



SPI 237

**An Online Business
Success Story...in Knitting,
with Lauren from Girly Knits**

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Announcer: This is The Smart Passive Income Podcast with Pat Flynn, session number two hundred and thirty-seven.

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.

Announcer: Now your host. His AOL username was Phat Flynn, with a Ph, Pat Flynn.

Pat: What's up everybody? Thank you for joining me today. This is session two hundred and thirty-seven. Today we are talking about a topic that is sometimes used as an example in the internet marketing, entrepreneurship online business space. Sometimes when people give examples of different websites in their own step-by-step tutorials, they'll bring up things like knitting and scrapbooking and crocheting. I remember the guys over at Internet Business Mastery, they had talked about macrame as sort of this thing that one could create a site for. It was always this kind of joke thing, macrame, knitting, like how could you build a niche website or successful business out of things like that? Well, back in episode thirty-seven, we featured somebody who was making six figures a year by doing scrapbooking.

Today we're going to be talking with Lauren, who has built a successful side business in the knitting space. It can be done. Lauren has proven it. She's going to talk about all about how she started this and how it became what it is today. Her positioning is really good. She also won a number of different contests too, I think. There was The Fiber Factor, which is sort of a contest or reality type show in the knitting space. She was a guest on Knitting Daily TV. She's just been knitting for fun, and it turned into this really cool side business called Girly Knits. G-I-R-L-Y K-N-I-T-S. She has another website which is more of a personal blog at Knittingisawesome.com.

Her stuff looks super cool. Like it's targeted toward hip chicks. That's, A Girly Knits: Knits for Hip Chicks. That's her target market. If I was a hip chick, I'd be all over this kind of stuff, because this is really cool. Go ahead and check out the patterns. See what they

look like. We'll get right into the episode and talk about how this all got started. Here we go. What's up, everybody? I'm so happy to welcome Lauren from Girlyknits.com. Lauren welcome to the SPI Podcast. How are you?

Lauren: I'm great. How are you? Thank you so much for having me. I'm so happy to be talking to you.

Pat: Yeah, I'm so happy to talk to you too. Thanks again for being here. For those of you who don't know, I mean nobody knows except you and me. We've been actually talking for, I don't know, four years almost now, just via email, about your story, what you've been up to, and I've always told you this. I wanted you to come on the show. Thank you for being patient with me and waiting four years.

Lauren: Oh my god, sure thing. Thank you so much. I think I first reached out to you in maybe like 2011. When you responded to me, I just thought it was like the coolest thing ever. I'm like, "Wow, he's actually like responding and giving me great advice. I just appreciate so much that you were there to answer questions and share milestones with. As you know I always wanted to reach out to you and share with you different accomplishments, because I just appreciate your podcast so much. It's helped me so much over the years.

Pat: Well thank you for that. I really appreciate you saying that. Why don't we get into your story? I think people might have an idea of what you do. Girlyknits.com is your website. It's funny because in the IM space, there are typically certain examples that people use on, "Well, you can make money with anything, even knitting." Here you are literally doing that. Why don't you talk about like what were you doing before you created this site, and then we'll get into the story.

Lauren: Yeah, so I live in New York City. I've been working as a fashion designer for the past ten years. Yeah, I've been ... I started my business in 2011.

Pat: You were a fashion designer. Did you immediately start your business after school was over? What prompted you to create this

business?

Lauren: Yeah, so I've been knitting since I was nine. My stepmother actually taught me. It was really sweet, because her mom knit, and her grandmother knit too. They taught her when she was younger. One day she just decided to teach me.

Pat: That's cool.

Lauren: I was just instantly fascinated by knitting. I would just sit in my room for hours on end, reading books from like the '50s, trying to figure out how to do different things and knit different stitch patterns. I found some things. I would just knit any pattern I came across. I was just like ... It was just like this thing where you kept building on your skills and learning more. Yeah, so I did that. I knitted all throughout high school and college. In college I started getting frustrated because I couldn't find any knitting patterns that I wanted to make. I wanted things that were really young and fun and fashionable. Just cute tank tops and skirts and dresses. Things that I would wear. I started designing my own patterns then, like very informally. I didn't really know what I was doing. I was just kind of like looking at something I owned, and being like, "Oh, maybe I'll like ... You know, it looks like this, and I'll just kind of, you know." I just improvised. Sometimes things turned out good, and sometimes they didn't.

I basically got really into making my own clothes. I taught myself to sew, and sewed all my own clothes, and realized that I wanted to be a fashion designer. I maintained this passion for knitting. Still throughout the years I just really struggled with finding knitting patterns that I wanted to make. For those who don't know, a knitting pattern is sort of like a sewing pattern. It's basically like step-by-step instructions for like all the materials you need, like exactly what you need to do to create whatever item it is. If it's like a sweater, it tells you how many stitches to cast on and what to do with them and how to make the sleeves and how to sew it all together. Just like really step-by-step how to create someone's design.

The difference between knitting patterns and sewing patterns is

sewing patterns, usually it's like these big pieces where you're like cutting out fabric. Whereas knitting patterns, it's all text. Everything is in abbreviations. Knitting patterns typically were published as books or in magazines. Everything is very condensed so that people can pick up a magazine, and they can knit all these different things in magazine.

Pat: Wow, so there's like a language, right, basically?

Lauren: Yeah, exactly. It's actually cool because it's kind of universal. People around the world can usually follow English knitting patterns because everything's so abbreviated. There's not like a lot of full words in there.

Pat: That's cool. It almost reminds me of tabs for guitar. You just kind of look at them.

Lauren: Yeah.

Pat: The littler numbers thing, and you're like, "Oh. I can play that song."

Lauren: Yeah, yeah. What happened was I was actually ... Well, okay. My story basically started when I read the The 4-Hour Workweek, as most stories do.

Pat: Yeah, right? Isn't that crazy.

Lauren: No, that book totally rocked my world. I read that, and my whole life changed. I was like, "Wow, I don't want a job anymore. Like, what the heck? Like this is crazy." It just completely changed my mindset about work and life and travel and everything. I was trying to think of a business idea. I happened to go to Barnes and Noble with one of my friends. I was looking at the knitting book section. I was talking about my frustration. I was like, "You know, how come ... Like I don't like any of these patterns. It's like, like I want to buy a book and make patterns. I just, I don't like any of these. Like why are these patterns so like ... I just, you know, I don't want to make them." I had all these ideas, and then the person was like, "Well, why don't

you design patterns?” I was like, “Why don’t I?”

I did some research. I thought you had to be a published author, like you had to publish a book to be a pattern designer. I started researching it, and I found a sight called Ravelry, which is an amazing site. That’s R-A-V-E-L-R-Y. It’s a community for knitters and crocheters. It compiles all of the knitting patterns out there on the internet, and just all this cool stuff. It catalogs every type of yarn and publication. It’s like the Amazon of knitting patterns.

Pat: Oh, that’s cool.

Lauren: It’s also community-based and user ... It was started by a couple. A lot of the users has generated a lot of their content. There’s a lot of forms. It’s really awesome. I saw that people were self-publishing individual knitting patterns as PDF downloads on there. I was like ... Once I saw that, I was just like, “Oh my gosh. Like, I need to do this, like I, you know, I have this vision for like, you know, what I want to see out there in the knitting world.” I was just really inspired by the fact that these everyday people were publishing their patterns and selling them. Knitting patterns typically sell for four ... Sorry, five to six dollars, kind of in that range. Then I just checked out the most popular patterns. I was like, “Are these, you know, are people buying these? Like what’s going on?”

I saw that the most popular patterns had as many as five thousand reviews. The way reviews works on there is really cool. Someone can rate it and upload pictures of their projects from knitting that pattern. You can really see what they’ve made. That’s really cool, but I could just see like five thousand people. “Oh my gosh, like five thousand times five, that’s like twenty-five thousand dollars, and like, that’s crazy. This is actually like a real, like business um that people have for themselves.” Yeah, once I realized that this was a thing, I was just like, “Yeah, I’ve got to do this.” From there it was ... It took me about a year after that before I actually launched my business.

After realizing that I could do this, it just got me thinking about my

purpose and what I want to do with my life. I really realized that I felt like this was what I was meant to do. I've been a fashion designer for so long. I have this huge passion for knitting. I've been doing it all my life. I love it. I really wanted to bring fashion and knitting together and provide patterns out there for younger girls that just there was a huge void. They just weren't out there. I became really passionate about that and starting this brand.

Pat: That's awesome. It was called Girly Knits from the start, I assume.

Lauren: Yep. That was my first idea. It was available.

Pat: I love it. I love it. Okay, so when you were going up and posting your stuff, did you ... How were you able to build awareness for this brand? Was it all through this form that you were talking about? How did you get traction for it? A lot of people, they have these ideas just like you. They have these amazing passions for something. They're just afraid that when they put it up there, then it's going to be crickets. How were you able to not have that happen?

Lauren: Yeah, so I started with a lot of ideas. I also started a blog called Knittingisawesome.com, another one that was available. I'm like, "What? Why is this available? This is awesome." I started that blog and just started posting pictures of cool inspiration knitted things. I would just write a little comment about it each day. I started doing that just to plant some seeds. I was like, "You know, if people come across my blog, then they'll find me." That was definitely one idea to get people to find out about me. I started a Facebook page, and social media and all that stuff. Then really for me it was about launching with a collection. I really wanted to share my big vision with people when they first came to me. I didn't want them to come to my site and see one pattern and be like, "Who is this person?" Then kind of leave.

I wanted them to see thirteen patterns. I actually started with thirteen because I wanted to do this well-rounded thing where I was designing different types of things, and showing everything I could do. This vision I had for this brand. That was really important for me

to launch a full collection all at once, so that people were either like, “You know, I like her. I don’t like her. I want to follow her.” That they could either say yes or no. That was really important to me. Gosh, what else did I do? I’m sure I did a bunch of things. I got ideas from it.

Pat: Was it just like writing blog posts and social media, or where there any other platforms that you were using to share a lot of these things that you were talking about?

Lauren: I definitely, I started with some free patterns too. That’s just a great way to get people to see you. When you on Ravelry you can search all the patterns or just the free patterns. There are a lot of free patterns out there. If you have a pattern or two that are free, that’s a great way. There’s people that will just find those and download them. I put a little ad in the back, like, “Oh, here’s, you know, my other patterns.” Definitely did that, and then I think it wasn’t until, I’m trying to think when I made my first YouTube video. I was definitely inspired by you to start doing YouTube videos. You mentioned it a lot, with your be everywhere strategy. You already mentioned video. Eventually I did start making YouTube videos. Those have been great for people finding me. A lot of people say they find me through YouTube.

Yeah, it’s just been kind of like this ongoing thing. Every time I publish a new pattern, I definitely get a lot of eyes on me and my brand. That happens in Ravelry. The new hot things, people see those. Ravelry’s great, because it’s a totally targeted audience. All those people are there to look for knitting patterns. That really is the greatest way for people to find my work and my patterns for sure.

Pat: That’s very cool. In terms of monetization when you first launched with your line, were you able to sort of monetize right away? What was that income like? How long until it really became this thing that you were like, “Oh my gosh. This is like a real business for me?”

Lauren: The first month, I actually made eighty dollars. That was super cool. I was like, “Eighty dollars.” I think partly I didn’t know what to expect. When I look back on it, I’m like, “People actually bought

from me. Like they didn't know me. I was like brand new. I had no reputation." I just think it's super cool that I even made that much the first month. It was kind of similar, like the couple months after that. At first I was like, "Oh shoot. Is this going to work? Like, I don't really know because you know, that wasn't like, you know, you know, it's awesome, but it wasn't like anything to live off of." I just kept plugging away. I kept going, listening to your podcast, trying out different things. I even tried some affiliate marketing to see if that would work. That's not the most successful thing, because it's a very small part of what I've done. I was just trying different things.

Then I had one pattern. It's called Owl Be There. It's like a owl hat. That one got really popular. That really helped. I saw success with that. That really, yeah just looking back on my business as a whole, that ... On one of the sites I sell on, that's like seventy-five percent of my sales. I have like forty-five patterns. That one was really popular. Not just ... It just showed me what was possible and encouraged me to keep going. Then within a year, I had my first thousand dollar month. That was a huge milestone. I was like ... It was something I really wanted to happen. That was a big goal of mine, but I didn't know if it could when it finally happened, it was just like the coolest thing. Then a year later, I had my first two thousand dollar month. I was super exciting as well.

Pat: Yeah, that's awesome.

Lauren: It just, it's kind of gone from there. Now I can say I on average, I probably make about a thousand dollars a month, like a thousand to twelve hundred dollars a month from five dollar knitting patterns. I'm selling around two to three hundred a month. That's been pretty consistent.

Pat: That's awesome. Congratulations, by the way.

Lauren: Thank you.

Pat: Now this Owl Be There line. I'm curious. Did you think that it would blowup in the way that it did when you created it?

Lauren: No. It's funny because it wasn't even totally my idea. I was supposed to ... I teach a teen knitting workshop. The girl putting it on asked me to design an owl hat. It was something that I'd wanted to do, but there was actually so many out there already that I was like, "I don't know, why would I design this? Like there's just, you know, there's so many patterns already. Like I don't know why they'd choose mine, you know. It's probably only going to be slightly different." I was like, "Okay, she wants me to do this." I did it, and did my own take on it. The workshop actually never ended up happening. I decided to publish the patterns, since I'd done all the work already. Yeah, it was kind of a fluke almost.

I still am not really sure why it's so popular. People just, I don't know, loved it. It's really cute. It comes in sizes baby to adult. A lot of people, they make them for their whole family or a bunch of kids or a new baby coming. I think that's part of it. It's just a fun pattern that's gotten a lot of traction. A lot of people have shared it. Gosh, I think some people even made videos about it, just because they liked it. A lot of people post their projects on Ravelry. When more people post their projects, then other people are like, "Oh, that, that person's turned out really great. Like I can make that too." That definitely helps. Yeah.

Pat: That's so cool. It's funny, because you had mentioned it was maybe seventy-five percent of your sales at one point, which is really close to that 80-20 Rule that we always see. It just happens sometimes, so I love that you were just pumping out content, sharing great patterns, and eventually that's what's going to happen. One or two of them are really going to pickup steam. I saw the same thing with my iPhone app business that I had back in the day, which is still around. Back in its prime, back in 2009, 2010, we saw eighty, ninety percent of our income coming from just one or two of our apps. We had about twenty or twenty-five in total. You can't predict those things sometimes. It just happens. If you didn't create those things, obviously you wouldn't even have a chance.

Lauren: Yeah. Yeah. Exactly.

Pat: That's great. Tell me about this. I remember the last time you messaged me, you had talked about some design competition that you're in. Talk about how that all went down.

Lauren: Yeah, so that was back in 2013. It was a competition called The Fiber Factor. It was meant to be sort of like Project Runway, but for knitting. There were like design challenges. The way they did it is actually super cool. I hope someone can maybe use this idea. I just love the way they did it. They picked twelve contestants from around the country. You had to audition, like send in a video audition and pictures of your work and essays and all these things. They picked twelve of us. I was chosen, which is super awesome. We did everything from home. Knitting takes a long time, for those who don't know. Knitting a sweater, it takes like, I don't know, thirty to fifty hours, depending on how hard it is. It takes a long time. You wouldn't really want to do that in real time or live or anything like that. They had us do it from home.

They would give us two to four weeks for each challenge. What they would do is they would send us a box in the mail. We'd open the box, and there'd be the challenge inside. Either they'd send us the materials that we had to use or some tool that we had to use. Sometimes they let us pick yarn. Other times they let us pick a color, but they wouldn't tell us what it was or what the challenge was. Each one was very different. They basically sent us the challenge. We worked on it from home. Then we would make our own videos that they would kind of turn into these online episodes or webisodes. I don't know what you call them. We would each have to do a progress video, where we would talk about what our inspiration was, and what we were working on and show our work in progress. Then they would kind of show this in real time to the people watching, so they could be like, "Oh, this person's working on this," before any of us had actually finished so we could see what other people were working on. It was cool.

Then we had to do a presentation video when we finished presenting our finished work and talking about it. Then they would take those presentation videos and make an episode where they

had a live panel of judges come and see all of our designs and judge them and make this cool episode out of it. There were six challenges total. The prize for winning a challenge was five hundred dollars. I won one of them. The top four contestants went on to a final challenge. Yeah, so this was over the course of like nine months.

Pat: Yeah, it sounds like it would take a while, but that's cool.

Lauren: Yeah. The top four did a collection of three pieces. Then we showed it at this fashion show here in New York City at a big knitting convention called Vogue Knitting Live. It was in front of an audience of thousands of people. It was really exciting. Then they picked a winner, and I actually won.

Pat: Yay. Congratulations.

Lauren: Thank you.

Pat: That's awesome.

Lauren: Actually, yeah I won a all expenses paid trip to Germany to tour yarn and knitting needle factories. It was really, really cool. I loved it.

Pat: That's cool. Did you talk about your trip on your blog?

Lauren: You know what? I don't know if I ever did a formal blog post about it. I posted a lot on my Instagram, and I think I did a newsletter, but I don't know that I did a blog post.

Pat: Yeah, no worries. I was just wondering if there were any pictures I could see, or people who were interested in seeing what that tour was like. It just sounds really interesting. The cool thing here is that you could tell that you are all about knitting. I think a lot of people who are building online businesses, they kind of try to get into other kinds of spaces that maybe they yet to have the ability to become a leader in the space. Obviously you've chosen your niche. You've niched down to more hip and stylized kind of knitting, which I think is

really smart. You've just kind of been owning this space. I think that's the coolest thing. You've gotten to know the community through that form like you were talking about. Now you're doing stuff related to conventions and fashion shows. What else are you doing in the knitting space that helps you stand out as an authority figure?

Lauren: Well let's see. I actually just did an online course, or two online courses for a site called Craft University. That was a super cool opportunity that I hadn't told you about. In December, I flew out to Colorado. I had an all expenses paid trip to go and film these two knitting courses in this really super, awesome, like cool film studio with tons of cameras and a crew and makeup artists and all these cool things. It was like-

Pat: That's awesome.

Lauren: It was really cool. I did a learn to knit course. It's like very basic submitting. I walked through just picking out yarn and needles and then all the basics of knitting, and we make a hat and glove set together. Then I did another course about cable. Yeah, that's one thing I've done recently. I'm very passionate about inspiring younger girls to learn to knit and pickup knitting. It was just ... It's been such a blessing and joy in my life. I'm so glad I had it and learned when I was younger. I just want to show people a new light on knitting and inspire them. In terms of fun, I recently knitted a full on mermaid costume for the Coney Island Mermaid Parade.

Pat: What? That's awesome.

Lauren: That was just a total for fun. I offered the pattern for free on my blog. I was just like ... I just like showing knitting in unconventional and new ways so people ... To challenge people's stereotypes and perspectives on it. That's really my mission and my vision. I think through design is how I'm doing that.

Pat: That's so cool.

Lauren: Yeah.

Pat: What were some of the big challenges that you faced along the way? You have this vision for what you want to do. It couldn't have been all easy. What are some of the challenges you faced along the way?

Lauren: My biggest challenge, honestly is I spend a majority of my time knitting. I spend I want to say like ninety percent of my time knitting. I don't really spend that much time on my computer. It's only when I'm really finishing up, like writing the patterns and doing the PDFs and doing a big launch and updating my website and newsletter and all those things. A majority of the time I'm just spending knitting. I know that's probably something that you would say, "Like, oh you should like outsource that, or like, you know, hire someone to do that." It's actually kind of challenging to do. I'm still learning. I try to challenge myself with each new design and try new techniques. I still feel like I'm learning things. I also want to know what the experience is making that project. Some people do hand it off, but I don't think that I'm there. I'm not sure that I will do that. It takes up most of my time, so I sometimes think about like, "Oh, maybe I'll do like a product line, or maybe I should do, you know, something else."

I think that's my biggest challenge. Also, it's just keeping going. I put a ton, a ton of work into this. I'm not making a full time living yet by any means. I do have a part time job as a fashion designer still. Yeah, I'm trying to ... I think it's just having the persistence to keep going. I think what helps is that I am so passionate about it. If I wasn't, I would have given up a long time ago. New awesome opportunities keep coming because I've put myself out there.

Pat: That's awesome.

Lauren: Yeah.

Pat: Here's a question. Do you feel like the part time job is potentially holding you back from more work that you could be doing on your site to grow it even more, or do you feel like it's helping to supplement it? What are your thoughts on that? Why do you still have a part time job, basically?

Lauren: That's a great question. I am actually very pro part time job.

Pat: It's not a bad thing. I'm just curious.

Lauren: Yeah, no it's actually an interesting story. I actually originally, when I wanted to start my business, I actually, my intention was to quit my job. I had been saving up for a long time to start this. I saved up a year's worth of savings, and was like, "Okay, I'm just going to quit my job. I'll give it a year. If I, if I'm not making enough after that year, then you know, I'll go back to work or whatever." I really loved my job. I went to my boss and told her the whole thing about how passionate I was about this, and I loved my job, but I just, I really wanted to do this.

She was actually really supportive. She was like, "Oh, that's awesome. Like I used to knit," and was really cool. She was like, "You know, how about we just have you, you know, on like two or three days a week and, while you train the new person? Try it for a few months, and then we can reevaluate from there and see if this is working." We didn't have any freelancers or part time people at the time. It wasn't really a thing at my company. I didn't think she would go for that. I was like, "Yeah, sure. Like, let's do that." Yeah, and five years later I am still working there, which is crazy. I've questioned that a lot, because I think everyone thinks the goal is to quit your job. I have the experience of working from home for weeks at a time.

There's been times where it's slow at my company, and maybe I only come in like two times in a month or something like that. I realized that I, yeah, it's actually really good for me to have the part time job, because it adds some structure into my week. I have to go somewhere and and get dressed and put makeup on and be somewhere.

Pat: Right, right.

Lauren: I don't know if you can relate, but I was going kind of crazy working from home. I also live alone, so I don't have someone coming home

or anyone to be accountable to. I could not leave my apartment for like five days, and nobody would know. I think it's really nice having that structure. It's definitely nice having that income so I haven't had to stress about making money with my business or do things that I didn't want to do. I feel like I've been really just focused on doing what I'm excited about and lit up about in my business. I really love ... I love my coworkers. It's very inspirational being at my company. Part of my job is doing a lot of trend research and design. I'm always getting ideas.

Pat: That's cool.

Lauren: Yeah, I just work in a super cool office. We're on the top two stories of this building. We have this rooftop deck. I can see the Statue of Liberty from my desk. I don't know, I just really love my job. I'm happy to continue working there. I just, honestly I'm not sure. I was actually challenged by working from home every day. I probably could do a lot more. If opportunities come where I want to put my full focus on it, that's great. At the moment, I'm able to accomplish what I've been wanting to accomplish part time.

Pat: I love that. It's a great story, and it's a good lesson too. You were right. A lot of people think it has to be all in or nothing. You're sort of doing both. You know what you want, and you're enjoying it. Why do something different?

Lauren: Yeah, yeah. I got to the point where I was like, "You know, if something happened with my job, I'd probably get another part time job, just so I can keep this going," but I'm really, really grateful for my business. If something did happen, or if I decided I wanted to go travel for a year or something, it's just amazing that I know that I would have income still coming in from that and could build on it. There's so many things I can do with it. It's really awesome. I didn't mention before too, just when I was doing that contest, as I said for nine months, I wasn't able to work on my business. I actually had my best ... It was ... Well, my business kept growing basically. That month that I had my first two thousand dollar month was amidst the competition when I hadn't created anything new. That was just super cool too to see how building a business can provide that for

you when you're working on other projects and everything.

Pat: Passive income there. There it is.

Lauren: Yeah.

Pat: That's awesome. You know what I love about this? It's you know that you have options. You have choices. You've made the choices. You're living purposefully, which is awesome. Congratulations.

Lauren: Yeah.

Pat: That's fantastic. Man, Lauren thank you so much for coming on and sharing your story. This is super inspirational. I'm sure a lot of people are going to really enjoy it. Where can people find out more about you and what you're up to?

Lauren: Yeah. Girlyknits.com. I'm Girly Knits pretty much everywhere you go, Instagram, Facebook, YouTube. Yeah.

Pat: Love it. Then Awesome Knitting Patterns, is that still available too?

Lauren: No, knittingisawesome.com. That's my-

Pat: Oh, Knitting is Awesome. Sorry.

Lauren: Yeah.

Pat: I had it in my notes here, and I switched pages, and I lost it. Awesome. Thank you so much, again, and wishing you all the best.

Lauren: Thanks, Pat.

Pat: All right, I hope you enjoyed that interview with Lauren from Girlyknits.com and also Knittingisawesome.com. Not Awesome Knitting Patterns, although she does have some awesome knitting patterns. It's Knittingisawesome.com. All the links and the resources mentioned in this episode are available at Smartpassiveincome.com/session237.

I also want to give a big shout-out to today's sponsor which is Shipstation.com. This is super cool, probably useful for a lot of people who are doing things like Lauren, who are shipping things out. What they do, what ShipStation does is it becomes the middleman that really helps to organize everything from where all the orders are being placed from. All those different sites where one could sell things online, Amazon, eBay, Etsy, they're own Shopify site, everywhere, there's literally like hundreds of integrations if you check it out. All those orders come in. They get shown on ShipStation. Then ShipStation helps you get those orders out the door as quickly as possible. They can help you even choose the right carrier so that you can always get the lowest rate for every package that you sent out. Super easy to use interface, very, very convenient.

I know that when I start doing physical products like this, I will be using ShipStation myself, and actually that's hinting at something that might be coming in the near future. You'll see. For now, try it out for free for thirty days. Just go to Shipstation.com and click on the microphone at the top. Type in SPI. Guess what. If you do that, you get an additional month for free. Try ShipStation free for thirty days. Get an additional month for free. Go to shipstation.com. Click on the mic on the top. Type in SPI. Thanks so much. I appreciate you. I look forward to serving you in the next episode of The Smart Passive Income Podcast. Until then, keep moving forward.

If you haven't yet listened to my other show, Ask Pat, where five days a week I answer a question from you, and you'll hear your voice too if you get your question featured on the show, check it out. Go to Askpat.com. If you love the show, you want more, that show is five days a week. Each episode's five to ten minutes in length. I know you're going to love it. Go to Askpat.com, or look that up in iTunes. You can find me there too. We can keep hanging out together. Hope to see you there. Thanks so much. Like I said, I'll see you next week.

Announcer: Thanks for listening to The Smart Passive Income Podcast, at www.smartpassiveincome.com.

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