comply it completely to the

American Association for Electronic Reporters and Transcribers in order for students to be able to pass the certification exam for your Certified Electronic Transcriber certification. So we are working on that right now, and hopefully in the spring -- it is a lot of work to just make sure it's completely up to standard. And we're moving from a download to a complete online course with multimedia and videos and worksheets and everything, so it's taking us some time, but it'll be worth the wait.

But anyway, Katie's gonna be transcribing this video. You're gonna be able to see the transcript when we're done. So if you're watching this video, you can actually see the transcript that she actually did herself. And we're gonna create a blog post out of the transcript.

And so right now, with Transcript [sic] Anywhere, Janet and I work together on that. I help her with content creation and just communicating with the audience, while she is spearheading the actual student aspect of it. She's an amazing teacher; really, really patient, helpful, very responsive, and I love her for that, and the students love her for that, too. So I think control of transcribing --

And so I want to just explain quickly how transcriptionists like Katie and some of our other students in Transcribe Anywhere, and even some other proofreading students who are also doing transcription as well, can be used to help bloggers like me. Yes, I'm a proofreader, but I'm also a blogger. That's what Proofread Anywhere is, is a blog. And we have to create content to communicate with our audiences. So Katie's gonna be

transcribing this interview, and we're about 33 minutes in right now, and I'm gonna pay her the right rate, and she's gonna turn it into an interview. And I'm gonna take that interview and turn it into the blog post that you see on this page, most likely, if you're viewing the video on a page with a blog post. And you'll see just how I use the information that we talked about in this blog post to create -- or in this video to create a blog post.

And it's not just you copy and paste a transcript into a blog post and you press submit. That's not what it is. You can actually use quoted information to create a -- that's how news reporters do it. When you see quoted information, they didn't just write down everything from scratch; they actually called people, they recorded those calls, and then they had those calls transcribed, and then they use those quotes. They don't have to copy down the quotes from the audio; they have them transcribed, and then they can copy and paste. So it saves them a ton of time. And by Katie actually transcribing this interview, she's gonna save me a lot of time as a blogger. And so blogging -- bloggers, any kind of book authors -- I interviewed somebody recently for a blog post about he uses transcriptionists to run an online toy store, and he uses transcriptionists because he's just not a writer.

Katie: Wow.

Caitlin: And so there's a lot of work for general transcriptionists out there, and Katie's gonna be dabbling in that a little bit as she transcribes this

interview, so -- well, that's really cool. I think we're about ready to wrap this up.

But -- so are you happy with where your life's at, Katie, right now? Are you happy with who you are, what you're doing?

Katie: I am. I am. I think that PA delivered exponentially. I didn't expect that even when I started the course that by February I would be where I am. I've been -- I can say this, I have exceeded my goal of being able to afford healthcare.

Caitlin: Yay! That's great.

Katie: Yay! Yeah. And now I can save and really contribute to my family financially and to myself personally in my sense of accomplishment, and that, I think, is worth the tuition of both courses ten times over. You can't really put a price on that, especially as a mom. And even -- I wanted to make note of -- there's a lot of single moms out there. I have the support of my husband, but a lot of moms don't have that. And I just say you can make it work for you. Find some support around you and go for it. You will not regret it. You won't.

Caitlin: Yeah. If you're a hard-working person with a brain -- so I love to blog about that on the website, on the blog, and say -- I like to help people connect with good opportunities, work-at-home opportunities, job ideas for people that are detail oriented, people who are smart and that have brains because I'm not about just -- you can fill out these surveys all day, and

you'll make a dollar. I don't even bother promoting that kind of stuff because I don't find that rewarding at all, click ads or stuffing envelopes. I know that's probably a major scam, the whole envelope stuffing. I'm not into MLM. I'm not into direct selling. I think you do have to have a brain to be successful in MLM, and that's not -- I'm not trying to say that, but building something for yourself is so, so satisfying.

And the course is not about just how to proofread transcripts. It's not about just how to get clients. It's about the whole gamut. So I have basically just combined all of my skills and knowledge as a marketer and as a proofreader into one solid package, so it's not -- you don't have to take five semesters, six, seven, eight, a whole degree program to figure out what the heck you're doing. And what's funny is a lot of people are like, "Oh, you know" -- the course is currently priced at 897 for the full basic course. You get lifetime access, lifetime support, all of what you need to get started and build something, just like what you've built, if that's what you want to do and you take action. And they're so skeptical about it, and what I find out is they're more skeptical of themselves and not of what the course -- the course obviously works. There's plenty of feedback and positive reinforcement. I have had zero complaints from people that they haven't been able to find work if they actually follow what I tell them to do. I've had a complaint that it's too hard. I'm like, "Sorry. This is not easy, and I told you it wasn't easy. It's not like I lied to you,"; you know what I mean?

But you're not gonna get that in another course that takes 2-4 months to complete.

Like in college, people will spend hundreds of thousands of dollars for an MBA, and they cannot get a job because they don't teach them how to market. They teach them how to do the actual skills. Say I only taught you guys how to do proofreading but then not how to do anything with it. How do you go network? How do you grow as a marketer? How do you build your circle of influence? How do you do that? And sometimes these MBA programs, they don't really teach you how to do that. They teach you the art of marketing, how to do it and the science behind it -- I should've said they teach the science, but they don't teach you the art -- so you come out of an MBA program sometimes, and I've seen this so many times: a lot of people that are in the course now have MBAs and they're like, "Yeah, I don't know how to do -- I can't get a job." So there's not very many opportunities out there -- and I've looked, so I know -- that can actually get from point A to point B. But you got to do the hard work in between.

And so I'm really excited to see that people like you exist. I know that -- the people I'm trying to reach are people like you that -- they have amazing brains, and they can, they just need a way. They need some way to facilitate that knowledge and that -- they need the education to back it up, and then they're huge action takers and they believe in themselves.

So that's why I blog about believing in yourself a lot just because I've been there. I didn't believe in myself before I started PA. I know that surprises a lot of people because I'm so perky and peppy and all this stuff, but I'm an introvert. I don't really like calling people. If we had done this call a year ago, I would've been so nervous, and I wouldn't been able to -- I would've been so nervous, and we would've probably ended it 30 minutes ago 'cause I would've been like, "Okay. That's it. Bye." But I've changed a lot, and it has to do with your mindset. You are capable of so much. You cannot depend on somebody else for your success. You cannot depend on somebody else to do it for you. And a lot of people -- that scares people, but it's also, if you think about it, it's very liberating. And there's kind of a false sense of security I think with having a real job where it's not your side hustle, it's not your freelance business or whatever, because I have insurance through them, but they also can fire you and they don't have to give you a reason.

There's a lot of at-will employment states; Florida is one of them. I lost my job four and a half years ago, and I had lost my insurance. I had to pay for it on my own. There is such a false sense of security in that, but if you can put in the time, put in the effort, use your brain, get your knowledge up to par, your confidence will grow, and then you can take action with all of that. You can change your life. And that, my friend, is some major security, when you can depend on yourself --

Katie: Yep.

Caitlin: -- and your own skills are all you need to make a living and to make a profit and to contribute to your family, whatever your goals are. So I think that you definitely embody that. So I'm so thrilled to have been able to have you on the call. And I'm sorry for that long run-on sentence. I know you're gonna have to transcribe that, but I know you'll do a great job.

Katie: I've been listening to myself. I'm like, oh, my gosh. How many false starts have I done? This is gonna be awesome.

Caitlin: Yeah. Well, that'll be fun. We'll work with it. And we're both gonna learn from this 'cause I'm new, as well, at taking transcription and turning it into blog posts, so we're gonna get to practice, both of us. But I think it'll be good practice for both of us, so ...

Well, thank you so much. And anybody has any questions, leave a comment on this blog post, or, of course, you can always email me. I'm -- unless I am on vacation, you'll hear from somebody, whether it's me -- I like to answer as many emails as possible, and I'm rapid fire at it. So you'll probably hear from me as soon as the next minute; I do that a lot, and people don't know how I do it, but I don't know either, but I really like to just talk to people.

So reach out to me, reach out to Katie. She's actually on our Wall of Fame if you go up to Reviews and go down to What Court Reporters Are Saying, you'll be able to find some screenshots from Katie's clients and her email address is there, so you can head over there and actually

reach out to her just to make sure that I didn't actually pay her to be on here with me. And I am gonna pay her to do the transcription, though, just 'cause that's fair. And people like me, I'm a blogger, I'm a business owner, I do pay people to transcribe, so I'm living proof that there's work out there, okay? I'm a blogger and bloggers will pay people to transcribe, so there's work out there. But get in touch with us, ask your questions, leave a comment, find Proofread Anywhere on Facebook, and we'll be in touch. Thank you so much for tuning in.