



## **SPI 225**

**Meet the Flynn Family (the ones who really run the show), with Kai and Keoni**

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Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number 225.

We are family, I got all my family with me . . .

Announcer: Welcome to the Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. Now your host, he usually writes all of his words with capital letters, Pat Flynn!

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me in this very special episode of the Smart Passive Income Podcast. It's very special to me, because I have 3 amazing guests on the show, 3 people who mean absolutely the world to me. They are why I do what I do and that is actually my family. My whole family is going to be on one-by-one; my 2 kids, my wife, April. She's going to be on at the end and she has some really great things to talk about including some of the stuff we've learned together as a married couple through becoming sort of an entrepreneurial family, I guess the Entrepreneurial Wifestyle, I guess you could say is what we might call this episode.

I don't know what the title is at the point of recording this, but that's so cool. That has kind of a ring to it, Entrepreneurial Wifestyle, but we talk a lot about what we've learned as we've been building the business together and I say that, you might be thinking, well, Pat your Smart Passive Income, but you know what? She is the most underrated and most important member of Team Flynn. She does so much to help me do what I do and so I wanted to give her time on the show. Actually, she is the number 1 guest that people have been asking for and she finally said, yes, so she's going to come on and talk a little bit about that and even talk about what her plans are for the future, which is really fun.

First of all, we're going to start of with my son and then my daughter for a few minutes for each of them. My son has been on the show before not really as a spotlight interview, but he's been on to just plug a few phrases here and there back when he was born. You

heard him cooing a little bit when he started talking.

We've had a few conversations here and there within some other episodes, but we're featuring Keoni Flynn at first and then Kailani, who's 3. She's entering preschool. My son is entering 1st grade so it's going to be a lot of fun, pretty funny, actually. Then after those 2 we're going to talk to April for a little bit and finish up. This is my family and I'm really excited to introduce them to you so let's kick off the show with our son. Okay so here he is.

What did we say earlier? We're just going to pretend like we're having coffee, right?

Keoni: Or we're just out of coffee like that one time where we had juice.

Pat: Okay, you want juice, not coffee.

Keoni: No, you have coffee though.

Pat: Why don't you want coffee? Why shouldn't you drink coffee?

Keoni: I don't want to stay the same size.

Pat: That's what I tell you, right? If you drink coffee, you'll stay the same size.

Keoni: Yeah.

Pat: You don't want that to happen? That's why I haven't grown.

Keoni: Wait, I actually think I want that, because I never want to grow so I don't get old and die.

Pat: Okay. Well that's good reasoning, I guess, but we'll talk about that later in life. Keoni, business; what is a business?

Keoni: A business is a thing that solves problems.

Pat: That's right. Good answer, but what kinds of things does a business

do to solve problems?

Keoni: Solve things that are helpful and useful.

Pat: Nice. Nice, Keoni, and then what happens when you sell something to somebody, what does that somebody give you?

Keoni: Money.

Pat: Money. What can you do with that money?

Keoni: You can . . .

Pat: You can spend it on different things, right?

Keoni: You can use it for your family for dinner or something.

Pat: Yeah, that's good. You can also do what with that money? If you got . . . if you have way too much money, what should you do with it?

Keoni: Put it in your bank.

Pat: Good. That's good, so we could protect the money. What if you have an incredible amount of money and it's more money than you need? What should you do with some of that extra money?

Keoni: Give some of it.

Pat: To whom?

Keoni: Probably your wife or something.

Pat: Yes. Exactly, great answer, but also remember how we built a couple of schools in Africa and that's a good thing to do. There's also-

Keoni: Build schools in places that ... buildings that are helpful in places that don't have enough money to get it.

Pat: Yeah, those are countries and places that need help and a lot of

people who have extra money can help. There's a lot of really famous people who donate a lot of money to help a lot of people, because that's what business and really life is all about, right, helping as many people as possible? What do I say to you before I drop you off to school everyday?

Keoni: How might you change the world?

Pat: How might you change the world and what do you say?

Keoni: Helping others.

Pat: Helping others. That's right. Do you help other people, Keoni?

Keoni: When they need help.

Pat: When they need help. What if you're not sure if they need help?

Keoni: Ask them.

Pat: Ask them. Good. Now, Keoni, a lot of people have seen videos of you on YouTube. There was one where we recorded when you came up with all these really cool business ideas. A lot of people really like that. Where do you come up with your ideas?

Keoni: In my mind, my mind makes it up.

Pat: What gives you the inspiration?

Keoni: I know people have those problems and I know businesses can solve problems.

Pat: Yeah. You've come up with some really good ideas, actually, for those of you listening. A lot of his ideas are actually things ... I always tell him, "Well, somebody made that already." Sometimes, you come up with ideas on your own, but those solutions already exist. Does that mean you should not do that one anymore?

Keoni: No.

- Pat: You can make that solution better, because maybe there's a solution to that problem that already exists, but maybe there's a way that you can make it even better. You don't have to start from scratch all the time. You can take something that exists and make it better, because that's solving people's problems too. Now, I want to ask you about what you think I do all day. What do I do all day? If somebody would ask you, "Hey, Keoni, what does your dad do?" What do you say?
- Keoni: He works in his office a lot.
- Pat: They go, "Well, what kind of work does he do in his office?" What would you say?
- Keoni: Working on the microphone and talking to other people.
- Pat: On the mic. I'm on the computer a lot too and I write a lot. I wrote a book. Do you remember the name of the book?
- Keoni: Will It Fly.
- Pat: There was a picture in the back of the book. Remember, who's in that picture?
- Keoni: Me.
- Pat: Me and you bud. Great, are you pretty proud of your dad? How come?
- Keoni: Yeah, because he makes a lot of money.
- Pat: Okay. Is money important?
- Keoni: Not always.
- Pat: What's most important?
- Keoni: Mommy.

- Pat: Mommy is most important. Good, but I mean when it comes to business and money, Keoni, is money the most important thing?
- Keoni: Not always.
- Pat: No. What's most important? Helping-
- Keoni: ... others.
- Pat: Helping others and that's how you make the money? Because the money-
- Keoni: That's how the money starts in the first place.
- Pat: The money represents how well you help people. That's what I feel. That's what I teach and hopefully you've learned that too, right? Let's see what else have I tried to teach you. Is it good to ... If you're trying something, anything and it's not working out the way that you wanted to it can get kind of frustrating? When you're frustrated what do you do sometimes?
- Keoni: Sometimes, solve it.
- Pat: You sometimes solve it. Yeah, that's what you should do. Sometimes, we do what?
- Keoni: Get angry.
- Pat: We get angry. We complain. What do I always say? Complaining-
- Keoni: ... never helps.
- Pat: Never helps, no. What should you do when you come to one of those roadblocks in your life?
- Keoni: Roadblocks?
- Pat: I'm sorry. I said blocks. He's probably thinking of Minecraft, right?

- Keoni: Well, I'm thinking of a blocked road from a construction.
- Pat: A construction. Okay, that's an analogy. Imagine, life is a road and then there's a roadblock that's kind of stopping you from doing what you want to do, does that make sense? Are you old enough to know what an analogy is?
- Keoni: Sure.
- Pat: Sure, okay. When you come to a hard point in your life, what's something that you should do?
- Keoni: Try to work it out and get past it.
- Pat: If you can't work it out on your own, what should you do?
- Keoni: Ask others to help.
- Pat: Yeah. Who do you ask for help sometimes?
- Keoni: You, mommy.
- Pat: What about at school?
- Keoni: Teacher or other friends.
- Pat: Nice. Okay, the last thing I want to talk about really quick before I interview Kailani, I think that will be her first time on the show actually, because you've been on the show before. We've talked 4 times, years ago, when you were Kailani's age.
- Keoni: Wow.
- Pat: How old are you now?
- Keoni: 6.
- Pat: 6. Yeah, almost 7, going into which grade?



- Keoni: 1st.
- Pat: 1st grade, isn't that crazy? So good man, I'm proud of you. The last thing I want to talk about is at your school. You guys work on these projects for a very long time and then at the end you do what's called a showcase. Can you tell everybody what kind of a showcase is or an exhibition, what does that mean?
- Keoni: It's where ... what they were learning about. They go into different places of the school.
- Pat: Who goes into different places?
- Keoni: The people that have been working on it.
- Pat: Okay.
- Keoni: Then they have like little booths and the chairs and stuff and then they present it to other people.
- Pat: Who do they present it to?
- Keoni: Parents.
- Pat: Parents, just their own parents or other people?
- Keoni: First, they present it to a few people and then they might see their mom and dad and then their mom and dad go look at other ones where they keep presenting. Then when it's done, you can look around.
- Pat: Is it kind of scary to present to other people you don't know?
- Keoni: Sometimes.
- Pat: Sometimes. That's pretty cool. I've gone to your exhibitions a few times and I'm always really impressed, because all the kids there are basically teaching, they're teaching everybody and that's what you do. What was the subject before your school year ended that

you did a presentation about?

Keoni: Wind.

Pat: What about the wind?

Keoni: How I can make energy.

Pat: What is that kind of energy called when it's not coming from like gas or coal?

Keoni: It's called sometimes renewable.

Pat: What are other types of renewable energy?

Keoni: Water.

Pat: Water, yeah.

Keoni: The wind and sun.

Pat: The sun, yeah. We have solar panels on our house, right?

Keoni: I didn't know that.

Pat: You didn't know that. Yeah, I guess you can't see them, but yeah, we do. I'm very proud of you, but I like that you're presenting to other people. That's a skill that I wish I learned how to do when I was your age. It took me a really long time to get comfortable talking about things, because I was always scared about what other people thought. Are you scared about what other people think?

Keoni: No, they don't really talk. They just look at our stuff and then go to another one.

Pat: Okay. Well, good job, Keoni. I'm proud of you. Do you have any final words of advice for everybody who's listening? No, okay, shaking your head, all right. Thanks, Keoni. Say, "bye" to everybody.

Keoni: Bye.

Pat: All right so that was our son. Like I said earlier, he's turning 6 and one other thing he's really into that I wanted to talk about really quick is Minecraft. For those of you who don't know, Minecraft is actually a video game where you can build things and go on adventures and possibilities are really endless. His friend from school introduced it to him. I was a little bit worried, because, yes, you can play this game online with other players, which can always open up certain cyber-bullying and things like that. We really started to talk to Keoni about what that means and know not to be affected by that and those sorts of things if they happen.

He hasn't run to any problems with that, but I have myself have been learning about Minecraft. I downloaded the game and it's actually really fun. I've been learning all I can about it, playing, the adventures and building things. Actually, he and I, we actually have Minecraft parties together at home. He builds things and we're in the same levels together and we're helping each other out. We play survival, which is where you can potentially get killed off if you're not smart about what to do. I try to use it as a teaching mechanism and a lot of people do too.

He's actually attending I think at the time that this goes live. Maybe not yet, but he has been signed up at the point at which I record this episode for Minecraft Camp. There's a camp at UCSD that goes on that you could sign up for. I'm sure these exist in all other universities and other places, but it's not just going there to play Minecraft, but it's taught by a high level professor or somebody there who understands how to teach. They're teaching programming, because what's cool about Minecraft is its open source, you can change the code and make it whatever you want. They're going to teach 6 to 8 year olds how to code using a game that he loves. I'm really excited about that.

I'm actually anxious to learn from him on how I could do that myself. I've told him that I want him to come back home and teach me what he learns and, again, just my way to get involved with something

that he likes. I'm just so grateful that we have that together. I'm sure that's going to be something that he's going to be remembering when he's older, which is really cool. Okay so let's move onto the next part of the show where we're going to be talking for a short period of time with our daughter who like we said earlier is going into preschool. Here is our lovely daughter. Hi, Kai, how are you?

Kai: Good.

Pat: Are you happy to be on the show?

Kai: Yeah.

Pat: Thanks for being here.

Kai: You're welcome.

Pat: How old are you?

Kai: 3.

Pat: 3 years old. That's old. Or is it not old?

Kai: No.

Pat: It's not old. Daddy's old, right? What are some things that you love?

Kai: Kitties and doggies.

Pat: Kitties and doggies. Do you have a kitty or a doggy?

Kai: I have a doggy.

Pat: What's his name?

Kai: Gizmo.

Pat: What does he look like?

- Kai: He looks white.
- Pat: He's white. What else? Is he big or small?
- Kai: Small.
- Pat: Small. What's your favorite thing about Gizmo?
- Kai: That he's comfortable.
- Pat: He's comfortable. Do you sleep on him?
- Kai: No.
- Pat: But you pet him, right? Is he fluffy? Yeah, that's nice. Are you going to school soon, Kai?
- Kai: Yeah.
- Pat: Do you know what grade you're going into?
- Kai: Yeah.
- Pat: Which one?
- Kai: 1st grade.
- Pat: 1st grade. No, brother is into 1st grade. I think you're going to preschool, right? Are you really excited about preschool? Why are you really excited about it?
- Kai: I'm going to do all math.
- Pat: You're going to do math. Why do you like math? That's awesome.
- Kai: They're going to show us what we have to do first.
- Pat: That's right. Can I quiz you? Can we try some math here? If you have 1 plus 1 how many is that?

- Kai: 2.
- Pat: How about 2 plus 2? How many is that?
- Kai: 3.
- Pat: No, almost.
- Kai: 4.
- Pat: 4, that's right. All right, I think you got a good head start on math, Kai so I'm very proud of you. I want to talk to you about what daddy does. If somebody were to ask you at school, Kai, if they were to say, "What does your daddy do?" What would you say?
- Kai: Uh . . .
- Pat: Yeah, that's what everybody says. What would you say if somebody was like, "No, really, what does your daddy do? What does he do for work?" What are we doing right now? We're talking into what?
- Kai: Into a microphone.
- Pat: Microphone, what are some things you can do with a microphone? You can sing, right? Does daddy sing in his microphone? Yes or no?
- Kai: Yes.
- Pat: Yeah, I guess I do sometimes at the beginning of my show, but I mostly talk. Do you know who I'm talking to?
- Kai: Me.
- Pat: Well, yeah, I'm talking to you right now, but when I take this recording, because we're recording this and then I put it on the internet as a podcast, do you know who's going to listen to it?
- Kai: No.

- Pat: No. Yeah, sometimes, we don't know who's listening to it but there's a lot of people out there Kai, who might be listening and they might think that you're pretty adorable right now. Then they're going to hear you years down the road and be like, "I remember when I heard your cute little voice on Pat's show." Pat's, that's my name and just in case you didn't know, Kai. It's going to be really cool, because these audio files people listen to them. What daddy does is he tries to help people with his voice by not singing, but by teaching. Do you think teaching is important? How come?
- Kai: I don't know.
- Pat: You don't know. Well, it's important, because it's a way to help people. Do you think helping people is important?
- Kai: Yes.
- Pat: Yes, teaching people is very important, Kai. That's how we teach you and your teachers are going to teach you things so you can become a better person and then you can help people yourself. What's one other thing before we finish? This will be one of the last questions. What's another thing that you enjoy? Do you do any sort of activities? Dancing? What do you do?
- Kai: Dancing.
- Pat: Do you dance? What kind of dancing do you do?
- Kai: Hula.
- Pat: Hula dancing. That's really cool. Can you sing a little bit one of your songs?
- Kai: Iorana, Iorana, Iorana e, Te vahine Tahiti, Aue aue te nehenehe, Te vahine Tahiti (Tahiti, Tahiti by Voyage)
- Pat: Good job Kai.
- Kai: Thank you.

Pat: You're welcome. Thank you for coming on the show and sharing this today. We'll see you later? Say, "Bye everybody."

Kai: Bye everybody.

Pat: That's our little Kai. She's a grown up way too fast. Both the kids are. That would be interesting to hear her voice it being so sort of tiny sounding now. Years down the road, we'll bring her back on and see how things go so I can't wait. I can, but I can't. You know how it is. Okay, let's finish off the show with a little bit of a longer conversation with my amazing wife April. Like I said earlier, we're going to be talking a little bit about what it's been like to sort of ... because when got married or when I had proposed I was still in architecture, I wasn't laid-off yet.

Almost immediately after my proposal, everything started happening and at that time it was sort of unraveling. It was truly a blessing in disguise and she talks about what that was like from her point of view. We talked about some of the struggles we've had together as I was becoming an entrepreneur and building the business and all the stuff. A lot of what we did to solve a lot of those issues that many people have when they're just starting out. Here she is, my lovely wife; April Flynn. Hi, babe.

April: Hi.

Pat: Did you know that you are by far the number 1 requested person for me to interview on the show is that cool?

April: It's a little weird actually.

Pat: Why is it weird?

April: I don't know. I mean I'm not the center. I'm not the forefront so most of the time people don't really think about what I do, I think, just because I'm not really the name on the business or anything like that.



Pat: No, you're not the name of the business. However, you play an integral part in team Flynn. I think the most important part, because you do so much to support what I do. We'll get into all those kinds of things, but I always tell people that you're the most underrated member of team Flynn, because without you taking care of the kids when I'm out or if I have a launch coming up, you know, you know that you're spending a lot more time with the kids. The kids, we got 2 of them. I know some people have more, but ours are pretty crazy. They take up a lot of work and it's a full-time job.

I think the one thing I respect most about you is that you know that you know you've chosen this life of a stay-at-home, which isn't always easy, but also doesn't come with a lot of I guess you could say credit. Then you're there on the other end and I go to conference and people are like, "Sign my book." They come and see me speak and stuff, and little do they know that I wouldn't be able to do any of that if it wasn't for you. I just wanted to first of all just thank you for all that you do for me. I know a lot of the people listening to this have wanted to express their thanks to you too, because I wouldn't be able to do what I'm able to do without you so thank you.

April: Welcome.

Pat: Love you. You didn't sign up for this. What I mean by that is when we got married, I was in architecture or actually when I proposed, I was in the world of architecture. A month after I proposed, I've been told I was going to be laid-off, which was I know not really what you had thought was going to happen and little did you know that I was going to become an entrepreneur and stuff.

What was that like for you sort of like you said, "Yes" to me knowing that I had this "stable job" as an entrepreneur, then all of a sudden like that gets taken away from us and we have to both move in with our parents back to San Diego? That was tough. What was going through your mind when I was transitioning jobs and all that stuff was happening?

- April: For me, I think I just felt like whatever was going to happen was meant to happen. We always say that good things will come out eventually so whatever happen ... We knew that life was never going to just be a straight shot where we knew exactly what was going on and everything would happen perfectly. Obviously, things didn't always happen perfectly, but you deal with it and you get through it. It was just a thing that was a transition that we had to deal with.
- Pat: For a lot of people out there listening, they might be going through a transition in their life. I know a lot of people who might not have the kind of support that I had from you. For those out there listening who might be going through that transition phase, do you have any words of encouragement or advice for that time period? I mean that was a tough time period for us. We didn't know what was going to happen and I didn't know I was going to become an entrepreneur. The fact that you were there, you were always encouraging was really important. Can you speak to that and kind of help people who are going through that transition phase? How are you able to stay positive through all that?
- April: Well for me, I was lucky that we did have support and we helped each other through it. I think just knowing that like we always tell each other, "Things don't happen overnight. Things don't happen right away." Things might ... Sometimes the path that you think is going to bring out the worst ends up being the perfect path for you and it brings you to something even better, even when you don't realize it at that moment.
- Pat: Yeah, I think that's the tough thing. You don't really know what's going to happen, but I think that support system is so important and we were lucky to have support from our parents too, which was really nice during that transition. We both moved back in with our parents and that was an interesting phase of life, I guess you could say. Then we had a gotten married. The business was doing well. We ended up doing very well after that. Then we ended up getting pregnant, which was a fun, traumatizing experience. I remember when you sat me down on the couch in our first apartment and

had told me, you had shown me the test. So many things are going through my mind.

Then all of a sudden, I started thinking logistically about everything, because I was really happy, obviously. It was something that when we decided have kids, it was like, “Hey, if it happens, if not it’s not.” It wasn’t like an accident or anything. It happened and I was so happy. Then I started to think logistically about how everything was going to go down and how I was going to pay for everything. I remember telling you, “Well, we don’t have insurance. What are we going to do?” We started to freak out and what ended up happening for those of you who are listening, we ended up giving birth without insurance, because there was whole thing back before some recent legislature and stuff.

April had walked away from her position in Irvine, because we both moved back to San Diego. I was trying to figure stuff out as an entrepreneur. Maybe our timing wasn’t the best or we hadn’t figured things out, but we weren’t able to get April on insurance, because she was pregnant and being pregnant was a preexisting condition; and because of that preexisting condition, we weren’t able to get her on private health insurance. I had to pay for everything through the business.

Then the funny thing was we had figured out a loophole or way. I talked to a bunch of people and they’re like, “Hey, you can actually hire April and have her be an employee of Flynn-dustries.” You were on payroll for like a good 3 months, remember? Then the health insurance would have kicked in on January 1st, 2010. We were so happy, because we’re like, “All right, the business is going to help pay for it. Like that’s the insurance we need.” Keoni was due January 18th or what was it, January?

April: I think it was January 22nd.

Pat: January 22nd. Far into January, so we’re like, “Okay, good. We have 3 weeks buffer period. It will be fine. Then your water breaks on the 23rd of December and we didn’t have a car seat. We didn’t

know what ... I mean I remember trying to ... I was just freaking out. I couldn't get my pants on correctly and I was like, "What are we going to do? We have to pay for this." I was like, "Oh my gosh, premature baby, you might have to be in prenatal. How are we going to pay for all this?" Thank God, everything worked out. We took him home from the hospital and how big was he? He was like?

April: He was just under 5 pounds.

Pat: 4 pounds 11 ounces.

April: Something like that.

Pat: Even the car seat that somebody had ended up buying for us was like way too big and that was infant car seat. It was just a crazy time. New baby, new business, all that stuff. It was a tough time and we had gotten into discussions and by discussions I mean like semi-heated arguments about just like ... It was a tough time like that transition period. I think one of the things that I appreciated about you is that you were always very honest and upfront with me on how things were.

I got jaded as an entrepreneur. I think you know that. Even before we had kids, I was doing a lot of stuff in my business without thinking about how it was affecting other people. Can you tell everybody out there kind of when my business was taking off and I was really passionate about it and still am, obviously, but I was working so hard on it in the beginning stages? What was that like for you on your end when I was so focused on the business and we just got married? What was that like for you?

April: The interesting part was, because of the fact that you're working from home; one of the big things we're talking about was how you could be flexible, you would be home more often, you would help out. Then in the beginning it was like, okay, because you're working at home and because you have the flexible schedule, it was easy to just get caught up in the work. Instead of having an 8 hour day like a traditional job would be; you would be in there for 12 to 14

hours. With a new born baby, I'm like, "Hey, I need some help here," but then I wasn't sure how important what you were doing at that moment was.

Where it's like, "Okay, I can't bother him. He's in the zone. I can't interrupt him," or if it was just like, "Hey, I'm answering emails. You can come in and ask me for help. It's not urgent." I think that was the hard thing for me was kind of gauging how important what you were doing at that moment was versus something that could be put on hold to help me with the baby.

Pat: What could I have done if we could take DeLorean back and I can do something better to communicate what I was doing to you? What would that look like? Would it would like a ... I mean, obviously, we solved this problem after a lot of discussion about this and we'll get to what the solutions were in just a second, but what would help people who are going through that?

I know a lot of people listening are going through that too. They're working on their business and it's crazy and the other person is like, "Why are you working on the computer all the time? What are you even doing? We're not even seeing results from this right now." It's hard to determine like you said what that person is doing and how that is helping. What would help a person understand that better?

April: I think it's just helping to prioritize what exactly in their work is important versus something that the just feel like they need to be busy doing, just the extra stuff. Obviously, having that timeframe of knowing like, okay, this is when I'm going to do my important stuff and have it be during a specific time that caters to the schedule of the rest of the family in terms of, okay, this is when I can help and this is when I really need to be working.

Pat: I think the problem for me was I didn't know I was working so hard. It wasn't until you pointed out and I started to figure out how many hours I was working and it really started to become unfair to you. I realized that, but it was only after you told me. I didn't even know. I think a lot of people go through that where they just, they lose

track of time. I know a lot of people who are single and it's just them and they're work like 16-hour days. It just goes by. I also know a lot of people who are in relationships where it still a lot of time, but they're not really considering what that means for the other person. I think it was when you told me, it finally clicked for me and then we ended up creating a schedule.

Even though, it's like, "Hey, I don't want to be the 9:00 to 5:00. Let's get away from the 9:00 to 5:00 job." Let's be entrepreneurs like flexibility and freedom, but you still need those boundaries. After we set that time, it started to feel much better. Correct if I'm wrong, but you started to understand like, okay, when you could and couldn't sort of ... I don't want to say interrupt me, but you knew what I was doing and when it was okay to kind of come in and say things if you wanted to. Unless it was an emergency, obviously, or when I was just in the zone and just kind of would be okay doing something else, right?

April: Yeah.

Pat: Just knowing when certain things were happening. I think that the big theme here is just communication.

Keoni: Yeah.

Pat: Being open, being honest and I think a lot of people end up putting their guard up when arguments happen and stuff. I think it's really important just to try and consider what's like on the other end. That was the big thing for me. When you told me this is how I feel and this is how it is for me, you're not seeing it that way. That is when it clicked for me. Communicating, being open, being honest, knowing that ... I know this and I know we're not done, we're going to argue. That's just the part of the process of growing up and being married and having kids especially when you have kids. That just adds a whole another thing into the mix.

Just knowing that, yes, those arguments are going to happen, yes, things are going to get tense, but also, yes, we're going to



work through that and listen to each other and communicate and everything will be cool. I thank you for being honest about that and I hope that helps some of you who are listening out there. Another thing I want to talk about was this idea that when I go out there and I speak on stage or even now, sometimes in public, people will recognize me and stuff. People know me as Pat and Smart Passive Income and stuff.

Then you don't necessarily get recognition for what you do, which is a lot more than what I do with taking care of the kids most of the time and stuff. I mean you even said it yourself, you're like, "Hey, your Pat Flynn. You got this podcast and stuff. I'm just Pat's wife." Like that, like identity. Do you mind talking a little bit about that, like the struggles or I think this is a very common thing especially for a lot of the moms out there and dads who like the other person is kind of the breadwinner and you kind of just support in the background?

April: It's a little weird. I mean I know especially in the position that you are where you kind of fans and you know we get stopped at Dairy Queen's with people who recognize you. I kind of stand on the on the side like should I say, "Hi," or should I move away so that you guys can have a conversation? Sometimes, I don't even know what I'm supposed to do. I'm just kind of there and I'm like, "I want my ice cream."

It's a little weird and like I said it is hard sometimes when it's like the other person gets the credit, because, obviously, we both contribute in terms of the kids and in terms of our life in supporting our family. I mean it's hard, because it's the choice that you made and it's the choice that I made, but I don't know.

Pat: Right.

April: It's tough.

Pat: On the other side of things, the fact that we're both at home, we're both with the kids all the time. What are some of the go do thins

things that would happen as a result of sort of this, obviously, was ... It felt terrible when I got laid-off, but it became a blessing, a huge blessing in this guise. Now, we're able to do certain things that we wouldn't have been able to do if we were both in the workforce or even if I was in the workforce and still in architecture and stuff. What are some of the, I guess benefits of sort of our lifestyle at this point?

April: I think definitely just the freedom of it and the flexibility of it and just the fact that we can be home with the kids more. I know for both of us, our background was most of the time our parents were working and we didn't see our parents very often. Just like I said, I mean I grew up in daycares. I did after school programs. I was a latchkey kid and so I didn't see my parents very often. All I had was dinner to bed time. The fact that the kids can see us everyday, we can bring them to school, we can pick them up. If they have a day off or a it's a weekend, we can just spontaneously decide to go to the amusement park or bring him somewhere and spend the day as a family.

I know that's something that a lot of people don't get, because of their work schedule or because of whatever. Definitely, that's just the benefit, is just being there. I know the kids appreciate it, because when we're not there, they totally understand it and it's weird, because even Keoni will come up to me and he's like, "Oh someone else's daddy works at an office like all day, how come daddy doesn't do it?" I'm like, "Well, you don't like that daddy's home?" He's like, "Yeah, it's awesome." I think it's just the fact that the kids have us around and we can do stuff as a family whenever we want to.

Pat: Yeah, that's my favorite part of it. I mean the flexibility like you said and the impact that it's having on the kids. We've also noticed that the kids early on were quite well spoken.

April: Too well spoken.

Pat: Too well spoken sometimes. I think a part of that has to do with the fact that we're always at home talking to them, engaging with them,



reading a lot, interacting with them and stuff. That's not to put down anybody else who doesn't have that opportunity. I think that in that case, it's just hopefully something to shoot for, because it really does make a big impact. Like you said, we get to take the kids to school, pick them up from school together and even some of the other parents and the teachers are like, "How are you guys able to ... What do you guys do like did you win the lottery or something?" I'm like, "No," but I think its better.

We live an entrepreneur lifestyle and we have that freedom and flexibility. That's why we do what we do. I mean you guys know that I'm a huge family man and as you could see my wife April is just the same and so hopefully the kids will be better, because of that. We're trying to teach them that this is something that is possible and if they want to make a choice to become an entrepreneur when they're older then great. We just want to make sure we give them all the opportunities in the world and that's why we're here and why we do what we do. A lot of people, they see my income reports, which you've been okay with, which has been amazing.

I know a lot of people might want their spouse sort of revealing how much money is being made in a business and what not. I've talked to you about what that means and why that's important for everybody and being honest and open and authentic online. A lot of people see that money and they're like, "Wow, what do they do with all stuff? They must have 5 Lamborghinis and this giant mansion and all this other stuff." I tell people like, "We're doing great obviously, but we don't spend a ton of money." I love that about you, the fact that we still go Target to buy stuff.

April: I love Target.

Pat: I know you do. One just opened up in our place, which is kind of dangerous. We don't spend that much money on random stuff. I think the thing that we splurge on the most. Do you want to talk about what we actually do spend our money on and why it's important?

April: Most of our money, I'm guessing is spent traveling and taking vacations with the family, because both of us love to travel. Our kids actually love traveling. They love going on airplanes. They love staying at hotels so they're becoming little travelers too. We just like exploring new places and trying new things so for me that's worth more than having nice clothes, because I really don't have any.

Pat: You just basically told the world that you don't wear nice clothes.

April: I love Target.

Pat: Only Target has nice stuff.

April: Actually, no, I shouldn't be bagging on Target.

Pat: Why are you clinging on Target?

April: Target has great ... My entire closet is Target. I love Target. It's just not fancy.

Pat: No, I think the experience is what really what it's all about for us. We obviously say we invest. We have retirement accounts. We have college funds for our kids and what not, but any sort of extra money, we typically either put away or we spend on experiences, those memories that are going to last a lifetime. A lot of you might remember last year, we went to Disney Aulani. I did a few Periscopes there and shared some pictures on Instagram. We'll be doing a lot more traveling down the road too. It's really cool that the kids are sort of old enough now to start to really appreciate where we're going especially Keoni, who's now going into 1st grade. I remember 1st grade.

I remember trips that I took when that young so it's going to be pretty cool to see him and give him even more traveling experiences than I had. I think, again, we're just trying to open up their eyes, open up the world. Another thing that April and I are really passionate about is helping others and with this, a lot of the extra income we have, I mean we built schools in Ghana together.

If we want to do more of that down the road, one big thing we haven't really defined, but down the road when the kids are a little bit older and when April has a little bit more time. I mean you had talked about potentially creating some sort of nonprofit to help kids in some way shape or form potentially around dancing stuff, is that right?

April: Hopefully, yeah.

Pat: Then you also have all these little projects that you've always wanted to do that you just never had the time to do and you might have more time to do once the kids are both in school and stuff. Do you want to share any of that stuff or is that like top secret stuff?

April: I guess what I can say about it is I like writing. Okay, you guys don't know that I love the Backstreet Boys and when I was in high school ... See, I am just like totally embarrassing myself right here. When I was in high school I actually wrote a Backstreet Boys fan fiction. I'm not saying that I'm doing another fan fiction, but hopefully I get to do more writing. Some people know that I like dancing. Again, that's also a big passion of mine so hopefully something dealing with dance whether it might be a teaching dance or just at least dancing more. I like to do that.

Pat: Yeah. I mean you were a dancer in college, hip-hop dancer.

April: Yes.

Pat: You choreographed our wedding dance.

April: Did people see that?

Pat: Yeah, like 30,000 or 40,000 people saw that.

April: Really?

Pat: Yeah. It's on YouTube. I'll post it in the show notes.

April: I know, but I thought it was hidden in the archives where it got lost.

Pat: No. It's there. I'll double that number. We'll show more people just because-

April: Okay.

Pat: ... But yeah, that was a lot of fun. Anyway I just ... I know people have questions and I don't know if you'll be there in the comments to answer or what not, but you know I'll relay any questions to you and you can comment if you like. A lot of you know that I have been doing this for 8 years and I finally gotten April to say yes to coming on the show. I want to thank you guys for your support. I know that she was super nervous coming in here, but I think she did great. You did great. Thank you.

April: Thank you.

Pat: Hopefully, it won't be the last time, but, yeah, that's April. She's awesome and super thankful. I wouldn't be here without her support. I love you. Thank you so much and I know a lot of people appreciate you taking the time.

April: Thank you.

Pat: All right, I hope you enjoyed that interview with wife, April Flynn. That was awesome. Actually, you could probably tell she was a little bit nervous coming into the interview. Actually, she was super nervous, but she did an awesome job. I'm so thankful that she came on and especially, because a lot of you have been asking for her for a long time. Hopefully, that gives you a little bit of insight of what goes on in the house here and kind of what we've been through. We've learned a lot of lessons along the way. We continue to learn a lot of lessons.

We continue to figure things out especially as the kids grow older and we continually adapt and adjust to their activities, their situations, their schedules are always changing. That's the one

thing I've learned. Things will always change. As long as lines of communication are always open, as long as we can be empathetic and understand where the other person is coming from, all things will be good and we'll get through it like April said. One last thing, this is more of a selfish thing, but I want to leave a message for Keoni and Kailani.

I know they don't listen to podcasts right now necessarily, but I do know that podcasts can live for a very long time and at some point in the future Keoni and Kai will probably be listening to this. I just want to say to you two, I'm so proud of you guys. You guys are why I do what I do and I just encourage you no matter what point in your life you're listening to this, to just keep reaching high, keep plowing through those goals. Although you might be met with challenges along the way, always know that there's something great on the other end of those challenges. That's what I've learned and hopefully, you'll be able to pass it on to your kids one day too so thank you guys. I love you.

All right, guys, interesting, different unique episode, but I had a lot of fun putting it together. Hopefully, you had a lot of fun listening to it too. If you're there listening with your family members too, finish up, give each other a big hug, because this is what it's all about. Before we finish up, I do want to say that, yes, the show notes are available at [smartpassiveincome.com/session225](http://smartpassiveincome.com/session225) as normal. However, we didn't really mention any links in this particular episode, but you could still come by and comment and let me know what you think, [smartpassiveincome.com/session225](http://smartpassiveincome.com/session225).

I also want to take a quick moment to thank and tell you a little bit about our sponsor today, which is Insightly. Insightly is a customer relationship management or CRM application used by companies to help them run their business better. If you're not familiar with what a CRM does, a CRM helps you keep on top of all the things you need to run your business like keeping track of all your tasks, all your meetings, your contacts, your leads, all your sales, your prospects and key information about all those things, your customers, your partners, your suppliers, the whole thing. Insightly also has a mobile

app which helps you keep track of all this stuff and retrieve that information on the go, which is really cool.

Insightly integrates with a ton of popular applications like DropBox, Evernote, Google Apps, Box, Office365, ClickBooks, Xero Accounting and many, many more. If you want to check out this CRM, check it out for free, for 14 days by going to [www.insightly.com](http://www.insightly.com). That's I-N-S-I-G-H-T-L-Y.com. Thanks for listening in.

I appreciate you and I look forward to serving you in next week's episode 226 where we'll be talking about another success story and how somebody has been able to penetrate a very, very saturated niche in his own way. It will be very fun and very interesting and a lot to learn so until next time. Keep pushing forward, keep moving that needle, you guys are awesome and thank you again for listening in. Cheers!

Announcer: Thanks for listening to the Smart Passive Income Podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com).



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