



**SPI 247**

# **The Epic Origin Story Behind The Walker Stalkers Brand**

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Pat: This is the Smart Passive Income Podcast with Pat Flynn. Session #247. Ahh, Zombies!

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. The first time he ate a kiwi, it was in college. Pat Flynn.

Pat: Hey, everybody. What's up? Thank you so much for joining me today and happy new year to those of you who are listening to this at the start of 2017. This is going to be a great year for us on the podcast. We have a lot of amazing guests on the show. We have 2 today, actually. Eric Nordhoff and James Frazier, who have an amazing story to share with you. They started as 2 guys who just loved the show called The Walking Dead, which is one of my favorite shows on AMC. You may have heard me reference it. At one point, I had even campaigned to be an extra on the show, which I still want to do at one point.

Anyway, Eric and James got together, started a podcast, which then exploded into this incredible brand. Now, they have a conference, not just one, but, they have something called "Walker Stalker Con," which I've attended before, with my wife and I. We went to one in San Francisco. They do 18 of these now, every single year. Hundreds and Thousands of people, because of them and the show that they started, come out to these conventions. They are serving more people than those that are served at the San Diego Comic Con Convention, which is just incredible. To hear about just 2 guys who are in love with a show, who created a fan show, who then exploded, it's just crazy and awesome and it makes me want to create a show of my own about shows that I love. So, here it is. This is Eric and James from The Walker Stalkers. You can find them at [walkerstalkercon.com](http://walkerstalkercon.com), that's their conference, and also at [thewalkerstalkers.com](http://thewalkerstalkers.com). Get ready to be inspired. Here we go.

What's up everybody. I can't tell you how excited I am for this show because I've been looking forward to this one for so long. I'm interviewing Eric and James the partners who have put together

what's called The Walker Stalkers podcast. You can find them at [thewalkerstalkers.com](http://thewalkerstalkers.com). If you don't know what that is in reference to, it's in reference to one of my favorite TV shows, The Walking Dead on AMC. I'm super thankful that both Eric and James are here on the show today.

Guys, welcome to the Smart Passive Income podcast. Thanks for being here.

Eric: Thanks, Pat.

James: Thanks for having us.

Pat: Thanks for being here. If I were to ask you, Eric, we'll start with you, what is the Walker Stalkers? How would you respond to that? What is it, for everybody out there listening and wondering what this is.

Eric: Well, James and I are neighbors. We kind of connected in a weird way. If I were to give you a quick answer to that question, it would be that the Walker Stalkers is a fan run, fan oriented podcast, as well as a convention for fans of the Walking Dead. I think it comes from a really pure place, in the sense of that it's just for, it's created by fans. James and I, when we started this, we were just giddy fans excited to meet anyone from the show. We took a road trip, back in, actually it was 4 years ago today, or tomorrow, that we went on this road trip. It changed our lives. It changed the trajectory of our lives from that point on.

Pat: James, can you tell me about what that road trip was? Can I guess and say that was a trip down to Atlanta?

Eric: It was. We went down to Senoia, Georgia. I guess it would be 4 years ago. By the time we run into this podcast about another 20 minutes from now, about 4 years ago today. I reached out to Eric at some point in the day and said, "Hey, I saw on Twitter or something that they were filming the last day of The Walking Dead, of season 3, down in Senoia. You can sit out and watch it. It's just like a little downtown Woodbury, is what it was, but it's called Senoia. You

could sit out and watch them film.” I told Eric we should go down and check it out and maybe check out some of the other places that they’d been filming. Neither one of us had anything going on. That was a Friday. We got up, I think, about 4 in the morning. We drove straight to Atlanta, or to Senoia. As soon as we got there, we kind of had the dream day. Even the people that go out there regularly still say it was probably the most amazing day that they can even recall.

We met Lori Holden who plays Andrea and Rick, which is Andrew Lincoln and Darryl, who is Norman Reedus and just kept on and on. We actually got to sit in a little coffee shop and watch them film the final scene there of season 3 where Rick and Darryl and Michonne go to the gates of Woodbury. It was just amazing. We just decided, when we got back, that we’d kind of share our experience. Eric put together a little Youtube video that got 1,000, maybe more hits, really quick. I put some pictures up on my legal blog, which maybe 80 people a day read and had over 800 read that first day. We realized we had something that we were sharing. We’d talked about doing podcasting.

We talked about podcasts we listened to. Specifically, Jay and Jack’s Lost podcast on the show Lost. It was something we enjoyed. We talked about maybe giving our own run at doing a podcast. We had both been listening to other podcasts too. We came up with the Walker Stalkers podcast and that was, we got the name exactly from one of the girls that was out there waiting for the cast of the Walking Dead to arrive. They called each other Walker Stalkers. They put us into Eric’s phone number into her phone under Walker Stalker. That’s where we got the name. That’s where the podcast began.

Pat: That’s amazing. Eric, can you tell us what you guys were planning on doing with the podcast? Was it just, “Hey, let’s get together every week and just talk after an episode,” or, did you have bigger plans for it? Obviously, it’s grown massively since then. We’ll talk about that growth in a bit. What was your plan going in and how did you even get it up and running?

Eric: I think the beauty of it was we really didn’t have that much of a plan.

We were just kind of giddy fan boys, I guess, if I was to describe us back then. I barely knew how to podcast. I think I bought a Blue microphone and, I'm looking at it right now, actually. I went to [podcastingtutorial.com](http://podcastingtutorial.com) and learned how to podcast watching Pat Flynn. It was amazing. It was great. I learned a ton from you, Pat. How to do it. We just sat down, I think it was during the mid-season break, that was a good thing for us. We could work out the kinks of what we were doing. We just hit the ground running. James started the website. I started the podcasting. We just got together and we lived just a few doors down from each other. He'd come over late at night, typically, when our wives were in bed and we could get together and hang out and talk about the show. We made up our own fans. We had people calling in that weren't real just to ask questions and entertain ourselves. We had a survivalist on.

The first 6 episodes were pretty goofy. Anyway, eventually we did have some real fans. We started having listeners. It really kicked into gear when we got our first guest on episode 7. Probably week 7, middle of January. We started the podcast in December. Middle of January of 2013, we got our first guest. That really broke it for us.

Pat: James, can you talk about what it was like to get that first guest? How did you land this person? Who was it? What was the results of that for your show?

James: The first guest we ever had on the show was Greg Nicotero, who is now, at that time was just head of the Makeup and Effects Department for the show. Now, 4 years later, he's the executive producer. He directs every significant episode of the show and, of course, leads their effects team still. We reached out to everybody, really not expecting anybody to return. We were able to get Greg's assistant to say that he would appear. I just remember how excited the two of us were and actually how nervous, at the time. We had never, at that time I was practicing law. I'd probably done 100+ depositions, easily. I interviewed or grilled people without a problem. Never had I ever interviewed anybody of real significant stature and never had done it over a podcast.

Eric and I, we prepared tediously. Questions. We knew what we were going to ask and what we were going to discuss. We researched. Frankly, we were probably overwhelmed, believe it or not. I just remember us being so nervous, sitting around Eric's computer in his basement. Then, Greg called. Just how easy and kind Greg was. Really, that podcast set the tone for what we would then do on all of our podcasts and really shaped the nature of who the Walker Stalkers were and would become later with the conventions and things. We just had a great time with Greg. It was easy. We started talking about music. That's where we decided that we would ship the show around music and entertainment. Also, we would be more interactive with the actors, with the fans.

Also, we did a, just out of nowhere, we asked Greg what his favorite song was, or what his favorite artist was. He said Led Zeppelin. We decided then we would do a Greg Nicotero Led Zeppelin parody song. We did that based on D'yer Maker and played it for Greg. Greg loved it, took it back to the set, played it for the cast and crew. He gave us this instant kind of credibility with everybody else. It made it extremely easy for us to get other guests to come on the show because we had received Greg's stamp of approval. They all really followed Greg's direction.

I think from the time we got Greg, we did over 20 straight podcasts in a row with an actor or a crew member from The Walking Dead, which was, at that point, unheard of in The Walking Dead podcasts. Few and far between are any other Walking Dead podcasts getting anybody. We were able to string together all these episodes. It really did. It set the tone of how we would do every podcast, every interview with all these actors, talking about music and then, parodying the music or other parts of the show and just keeping that light fan interactive atmosphere where we would have all the fans also call in, which nobody else was doing. All the other shows, if they did get anybody, they were keeping all the questions to themselves. We wanted the fans to be part of it.

Pat: That's awesome. How were you able to reach out to Greg initially? Was that via email or did you phone in? What was that like?

- James: I think we bought an IMDb Pro account. Right, Eric?
- Eric: Right. Yes.
- Pat: Are you serious?
- Eric: Yes. We did.
- James: We just hounded everybody we could, truthfully.
- Eric: It's persistence. It's always the hardest. The first one's always the hardest one to get. The same goes for the conventions, I think. Once that happened with Greg and James said, what Greg did, he just honored us so much by giving us a good name amongst his peers. It was a lot of persistence, I would say. James is very persistent.
- Pat: That's obviously very necessary. I'm so glad you guys did that because what have created is amazing. I think you're up to episode 166 now. It's just, the show doesn't look like it's stopping anytime soon. At what point, Eric, did it turn into this hobby for fun thing into a business for you? When was that realization and how did it turn into a business for you?
- Eric: That's interesting. It really just started with this innocent fan mentality. The purity of it just kept going. What happened then, after we got Greg and we started getting all the other actors, we thought it would be awesome to do a season 3 finale in Senoia. Actually, we wanted to do it down in Woodbury.
- Pat: Like a live, in-person, people come by and watch it?
- Eric: Yes. Live. People come and watch it with us. Maybe we could get one or two celebrities to the event because a lot of them are there, live around there locally. We, particularly, struck a really great relationship with one of the actresses, Melissa McBride was so good and so kind, who plays Carol on the show, to us on our first day that we were there. She sat with us. We had coffee with her in the coffee shop. She was just so kind to all the other people then.

We asked her. Right, James? You asked her to come to our finale party. It was a surprise. It was a surprise guest. We organized an all-day tour, location tour, with Atlanta, what was the company again, James? Atlanta Movie Tours?

James: Actually, we did it on our own. We thought the movie tour company was too expensive at the time. We rented our own buses and we took everybody around ourselves. I took a bus and you took a bus.

Eric: That was stressful. That was crazy, man. We just kind of threw it together. Then, it was going to finish around 6:30 at the location. We were going to do our finale party. We had about 85 people there. That's what kind of, it was an amazing experience. For us, that was a rush. Number one, to be podcasters and finally meet our audience, the people that actually listen to us. There was one girl that drove from Oklahoma City to come.

James: We had the people from Canada too.

Eric: That's right. We had the Canadians. These are people that are still like core people today, that first came along. We just got to hang with them for the night and just geek out to our favorite show. It was a great finale. Great event. Immediately, we planned the season premiere, for season 4, party, which ended up being at the high school where they shot an episode in season 2. We had what, 400 people there, James?

Pat: 400 people!

James: Yes. Just somewhere around there. It was at Newton High School. We recreated the whole quarantine evacuation zone where Shane had killed Otis. It was right there in the same parking lot. We had a big outdoor screen. We were planning that and somewhere in the middle there, we got an idea of putting on something even bigger. Maybe, thinking around 1,000 people. It was going to be the first Walker Stalker Con later on in the year, in November.

Eric: A year later.



James: Yes. Exactly a year later. We did a Kickstarter.

Eric: This is where James, this is where I start to, I think I've quit already twice by this point. The first time, it was just, I was spending a ton of time. James had his law practice. I had my, I had several businesses I was running at the time. We were just doing this for fun. It ended up becoming, taking on a life of its own. I was like, "I don't know if I can commit to doing this. I'm stressed out." I was having so much fun doing it. James, being the, we kind of joked a lot about me being the brakes and he was the accelerator in our relationship. He was definitely the driver of a lot of this stuff. "Yeah, Eric! I think we can do... let's do a finale party. Let's do a season 4 premiere party. Let's do a convention!." "Okay." I'm the stupid one that kept saying, "Yeah. Let's do it."

Afterwards, I'd be like hanging my head. "What have I just done?" It was an amazing time. I'm really glad James pulled me, always, out of my comfort zone.

Pat: James, tell me about that first convention. What was all involved with planning that? What was it like to actually put it on?

James: First, I don't think our wives had ever let us even plan a birthday party. Planning a convention was something completely out of the norm for us. We knew that it was going to be quite an undertaking. We started talking to people who had run their small conventions around Nashville and others throughout the nation. We didn't even have it in mind as a convention, more as just a larger fan meetup, on a bigger scale than on what we're doing. Instead of bringing in 3 actors, we were going to bring in like 20. We did the Kickstarter. We're about half way through it. We only needed to raise about \$15,000. That's all we needed to put the initial seed in for the convention. We got half way through. We weren't even close. We switched up some of the rewards and we were actually able to just crack that \$15,000 at the end of the first 30 days. We had some amazing, amazing reward levels that nobody ever ended up buying

except for one lady, who ended up having the ultimate time once we finally put the convention together.

As we got closer, again, we had that credibility with Greg Nicotero and Melissa McBride, where they were just like telling the other actors, “You all should come and do this convention. It’s the guys that you did their podcast.” We started slowly just to build this following. Up until this point, no convention in the United States had had more than 6 actors from The Walking Dead at one event. That was Horror Hound in Cincinnati, had about 6 of the actors, Norman Reedus and a few. We started to build this guest list. We were now having to deal with their managers. I had to explain who we were, even though the actor may have trusted us, these managers were very wary of us.

Eric: Oh gosh, yes! It was, kind of taking it back just a few notches, though, when we were sitting there, and I think we had only raised \$2,000 half way through the Kickstarter. We had a laissez faire kind of approach up until then. Maybe like one post a day. We had some good, decent pledge offerings. We totally had to revamp everything. We totally got aggressive with the pledges that we were putting out there. On social media, I think, every single hour from that point on, there was something we were selling, something we were offering. We were doing everything we could to grill or market the heck out of it. I think, again, the persistence of it and the fact that we were just like, “We’re not going to accept not hitting that \$15,000 mark,” I think made all the difference to getting us there.

Pat: Yes. The \$15,000 wasn’t to, that’s not like how much it would cost to put on the event. How much was it?

Eric: Oh, no. We made a lot of mistakes in the first one, I would say, probably too.

James: We even got to the point where I remember, at the convention with Andrew Lincoln on stage, we announced, “Hey! Great news, we just made everything we need to cover the convention.” Then, of course, weeks later we get all these post-event bills that we never

knew that existed or would come in. We actually lost money on that first one. Going back to just how it grew, we started to get all the cast. Then, ultimately, we ended up getting Andrew Lincoln, who plays Rick Grimes, to agree to come to the convention. He had never done any convention before, other than San Diego Comic Con and New York Comic Con, which is kind of required by AMC for him to attend. This is the first fan event he had ever attended willfully. He was also coming to do it for charity, which was amazing.

Once we added him, it really grew and grabbed the national attention. We got articles written on us by, I think, Entertainment Weekly and Rolling Stone and USA Today.

Eric: MTV, CNN.

James: Yes. MTV. Initially, even some of the first articles were just . . . it was all jokes. Zombie Con. It's already worse in smell than any Comic Con is. These people are dead. We were more the brunt of jokes, I would say. It got real attention. Then, Andrew Lincoln came along and we started to grab some other shows as well, like Giancarlo Esposito who plays Gus on Breaking Bad. We had all these other people in attendance. It really gained some credibility really quick. By the time it got the spotlight it did, we were really close. It didn't turn out to be, it turned out to be a much larger event than we were expecting. Originally, we were only hoping for about 1,000 to 1,500 people. We ended up with almost 10,500 over the 3 days.

Pat: 10,500 people?

James: Yes.

Pat: That's unbelievable. That's insane.

James: It could have been much bigger. I think if we were 30 days later with the national press we received, it could have been every bit as large as our year 2 event, where we had about 30,000. Just the timing of the press, it grabbed that national spotlight. It went quickly from the one event to, "Well, hey, are you guys going to take this

thing anywhere else? Are you interested in going to this city or this city, or this city?” It quickly became this dialogue between Eric and I. Are we just going to do this one time and come back, maybe, next year, or are we going to come back at all, or are we going to give this an opportunity and go somewhere else?

Eric: Yes. Yes. It was crazy. It was a crazy run.

Pat: 10 ... I'm still amazed at that number for a first go-around. 10,000+ people. I'm used to, we're used to talking about events here on the show with people who put on events and what-not, that are in the, maybe, up to 2,000. But, 10,000 for a first time event. How do you even handle that? Obviously, it just wasn't you two making the show run. How are you even able to pull that off?

James: It was a lot of favor that we had. It was amazing, first of all, that all of these managers trusted us enough, these actor managers that manage them for their live appearances and their convention appearances. The fact that we were able to have the favor that we did and that we actually came through on the numbers for them. We had to guarantee things the first time. We had quite a bit that we had on the line that we had to promise we would achieve for them. The Andrew Lincoln, the fact that he would come ... First of all, when Norman Reedus committed, our ticket sales, I think we probably sold 1,500 tickets just from Norman Reedus alone.

Then, Andrew Lincoln commits and he does it so that the city of Atlanta, he gives back to a charity in the city of Atlanta because he's wanted to give back to the city of Atlanta. That, we, actually the way that happened was, we had learned that he had said in an interview that he wanted to give back to the city of Atlanta at some point, somehow. As persistent as we were, we kind of said, “Hey, remember this interview? Maybe this is the time to do that.” He has just been so grateful. So gracious to us. What a great man. All the cast and crew are, to be honest, we wouldn't have even done this had we not wanted to do it because they were so kind and so nice and happy that people actually paid attention to their show. At that time, it wasn't, it was already pretty massive, but they weren't really

full of themselves, just grateful and good with the fans.

Pat: That one was in Atlanta. Then, you've done several more. I attended one, and thank you for inviting me and my wife to go. We went to one in San Francisco. Now, I'm seeing ones for Chicago and Nashville. In a year, now, how many of these things are you putting on and how many people are you serving through them total?

Eric: I think we did 18 events this year.

Pat: My gosh!

Eric: Or, will have done 18 events this year.

Pat: That's insane!

Eric: That includes a cruise we did back in February. We did an event in London in March. I think it was at the end of February, actually. Essentially, we will have seen 4 times the amount of people that San Diego Comic Con saw this year. I think it will be just over 600,000 people that have come through our doors.

Pat: That's ridiculous. That is amazing. Congratulations, you two. I have to say, in going to one of these, I went to one of the smaller ones in San Francisco, which it was such a well-run event. With that many people there, there were thousands of people there. It just seemed to be so well thought out. My wife and I, we had VIP tickets, so we were able to go in the front and stuff. Even though there were a lot of people that didn't have those tickets, everybody seemed to be taken care of and was in the right lines. Everything was perfect. From the photo shoots to getting to ask questions on stage, it was just really well done. I know that you, just through doing many of these, you just start to learn what works and what doesn't. I also know a lot of people who are in the event industry who are like, "This is one of the hardest thing to do is to put on an event." Here, you guys are putting 18 on a year. James, why do you guys keep doing this?

James:

I think it speaks to the heart of our team. Like Eric said, even today, the majority of people that now actually work for Walker Stalkers were those original fans that either listened to the podcast or volunteered at the very first Atlanta event. They just love this. When we put on the first 2 or 3 conventions, at that time we didn't really know we were going to continue to do them, if we were going to do them year, every year. It was just, "Hey, we love this. We love being part of a fan-ran event. Let's put our heart into it and do it at every point from the aspect of, are we doing this the right way for somebody that's attending? How would we want to be treated?"

Even today, we say we treat the attendees like celebrities and the celebrities like regular people and continue to do that in trying to always better ourselves, event after event and keeping that same passion, we really have this great team now that can really, truthfully, if somebody came up and said we wanted to do a show on, I don't know, Gilmore Girls, we could probably, within a month, pull together a show on Gilmore Girls because we have the capability to now, with our team, to essentially re-skin our entire convention. We do it because we love it. Everybody genuinely loves their jobs. They have a passion for each of the areas.

They all fell into their designated roles because they volunteered for it. Whether it be Brad Justice, who runs our volunteers and just has a heart for leading people there, or Katie Anderson, who runs our disability services and just has a passion for making sure that every single attendee, blind, deaf, lame, that they all have the same level of enjoyment for, at the convention, and the same access. I think that really speaks to why we've been able to grow at the rate we have been. Now, where we are, the number one touring convention fan-based touring convention company in the world.

Pat:

Amazing. Eric, what advice would you have for somebody who is getting really inspired by this, who has a show that they watch all the time that they're very passionate about. They talk about it with their friends on Monday, after the show has been published and at the water cooler. Now, they are like, "Man. Now I want to start a podcast about my show." What advice would you have for them to help make

it a success? This is like after it became this regular thing that you guys were doing with the convention and what-not. You ended up going full on with this, right? This was full time for you, right?

Eric:

Yes. It definitely was full time for James. I think the thing, and I still have a lot of passions and things that I do. Since we started, I've since taken a step away from the Walker Stalkers and Walker Stalker Con. I've been pursuing some other things because there's a lot of things I'm passionate about. As an entrepreneur, you just get ideas and you just start running with them. What I would say is, to somebody who's passionate about a show, or about anything, is to just be as sincere as possible with your approach. People can spot sincerity a mile away. I think the thing that I'm most proud of in partnership with James and this whole thing, is that we never actually set out with an intention to take advantage of anybody. We had a heart to recreate the same joy and the same feeling and put smiles on faces of other people, the same smiles we could not stop getting off our face in those 4 hours that we drove home after a 20-hour day coming back from this amazing day that we had. We always wanted to recreate that.

Actually, I think you've got to have that intention about what you're doing. I think it requires a ton of persistence as well. I think you should, also, I would say, dream bigger than you think you can. This whole experience, honestly, I come away with the thought that I actually need to dream bigger. The fact that all of this happen, that this epic thing that I was a part of happened because I dreamed big. It actually did happen. James dreamed big. I had somebody that pulled me along to dream big when I didn't really believe it could be possible, either. I think if you shoot for big, you'll definitely get medium for sure, or maybe something big.

Pat:

Thank you for that. I need to think bigger too. I'm telling myself all the time that ... you know, it's interesting, I always surprise myself with what I'm able to achieve. I feel like if I dream bigger, I might be able to go and help a lot more people too at the same time. Thank you for that.

Finally, James, how about you? Any advice for somebody out there who has a passion for a show? They just want to start talking about it on the airwaves. What advice would you have for that person to really have some success with it?

James: In a lot of ways, I completely agree with Eric. If you do what you're passionate about, the results come. Be it a successful podcast, or be it a convention series or whatever your business dreams are. If you are true to yourself and true to other people and respectful, the rest of it takes care of themselves. We were just two fans who shared a passion about a show about zombies and the people that lived around them. We just kept trying to make it better. Our first podcasts were lousy. Even once we started getting the guests, they were still mediocre at best. We continued to refine our craft. We kept developing a sense of who we were and what we were able to do. We always made sure that we took care of everybody along the way, be it trying to take care of the actor when they came on the show, or to one of our events, or tried to take care of one of the listeners or just rewarding people and being there and being an outlet for these people to also achieve their dreams.

We have our own dreams. For some people, all it is is to come and meet Norman Reedus.

Pat: That's my wife's dream.

James: That's all they want to do. That was your wife's dream, right?

Pat: Yes. She still hasn't fulfilled it yet. We just haven't had a chance to go to Atlanta yet. He's not at the other ones. When we were in Frisco, she was like, "Oh, man. Everything's perfect, except Norman Reedus isn't here." It's going to give us a good excuse to come back.

James: We are coming back next year to San Francisco, finally, after not being there this last year.

Pat: Awesome.

James: Hopefully, we'll be able to get Norman out there. The biggest thing



is this thing gives everybody an avenue to fulfill these amazing moments. We tell our volunteers that we empower them everyday to do something extraordinary and special for every attendee that comes through and to make these great moments, just like Eric and I had the very first year that we went. We do a lot of work with Make a Wish and similar programs. It's so rewarding to see these moments where people are just overwhelmed with joy.

In return, we get that same, we receive some of that joy. I think, at the end of the day, every single person that now works for us or then, at the time volunteered for us will tell you that's really, it's those moments that keep us going and the reason why we continue to do this.

Pat: Thank you guys. I can, first of all, just thank you both and thank you to your massive team, who's been able to put those smiles on those people's faces and recreate that, sort of that first experience you had over at Woodbury during that season filming. I say that because I remember when my wife and I were finished with the San Francisco convention, we were coming away from it really bummed because it was already over, but smiling from ear to ear and just kind of giddy because it was such a cool experience. We got to meet a lot of our favorite people and people who we've come to really love and connect with through the show. Thank you so much for that. Just keep doing what you're doing. You guys are amazing.

Guys, check them out, the Walker Stalkers podcast. You can find it on Itunes, obviously, or head on over to [thewalkerstalkers.com](http://thewalkerstalkers.com). You can see all the information about their upcoming events. If you're a fan of the show and you're not listening to this, you are missing out because it's great. Fellows, thank you again. Eric, James, appreciate you both so much. Is there anything else you want to share in terms of a link or did I kind of get it all.

James: I think you covered it. You want to just give them the other website for the convention?

Eric: Yes. It's [thewalkerstalkers.com](http://thewalkerstalkers.com) is the podcast. Then, of course, [walkerstalkercon](http://walkerstalkercon) is where you can find more information on the

conventions.

Pat: Cool. Thank you both so much. Appreciate it. I look forward to putting this one out there. I think it's going to be a lot of fun for people to listen to.

James: Thanks, Pat. You're awesome.

Eric: Thanks.

Pat: All right. I hope you enjoy that story with Eric and James. What an incredible, incredible run. They are just getting started, it seems, with all they are doing. Walker Stalker Con is in many different cities. You can check them out at [walkerstalkercon.com](http://walkerstalkercon.com) and also, [thewalkerstalkers.com](http://thewalkerstalkers.com) for their podcast. It's just so cool to see podcasts like this just explode.

I remember a story from Cliff Ravenscraft, when he got started, he's the podcast answer man. He's helped tens of thousands of people start their podcast. He's got millions of listens over the course of, I don't know, thousands of shows he's done since. His very first podcast was about the show Lost, if you remember that. Since then, he's just been going gangbusters too, just like the guys over at the Walker Stalkers podcast. Thank you Eric. Thank you James for coming on and inspiring us.

Thank you all for listening. Again, Happy New Year to you all. As a reminder, the show notes and links for the show are available at [smartpassiveincome.com/session247](http://smartpassiveincome.com/session247), again, [smartpassiveincome.com/session247](http://smartpassiveincome.com/session247). I also want to thank today's sponsor, which is [99designs.com](http://99designs.com). If you're starting a website, or a fan show, or anything like that and you need some graphics done, you can head over to [99designs.com](http://99designs.com). Especially helpful if you can't afford that one designer for your brand or business that you want to hire, which is ideal, obviously, having your own designer in your own team. It's very expensive. If you're just starting out and bootstrapping, getting graphics done by people who are great at it at a very economical price is the way to go.

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Thank you so much. I appreciate you and here is to a happy, healthy, safe and prosperous 2017 for us all. Cheers and I'll see you in the next episode.



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