



SPI 300

**Meet the Mastermind Members
in “The Green Room”**

January 10, 2018

Ray Edwards: Oh, yeah. That is a big thing that's going on. Oh my gosh.

Pat Flynn: Yeah.

Ray Edwards: How do I not even answer that?

Pat Flynn: Why?

Ray Edwards: Well, it's funny, I've got a few reasons ...

Pat Flynn: This is the Smart Passive Income podcast with Pat Flynn, session number 300. Oh my gosh, we made it to 300. Celebration all around. Cool confetti flying all around. Just imagine that. This is a huge deal guys. I cannot believe after ... oh gosh, when did this show start? In July of 2010. We are in episode 300 right now. You were just listening to Ray Edwards, one of the six members of the Green Room, including myself, which is the name of a mastermind group that I've been a part of for years.

We meet every single Wednesday and Ray, Cliff Ravenscraft, Mark Mason, Michael Stelzner, Leslie Samuel and myself, we get together to hold each other accountable, set goals, meet those goals, be brutally honest with each other and we're going to share some things, individually today, with each of these members of this group in terms of what they're doing, what they've been up to, what they've learned from being in the group, some big plans moving forward. All the good things. The best thing is that you are here listening right now and I just want to thank you right now. I'm giving you a virtual hug because this is a huge milestone, 300 episodes. Of course, I'm not going to forget our traditional intro music, which will start in just a moment and then on the other side of that, I'm going to tell you why we are called the Green Room and then we'll get right into it. Cue the music.

Speaker 3: 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. And now your host, the day he got laid off was the best day of his life, without him even knowing it. Pat Flynn.

Pat Flynn:

On television, in theater, at live events, the Green Room is traditionally known as the space where the actors or the performers hang out and prepare before they go out into the world and perform. That's why we are called the Green Room because, we feel like this is the room that we're in before we go out into the world and serve our audiences and we are there to help each other get prepared because sometimes, right before you go on stage or right before you go on television or right before you speak, you get really nervous and your head gets in the way sometimes.

That's why, when Cliff Ravenscraft and I started this four plus years ago, we decided to call it the Green Room. We invited a lot of people who resonated with our message, who had the same vibe as us and we just went with it and we decided, every Wednesday, we were going to meet and we've been consistent since then. Now, I've been a part of several mastermind groups. Some that are held in person, some that are virtual or online. This one, the Green Room, meets virtually through a Zoom meetup. Before that, I think it was GoTo Meeting or whatever.

It's been fantastic. We are able to connect with each other, wherever we are at in the world because A, we are connected on the internet and B, we keep this a very high priority in our life. I think that's so important when it comes to a mastermind group, every member has to understand that this is one of the most beneficial things that they can have in their lives and that's where a lot of masterminds fall behind actually. I've been a part of several mastermind groups and all but two have kind of been defunct because of the fact that many people just consider them to be things that are on the side.

This group and the other group with Jamie Masters, they've been amazing and it's because we know exactly what this situation, when you bring like minded people together who may or may not even be in the same industry, amazing things happen. When we are in our own businesses so much, we often forget what it's like on the outside in terms of a perspective. That can help us move forward because we're just so into the trenches of our own stuff. Many times in the past, this group and my other group have been the

reason why I've been able to move forward and these people have become really important players in my life and best friends.

I'm really excited to introduce this particular group to you today in the Green Room. We're going to start with Leslie Samuel, somebody who I met in the blog-esphere a while back. What really caught my attention with Leslie was just how amazingly happy he always was. Even though there are, of course, things in all of our lives that happen, he always has a positive outlook on life, which is something that I think a lot of business owners need, especially when things go wrong. That to me, is his best super power, amongst all the other amazing knowledge that he has to share in the world of blogging and online business.

I'm really excited to introduce Leslie Samuel to you from becomeablogger.com. We get into a little bit of a discussion about whether or not blogging's actually dead with podcasting and video on the rise. What about blogging? Is it still relevant? Well, let's talk about it with Leslie Samuel welcome to the SPI podcast. Thanks so much for being here and starting off the show with us.

Leslie Samuel: Pat Flynn, thank you for having me on here. I'm excited to be on here again.

Pat Flynn: Dude, I was telling you this right before we recorded, I was struggling a little bit with this episode because I was worried about the order that I would have everybody come on and I was like, "I got to start with Leslie," because he always has this way of, through his voice, just making everybody happy.

Leslie Samuel: No pressure at all.

Pat Flynn: I think that's one of your superpowers. I've even seen it on some of your live streams, everybody just loves to watch you and listen to you because you just have this way of cheering everybody up. For those of you listening right now, if you're having a bad day, Leslie will make you happy because he's always such in a positive mood. I'm thankful for having you on because we've been together for

quite a bit, speaking nearly every week and you've gone through a number of different transitions and one of the ones I want to talk about really quick that I know was a pretty difficult decision for you was, I remember back when you were a professor and you had to go through this really tough decision that you had to make related to that versus what you wanted to do online.

Can you take us back into time and have us understand what was going through your mind then and why you made the decision that you made?

Leslie Samuel: Yeah. This was back in 2014. I had a great job. I'm not one of those people ... You always hear these stories of people that, they hated their job, they went online and they found happiness. No, I was actually happy with what I was doing except for one thing; I was doing well at my job but I was not doing well at home. When I say that, I mean, I was hardly able to be with my family. That for me, I know that's a huge deal for you.

Pat Flynn: Absolutely.

Leslie Samuel: It's a huge deal for me as well. In 2013, we were dealing with some illness in the family with my mom and I wanted to be there for her. I'm from St. Martin and she was down there and I just couldn't be there in the way that I wanted to be. My wife and I finally made the decision, hey, it was time to leave my job. It was a difficult decision because it was a job that I loved. It wasn't the stepping stone, that was like, the ultimate job for me but I was also doing what I was doing online and I was passionate about what I was doing online so I made the decision to go in the direction of full time entrepreneurship and man, I don't regret one bit of it man. It has opened up so many opportunities. I'm spending way more time with my family than ever. It's just great man.

Pat Flynn: That's awesome. When you made that decision, did you know it was going to be the right decision?

Leslie Samuel: Yes but there was the, "Ah man, what if?" We felt as if, okay, this is

the direction for our family and while it was a difficult decision and while I was nervous and afraid of what was going to happen in the future, we knew that this was the right way to go for us. There was that underlying feeling of, this is the direction for our family and that helped me to kind of get through it.

Pat Flynn: Now, you had something online already at that point to kind of help with the transition. What were those things?

Leslie Samuel: Yeah. I had my main blog at becomeablogger.com so I was teaching people about blogging. I had a biology blog as well. They were both doing relatively well. They weren't at the point where I could say, "Hey, this is going to take care of my family," but I had kind of proven that I could actually do this. I was making money online and I knew that if I had the time to fully devote to what I'm doing online, I could make it work and it turned out work.

Pat Flynn: You mentioned a biology blog. Was that your first blog?

Leslie Samuel: No, it wasn't my first blog. My first blog was all about freebie websites.

Pat Flynn: Oh gosh. I remember this.

Leslie Samuel: Way back in the days. Yeah. I was the freebie guy.

Pat Flynn: Can you, in like 30 seconds, tell us what that even means?

Leslie Samuel: Yeah. Those websites where you complete an offer, you refer friends and the more friends you refer, you can win free prizes and so on, I started making money with that and I started teaching people how to make money with those websites.

Pat Flynn: Is that even a thing now?

Leslie Samuel: It probably still is but just not the way it was back then. I don't know anyone that still does it, personally.

Pat Flynn: Then talk about your biology blog. What did that look like?

Leslie Samuel: Yeah. That was one that I started when I was teaching at a high school. I always wanted to be a university professor but I didn't have a PhD and I didn't want to go for a PhD. I decided I'm going to teach what I would be teaching in a university but I'm going to do it on my blog. That's exactly what I did. I started teaching neurobiology and physiology and those types of things by creating videos, putting them on YouTube, putting them on my blog and that's how I grew that one.

Pat Flynn: That's actually how he became a professor.

Leslie Samuel: A university pro yeah. It's funny how that happens right? I wanted to be a professor, couldn't because of the lack of degree but then I started a blog and they saw what I was doing and they offered me the job and I said yes.

Pat Flynn: That's so amazing. That was essentially your resume that you had built up to show to them.

Leslie Samuel: Exactly. I've always said I have this idea for a book in my head, The Resume is Dead.

Pat Flynn: Yeah. Well, okay. Now I want to talk about blogging. There's a lot of people who are very focused on things outside of their blog now, YouTube and video and of course podcasting obviously, which all of us in the group do as well but a lot of people come to me and they say, "Pat, blogging is dead I think." How do you respond to that?

Leslie Samuel: Man, I respond to that by saying, I would rather build something that I actually own and control. Now, I'm all for podcasting and video, I'm doing both of those and I love doing that but it's good to have that home base that you send people to. The thing that you own, the thing that you control, you control the branding. You go to Smart Passive Income, I can everything you want me to see, the way that you want me to see it. You go to Facebook, you see what Facebook wants you to see.

There've been so many changes with the algorithm and so on that

show us that man, we really don't have control of these platforms. I think it's a good thing for anyone that's doing online marketing and business and so on, to have their own home base that they own and they fully control.

Pat Flynn: I think that's the perfect answer, honestly. That's why I don't think blogging and owning a website is ever going away. Plus, of course, with podcasting and even video, there are opportunities to get found in the search engines but when you have your own blog and website I mean, Google's still rating search.

Leslie Samuel: Definitely. It definitely is still rating search and there is so much that you can do when you own that property. I definitely recommend, if you are into this kind of stuff, make sure to have your own blog.

Pat Flynn: All right. I'm convinced now. I'm going to start a blog because Leslie told me that I need to have my own home base. I'm going to put it up and nobody's going to see it except for my mom? How do I get other people to find it? Your top two tips if you have any.

Leslie Samuel: Top two tips. Well, the pre-tip to the two tips would be to get really clear on who you're trying to target because if you're not clear about who that person is, you're not going to be in the right places to find them. That's number one. That's like the foundation. If you know who they are, what are they struggling with? What are they searching for? So that you can create the kind of content that they're looking for, you're going to be setting yourself up for success. That's number one or, that's number zero.

Number one would be to find places where they are gathering whether it's on Facebook or whether it's on Twitter or whatever social network, YouTube or whatever the case might be, choose one main platform, learn as much as you can about how to get exposure on that platform and then just go all in. I think a lot of people try to do everything and there's so much that we can be doing in 2018 now that I think we really need to think about, hey, where can I focus so that I can have the biggest bang for the time that I'm actually investing?

You understand who you're trying to reach, you choose your main platform that you want to focus on and then, I'm going to give a tip that I don't typically do because I think it's something that so many of us bloggers neglect, I want you to come from behind the blog and actually go out there and connect with people in person. We do this a lot by going to conferences and events and those kinds of things and I think that's so valuable because you're about to connect with other people in your space and the relationships that come from that can result in so many magical opportunities.

Those are going to be two quick tips. I can give like 50 if you want but I'm going to keep it simple for right now.

Pat Flynn: For everybody who wants more tips however, where can they go?

Leslie Samuel: Oh, they can go to becomeablogger.com. That's where I share all things blogging.

Pat Flynn: Nice. Let's do one more question for the hypothetical person who has 10s of thousands of followers already on, let's say Instagram or maybe a lot of viewership and a lot of subscribers on YouTube but they don't yet have a home base. What would be the best approach to help their blog get started if they already have an audience somewhere else?

Leslie Samuel: Yeah. I would tell them to create the ideal free resource, the thing that they always get that question about, your audience always asks you about how to do such and such, how to solve a specific problem. Create that free resource and then I would actually encourage you to set up a landing page on your blog and send people directly to that. You want to get them from social media, onto an email list. I think you're going to get the biggest bang for your buck because, it's not just a one off visit.

Now they're on your email list. You can nurture a relationship with them at a deeper level. You can send them more valuable content and all kinds of tips that are going to help them to know, like and trust you even more. From there of course, you can continue

sending them to your blog when you have great content for them to consume. I would encourage you, if you have that audience already, create that ideal thing that'll be easy for you to convince them that they need to get access to that and send them directly to that free page to get access to it.

Pat Flynn: I love that. A lot of people want to become Instagram famous or YouTube famous. What happened to the people who were Vine famous?

Leslie Samuel: I know right?

Pat Flynn: Then Vine went away and they didn't put in these strategies to collect emails and build that audience somewhere else where they can control. Nobody knows about them anymore.

Leslie Samuel: Exactly. Exactly.

Pat Flynn: Leslie, thank you so much for coming on and providing a lot of great wisdom in such a short period of time and we're going to get into the other group members in just a moment but hey, becomeablogger.com, that's where you can go and find more of Leslie. Thanks again man.

Leslie Samuel: Hey, thank you so much.

Pat Flynn: Thanks Leslie, appreciate it. Now, let's move on to Michael Stelzner, a fellow San Diego-an and great friend of mine and founder of Social Media Examiner and one of my favorite conferences that is also here in my backyard in San Diego, Social Media Marketing World, which I am so excited to be keynoting this coming year. If you are searching for different conferences to go to, I would highly recommend to go to this one. There's going to be a lot of people. I will be doing the closing keynote and I'd love to meet you.

I'm going to be doing some meet-ups there too. If you want to go through my affiliate link, yes, I do get paid a commission if you go through this link but I just wanted to share it with you.

Smartpassiveincome.com/smmw and you'll see all the different ticket options there that give you access to various things at different prices. Again, smartpassiveincome.com/smmw. Now, let's get right to Michael Stelzner. Hey Mike, thanks again for coming on the show. I think this is your second time on the show. Thanks again.

MichaelStelzner: Thank you so much Pat, for having me. I'm super stoked to be back.

Pat Flynn: Yeah, this is great. The one thing I know you've been working on more than anything, I mean obviously, there's Social Media Marketing World and I'm just first of all, I just need to announce this publicly, thank you so much for selecting me to be the closing keynote at the event this year. I'm so excited. I hope everybody who's listening will at least contemplate the opportunity of coming, not just to watch me but to be a part of my favorite event that happens every single year here in San Diego. Thank you just so much Mike, for that opportunity.

MichaelStelzner: I can't think of a better guy. I'll be opening it. You'll be closing it. It's the one-two punch my man.

Pat Flynn: Yeah. That's how it is. You're doing something very interesting to help to gain awareness for that event this year and it's this thing called the journey. Would you mind sharing with everybody, what the journey is and what that's been like for you?

MichaelStelzner: Yeah. It's a short form video documentary that's kind of split up over many, many weeks. It's kind of like a TV show, I think is the easiest way to describe it. The central character is a businessman, entrepreneur on an impossible journey to grow his product 62% year over year and then another 100% the following year and he's facing unforeseen challenges and giants and triumphs and it's the true, unaltered journey that I am going on with my business and it's been really, a fascinating process to go and film all that stuff.

Pat Flynn: What gave you the idea to go this extreme with the behind the extreme?

MichaelStelzner: Well I, first of all am a reality show junkie Pat so I love watching Survivor. I've watched all 35 seasons. I even got a chance to have lunch with one of the co-executive producers of Survivor. There's just something cool about how those reality shows, now-a-days, the business ones, you think of Shark Tank and you think of the Profit, which are two of my favorites, there's this insatiable appetite in the business world for this kind of content and I just thought to myself, you know, I'm kind of a quirky character and there's a lot of crazy stuff that happens, what if I filmed it and what if I really edited it down and made it really tight? Would anybody watch it? It was just another great experiment.

Pat Flynn: For you, I know you were already doing a lot of things and you're very busy with getting ready for the show, how are you able to fit this in? How are you able to execute on it?

MichaelStelzner: It is a challenge because this is now the third show I do every week. I have my podcast and then I have my live show and now I have this. The good news is; this is actually one of the easier things that I do because I just have a camera man who's basically here in the office who's documenting the things that are happening, as they happen. The time consuming part of it is the art direction of me. I sit with him like three-five hours a week, just taking all this content, taking it down to 20 minutes, then 15, then 12 so I've had to cut some things off of my schedule but the reason why I'm spending so much time on this is because of the reaction that I'm getting from the community.

You know this Pat, when you try something and then everybody says that they love it, it's kind of fuel and it gets you through the hard times.

Pat Flynn: Absolutely. That's for sure. One thing that I think you do very well with the show in terms of our direction is, you tell a story in every single episode. I think that's something a lot of people can learn from. Behind the scenes stuff is great but if we're just seeing what you're eating and just kind of going through your day like normal, there isn't that much compelling stuff but every episode has been

super compelling. How do you come up with a story for each of those episodes?

MichaelStelzner: Well, there is a natural story arch to preparing for a conference and there's a lot of things that go into. What we do is, we just kind of start a bunch of different stories and we track them in a document and then we be sure to bring them back and revisit as we're making progress or learning or whatever. We also try to mix funny stuff into, which is something creative that we do. A lot of people take their outtakes and they put it at the end, we put it all through the video.

Pat Flynn: Yeah, they're great.

MichaelStelzner: The outtakes are all over the thing. The general story arch is that we always start the video with something called the hook and the hook is like a little three or four seconds that's in the latter third of the video. That gets people to stick around to watch it. Then we always end every video with a cliff hanger. A cliff hanger is a little tease of something crazy that's coming in the next video. In the end, it creates this ability for someone to binge watch it. As of this recording, we just are about to come out with episode number nine. It's kind of fun to see people come midstream into the show and then go back and say that I just spent a hour binge watching it.

You know Pat, that is like content marketing at its essence. Where else would someone spend that much time watching a video about a business that is specifically selling a product? We're not actually calling the product out, instead, we're trying to figure out how to best position the product. There's always something educational, always something funny, sometimes stuff dramatic but in the end, those story arches just kind of carry through the whole series.

Pat Flynn: Absolutely. We'll put a link to where people can go and find the journey in the show notes of episode 300 here.

MichaelStelzner: Just journey.show is the short url in case anybody wants to get there.

Pat Flynn: Journey.show

MichaelStelzner: Yeah, that'll get you right to YouTube.

Pat Flynn: Perfect. Thank you. What I also love about this is, you're selling a product, you're selling this event but you aren't actually selling it in a way that's very traditional where you're actually pitching like it would be an advertisement.

MichaelStelzner: There's no call to action for the product at all. The call the action is actually to either go back and watch the show from the beginning or to subscribe to YouTube. We purposely omitted any kind of direct selling at all. What we are doing Pat is, we are remarketing to people that watch the Journey on Facebook and on YouTube. Anybody who watches for example, 25% of one of the episodes, will be re-marketed on Facebook, to watch the next video because we want to get them hooked on the show. Then, anybody who watches at least four episodes, they'll see a special video from me, that says, "Hey, join the 5,000. Be part of the story."

That's how we're using the data that comes from the show to ultimately market it to those who are the most avid watchers of the show.

Pat Flynn: Is that just done through Facebook's tools and resources that they offer to everybody?

MichaelStelzner: And with YouTube because YouTube allows all that through the Google side of things and then Facebook allows that on the Facebook. On Facebook, you can say, "Target everybody who watched this video, this video, this video and this video." Typically, it's like the first four, and show them this particular add.

Pat Flynn: Wow. Talk about targeting your biggest fans and people who are engaged with you. I image that's performing. How is that performing?

MichaelStelzner: Well, we just started doing it so I don't know yet but people are

already talking about the ads on social. Funny enough, we even have people doing podcast episodes on our show. This is how you know you're doing something well pat, is when people actually share what you're doing. Then you know you've hit a chord. It's fascinating. We had so much crazy stories. We had a guy out of Australia who owns a closed captioning company offer to do all the closed captioning for the show for free. We've had people send me videos about ways I can improve my sales page.

It's just like people are coming out of the woodwork trying to help us just as a result of watching the show. It's really fascinating.

Pat Flynn: That is really cool. You had mentioned a number not too long ago, the number 5,000. What does that mean?

MichaelStelzner: Oh, okay. Good question. Our goal is to get 5,000 people to Social Media Marketing World. Last year, we had 3,100 so that's 62% growth and then the next year is 10,000 so we refer to them as the 5,000. Throughout the series, if you watch the Journey, we occasionally talk about where we're at or how we're not quite there and those that watch the show kind of know what that means.

Pat Flynn: 5,000 people in one space, that's quite a bit. Why the big growth, 62% from last year. I mean, 3,100 is huge. Why are you going big here?

MichaelStelzner: First of all, we have the San Diego Convention Center, the home of Comiccon.

Pat Flynn: Yes we do.

MichaelStelzner: We have plenty of room to grow. Secondly, I believe that this event can really make a big difference in people's lives and I'm just a dreamer. In the end, I just want to try to make a difference in as many people's lives as possible and we have a Gargantuan audience. I think it's achievable. I know it's not going to come easy but you got to put a number out there and that's our number. I don't know if we're going to make it but if we don't, the whole world will

see it. We'll be celebrating, if we don't, we'll learn from it and we'll keep pushing for that 10,000 goal for 2019.

Pat Flynn: Great Mike. I'm excited to be a part of it and help out. Obviously, everybody who wants to check out Social Media Marketing World, I have an affiliate link for that in the show notes or, you can go to smartpassiveincome.com/smmw and again, remember journey. show to check out the Journey and I would recommend that's where you start. Mike, any final words for people who are maybe just, "Meh, I don't know if I should go to San Diego or not to come to this event." Why, in your words, should people come?

MichaelStelzner: Well first of all, virtual ticket is an option and Pat, I'm sure you'll have a link for that as well. We have thousands of people that get the content remotely. Simply said, it's professional development. As an entrepreneur in this world where you're trying to grow your business and you know that social media can help you but you struggle because it seems to be changing constantly, if you could come to a place or you could get immersive three days of training and walk away with all the knowledge you need to take it to the next level, that's how you can get a return on investment with something like that.

In addition, there's so many amazing people, as you know Pat, that come to this conference. You could find your next mastermind partner there. You could find your next business partner there. Sometimes when we operate by ourselves, out of our house or wherever, it's kind of lonely. Coming together where everybody shares all these things in common is kind of, I don't know, hard to explain but magical.

Pat Flynn: Yeah. I mean, you're creating many opportunities through the relationships you're building at conferences like this. With 5,000 people there, it can seem a little bit overwhelming but I can promise you that Mike and his team over there do a wonderful job of making everything easy and not overwhelming for people. They take special care of everybody there. It's one of the most well run events I've ever been to. Mike, just thank you so much for your time today

and good luck on the Journey.

MichaelStelzner: Thank you Pat.

Pat Flynn: All right. That was Michael Stelzner everybody, from Social Media Marketing World. I hope you'll join us in February and again, thanks again Mike, for the opportunity to be there for you and everybody else who's going to be in the audience. Awesome. Now, we're going to move onto another member of the group, Cliff Ravenscraft who, like I said in the beginning, was the other person besides myself, who started this group. It was actually just a two-man group for a while, until we invited these other members in.

I'm excited to bring Cliff on because I got to know him originally as the podcast answer man. He's been on the SPI podcast a couple times before. He still is the podcast answer man and still is the go-to guy for some of the top level podcasting consulting and equipment packages and programs but, he's also making a pivot into another realm where he utilizes his newly found genius. It's something he's always had but he is now putting it into practice a little bit more, not aggressively but just more purposefully.

I'm excited to share with you, his new direction and what he's up to because he's very open and honest and transparent with all of this so let's get right into it. This is Cliff Ravenscraft. Guys, I'm so excited to welcome back Cliff Ravenscraft to the show. Cliff, thank you my man, for being back once again.

C.Ravenscraft: Pat, I am always honored to be on your show. Great to talk to you every week but man, to be in front of your audience again, such an honor and a privilege. Thank you.

Pat Flynn: For episode 300. You were in episode, I think, 13 and maybe another one. I mean, we've been friends for so long and we've been a part of this mastermind group together. Actually, quick story, Cliff and I were the ones who actually created this mastermind group back in, what year was that?

C.Ravenscraft: October 2010.

Pat Flynn: Oh, I love that you know the month too. We've been around for a long time and we help put this group together. I know a lot of people want to get into a mastermind group but honestly, this one has been so successful and it was just Cliff and I who came together and recruited the right people. It's just been amazing. Cliff, thank you for helping to get this started with me.

C.Ravenscraft: Dude, it was a life transformational experience and I can't even begin to imagine what life would be like today had we not started the Green Room mastermind.

Pat Flynn: Right? I was just talking to some of the other guys about how incredible some of the moments were and some of the conversations we've had in the group, not just strategically but also, mentally, spiritually, within just our lives. What I want to talk about today is this thing called the zone of genius. This is something that you've introduced to the group recently and everybody in the group has read this book that I want you to recommend to the audience now.

I want to talk about this book and what this idea of zone of genius means and how it's influenced you.

C.Ravenscraft: Well, the book is called The Big Leap by Gay Hendricks and it was recommended to me for over a year by my friend Dan Miller and finally got around to reading it. Now I understand exactly why he wanted me to read this book. It has everything to do with two different principles. One is this thing called the upper limit problem but it sounds to me like you want to focus more on the secondary message of the book, which is, how are you operating in the work that you do?

There are four different zones. Many of us, unfortunately, in some positions, we've been forced to work in our zone of incompetence. This is the things where we're actually getting paid or we're actually doing things that we're not all that great at doing. There are a lot

of people out there who could do things much better than we can. The goal of course, for everyone, is to operate within the work that they're doing to spend as little time, zero if possible, in our zone of incompetence. The next zone is our zone of competence.

These are things that we're good at but the thing is, these are things that other people are just as good at if not a whole lot better. There are people out there who could do these jobs better than we could and at the very least, they could do them just as good as we could, which means that what we're doing either could be seen as a commodity, we could be easily replaced, we really don't have the opportunity to stand out if we're doing a lot of work or if we're spending a lot of time in our zone of competence.

Then there is the zone of excellence. Now, for me Pat, I thought that forever, as an entrepreneur, self employed business owner, I really felt like the zone of excellence was "mission, purpose and goal in life" and that is where, in our zone of excellence, you're doing work that you have the unique gifts and talents to do this work. You maybe have done it enough to where you've risen to the top of the field, you can actually do this work better than practically everyone else out there. You stand out. You shine.

You become known for this. Almost, you get to the place where you continue to do this, it's extremely profitable for you but at some point, it becomes at such a point of your zone of excellence that it comes to you naturally and it comes to you easily. There's no more risk involved. You can continue to do this for years and years and it's repeatable but unfortunately, it becomes boring. I had come to this place of zone of excellence when it came to my podcast, coaching and consulting. Then, this book, *The Big Leap* said, there's not just those three zones but there is this other zone and it's called your zone of genius.

Your zone of genius is this thing that, if you ask yourself the question, "What do I love to do so much that when I'm doing it, time just flows? Time just flies by. What is something that I just love to do that I could do it all day long and never get bored? What is it that

I love to do that, right after I finish doing that thing I say to myself, ‘Now that’s why I do what I do?’” If you can come to some answers in relation to those questions, that will help point you towards what’s called your zone of genius. Ideally, your goal is to spend the majority of your work life, operating within your zone of genius because, then, all of a sudden, everything you do is producing results well in excess of anything you ever dreamed imaginable before.

You could spend 15 minutes in your zone of genius and that could produce results beyond spending 20, 30 or 40 hours in a given week, inside of your zone of excellence and we’re talking financially but we’re also talking relationally. We’re talking about every area of life. What happened is, I read this book Pat and I said, “Oh my gosh, I realize that podcasting A-Z for the last two and a half, maybe even three years now, has become a zone of excellence for me and there’s only portions of what I’m doing inside of podcasting A-Z and teaching people how to launch a podcast that I really and truly enjoy and it’s where I tap into this zone of genius every now and then and when I read this book I’m like, “Okay, that’s it. I want to make it a goal to spend a minimum of 80% of my work week, the work that I do, I want to get to the place where a minimum of 80% of my work week is inside of my zone of genius.”

I thought that that would take a transition of a couple months but in fact, I will tell you that within 30 days of making that decision, I had completely shut down every single stream of income that I had basically relied on, all of my income from the past eight years, completely shut it off and then created three brand new products completely surrounding my zone of genius and I have more than replaced ... I’ve actually doubled my income as a result of leaving my zone of excellence and entering the zone of genius.

Pat Flynn: Wow. Okay. Three products. What are those products and why or how does that allow you to be in your zone of genius?

C.Ravenscraft: My zone of genius by the way, is mentoring people, helping people change their beliefs about who they and what they’re

able to achieve and helping them break free from limiting beliefs and helping them expand their mindset of what's possible and specifically, mentoring people who have lived a lifetime as an employee who were transitioning from an unfulfilling day job, into building a profitable, successful online business doing the work you love, living the life of your dreams so that you can actually do the work that you feel most called to do in this world.

That is my greatest passion and, matter of fact, it's why I have loved teaching people how to podcast. I didn't know this. I thought that I just love teaching. I thought that I had a gift for the technical ins and outs of podcasting but what I discovered Pat, what drove me all of those years was helping people who had these unfulfilling day jobs, get their message out into the world and then seeing, all of a sudden, as a result of putting their message out into the world that all of a sudden, a dream was born inside of them or actually rediscovered. They said, "I wonder what life could be like if I could do this for a living." That's what drove me.

Pat Flynn: I love that. I remember in some calls that we've had, you've even brought a lot of case studies based on a lot of your podcasting work, talking about specific people and what they've said about what you've done for them, through the work that you've done with podcasting but it was much more than podcasting and it's cool that you've now noticed this pattern with how you taught. This is what's really firing you up now. What are those products that we can introduce them to people in case they want to get involved or just understand how you made this transition?

C.Ravenscraft: Yeah. By the way, I was doing podcasting A-Z, which used to be a four-week training course. I did it six times a year. I gave 20 people unlimited access to ask me anything they wanted for four weeks. In essence, if you think about the six months out of the year that I was doing it and then you take about three months total, marketing that, I spent about nine months out of the year, every year for the last eight years, to generate an average of \$20,000 per month. Now, shutting that down completely, completely eliminated all of that income.

I started to think, what am I doing that can replace that? I have these next level workshops, which is a one and a half day event, which teaches people how to build a profitable, online business around your podcasting efforts. I started those back in June before I read the book. It's 14 people, paid \$2,000 a person, to travel to Northern Kentucky to sit here in the Next Level studio, my home that I built specifically for this purpose of training small groups of people in workshops. I take people who have been podcasting for quite some time and they haven't figured out how to monetize yet or they are trying to monetize but they're making less than \$5,000 a month.

I say, "Come to this workshop and I will teach you the step-by-step formula or framework for how to build your online business. The problem most of you have is, you've started with step number eight, which is create content. We're going to back you up to steps one through seven and we're going to teach you why you're not making any money and we're going to fix that problem. That Pat, the first time I did it, I was freaked out. I was like, oh my gosh, who am I to be charging anybody \$2,000 to come to my house to teach them how to build an online business. What are the results going to be? Is anybody going to sign up?"

Then people came and after they left, the very first time Pat, I said, "Man, that was the most exciting thing I've ever done in my business in the past 10 years." If I could do one of those every month from this point forward, I would never have to do A-Z again. That was what started all of this. Basically, I do the next level workshop and by the way, there is a day with Cliff add-on. One person can choose to go through the workshop but also spend an extra day and that is \$7,500. This thing is generating about 30 grand plus per weekend and I can do that as often as I want but I will probably only do about three or four of them a year because I have some other things that I am doing.

You know that I host the Green Room mastermind and I know just how transformational, how you can benefit from the education, experience, influence, even the resources of every other person in the group and how you can accomplish more in one year through

the mastermind principle than you can ever think of achieving, even in an entire lifetime on your own. There's so much about the mastermind principle and it's been a dream of mine to be a paid mastermind ever since I heard our mutual friend, Ray Edwards doing a paid mastermind.

When he told me years ago, that he was going to launch a paid mastermind where he's going to charge people \$1,000 per month, it reminded me of the time when I first learned about the mastermind principle right before you and I started ours. I remember thinking like, "Oh my gosh, there are people out there that charge \$120,000 or \$60,000 a year for a mastermind." I'm thinking, "That's ridiculous." I said, "Hey Pat, let's just start one of our own." We did. Then, all of a sudden, it's like I do see the value of this now.

It's been a dream of mine to do a paid mastermind and I actually did one for two years called the Podcast Mastermind but I was charging so little and I was giving so much of my time that it wasn't the best use of my resources so I ended up shutting down the Podcast Mastermind after two years but then recently launched the Next Level Mastermind. These are people specifically, who are in that transition from the life of the employee, to full time self employment and they're anywhere on the spectrum. The goal here is to get them from making just a few thousand dollars per month to a minimum of \$10,000 a month and well beyond.

Knowing all the things that I've learned in my own journey for 10 years but also being in a mastermind group with people like you, Ray Edwards, Mark Mason, Leslie Samuel and Michael Stelzner, and with the mentors that I have like Dan Miller, Michael Hiett, how much I've learned over the years where I could just take these people who are already experienced some income and then just teaching them a couple tweaks and helping them expand their mindset about pricing and all this other stuff.

It's like, wow, I want to mentor these people but I also want to give them a real mastermind experience and so I started that. It was going to be \$1,000 per month. I was going to do two groups with up

to 12 people per group. I just launched it for weeks ago and Pat, I just added my seventh person today.

Pat Flynn: That's awesome. That's so cool man.

C.Ravenscraft: If you think about this, by the end of this year, I fully anticipate the Next Level Mastermind having 24 people between two different groups. If you think about it, that's \$24,000 a month. The meetings are an hour each week so it's two meetings but if you figure the time invested in before and after the meeting, following up, getting recordings out to them, all of that stuff, about four hours per week, I'm already making more than I did with nine months of my life devoted to A-Z.

Then, on top of the \$24,000 a month from Mastermind groups, now I also have the next level workshops, which generate, if I do them in a weekend, somewhere between \$28,000 to as much as \$32-\$34,000 in a weekend. Then, I'm also hosting my very first conference, which is going to be September 7th, 8th, and 9th in Franklin, Tennessee and it's going to be a 300 person event minimum and the minimum ticket is a \$999 price point so \$1,000 per person and if you think about that ... I've already hired my event planner. They've already done events of this size for other people. I already know that my cost is going to be somewhere between \$50-\$70,000 and if you figure, if I sell this thing out, which I fully anticipate that I will, that's going to be \$300,000 income, \$70,000 of expenses. I'll walk away in one weekend in 2018, with \$230,000 in profit.

Pat Flynn: Not only that, I mean, imagine the lives that are going to be changed as a result of that.

C.Ravenscraft: That's exactly right. What I'm saying is that, by pursuing my zone of genius and my zone of genius is helping transform people's lives. My zone of genius is taking somebody who has this desire, this dream to escape the lifetime of the employee and to help them fulfill this dream of going out and having a powerful, positive impact on the lives of people with what their gift, what their talent, what they were

created to most do in this world.

Basically freeing them from this 60, 70 hour a week job where they're making, I don't know, 20 bucks an hour, 30 bucks an hour. By the way, I have some clients that are making \$800,000 a year and they're working 65 hours a week and they're unfulfilled. Helping people like that even, anywhere on the spectrum, getting people who are devoting a majority of their waking life in a job that doesn't bring fulfillment to them and helping them break free from that and going out and doing work that allows them to actually do what they feel most called to do in this world.

That's my zone of genius; helping people change their beliefs about who they are and what they're able to achieve. By creating three different streams of income that allow me to completely, 100%, devote 80% or more of my time operating, doing that, helping people with that transformation, that's what I'm saying is that, when you operate within your zone of genius, it is within a shorter period of time you have greater impact, greater influence and much bigger returns, definitely financially I've talked about.

You can obviously hear about the influence. Also, the fact that just the residual influence that those people are going to have in the world. It's not just transforming their lives but the lives that they will then transform. It's mind-blowing and yeah, *The Big Leap*, Gay Hendricks, I highly encourage people read the book.

Pat Flynn: Thank you Cliff. Just wow. Super powerful and I love the direction you're going into because you're obviously going to have an even bigger impact than you were already having. You've made a huge impact on my life as well. Where can people go to see all these things happen and follow you and get involved if they wanted to?

C.Ravenscraft: Sure, the best place to go is cliffravenscraft.com and click on the work with me page. You'll see all the different things that I'm offering out into the world.

Pat Flynn: Nice. Thanks Cliff. Hey man, we appreciate you and I'm looking

forward to our next Mastermind call.

C.Ravenscraft: Thanks Pat.

Pat Flynn: Bye. One of the things I love about Cliff and the group in particular is, he seems to ask all the right questions. When it comes to coaching, when it comes to giving advice to others, sometimes it's more about asking the right questions versus just telling somebody what to do. Cliff, I appreciate you so much brother, for being there for all of us and everybody in the world who's going to learn from your zone of genius and I cannot wait to see how big this thing grows for you because it's going to get very, very big I'm sure.

All right, next in the line up here, as we have two more left, this is Mark Mason from latenightim.com, which is Late Night Internet Marketing. He's known in our world for the person who has a great and secure corporate job yet still does internet marketing on the side, late at night, which I think a lot of you can resonate with. A lot of people go to Mark's stuff because he's the one who's able to balance all of that. For people who just want something on the side or maybe want to try something new but don't yet want to just go full force quitting their job yet, Mark is the guy to go to.

We have a interesting history together, which I talk about right in the beginning of our interview here so let's not wait any longer. This is Mark Mason from latenightim.com. Mark Mason, back on the show since episode number three. No, no, episode number two.

Mark Mason: Right. Episode two. First guest ever, on Smart Passive Income.

Pat Flynn: That's huge. Here we are now, together with the other members of the Green Room in episode 300. What I love about you Mark, is that you were one of the first people to really follow me in my journey back when we were in internet business mastery together. Just so many things have happened since then. I'd love to get an update from you in terms of what's been happening on your end since the internet business mastery days since episode two and I think, the last people heard of you here on the show.

Mark Mason: Yeah. For me, I'm the guy with a day job who's making the side hustle thing work. I've had lots of successes in that time and have enjoyed watching you grow from a guy who was trying to figure out how to write and sell his first eBook to somebody who's enabled ... God, I don't know how many ... hundreds of thousands of entrepreneurs to get started or maybe millions now. It's quite a journey from that time back in 2008, to where we are now. It's very exciting.

Pat Flynn: I think the thing that you and I both value so highly, and this is apparent because that's where we met, we met in a group, in a mastermind situation through Internet Business Mastery and here we are a decade, essentially, later still valuing the importance of a mastermind group. We've met weekly with the Green Room and the other guys that are here. Why, in your words, would you say that this mastermind thing has been so important to you, just, even from the start?

Mark Mason: Yeah. I think there's two things really, at least. One is the idea of like minded people giving you encourage that you can do it. In your case, it's an example that people see in the group of the things that you do and the experience from wide varieties of points of view. You have people that are heavily focused on podcasting, with Cliff, Mike Stelzner's got all this experience in the big startup where he's built up to where he's literally got a building full of employees now. I work in a big corporate America environment and bring 25 years of business experience.

It's just all those diverse points of view really open up the possibilities for how to creatively solve problems and get things to the next level. That's a thing I really, really love about it, besides the personal relationships and encouragement, the diversity of thought is super powerful.

Pat Flynn: What are some memorable moments for you in our group? I know, when we speak together, it's always confidential but is there anything that you wouldn't mind sharing about what the group has been able to help you with personally?

Mark Mason: In full transparency, we all have and I know, I'm sure you have Pat, I know we've talked about this but I have times when I doubt myself. The next level, whether you're starting at the very beginning or you're at the very top of the world, the next level is still the next level. It's the place you haven't been before and I think one of the big challenges of that is the self doubt and the uncertainty and the lack of clarity about how to get there and to execute and what the plan is.

There have been several times over the last year where I've not been sure about what to do next, how to proceed, whether or not to increase my focus on my online presence compared to my day job, all these things. It's those moments where you have the honest feedback of people that really care about you that have made the difference for me over the years.

Pat Flynn: Yeah. We get very personal with each other in the group. All of us struggle through things and we've always been there for each other, which is why I think this mastermind thing is so important, especially over time once you get together with a great group of people and you trust each other and you know how to help each other. Everybody responds in a different way too. That's the other thing. It just excels the entire group in a whole and a lot of it is the mindset stuff versus the strategy and the tactics although there are a lot of that too.

Speaking of strategies and tactics, you're the guy who is making online business work while also managing and doing very great things in the corporate world, which I know can resonate with a lot of the listeners here. What tips would you have for somebody who wants to do what you're doing? They like their job or they know that they have to stick with it at least but they also want to start something on the side. I think a lot of people think they have to do one or the other. How would one approach being able to actually manage both?

Mark Mason: Yeah. I think there's three quick hits on that one. One is, be absolutely clear on where you're headed because you can't afford

to be distracted so you need to have a very clear vision of where you're going. The how you're going to get there is something that comes but the where you want to end up, that's a really, really important piece. Once you've got that, I think you need to be satisfied with incremental progress consistently but completely dissatisfied with no progress.

I tell people that I'm working with and I'm helping with side gigs, make progress every day. That should be the standard. Even if it's just a little progress, make progress everyday. When you integrate up that progress over months and years on your journey, with a clear focus to where you're going, you'd be amazed at how much progress you can make over that period of time. The third thing of course, is never ever quick. Most of the side gig hustlers and internet entrepreneurs that I see in general, the ones that fail, so many of them fail because they quit too soon and Pat, I know you have this story, you almost quit the SPI blog.

Can you imagine? I mean, it sounds so ridiculous that there was a moment of uncertainty where you almost gave up the SPI blog as a useless business venture but that's really what it was. So many people make that mistake and that's the third piece of advice is, just don't quit.

Pat Flynn: How do you define clear vision? How do you understand where it is you want to go on the side?

Mark Mason: I think it gets down to this idea of, what is it that you actually want to accomplish? What is it that you want to accomplish? In my case, one of the big things that I want to accomplish is to help people. When I start with that vision in mind of building a business where I'm able to help people, then all of a sudden it's like, okay, what can I create that will help people, that will sustain in the presence of this job? You start to build this vision of things that can be accomplished that are aligned with your core mission that you're trying to do.

I mean, obviously, I want my side business to be profitable. That's important to me. That's not the most important thing to me. Really,

the most important thing is the satisfaction that I get from it because I'm not paying my light bill with this business. I'm doing it for a lot of reasons, only one of which is financial.

Pat Flynn:

Yeah. I love that. Help people right? I think that when people are trying to determine how they can best get started honestly, the best offering that I can give is, what skills you have that you can offer other people? No, it's not passive. It's never going to start becoming passive in the income that you generate, it is always essentially, the last step. I think people try to get there too fast. Really, like you said, it's not about the dollars, it's about how much you're helping.

As you know, I always say; your earnings are a byproduct of how well you serve your audience. You've always done a great job at Late Night IM to help people. Any words of wisdom before we finish off, for those who have tried something, they've started something on the side, they're not seeing results, they understand they need to persist but, there's that thought in the back of their head that maybe this just isn't for them and maybe they should stick with their full time job?

Mark Mason:

Yeah. I think it's real easy to become discouraged. You need to unpack that. Sometimes that discouragement can be coming from the fact that you need some good advice about how to tweak what you're doing, a mastermind can really, really help you there. Sometimes, the discouragement though, can be because you've got your own limiting beliefs that are holding you back and you may not know that you have these beliefs.

These are not just for broken people. The Mark Masons and the Pat Flynn's and the Cliff Ravenscrafts, we all have these limiting beliefs that we work on clearing out and moving to the side. If you're feeling discouraged, you really need to unpack why that is and address that because that opportunities out there are really unlimited, only limited by your imagination but if your imagination is harnessed by limiting beliefs, I think that's something that you need to address and really understand and get past.

- Pat Flynn: So good. Mark, thank you so much. Where can people go and find you?
- Mark Mason: Hey, I'm at latenightinternetmarketing.com and if that's too much typing for you, you can shorten it to latenightim.com and I'd love to see you there.
- Pat Flynn: Well Mark, thanks as always. Appreciate it bro.
- Mark Mason: Thanks man. See you soon.
- Pat Flynn: All right. Mark Mason from Late Night IM everybody. Hey Mark, thank you so much for all the support throughout these years. I'm just super thankful to have you in my life. Now, to finish off the show, I'm so stoked to have Ray Edwards back on the podcast. He is who I consider the Godfather of copywriting and a person who came on to teach his pastor method a while back and in a recent episode. Again, all these links and resources mentioned in this particular episode is going to be on the show notes for episode 300. Smartpassiveincome.com/session300. As always.
- Ray is an amazing, generous, super smart, loving, caring person who I was just so thankful to have spent a couple days with in Tennessee last year. It was some of the coolest conversations I've had with anybody really, speaking to him in person. I'm just really thankful that he's back on the show to share some of what he's been up to, including a really interesting announcement that might surprise a lot of you, which you might remember from the very, very first part of this episode so let's get right into it. This is Ray Edwards from rayedwards.com.
- Ray Edwards, welcome back to the SPI podcast. Thank you so much for being here once again.
- Ray Edwards: You asked me back. You like me, you really like me.
- Pat Flynn: I do. Actually, everybody loved you Ray. This is episode 182, which was about frameworks for writing copy, a very technical episode

where you broke down for us, how to write copy better from your pastor model and a number of other things that you're known for. I'm excited to have you back to just be with the other guys here in the group and obviously, we're not all live together but everybody had already been introduced to everybody else so I'd love to finish off with you today and first of all, just thank you but also, get to know, what are you up to right now? What are the big things that are going on for you in your business?

Ray Edwards: We've got a new program that we started, called the Prosperity Academy, which is, we help entrepreneurs grow their business with purpose, not just to make money and pile up a fortune but that's okay. There has to be a bigger reason behind it. That's what the academy's all about. Then, I've got a book that I'm publishing called, Permission to Prosper, which is about helping people get over their hangups about having money and helping them understand the idea of, when you prosper, it helps everybody.

Pat Flynn: Yes. Absolutely. I love that. There's one other thing. I don't know if it's okay if I can mention it here, you can let me know. If not, then I can edit it out but if you're listening to this right now, you probably know that I'm going to say it anyway because I hadn't edited this part out. Anyway. You had already purchased a coffee shop.

Ray Edwards: Oh. Yeah, that is a big thing that's going on. Oh my gosh.

Pat Flynn: Yeah.

Ray Edwards: How do I not even answer that?

Pat Flynn: Why?

Ray Edwards: Well, it's funny. I've got a few reasons. The biggest reason was, this had been a place where Sean and I, my son, had hung out a lot and done a lot of work there because we just loved the vibe of being in a coffee shop. There's something about it, as you know that just gives you a certain energy. They were going to close it. They had been open for five years, they were going to close it not because it

wasn't successful but because it was a married couple, they were in their 60s, they had grandkids and they're like, "Well, we're just tired of doing this."

Sean came home one day and said, "I got sad news, they're going to close the coffee shop, but I have an idea. Let's buy it." It took a little while for me to come around but we bought it because I didn't want to see that community of people go away. All those people who come in and gather with different ideas, different groups of people, different ages and generations and even different religious groups and nonreligious groups. It was just a great community hub where people were able to coexist in a way that I thought was beautiful and I didn't want to see that go away so we bought it so it would stay.

Pat Flynn: That is so cool. Now you are able to help it grow even more through the knowledge that you have in entrepreneurship and copy. I'm curious to know, what have you done, if anything already, because this is fairly new, to help with the exposure of the coffee shop and the business, based on your experience?

Ray Edwards: Well, we started out by doing some Yelp ads and some Facebook ads, which immediately increased revenue. One of the most genius things we did Pat, was we instituted a new policy which was; whenever anybody bought something at the cash register, we had our people say, "And what else would you like with that?" The average sale went up about a third.

Pat Flynn: No way.

Ray Edwards: Just by asking that simple question. Yeah. Yeah. Wasn't really rocket science. We're just getting ready to do a planning meeting where we're going to kick in our marketing muscle so to speak and we'll be doing a podcast and a live feed episodes about that, chronicling that journey so people can see. You can take these ideas that we learned about online ideas and you can apply them to real world entrepreneurial retail establishments and they work like crazy.

- Pat Flynn: That's awesome. Do you mind sharing the name of the coffee shop and where it is?
- Ray Edwards: Sure, no problem. It's called ... of course I don't mind.
- Pat Flynn: Okay, I'm just making sure.
- Ray Edwards: It's called Revel 77 Coffee and you can find us ... The website has not been redone, although, we're in the process of doing that right now. If you see it before it's redone, you'll see it's pretty terrible. It's at revel77.com. R-E-V-E-L-7-7 dot com. You can find the address and everything there. If you want to come by and visit, of course, you're always welcome to stop in and have some coffee.
- Pat Flynn: Thank you. I'm looking forward to the day that you tell me somebody came into the coffee shop and had heard this episode. That would be really cool.
- Ray Edwards: I'm sure that will happen shortly after this episode's been published.
- Pat Flynn: Now, let's go back to copy because everybody always asks me, "Pat, where do you get advice for copy?" I'm always like, "Duh, Ray Edwards." We've promoted your programs before. We've had you on the show before. I think a big struggle that I am having, as well as my audience is having because now I finally, as you know, have products to promote and sales pages to write and emails to write where, the ultimate goal is to help people and have them purchase something. How do you balance what best practices are for copy and what you know is right for you and your personality?
- I'm learning a lot about copy, not just from you but from other people and I'm learning these frameworks and these strategies for ... it almost seems like trickery in a way, to get people to open emails, to get people to ... obviously, we could go as far as the BuzzFeed type headlines for things. I don't even touch that but there's a line there and how do you determine where that line is for you and how do you stay true to yourself versus copy that actually works?

Ray Edwards: I have a very technical term I apply to this. It's called the ick factor.

Pat Flynn: The ick?

Ray Edwards: The ick factor.

Pat Flynn: Ick. Oh, yeah, yeah, yeah.

Ray Edwards: It's icky. If it feels icky to me, I don't do it. It's really interesting that you bring this up because it's on my mind a lot. I'm working on a new class on what I'm calling Education Based Marketing. I didn't come up with that term, I don't know who did but I like it better than content marketing because content marketing I think, has a bad taste for a lot of people now-a-days because it's been abused. Education based marketing, it's what you do Pat, you educate people for free, you've done it for so long.

You give such great information. You build up a lot of trust and you're able to speak to people in natural language, not tricky language, not BuzzFeed headlines and all that kind of junk but just really naturally educate them and then tell them, "If you want to know more, then here's a way you can invest a little bit and get a lot more hand holding and more personalized attention and more detailed instruction about how to do these things step-by-step." You're able to speak to people in what I call, human language, instead of sales language. There is a difference.

Pat Flynn: Right. That being said, there are also some strategies that you can and, what I learned I should be doing, to convince people. Here's a very open and honest thing that happened recently. I came out with this video. I think you may have seen it because you're subscribed to the YouTube channel. It's about my favorite and the best book I've read in 2017. I sent an email out and I showed a thumbnail and the thumbnail has me pointing to a book and there's a big question mark on the book. You don't know what the book is.

I don't even reveal the name of the book in the email. People have said that this is one of the best videos I've ever done. They also

have told me that they wouldn't have clicked to watch the video if I had told them the title of the book. They were very thankful that I, "tricked them" to go and watch the video or helped convince them to go and watch the video through the curiosity factor and the open loops but I did get a number of emails back saying, "Pat, this is very unlike you. You typically just tell me everything and you don't force me to go through these loops to find the answers."

I'm battling in my head, what's the right thing to do here because I feel like part of my responsibility is to help people who would normally not find these things, to help them find it.

Ray Edwards: I think you hit the nail right on the head. Your instinct on this is correct. I thought it was one of the best emails and one of the best videos I had seen you do for those very reasons. If you had told me, in the email, what the book was, I still would have watched video but I would have put it off until later because I would have thought, "I can get back to it later. I always watch all of Pat's stuff. I can get back to it later."

The curiosity factor was killing me. I just had to know. In communication, just one on one, there are techniques that we use that help us communicate better with people and they can be abused. One technique is active listening where I'm paying very close attention to what you're saying and I'm even reflecting it back to you somewhat so that you understand that I'm listening to you and that's a good thing done in service of the other person unless you're doing it with the sole intention of tricking them into something.

That's usually not the case. When we're actively listening, we want to understand the person so we can help them in some way. I think that's the difference for you. There's always going to be people who are quick to point out what they perceive as trickery and I think you just have to understand, there's some people who just live to find those moments where they can cast judgment on what you're doing. I think as long as you're doing things in service of your listeners and your viewers and that's your motivation, anything you

can do to increase the likelihood that they're going to benefit from what you have to offer is a good thing.

Pat Flynn: Right. Thank you for that. Some of the terminology people were using to describe ... there wasn't very many of them. There's been over 10,000 views at this point, on YouTube and 21,000 on Facebook of the same video. A different call to action at the end for specifically Facebook and that's worked out really well. I've gotten maybe just three or four comments from people. It's interesting. I know this now, entrepreneur is weird. One negative comment is greater than thousands of positive comments.

I know what the reality is but I couldn't help but feel a little terrible about being called click bait-y. For me, click bait is when a person is promised something, clicks through and then doesn't get what they were promised and I felt like I was taking the opposite approach. I'm going to promise something and I'm going to over deliver. I don't know. It's just been one of those battles in my head. You have a lot of experience with this I just thought you would have some wisdom to share, which you did. Any further thoughts on this for people who are kind of balancing this act here?

Ray Edwards: Well, I can only confirm what you just said. Don't click bait. It is exactly what you said. If you entice them by making them think they're going to see one thing and then they show up, they click on the link and they see something else, they feel, even if they're not upset with you, subconsciously we feel a little tricked and that erodes trust. Don't do that. It's not necessary.

Pat Flynn: Thank you. You have some other things going on that I know that are very new and very successful like some of your events that you're putting on. We've been together for years now, in the Green Room and to see you progress and to see all the brand new things that you're doing is just so inspiring. The book's coming out, we'll obviously help you promote that when it comes out because it's going to be fantastic. In the group at least, I've been learning so much about why you're writing it and what's going to be involved with it.

Similar to what Cliff had mentioned earlier, you host these events to help people. How have those been going? Actually, I would love to know how you promote them too.

Ray Edwards: Well, the small group workshops that we do are 10 to 12 people. It gives me the opportunity to work with people on developing their messaging and give them one on one attention. They're a little more investment for people but this is the thing I do that I love, Pat, absolutely the most. We take three days together. We all stay in the same hotel. We start early in the morning and we go until late at night and the biggest problem entrepreneurs have is clarifying their messaging so that it makes sense to their customer. It's hard for us.

We're in the picture. We're in the frame so it's hard for us to see the picture. I help them get that view from the customer's viewpoint and clarify their messaging and then we work through the whole messaging sequence and sometimes we build the whole book out lines for people, at these workshops. Sometimes we've actually had people come in in one business and leave in a totally different business because they realized they weren't doing what they were meant to do. I just love these kinds of workshops.

We promote them, usually, by sending a couple of emails. Okay, a couple. The last one, we sent a total of 11 emails over about 12 days and we completely sold out the 12 seats with interestingly, no videos, none of the usually promotional razzmatazz and I think that's a sign, not that video promotion is bad but, when you have something that is extraordinarily valuable, you can simply explain it to people and they want to buy it.

Pat Flynn: Love it. Where can people learn more about those kinds of things and what else you have going on?

Ray Edwards: The best thing to do is just go the rayedwards.com and sign up for ... there's a free course that's available called, The Wisdom Enterprise Course, which is all about how to turn your knowledge or wisdom or experience into an online business. When you sign up for that, we'll notify you when these workshops or other things

become available.

Pat Flynn: Awesome. Thank you so much for your time Ray. I appreciate you so much and your words of wisdom today. Thank you for being a part of episode 300 here on SPI. Thank you.

Ray Edwards: Thank you. It's my pleasure.

Pat Flynn: All right. That was Ray Edwards from rayedwards.com. Ray, thank you so much for coming on and spending time with us today. I appreciate you so much my man. One of these days I'm going to head to the coffee shop and just surprise you. Although, now that I'm thinking about it, I should probably let you know ahead of time so we could be there at the same time. Anyway, thank you again, for coming on the show. Everybody who's listening right now, these are the members of the Green Room Mastermind. These are the kinds of people I love to surround myself with because they have big goals and they are doing the work.

They also come from a place of serving and, not just serving each other and those of us in the group but the world, in our own special way, with our own special superpowers. I know you guys are just as motivated and just as ambitious. If ever you and I have the opportunity to meet, please, let's make it happen. The best opportunity to do that is at live conferences. Of course, I mentioned the one earlier that Mike's putting on at Social Media Marketing World in San Diego. That's coming up next month. That's at the end of February, in the beginning of March.

You can actually catch that at smartpassiveincome.com/smmw if you want to check out your tickets. I'm going to hold a meet-up there. I'm going to be roaming the hallways. Look out for my red backpack that says, "Hello, my name is Pat." That's how you know it's me. If you see me there and you see that backpack, just tap me on the shoulder and let's chat. I would love to meet you there because I just want to surround myself with people who are like minded, who are value driven, who want to help serve others and who speak the same language as me.

That's why I put myself in these kinds of mastermind groups and that's why I want to meet people like you and I hope you are motivated to do the same thing too because, ever since I've gotten involved with truly being conscious about who I'm surrounding myself with in life, massive changes have happened. When I truly think about all the biggest moments and the biggest successes in my life, they've always happened as a result of the other people that I've surrounded myself with. That's why I always say, if I could go back in time and just change one thing, I would tell my younger self that I need to go out there and meet as many people as possible.

A lot of people ask me, "Pat, if you had just a few hundred dollars left and you wanted to start a business, what would you?" My answer is always, okay, spend that money on a ticket to go to a conference and meet people in the industry that you're interested in because it is the people that you will meet, that will open up the opportunities that you have in your future. Who knows, you might be able to create a mastermind group such as this one, very intimate, very long lasting and I truly hope that you get involved with one because it's been game changing for me and I know it'll be game changing for you.

Hey, thank you so much for listening all the way through this episode. If you want to get the show notes; [smartpassiveincome.com/session300](http://www.smartpassiveincome.com/session300). Thank you so much, from the bottom of my heart, once again, for helping me get to episode 300. Truly, it's because of you and your support and all the amazing reviews and all the thank yous and handwritten notes, the downloads even, and the subscriptions. That is all super motivating for me to continue moving forward.

I'm going to say it, let's look forward to the next 300 episodes coming up. That's however many years down the road. I'm not planning on going anywhere. As you know, I'm trying to make moves so I can stay on the front of everything. I'm not trying to be reactive in a lot of the changes you're hearing on this podcast, on the Ask Pat podcast, on YouTube, it's all stuff that I know is going to

help me in the future and I want to take you along with me, share the journey with you, report on what's working, report on what's not and that's what we're going to talk about in the future episodes here on Smart Passive Income.

Along the way, I'm going to bring some amazing guests who have expertise that I cannot share with you. I'm going to bring some success stories on the show because that's super motivating. We can talk about their origins story and the things that they struggle with and what they did to break through that. Also, on Ask Pat, make sure to check out that podcast at askpat.com or just look up Ask Pat on iTunes because, every week, I do a coaching call. Literally, a person who needs help, I coach them through that process and for the ones that have been recorded already, that actually comes out in February like I said earlier.

Subscribe to that because the recordings I've already done have been mind blowing. Game changing. Life changing. You got to listen so make sure you subscribe to Ask Pat and seriously, just one ask I have of you, if you've enjoyed any of these episodes, from one to 300, even just one, head on over to iTunes and leave a review for this podcast. That would mean so much to me. That would be a great way to celebrate episode 300. Thank you so much in advance, for your support, for your review. I appreciate you so much. If you haven't subscribed already, make sure you click subscribe to get the next episode.

We have some seriously great content coming up and thank you so much, once again. This is Pat Flynn signing off. Here to help you make more money, save more time and help more people. Cheers. All the best. Bye.

Speaker 3: Thanks for listening to the Smart Passive Income Podcast at www.smartpassiveincome.com.



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