



SPI 239

Mentors and Masterminds with Ellory Wells

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Pat: This is the Smart Passive Income Podcast with Pat Flynn. Session number 239. I'm in like Flynn. Let's go.

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. His search history on Google includes, "how to grow taller?" Pat Flynn!

Pat: What's up everybody? Thank you so much for joining me today in this session of the Smart Passive Income Podcast. Really happy you're here because today I'm talking with Ellory Wells from ellorywells.com. Somebody who I've gotten to know over the last few years. We've met in person several times, emailed.

Whenever we've chatted together, one thing that's always coming up is just how much we love and prioritize Mastermind groups and also mentors and the idea of mentorship. That's what I wanted to talk about today. We thought it'd be fun to just have a general conversation about that to get you thinking about this.

Maybe you have mentors or maybe you don't, or maybe you're in a mastermind group, or maybe you're looking to get in one, but we're going to talk about everything about mentors and Masterminds today. Without further ado, here's Ellory from ellorywells.com.

What's up? Everyone's so stoked to welcome Ellory Wells to the SPA podcast. Ellory, thanks for coming on the show.

Ellory: Pat, it's an honor to be here just to chat with you in this medium and be able to share any sort of wisdom or story with your audience. It's an honor. I'm a fan so thanks for having me.

Pat: Well, thank you. If you visit Ellory's site at ellorywells.com, his tagline is "Empowering and equipping entrepreneurs," and there's obviously a lot of things entrepreneurs could be equipped with to find success but one of the things that we wanted to talk about today is mentors and connecting with the right people.

I've mentioned it before how important connecting with other people is. Ellory, can you talk a little bit about why it's important to connect with the right people and even more specifically why we should look for mentors when we're building a business?

Ellory: Absolutely. Pat, I include you as one of my virtual mentors when I got started in 2012. I was obsessively going to SmartPassiveIncome.com and seeing, "What is Pat doing? How can I make it my own and do my own version of that?"

Finding people that are doing what you want to do shows that there's a business model out there that someone has slightly blazed the trail, but not only important is the proof of concept there, but just surrounding ... It's like if you're going camping or hiking, you'd want somebody there to watch your back, or to help carry the load, or just to shoot the breeze with when you're having a rough time.

Finding mentors and people to go on that journey with you, especially when you're talking about entrepreneurship and doing anything with online business, those are critical elements for success and they've been like I mentioned, going to your site I did the same thing with Micheal Hyatt back in the day and trying to find people to inspire me, and keep me encouraged, and some sort of model to follow.

Pat: Yeah, I love that. You mentioned a few words there. Inspiring, encouraging, and following the model. I think that those are three real big reasons why we should try to find these mentors out there. For me a lot of people know that I actually didn't have a true mentor meaning somebody who I reached out to who then took me under their wing, but I was still in the same way that you were following me, I had people who I had considered to be my mentors at the time when I was starting out.

For example, Tim Ferriss, who wrote *The Four-Hour Work Week* and even Jerome and Jason from *Internet Business Mastery*. Yes, I didn't necessarily have immediate contact with them, although I eventually did with Jerome and Jason, but even with Tim, just following what

he was doing. Getting inspired. Getting encouraged by what he was doing and just understanding his methods and how I could incorporate them to what I was doing. Not copying.

I think that's a big thing I want to talk about really quick Ellory, but I was following what he was doing and that's our big reason why Smart Passive Income exists today. When you say that you were looking at my stuff and watching Michael Hyatt, can you help people understand that this isn't copying? How can you define what is it that you are utilizing these, and we're now talking about virtual mentors. People who are out there who can inspire you that you don't have immediate access to. How can we utilize them best without copying them?

Ellory:

Sure. We've all heard the phrase, "Imitation is highest form of flattery," but that's not what we're talking about. Pat Flynn has already been done. Tim Ferriss has already been done. I wrote a post about it. Something to the effect of, "Four-Hour has been done," in reference to you, Pat. Its openness and transparency's already been done. Not that these aren't great things, but I compare it to why would someone be interested in talking to you at dinner or whenever you're hanging out. What are your friends interested in?

The same thing that makes our friends interested in us are the same things that ... Friends, you can go and hug them and give them a handshake in person. Those types of things are the same thing that's going to make you interesting online. When you see what somebody else is doing, I looked more for the structure. There's a long list of people that I paid attention to, but I looked at how you were doing things. Some of your motivations.

I remember you saying back I don't remember exactly when you started your blog. I think it was 2008. You were talking about how the openness and transparency and pulling back that curtain showed a different side of online business and made you more believable and relatable. How can I incorporate that personal touch? That openness and honesty that I hold true. They're my core beliefs too. How can I add those elements into what I'm doing online?

Like I said, what would make you have a good conversation over a dinner? What would we talk about? Those kind of elements. Those personality things. Apply your personality to the structures, and the model, and the how that you are seeing from these examples and these mentors online or offline for that matter. You can take best practices from offline stuff and apply them to online. I think there's a big market to be had there sharing across mediums if you will.

Pat:

Mm-hmm (affirmative). What's cool about this, I'm reminded of Ramit Sethi from iwillteachyoutoberich.com who has his very own style. He's done personal finance in his own specific way and he branched out from that, but he also has been very open with the fact that one of his mentors was Jay Abraham and when I think of Ramit and Jay, they're very different people. They have very different styles, yet I can absolutely see the correlation and how Ramit has become Ramit based on what he's picked up from Jay too.

I think absolutely right. It's about the model. It's about the principles and the beliefs of that person and you taking those in too. That doesn't mean you have to copy their website. It doesn't mean that you have to have the same emails as them or have the same exact funnel or anything like that. That's different. This is the beliefs. This is getting inspiration and getting that mentorship. Now, would you recommend...

Typically when you're just starting out, you're going to have virtual mentors that you find, but I think, and I wish I had, and correct me if I'm wrong; it's always best to have an official mentor, right? Somebody who you really believe in in the same sort of fashion but that you actually have access to. You can reach out to and you communicate with to push you along. Did you have a mentor like that or did you only have virtual mentors?

Ellory:

I think in the very beginning because for the first two years of me doing anything online I was still working at my corporate job so all the people I met in person from my 9 to 6 day job, they thought this online stuff was dumb. When I talked about starting a blog they were like, "People do that? That's weird. I don't want to talk to you about it." That said, most of my mentors at the very beginning were

absolutely virtual.

I'd binged on podcasts, which slowed down when I started working from home full time. No commute, it's harder to listen to podcasts. Since then official and unofficial mastermind groups have something that have benefited me. I can point to so many different products or services, or ways of doing business that I've created that wouldn't even exist without actual mentors and mastermind groups, and just people who are either on the same level.

Three different ones. People who were behind me and following me, people who were on the same level as me, and then the third one being people who are doing what I want to eventually be doing or certain aspects of their business or things that I want to adopt. Their revenue is significantly higher than mine, or they have more members than I do, or they have a larger email list than I do. Some goal that I have for my business, whatever it is, I try now to have a more ... I don't know if you would have a official versus unofficial mentors, but people I go to on a regular basis to ask questions or see what they're doing. I think we all hate the phrase pick their brain, but test ideas out with and those kinds of things.

Pat: Yeah, how do you find those people? If you're just starting out and you know you need somebody out there who has a little bit more experience than you in that thing that you're doing, how do you go out and find somebody? Is it just a cold email asking someone, "Hey, can I test some ideas off of you?" or is there a lot more that has to happen before that can happen?

Ellory: I think there's got to be a big runway to that. I don't know that that works anymore. If you're talking about someone specifically online these days, I'm a relatively small fish compared to the other names that we have talked about in the last few minutes and I get an email like that once a week. Without any sort of context, honestly I don't think that works anymore, but what would work is leveraging your existing connections.

Logging onto Facebook and asking your friends, "Hey, do any of

you know someone who does x, y, z?” Throw in whatever analogy of the six degrees or whatever of Kevin Bacon and the odds are you know somebody who is at least tied to or connected to the industry that you want to get into, or has some sort of role that you would like to take on, or fill in the blank. You probably already have somebody inside your connection or an existing relationship that you could leverage.

Let me ask you, Pat. What did you do because like you were saying, you didn't have a whole lot of these things. How did you develop those relationships?

Pat:

A lot of those relationships happened through a course that I took called Internet Business Mastery Academy. That was the one that was created by Jason and Jerome from Internet Business Mastery and it was there that I was able to then find a community because they had a community involved. There's a lot of other programs that have similar things now. For instance, Youpreneur with Chris Ducker. He has a great community and they all connect and chat with each other too.

It was in that community that I found people who had already sold the product when I was looking to do it for the first time. I just simply reach out to them and that connection that we already had in that particular program was enough to start those conversations. No, not everybody responded and not everybody took the time out, but there were a few people that actually did take the time and actually some of them got on the call with me to help me out with blew my mind.

There are people out there who are willing to help, but they're not going to help unless you ask. That's one of the big thing I've learned. I also had to, I don't know if you found this to be the case too, Ellory, but in the beginning when I was starting out, Ellory, I wanted to do everything on my own and try to figure out everything on my own. I would watch YouTube videos, and read books, and just try to do it without asking for help.

I don't know if it was because I was ashamed that I didn't know

those things, or embarrassed, or the fact that I'm a guy. Guys don't ask for directions when we get lost. That type of thing. I don't know what it was, but it took me a few years to understand, "Wow, people are willing to help and they're really helpful, and this is helping my business so much, and there's nothing about pride involved."

It's not about being shameful. It's just people have remember what it was like and they're paying it forward. Now this is what I'm doing and now what you're doing with your site, did you find that it was hard for you to actually ask for help in the beginning or was it easy?

Ellory:

I think it was probably hard because asking for help at the time and I think a lot of people who might connect with this is, like you said, seen as a weakness. I think you and I will see each other or depending on when this goes live we will have seen each other again at the Thrive conference there in San Diego.

Last year I had the chance to hear Gary Vaynerchuk talk and he talked about tripling down on the 2 to 3% of things that he's really good at and just ignoring all the things that he's not good at. People usually think that, "Okay, if I need help with something, it inherently means that I'm not good at it or it means that I'm deficient or I don't have a skill where I should have it."

If you look at it through the lens of doubling or tripling down on the things that you are trained and talented in, all of the other things are just things that you need to boot. It doesn't matter. It's not a weakness. It's not a deficiency or something that you should be able to do and you can't or you don't know how to.

Think of it through the lens of, "I am only going to do the things that only I can do and I'm going to get assistance for everything else. It changes the conversation from, "I'm stuck and I can't do anything. Will you help me?" to "I'm focusing on this and I'd love to get some assistance with that."

Pat:

Right, and even taking the things that you are focusing on. Those 2 or 3%. It's essentially the essentialism approach to building

your business. Only focusing on those things that you rank really important in whatever it is you're trying to do and letting everything else go. Even with those top things you can still get help.

I remember watching golf for a long time and I used to be really big into golf until I had kids and now I no longer have time to golf, but that's one of the sacrifices I made, but when I was big into golf I used to golf every day after school in college in Berkeley.

I remember watching Tiger Woods on tv and he was getting swing coaching and I was like, "What is Tiger Woods doing getting swing coaching?" but then I realized, well, he's at the top of his game, yet he still realizes that he could use some help and that there are people out there who, even though they're not the greatest golfers like he was, can still help with certain things that he wants to improve on and stay consistent with.

Ellory:

When you're at the top of your game, and I think he might disagree, Pat, but I would say you're pretty close to the top of your game. It's not major changes or course corrections that you need to do. It's the swings. it's the putting coach. If you look at a football team, at this point in the year, we're about to get into football season. It's the tiny things. The quarterback has a throwing coach and there's a receiver coach.

There's highly specialized things, but to answer your question I want to make sure it was clear for a second ago. I did have a lot of doubt and insecurities about asking for help because I did think it was these big gaps in my talent set, but over time ... I don't know. I'm very introspective and sometimes I over-analyze even when it comes to myself, but looking at my background and just any success that I've been able to have over the last four or five years of doing this is because I either boosted a little bit of my weaknesses, but to what extent can you actually do that?

It's really where I focused on my strength and it just became being comfortable with saying, "Hey, I'm going to have somebody else do the things that I'm not so good at." It's like when Michael Jordan

tried to play baseball. He was a natural athlete, but it didn't work out so well. When he's focused on basketball, rockstar. When it was the White Sox and he got a spot on the team because of his name, it's that same thing whenever we're doing whatever it is what we want to do. We've got to get to that point to say, "It's okay to not be good at everything and since it's okay, I'm going to surround myself with people that are good at those things so I can focus on what only I can do."

Pat: Yeah, I love that. I'd like to shift the conversation from these mentors that were talking about to more along the colleague route or Masterminds like we were talking about earlier because Masterminds we've talked about them on the show before. We've had people like Jaime Masters come on to talk about Masterminds. We've done presentations about Masterminds. I'd love to hear from your perspective, you had touched on it a little bit earlier on how important Masterminds is? Maybe even share some specifics if you can on what are some of the things that you actually picked up in one of your groups that you have applied to your business.

Ellory: If I don't answer the question exactly, Pat I make sure this is a big passion for me and something that has helped me tremendously so if I don't give you the answer that you're looking for, just let me know. One of the things that I've picked up is a lot of people have the same questions but a lot of people also think that they're the only ones with that question.

I do paid Masterminds with three to five people as part of my business and there's a similar trajectory that most people follow through. It's like the stages recovery. Everybody has the grief, that self-doubt, the questioning, the excitement, the highs and lows. One of the things that I've picked up from this value is by surrounding yourself with people that are on the same journey as you, you might not be going exactly the same place, but we're all moving in the same direction as a team.

You notice that "I'm not the only one that has this question and that makes it okay." It eliminates some of that self-doubt because I'm

sure you went through this several years ago just like I have and still do on more than one occasion or more than once a year of, “Am I going nuts? Does this work? Is this how I should be doing this?”

You sit in the same chair, the same home office, like you and I are both doing right now and that little like Seth Godin calls the little heckler in the back of the room just gets louder and louder. By surrounding yourself with other people, you get that support structure of, “We all have doubt. We can move through it together. I’m not the only one that’s struggling with this and since I’m not the only one, it makes it more tolerable whenever we sometimes tune into what that heckler is saying.”

Pat: Knowing that I’m not alone is really important. To sum up what you were saying, that voice that’s in the back of your head, which is always going to be there. It’s always great to talk about that with others. I think when a lot of people struggle is when they are sitting at their home office or even wherever thinking about their business and they don’t have anybody to run things by.

Having access to a Mastermind group allows you to continually regroup every single week, or month, or however often you choose to do your frequency of meetings. It allows you to have that safe place to talk about these things. You can Mastermind with people who you trust and connect who are not necessarily in the same niche as you, but like you said, are trying to achieve the same goals. Who share the same values and whatnot.

Yeah, I completely agree with you for that. I’m huge on Mastermind groups. I’m in two ones that are not paid Mastermind groups, but they’re free groups that were formed from just people we’ve met at conferences and whatnot. These paid ones I’m curious to know. Talk about that really quick. That’s actually something we haven’t ever talked about. What does that mean? A paid Mastermind group?

Ellory: What I do is I charge people to get small group training with me. I ask for a six-month minimum commitment. Most people go for at least a year. I think I’ve had two people who dropped out after

six months, but the reason why I like the for-fee model is it puts people's skin in the game.

Pat: It does, yeah.

Ellory: I rarely have anybody miss a meeting. Probably at 98/99% attendance rate whereas some of the I've also been in and am still in some quote "free" Masterminds and it's closer to a 50% attendance rate. You get busy and, "Well, I'll just push that off the back burner." If you think someone would find value in the not necessarily technical but how I set that up, frequency, or anything like that, we can talk about that too, but the value I look for people who are behind me.

If this was a linear journey, I'd look for people who are two or three steps behind and want to learn from me. They're already reading the blog. Statistically they're blog readers, they're podcast listeners, they've read a book or bought a product so they're already, for lack of a better term, in a sales funnel and they already subscribe to the way I do business and are already coming to me for more information.

Since we're all pretty busy, being able to charge a premium for one-on-one or small group attention like you and Chris do with your one day business breakthrough. Doing similar things like that. Is that it?

Pat: Yeah, that answers the question. The fact that they were paying, they were more likely to show up. They had more skin in it, but that doesn't necessarily mean that the free ones are bad. I've been in very successful free ones myself, but I will say that I've also been in many that aren't in existence anymore and that did have a low percentage rates.

Plus I would imagine that those group meetings are very focused because it's something that you pay for and you wouldn't pay for it unless it was something that you really wanted to do and obviously you know that you're connecting with other people who are in the same mindset.

Ellory:

Exactly. We have a lot of fun, but we also have a very action-focused and results-oriented time every other week. Also by charging it allows me as the facilitator. I'm a member. I don't just group people together and say, "Go do your thing." I attend and participate in every single meeting, but by charging it allows me to do things like pay for software that records all of the videos so people can go back and play them.

It allows me to do other things like send referral gift cards and things like that and be able to do this full time and support my own learning so that I can in turn pass on information from Thrive, or the Digital Marketer Conference that I'm going to in Orlando, or Podcast Movement. Taking all of the nuggets of information from all of these things that I'm learning as well and passing them on to other people.

I want to make sure we point out the fact that I also think people should be in a Mastermind of people that are further but in different ways. People that again are doing something that you want to do and incorporating it into your business. I'm in a group that we meet every Wednesday. I usually do every other week, because usually every week it's pretty intense, but people who have much bigger businesses than I do and I'm learning how to market better from Marshall, or I'm learning how to podcast better from Carrie.

Each person provides a different thing and if you're thinking about joining a Mastermind group, see if you can get details on who else is in the group. I usually don't share that information. I usually bank on people trusting me to partner them with a diverse group that I think would get along and for the most part that's worked, but see if that group or any training program like you mentioned Internet Business Mastery.

See if the people that you would be connecting with will help you in your journey. This is the time when you're finding mentors. When you're finding a coach or you're finding a Mastermind group to join. This is the time to be selfish and find people that you can, not in a manipulative way, but that you can leverage to grow your business and accomplish what you want to.

Pat: One of the benefits of working with mentors and with working with other people in Mastermind groups, and I know this through experiences, the accountability and the fact that you don't want to let those people down or they even tell you sometimes, "Well, this is what you need to do," and by when.

That's so huge because it's so different than when you're working by yourself and you're working at your own pace and you're not exactly sure when things should be done and hearing it from an outside perspective is great, but for those who are still in the works of getting together in a Mastermind group, paid or free, or they are looking for a mentor and they quite don't have one yet, how can one still hold themselves accountable?

I think this is one of the biggest struggles that entrepreneurs have. I even go through it myself sometimes. I can always say, "Oh, I'll just leave it for tomorrow," and beyond what are some accountability strategies that you know through talking to a lot of these people and these Mastermind groups that you're involved with and that are in your networks. What are some things that you've learned that people can use to help themselves along even before the connect to the other people?

Ellory: That is a tough question. I think the best advice that I might be able to come up with is the value that I get and people have told me that they get when they talk to a satisfied customer. By the way, your business should always be solving a problem, right? Talk the people whose problem you are solving and get their feedback. That's a fantastic motivator.

When you hear people say that they don't have enough of something, or they wish they had something better, or fill in the blank with the problem and you know you have a solution to that, that is an incredible motivator to push forward, get up early, stay up late, do all of the necessary things to make sure that you can help that person solve their problem.

I always use the analogy I'm drinking some water over here ... It's

funny. I was doing one of the talks at Podcast Movement and I've used this analogy and someone actually brought me some water. It was cool. I suggest that people think of their product as a glass of water and they're looking for thirsty people.

If you go into it with that mindset, "There are thirsty people out there and I have what they need," it changes the conversation from, "Man, I'm tired," to "I know John, or Susan, or Marshall, or Amy out there needs what I am in the process of building. Talking to your customer solves a lot of problems. Robert Hurst of Exodus, "Sales cure all ills," but it all starts with talking to that customer, so if you're struggling to find that motivation, talk to somebody.

Pat: It still comes down to talking to people. I think that's the big theme here.

Ellory: Which sucks for being an introvert.

Pat: Anyway, you're still doing it. A lot of people might be surprised by this, but I'm actually an introvert myself. When I go to conferences my brain wants me to go and just sit in the corner and just be on my laptop, but I know it's important for me and my business and for others for me to go out there and to talk to people. That's what you got to do and I think that speaks highly to getting over those fears.

I know a lot of people are going to be listening to this and they're going to be like, "That's not what I wanted to hear," but it's what you need to hear and it's what you need to do. One thing that I have implemented in my business and I don't know if some of you listened to this. You might have been one of the lucky people to get a call, but I try to reach out to 10 people every single month in my audience through my email list.

I just randomly select emails that come in and I reach out to them. It's funny because when I reach out to them I say, "Hey, I'd like to get on a Skype call with you." They think it's an auto-responder of some kind, but it's me really personally reaching out so you might get one of those in the future so look out. I just try to get on Skype

with them and/or a phone call so that I can talk to them and listen to them about exactly that.

“What are you struggling with right now?” Is what I typically ask first or I often get into the website and what their experience is like on it. That’s what a lot of the conversations were leading up to the latest redesign, but now a lot of the conversations are related to some of the upcoming projects that I have. Courses and whatnot so I can hear directly from the mouths of the audience that I am going to serve what it is that they need help with and you are absolutely right, Ellory.

Every time I finish those conversations, I feel high as the sky. Just super motivated to want to help these people out because I’ve heard their voice. I know their back stories now. I ask questions like asking them why they felt that way or why haven’t they gotten started yet and I know because you’re hearing. There’s no guessing anymore and you get to know these people’s names, and you get to hear their voice. It means a lot more which means you’re actually going to be motivate a lot more.

That’s one thing I always do every single month. Try to get to 10 people in my audience. That’s a big challenge. If you guys wanted to take that challenge on, try to reach out to one. Let me just start off with one. See if you can reach out to one person in your audience and actually have a voice to voice conversation with them at some point this month and talk to them about what it is that they need help with and what you can potentially learn from that.

Man, I assure you that if you do that, you’re going to learn some things that you didn’t know. That’s really important. For me I also am very motivated personally by data and dates. I think this is the last thing I want to touch on is the way you just mentioned is perfect and universal, but we also have to understand that everybody is different and we are each motivated in our own special ways.

One of the things I actually learned in one of my Mastermind groups was that we were all struggling to provide great feedback for each other. This was a number of years ago. This conversation came

up and we decided to have an emergency Mastermind . . . I guess you could call it where we each one by one shared how we best are motivated because some people like the drill Sargent. “Oh, I’m going to yell at you. Why did you do that? Why are you so lazy?” Some people respond to that. If somebody talked to me that way though, I would curl up in a shell and just roll away.

Ellory: Me too.

Pat: That’s how I would feel. For some people who that’s their personality they just automatically default to sharing information and motivating people in that way, well, on that call we seemed to discover that “So-and-so likes that and that’s how they are motivated, but I don’t like that and this is how I’m motivated. I’m motivated by encouragement. By reward and by knowing that I’m actually making an impact.”

Now the conversations in those groups whenever somebody’s trying to convince me, or help me do something, or achieve something, it’s in the way that I can respond to. I feel like we all need to know what motivates us and how we are best motivated. I’ve picked this up with my kids. My son is so different than my daughter and I’ve had to realize that I can not talk to them in the same way.

The last question I want to ask you Ellory is what motivates you to keep going? You had mentioned if you got spoken to like a drill Sergeant, you’d curl up like me, so we’re similar in that vein, but what is it that gets you motivated?

Ellory: Oh, man. I feel like I should have the immediate answer to that question. I think it’s that I don’t have everything that I want to have. Not just physical stuff and it’s not happiness either. It’s maybe just the freedom to do whatever I want whenever I want and bring Ashley, my wife, with me. I can do my business from anywhere, but she is still tied to doing something she really likes but it’s tied to a physical location. I think what motivates me is that my goals are just over the horizon and it’s not just that as I keep moving forward they keep getting further away.

So many people quit. I talked about this on the blog just this week about I think the very first time I met you, Pat was at New Media Expo in January of 2014. I was talking to someone I also met at that conference and just how many people made a promise. They set a goal and they quit. Their URLs don't work or their emails don't work. They're just not doing this kind of stuff anymore and I think part of what motivates me is knowing that if I were to quit, I could be so close to that hockey stick moment without even knowing it.

10 years from now I could look back and think, "Man, if I just kept going for 60, 90, days more, I would have just skyrocketed, but I quite right before that happened." The idea that I could throw in the towel just days, weeks, or a couple months before making it big sounds not really what I want to say, but thinking I threw in the towel right before I hit my stride, that's what motivates me. Tied together with that is giving people a way to not have to go back to a job that makes them nauseous. Gives them that knot in their stomach which is where I was before I ended up getting kicked out of that job.

That's a conversation for another day. Someone in my audience maybe wants to know, but I used to get sick to my stomach going to work and I don't want people to do that. Going back to talking to people and finding out what their pains are and what they need, how can I be okay knowing there are people out there that are miserable and I could have helped them. Combine that with, "Man, I just couldn't keep going. I was tired so I quit just moments before I crosses the finish line."

Are you kidding me? That's intolerable to me. Maybe that's not the best answer or the clearly nice wrapped up in a bundle that some people might have, but just knowing that I don't want to quit right before an inflection point and I don't want people to go back to that job with the boss that's a jerk, the company that doesn't treat them right.

Again, not all bosses or companies are that way, but I talked to people like I was back in 2012/2013 just getting a knot in my stomach every time that I logged in. I don't want people to do that anymore, so I keep going. It sounds really defeatist. I keep going.

That's what keeps me motivated and moving forward so that I can help people do something that they enjoy that impacts other people.

Pat:

Ellory, I love that. Thank you for sharing that with us and I think beyond the reach out to one person in your audience challenge I'd love to challenge all of you to discover what is it that motivates you? What are the things that you could, if for example, you were down, or just feeling overwhelmed, or just didn't want to take any more action what is a way somebody else could come and lift you up again?

I think for you Ellory it's, "Hey man, you have this passion for helping people. You have these great ideas. If you give up now, guess what? You're letting a bunch of other people down who need you." Yeah, man, thanks for coming on and sharing this and I would encourage everybody to see if they can discover what that is for themselves too because it's funny because you said you struggled to figure out the beautiful answer that you wanted. That's always the case.

Whenever I ask this question to other people, even on that Mastermind call, it took us a whole hour for four people to discover what it is that truly motivated us. It is something that's really important. I hope you all will take a few moments to try and figure it out.

Before I let you go Ellory, can you talk about your new book really quickly because this is really interesting. It's called Exit Strategy: The Exact Tactics To Transition From Where You Have to Be To Where You Want To Be. Talk a little bit about why you wrote this book and what it's about.

Ellory:

Thank for letting me share about it. It came out in July and I'm very tools-focused, very analytical, and I know I can't always talk to everybody who is frustrated at work and wants to leave and there are also a lot of people who want to start a business or add another stream of revenue or income to their household, but they don't know the exact things that you would need to do like that tools to use, what tools not to use.

Hopefully I would be perceived as an expert in this area because you call yourself the Crash Test Dummy, Pat. I think that's genius. I test a

lot of stuff too, so I take all of this stuff, and put all these ideas, and all of these tools, and put them in the book. The part three is this road map. It is eight weeks of what I wish I had done to plan out my exit strategy so that I didn't have to wrestle with the self-doubt of, "Can I do it?"

As much as I followed you, and Michael Hyatt, and Jeff Goins, and Tim Ferriss, and all this stuff, I wanted the road map that I could follow and I put that in the book. I wanted to be able to give this book to somebody and believe that I gave them the best resource that I could possibly give them knowing that I can't do one-on-one coaching with everybody, or have everybody in a small group Mastermind because those things aren't necessarily cheap, but you can get the book for 10 or \$15.

It's that. It's making your exit strategy on your terms and how to get started. How to build your email list. How to get your first client. I have a bunch of case studies from entrepreneurs all around the country, The United States that is, and how they got their first client, incorporated those case studies into I think it's also in part three, but I wanted to be able to feel confident that what I was giving somebody was the best resource material that I could possibly give them.

Pat: Awesome. Thanks again, Ellory. Where can more people find out about you and get access to your book and all that good stuff?

Ellory: Sure. I want to make sure I have the right URL text. I want to be able to give something away if anybody wants it. I've been doing private Masterminds for two years and if I took all of the how-to of how to do that, if you want to go to ellorywells.com/spi, I'll give that to you so that you can start. If you want to create Masterminds or find people I'll give you that material as well and then my book is theexitstrategybook.com.

Pat: Awesome. Thanks man. We appreciate you and we'll talk soon.

Ellory: Pat, it has been a blast and an honor. Thank you for letting me share my story and maybe an ounce of wisdom with your audience. It was

an honor. Thank you very much.

Pat: All right. I hope you enjoyed that episode with Ellory Wells from ellorywells.com. That's E-L-L-O-R-Y Wells.com. Super cool and also what's cool is you can always find the show notes at the following link which is smartpassiveincome.com/session and then the episode number. This one would be smartpassiveincome.com/session239.

For all the links and resources mentioned in this episode, I'd also like to give a shout out to shipstation.com. Shipstation.com is really cool because when you're selling online, getting orders out the door can be very tough. This is for physical products. Doesn't matter where you sell them at. Etsy, Ebay, Amazon, wherever.

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Again, go to shipstation.com, click on the mic at the top, and type in SPI. Thank you so much. I appreciate you listening in and I look forward to serving you in next week's episode. Until then, keep moving forward. Thanks for all your time and attention today and I'll see you next week. Cheers. Bye.

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