



SPI 326

From \$50k in Debt to Business Success in Less than a Year—How to be Mindful and Ruthless

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Sagi Shrieber: I see myself and I guess a lot of the people listening right now are seeing themselves as rockets, just like shooting rockets, and really going fast. We are entrepreneurs, we love to go fast and work hard and hustle. Sometimes, a rocket, it needs a little guidance, just like, a little left, a little to the right, in order to hit the target. I saw Calvin as that guidance, and then later on ...

Pat Flynn: So that's Sagi Shrieber, our special guest today, coming at us from Israel, talking about how he bailed himself out of \$50,000 in debt, by taking massive action, and hiring a coach to help them do that. So I kind of dissect why he did that, why he hired a coach even though he was in debt, and what that coach did for him. And the things that he's doing now to build this amazing community in the design space, and also the entrepreneurial space, to help us. We also get into a little bit of design, because that's his specialty. He is what's known as a Full Stack Designer. That's a designer who also knows how to get results for better sales and higher conversation numbers and those kinds of things. So stick around, we got a great episode today. We're going to talk about leading a Full Stack life. Keep that in mind, it's a great term that Sagi taught me. And make sure you subscribe to the show, if you haven't already. Just pull out the device before you stick it back in your pocket, hit Subscribe, because we got a lot of stuff coming your way. Right now, you got the intro. Here we go.

Announcer: Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later. And now, your host, he's got a voiceover guy who knows more things about him than most people do, Pat Flynn.

Pat Flynn: What's up, guys. Pat Flynn here. Thank you so much for joining me today. If you are not familiar with me or the show, we're here to help you make more money, save more time, and help more people, too. And we do that through a number of different ways, like inviting amazing guests who have some incredible stories to share, and a lot of strategies and tips to help you and your business, too. Today, like I said, we're talking with Sagi Shrieber. And so, I already told you what this is about. So let's just dive right in. Also, make sure you

pay attention, because at the end we're going to talk about some special things that he has for you, including an amazing Facebook community called Mindful and Ruthless, A Tribe of Like-Minded Doers. And if you're a doer, you might want to get involved with that, too. So let's just dive right in. Here we go, Sagi Shrieber.

Sagi, thank you so much for being here. Welcome to the SPI podcast. How are you doing?

Sagi Shrieber: Oh, man, I'm super great. Thanks so much, Patrick, for having me.

Pat Flynn: I've been really excited for this. I got to see you in person and meet you just briefly at one of the Meetups I had in San Diego. I also know you met, you know a lot of people there: Chris Ducker, John Lee Dumas, and you had talked-

Sagi Shrieber: Yeah.

Pat Flynn: About, really quick, when you met me there, how you were this designer. You were the Head Designer for Fiverr for a while, and just really impressive. But what really kind of why I want you on the show is because, not just because of your design capabilities. Make sure you stick around. We're going to talk about design principles and all those kinds of things-

Sagi Shrieber: Oh, for sure-

Pat Flynn: For everybody, no matter what level you're at. But mainly-

Sagi Shrieber: For sure-

Pat Flynn: Your story, it really intrigued me. How did you get to where you're at today? Give us the rundown. It's a really up-and-down journey for you.

Sagi Shrieber: Oh, yeah. Yeah. So to anybody who doesn't know me, so I was a designer. I'm from Israel, originally, and here, it's kind of like, startup nation. So it's like, very easy to get into the startup world here. And

coming up as a designer, as soon as I finished my design school, I launched a local blog in Hebrew, called Pixel Perfect Magazine. I launched a blog. Half a year later, I was already known, getting asked for public speaking gigs here in Israel, and I got the offer from Fiverr to come and be their first onsite designer. I was starting my way like that, and after Fiverr, I left, I decided I want to have my own startup. So that's what happened: I joined a couple people. We were founders of a startup called Moolta, got accepted to Upwest Labs in Palo Alto and flew over there to the Silicon Valley, and had this like old Silicon Valley vibe, scene. I was really intrigued also by the scene over there. The people there, all the designers in the Silicon Valley are so, they're thinking big. They're really connected to technology, and to everything that's going on.

So I said to myself, "Being with this local blog and all, it's great." And I was already kind of making like, a little bit of passive income. But I wanted to have more value and actually get more value out of the international community, so when we got back to Israel, after that four-month journey, where we, by the way, pivoted and created a new startup from scratch, like the same theme, new startup, I opened, along with one of my partners, an international design blog called HackingUI.com. That blog is what eventually led me to leaving my day job, but before that, our startup got acquired by SimilarWeb, so I guess some people probably be hearing this, SimilarWeb, it's an online tool to find out the traffic of your competitors and such. Our startup was doing something similar, so they acquired us, and we started working there.

Over there, I led the Design Team and actually created a design team, because I started as a first designer onsite, and we were 50 people. By the time I left, we were 250 people, and-

Pat Flynn: Wow-

Sagi Shrieber: I was managing a seven-people team, like I basically hired seven designers, managed them. In order to learn how to manage them, because I didn't know anything about managing, I started a podcast, where I interviewed VPs and Director of Designs from

companies like Facebook, Airbnb, Etsy, Intercom, and all sorts of amazing companies from the Silicon Valley and in general. That's how I learned to manage, and that podcast gave me so much strength. And I started listening to other podcasts, and that's how I got to your podcast, Pat.

Pat Flynn: Oh, cool.

Sagi Shrieber: Yeah.

Pat Flynn: Yeah. I mean, this sounds incredible. It sounds like you were living the dream. I mean, coming out of design school, it seems like everything was perfect.

Sagi Shrieber: Yeah, so in one hand, everything was kind of perfect, but then, I had my two side projects, with my two blogs. And both of them were starting to make money, and especially Hacking UI. We had sponsors, like crazy sponsors. As soon as I got to start to make money, and I was like, listening to your podcast about everybody who left their day jobs, and that's your story as well. I also kind of like, saw the money coming in passively, just like, you go to sleep at one night, and you write an email to a sponsor saying, "How about like, \$5,000?" for something that, on my end, is almost no work at work, just like, putting their logo somewhere. Then, you wake up the next morning and it's like, "Oh, \$5,000 in the bank." I'm like, "What?" And I worked in the startup world.

I had two kids by then already and a mortgage. I was really working hard, like, startup life. Anybody who's working on a startup knows how hard it is and how demanding. It's like, and I barely saw my kids, and I was working very hard. I wasn't doing any exercise. My life was not run by me, in a way, although it was, because I was running two side projects simultaneously, but still, it was not that I was in full control.

Then I read *The 4-Hour Workweek* by Tim Ferris, and that really also influenced me, and I said. At one point, my partner and I were looking on the numbers and we're like, so the first year of our side

project, we made \$6,000, which is nice. The second year of our side project, in Hacking UI, we made \$66,000, which is, for us, it was like, “Whoa, what a growth that was.” Then I wrote an article about it, got tons of traction from that article. And then I noticed the power, I’m like, “Wait, maybe I can do this full-time.” A lot of people were like, “Wow, this is inspiring. You made me open up my own blog.” And I’m like, “What? So I’m inspiring people by telling my story about opening blogs and running them and making money off of that? And I’m making passive income, and the numbers are growing. Why don’t I leave my full-time job and do that full-time?” So that’s the part where I decided to leave my day job.

Pat Flynn: Was that an easy decision for you, or was that a hard decision?

Sagi Shrieber: So a lot of people asked me, why was I so crazy to do that? Because I had no runway. We just got the apartment like, a year before, a new apartment that we’re living in. And so, I ran out of all the savings that I had. I had no savings. I have two kids. My wife was not working, because we decided as again, like as a move towards her fulfillment in life, that she would quit her job and go back to studying and finishing her degree that she stopped when our first daughter was born. Then, we kind of like, I managed to make this decision just by saying, “I’m committing first, I’m carrying out later,” and that’s something that really led me throughout my whole career, especially with the blogs. It’s, when I want to do something, I commit first, and then I make it work. So I call it the Commit First, Carry Out Later Principle. And then, later on, I heard you talking about it, and then later on, I heard Grant Cardone talking about it, all these mega-influencers. And I’m like, “Okay, so I must be doing something right.”

But I left with no guarantee. I was afraid that I was going down and would find myself in the street, like couple months later, because we had no idea where were we going to get the money from. We just said, “If we made 66K as a side project, if we both leave our day jobs and my partner and I and focus on it full-time, can we make 200K?” That’s a decent salary for two people. It’s high-tech salaries. We did that, and just like, we knew we had two months of runway, but that’s all. The trouble came soon. I mean, we had no way to

make money. We launched a few like, really great online courses, like I called it the Side Project Accelerator. It was like, online program. We brought in a lot of mega-influencers to have private sessions with our members. But all this launched, it's the first launch that we ever did, based a lot of the tips that we heard on your podcast. But still, it's our first launch, and we made only 10K. And 10K is like, 5K for each, right? It's not even like, a monthly salary. And that was like, two or three months or work.

Then, we find ourselves in a situation where we're running a business and for six months, I couldn't pull one dime out of the business for my own sake. I did not have a salary for six months. Then-

Pat Flynn: Wait a second, so you said you had a two-month runway, and then you weren't making money for six months. What was life like during that time? I mean, you had a kid or two kids and a wife. I mean-

Sagi Shrieber: Yeah-

Pat Flynn: What was going through your mind at that point? Did you ever regret leaving your job at that point?

Sagi Shrieber: Oh, man. That's an amazing question. So thanks for asking that. I can say that, even back then, I remember the struggle and I remember people asking me, "So do you regret doing this move and leaving your day job?" And I'm like, "I would not regret it for the world." The thing I said to myself before I left my day job is, "If I leave my job right now, and I know I have two months of working on Hacking UI full-time, and just like, working on my baby, in just like, two months, building my own dream. And if after those two months, it fails miserably, and I have to go back and find a job, then I would know that I had two months of working and trying to build out my own dream, and I will try again later." But at that point, I was so deep in, and I had a lot of things coming at me.

If I may, I just want to say that, at one point, I knew I needed to start something different, and go on my own. At that point, I listened to

an episode on Entrepreneur On Fire. It's another amazing podcast, and I heard someone, I heard JLD talking there, to a guy named Calvin Wayman. He wrote the book called Fish Out of Water. So I was very excited hearing Calvin talk about his story coming up as an entrepreneur, and being in debt and everything and like, coming out of that with a coach and everything. I automatically, I downloaded the book for Audible and I heard it. Then I reached out to Calvin. Calvin was like, "Dude, I can coach you."

Then came the problem. The problem was, Calvin kind of made me face reality. As I, in one Skype call of 50 minutes, he told me, "How are you doing?" And I'm like, "I'm not so good." "Are you happy right now?" "Not so much." "Do you know where your money's coming from? Do you have a plan?" "No, I don't." "Okay, so you're going to make some hard decisions, if you're going to start working with me. It's also going to cost you, of course." He named his price and it was very, very hard for me. Then I talked to my partner, and he said, "No way."

And then I talked to my father, and he said, "That's too pricey. You're not going to pay so much for someone. Does this Calvin dude even have like, coaching, some kind of certification? And he's from the United States, you're from Israel. What does he know about life here?" And "A-dah-dah-dah-dah," and "Maybe you can get someone over here, just a local coach to sit with you for an hour every week, a full hour, and just like, for almost no money. And they will really help you. And you know what? They don't have to be in your industry. They don't have to be an entrepreneur and have the same ambitions as you. All they need to be a coach, a good coach is just a mirror. Right?" And I took that advice, and I told Calvin, "I'm sorry, but no. I can't do it."

Pat Flynn: Oh, you said no-

Sagi Shrieber: Happy or. I said, no. That was a separate -

Pat Flynn: So you had all these external factors. You had your partner, your father, and just the fact that you didn't have the money to get

coached, that led you-

Sagi Shrieber: Yeah-

Pat Flynn: To that decision, right?

Sagi Shrieber: Yeah, yeah. I didn't have the money. I had some money. It's not that I, like at that point, I was saying to myself, "If it was December 2016," and I was just like, I left my job in July. I wasn't so deep in. And I said to myself, "I can get this coach. Maybe I wouldn't have the money next month, but if I get Calvin now. But then, just I said to myself, "You know what? Yeah. It's too much money. They're right. And I'll try a local coach." And I did. I told Calvin no. I tried a local coach. We sat down for one hour every, once a week. And I got nothing out of that, nothing. The thing is that, my gut feeling was all the time telling me, "Sagi, you should've taken Calvin as a coach." And I did not take Calvin as a coach. I kind of like, in my gut feeling, it felt really bad, but in my mind, it's like, "Sagi, you're an entrepreneur. Get it together and just go to your wife and tell her that you're going to now be working way more than ever just in order for, just the beginning. You'll make a lot of money later. Just work right now. This is a stage where you are going working, and she needs to rub your back and say, 'Go, go honey. Go get our money.'" And I actually had an entrepreneur say that to me.

Then, half a year later, and I'm sorry for skipping that. But half a year, I'm finding myself in ... So I'm finding myself in a \$28,000 debt and in another \$10,000 minus at the bank, and with no idea how I'm going to get money for next month, and with the worst possible situation in my marriage. I remember just walking one day, just like, walking my dog downstairs one evening. I'm just walking, the equation like, running in my mind. Like, "How am I going to get money for next month? I mean, if I'm just like, one more credit card bill that comes up, and I'm way over my limit, and I can't even pull any money to feed my kids."

I'm saying to myself, "Just, it's too late. I can't even get a normal job right now. It's like, too late. I'm totally screwed." I just, the equations

over and over in my mind. And I just can't figure it out. I can't figure out how I'm going to make money, how I'm going to actually be able to live up to what I said: be an entrepreneur that left his day job to create an amazing life for himself. And with all the equations, that, with all that frustration, I just started crying. It was the first time in my adult life that I cried like that. I just broke down.

But then, after like, crying, I said to myself, "Okay, what, are you going to continue to crying? What are you going to do, Sagi? And you're hearing all these podcasts, you know Pat Flynn's story, you know those people's stories. And you know what? You're hearing all these great books on Audible with all those amazing minds. Why are you not doing what they're telling you to do?" I said to myself, "Okay, I'm going to do something. I'm going to pick myself up and I'm going to, for the first thing, I'm going to call every amazing entrepreneur with very high ambitions that I know, that I know was in debt, even, at one state. And I'm going to ask them for advice. Just ask for advice. If they will be willing to help me, I would be forever grateful, and maybe I could get some advice out of that."

And so, I called up Jason Zook, who's an amazing entrepreneur, also from the San Diego area. He was just like, I interviewed him for my podcast and I mean, as a community. And also, I called up Calvin, Calvin Wayman, and Clark Valberg was the CEO of InVision an app for designers that I know. I just like, consulted with them on what I can do to get out of the situation. And Calvin, Jason gave me one hour of such an amazing talk. This guy was amazing. He told me like, "Listen, you got to follow your gut feeling. This is your time. It's Sagi Time. You got to, if you need to leave your partner, leave your partner. You've got to do your own thing. Go and do it. And you know what you need to do. Just go." And then, Calvin told me, "Listen, man, I can give you a talk or I can coach you. Now I'm offering this again. Do you want my help?"

And at this stage, I said, "I'm doing it." I took Calvin as my coach. It cost me so much money that I was already in such debt, to pay such a huge amount of money, thousands of dollars for, and accept such an offer, was pretty crazy, by all means. And I just did not

consult with anyone at this stage. I just did it because I felt that's what needed to be done. And that's also Calvin's story. Calvin was in debt. He took a coach when he was in debt, and that's what got him out of that situation. So I just said, "It's the best thing I can do for myself, and I'm going to do it." And Calvin helped me build my vision, and put my vision together, and helped me. Since I started working with Calvin, my business has been so prospering in a way ... That was about seven or eight months ago. Like, really, almost like, no time has passed. Here I am, talking to you, Pat. I mean, and for me, it's just amazing what happened from that situation.

A week after I started working with Calvin, I already crushed my financial goal for six months ahead, that I put in my vision, like just a week after I started working with him. And can call it the law of attraction, which I really believe in. But it's like, everything together. And I felt that that low point that I was at, a lot of people talk about it like, rock bottom. But I just saw it just ... I really see it as someone phrased it, as a trampoline. I really believe in that. You can either see your entrepreneurial struggle in the worst moment as like, your really rock bottom, full of rocks and pits. But you can see it also as a trampoline to just like, jump back up and fly higher than ever. Ever since, I've been having super-mega success with my businesses, and I've been building a lot of online business and also like, a digital course that I launched. I just made like, 28K, the sum of debt that I was at. I made 28K with a launch of an online course here in Israel, a local design course, and just like, with one launch. That was just recently.

I've been just like, lucky enough to also learn from having a coach by my side and investing in a coach. So if anybody out there is struggling right now and really doesn't know how to continue his way forward, people, really, get a coach. And get someone who's like, in your game, and that can really help you. Like, get an entrepreneur, someone who's done it. Ever since, I invested in just coaching and that's how I got to you, Pat-

Pat Flynn:

Yeah, dude, look- I have a lot of questions, if you don't mind me asking-

Sagi Shrieber: Sure-

Pat Flynn: Because this is-

Sagi Shrieber: Yeah-

Pat Flynn: I mean, incredible turnaround, obviously. It almost seemed to happen almost overnight. I'm curious. Going back to Calvin, what attracted to Calvin and his style of coaching? What did you expect, or how did you know that he was the right one?

Sagi Shrieber: Oh, man. For me, coming from Israel, I was just like, yeah, seeing someone succeed on that level, being interviewed on John Lee Dumas' podcast. And so for me, that's already credibility, right? And then, after that, reading his book and his book is amazing. Really, really good book about the entrepreneurial struggle and how you can get out of it, and it's an amazing personal development and business book. So after reading Fish Out of Water, I said, "He's talking about getting a coach, and I don't know anyone here in Israel who's having my kind of ambitions."

Because here in Israel, it's startup nation, like I said. It's like, everybody's like, "I have an idea. I'll go get some money from an investor and create a startup." That's not what I want to do. I wanted to create just like, the Smart Passive Income life, right? Calvin already was crushing it. He was just like, two years ahead of me, in a way. Because two years ago, he was in debt, and now he's debt-free. I'm sorry, he's like, I think he's debt-free for two years now. But he crushed his goals. He built an online business. He's now giving keynote speeches all across the US. And he's having coaching clients like, across seas, so overseas. Someone like that I really wanted to work with, because it's kind of like same aspirations I have, "I want to build an online business. I want to coach people, I want to help people. I want to have a community around me." And so, that's what really attracted me to Calvin."

Pat Flynn: What was, when you started working with him, the biggest breakthrough? How was he able to ... I'm sure he has own

proprietary sort of methods for things. In your eyes and in your mind, what was the biggest thing that was holding you back before, that Calvin was able to and your coach was able to open your eyes up to?

Sagi Shrieber: Well, it's a great question. I mean, I think that ... I see myself and I guess a lot of the people listening right now are seeing themselves as rockets, just like shooting rockets, and really going fast. We are entrepreneurs, we love to go fast and work hard and hustle. Sometimes, a rocket, it needs a little guidance, just like, a little left, a little to the right, in order to hit the target. I saw Calvin as that guidance, and then, later on ... He helped me build my vision and be accountable for what I said I want to do. So when you have somebody accountable for you, nobody will actually do it for free. Right? I mean, and busy people like Calvin and like yourself, like anybody. If you're busy, you're not just going to have some random Israeli dude come up to you and not any regular dude come up to you and you're like, "Yeah, can I have some help and guidance and like, a weekly Skype session with you?" You'll be like, "Of course, why not? I will help you." It just doesn't work that way. You have to pay for those kind of things. And these things cost a lot of money, but there's someone there really caring about you. And Calvin really cared for me to succeed, and he helped me build my vision. That's something that I will talk about later on.

But he helped me build a vision map and then reap goals from that: monthly goals, and then from that, weekly goals. And then, in our weekly sessions, we just went over my weekly goals and he was like, holding me accountable. He was like, "Did you do that?" And I'm like, "Uh, no." He's like, "Why?" Then I had to give an answer." Because if you do it for yourself, you can, but it's really hard. Right? So just like, the accountability part on his end. The second thing is motivation, because we entrepreneurs, we see a lot of ups and downs. Even though I started crushing it with my goals, I had a lot of sessions with Calvin, where I'm like, "Calvin, dude, I feel so bad. I haven't done anything. I was productive this week. I wasn't productive. I feel bad. I didn't get my goals the way I wanted to accomplished." And he was like, "Dude, listen up. This is a game.

You're in it." He really picked me up every time. So motivation is also, I see it as very, very important, because that's our fuel. We need the fuel.

Pat Flynn: Yeah, no that's key. What did you do to generate that income so quickly after you started working with Calvin? I mean, you said that you were so many dollars in debt and then just, I don't know how much time, but very shortly after that, was able to make up for that. I mean, that seems incredible. What did you do specifically?

Sagi Shrieber: So on one hand, I also ... I'll just add to that, that two months after I started working with Calvin, I got a nice letter from the Israeli authorities and kind of like, not IRS, but like, the tax ... the, what do you have there? Like ...

Pat Flynn: Yeah, the Internal, yeah, the-

Sagi Shrieber: The tax?

Pat Flynn: Yeah, the tax collectors-

Sagi Shrieber: Right-

Pat Flynn: Or Internal Revenue Service. Mm-hmm (affirmative)-

Sagi Shrieber: That's what ... Yeah. It's like ... So I got a nice letter from them, saying I owed them another kind of like, \$15,000.

Pat Flynn: Jeez.

Sagi Shrieber: I'm translating from shekels, but basically that was a huge blow for me, again. But at that point, I was already really crushing my goals, so I'm like, "You know what? I know that I'm going to get out it, and I'm going to. Okay, fine, edit. Bring it on." In terms of the ... The first thing I did is get clients. It was what I knew I need to do, because for me, that was, I had a psychological barrier, in a way, that I left my day job not to work with clients and not to work on anybody else's dream, but build my dream.

And Calvin really flipped that on me, and he's like, "Dude, what's your dream? Right now, really, right now. Don't talk to me about stuff you thought about a year ago. What now is your dream?" "One of my dreams right now, what I want to do is get out of debt." He's like, "Great, so what do you need to do to get out of debt?" I'm like, "Okay, get a client as part of it." "Great, so stop whining and that's in your goals, and that's in your vision. And that will help you achieve your dream. Get a client." I said, "Right." So instead of worrying about it and kind of whining about getting a client or like, thinking that, and something I really, kind of like letting myself down by doing, I was like, "No. That's what I need to do."

And that's part of me achieving my goals." I just started reaching out to clients. I already was reaching out to clients, but everybody said, "No, no way." I was kind of overqualified by that stage to work with a lot of businesses as an external person. But as soon as I started working with Calvin, I don't know, something opened up, really. I really see the law of attraction as something that's really important, because I was very specific with the universe and what I wanted. I was saying, "I'm getting a client." And week after we started working together, like one week, I nailed two clients that wanted to start working with me, at a sum that I never would've expected to ask for just two weeks before. For me, that was really, really, impressive. I just like, I went, "What? Did I just do this?" And I had to take only one client, because I didn't have enough time in the week.

So three days a week, I started working with the client, and two days a week, I started working on something else, which was launching a physical class of designers here in Israel. Which is, because I had my community, my Pixel Perfect community here in Israel. So in my small niche of design here in Israel, that I told you that people know me, in a way. So if I go to conferences, I was asked for selfies already and stuff. So it's like, people know me because I have a podcast here in Hebrew, and I have the blog and I have a weekly newsletter. I ran events. In that niche, people know me. And I said, "I'm going to make a product for those people. What product should I make?"

I decided on a physical class, so I partnered up with this design college in Tel Aviv, and we decided to launch this class. I was working for four months like crazy, promoting it, building the program, building the landing page, everything needed in order to prelaunch this design course. And there were already competitors out there saying, “Sagi doesn’t know how to teach.” But I made lot of phone calls. I listened to Grant Cardone’s Sell Or Be Sold book while I was doing it, and it really helped me out. I was really doing the work promoting this course and building it up. I nailed it. I managed to fill out, in four months, a full class. That was a large sum of money for me as well. It’s the first time getting so much money-

Pat Flynn: That’s awesome-

Sagi Shrieber: Just like-

Pat Flynn: How many people were there?

Sagi Shrieber: 22 people. That’s a full class. So 22 people. And when I did that, in order to crush that, two weeks before the class was opened already, I was in less than half of the people in my class. I needed to sell the rest of the tickets, like 11 seats. Calvin told me, “Sagi, you’re focusing a lot of other different stuff. It’s nice, but now you know what you need to do. Just go out and sell. And you know what? As a motivation boost, just think that, if you fill out the whole class, put yourself something you want to buy yourself and do it.” And the thing I put in my mind is, “I want to fly out to Grant Cardone’s 10X Conference in Las Vegas and just be there.” He said, “Fine. Do it.” And as soon as I filled in like, less than two weeks, and it was even holiday season, and I filled out the class, 22 people, full class. As soon as this last person just joined, I hopped online and just bought my ticket to Grant Cardone’s conference. And later on, Calvin told me, “Listen, there is also Social Media Marketing World, just like, exactly around that time, in San Diego. Why don’t you come?” And I’m like, “What? For sure. Who is speaking there?” “Pat Flynn.” I’m like, “What? I’m there.”

Yeah, so that’s how I got to the US.

Pat Flynn: Well, that's cool. I think it is really clear that it's the focus and the motivation that really helped you. Some people are good at finding that on their own, and other people need some outside, external help. I get the same kind of help from my mastermind groups and virtual coaches and things like that as well, so I mean, well done, man. Way to get out of that hole, but like you said, I like description of the sort of dip as more of a trampoline. Because that's oftentimes when you are. Like, if you look at a lot of successful entrepreneurs and their graph of income, their graph of success, the highest times are usually right after the lowest times.

Sagi Shrieber: Yeah.

Pat Flynn: It's just really interesting. I love that you got very honest with us in that story, and told us how much in debt you were, and so, now you're flying out and seeing Grant and then you saw me and JLD and a few other people at Social Media Marketing World. Here we are today-

Sagi Shrieber: Yeah-

Pat Flynn: On a podcast. I'd love to shift gears. But before that, you had mentioned something about, and you'd said this a few times: a vision map. Can you define what that is? I know you also have this amazing community of people who you're helping them crush their goals, if they're feeling kind of in a similar way that you were. Could you talk about that really quick before we move onto the design phase of this podcast episode?

Sagi Shrieber: Sure, sure. Thanks so much for asking about that. My vision map is something that I keep and I update every week. It's just a spreadsheet, a Google Spreadsheet that is divided by a six-month vision, and then monthly goals. By that, reaped out to just kind of like, get me closer to my six-month vision. And from the monthly goals, I reap out weekly goals, and weekly tasks. Then I hold myself accountable to those, and also like, my coach'll hold me accountable to those. But there's a specific way to build that vision. What I do is, I have a Facebook group called Mindful and Ruthless.

It's a Facebook group I opened after I got out of debt, that like, basically got out of my worst situation. I wouldn't say I'm, by the way, I'm out of debt right now, because there're smarter ways to get out of debt by just like, paying it all at once. But anyways, that's not for now.

In terms of, what I did is this: I wrote myself a check back in June for 100,000 Israeli shekels, which is something like 28K, which was the amount I was in debt in. I wrote myself a check for that. I said, "If I get a month of earning that, that would be," that was my six-month vision back then, in terms of just like, with the financial side, all that I have, all my family life and everything structured there. So I wrote that check for myself, and wrote it to the 1st of the 1st, 2018. That was kind of like in, well, May or June, 2017. At the 2nd of January, 2018, my wife, we're going over my invoices for the previous month of December. She was like, "I think we have some kind of bug. It says that you had 100,800 Israeli shekels." I'm like, "What?" I'm like, "Yeah." I'm like, "I just passed my 100,000 Israeli-shekels month." I'm looking at the check, and the check says the 1st of the 1st, 2018. Like, dude, that's the law of attraction right there. And I said, "I got to help other people. I got to find a way to get more people and help them launch their own things. And I got to create a community around entrepreneurship and around like-minded doers."

So that's when I decided, I'm actually going to go for the community called Mindful and Ruthless. Around that same time, I've been into a personal retreat also looking for my values, and just came up. On one hand, I'm mindful of every moment, and trying to really live my life in the best possible way. I'm mindful of my family now, now my marriage is better than ever. And that vision spreadsheet that I'm talking about, I'm building what I call the Full Stack Life. So I'm mindful about it, but I'm also ruthless with my gut feeling. Anything that anybody who's an entrepreneur needs to both of those things.

So I opened a Facebook group called Mindful and Ruthless, and with those people over there, just like a community of entrepreneurs. It's very small, it's not big, at least not at the moment. It's like, 300 people I think or so. But I share my journey, and I

shared from the moment, it was like, January when I just like, was at the beginning on my first online course and teaching. I shared all the way to the night I met you. I was like, on the way to your event. And like, “Oh, my god, I’m on the way to an event with Pat Flynn. I’m so excited.” I was filming stuff on the streets of San Diego, just walking with the camera, doing Facebook Live with that group. And then I met you and we had a Facebook Live for the group that same night, a couple hours later. And so, it was like, I’m documenting my journey there. I’m also now giving them my tools for my success. So anybody that is hearing this, if you guys want to join Mindful and Ruthless on Facebook.

And as soon as you join, you get a three-part video series that I created, like totally free, with ... Actually, at the end, you’re getting the spreadsheet itself and the three-part video series will help you build your vision, your six-month vision, and’ll help you out to work with the spreadsheet, in order to really crush your goals and really crush your ...

Pat Flynn: That’s awesome, I haven’t heard of a spreadsheet version of a vision map. Because we usually hear these things called vision boards, where you can place images and visualizations and that taps into a lot of people’s emotional sides of why they’re doing what they’re doing and kind of their gut. But then also, I like what you’re doing, too. Because it’s kind of more logical. It’s like, broken down and you can actually see, “Okay, well, here’s my goal. And here’s what I need to do next.” And I like that. So we’ll put a link in the show notes to Mindful and Ruthless. Thank you for that. Thank you for creating that community. I think it’s going to help a lot of people, for sure. It’d be interesting to see a spreadsheet and how you laid that out, because that obviously had a big effect on you. So that’s fantastic. Thank you.

Now, I’d love to spend just the rest of this conversation here talking about design. A lot of people, I mean, this is what your expertise is. You are considered a Full Stack Designer. Can you define what that is, that this is a term that only recently I even understood. What does it mean to be a Full Stack Designer, which is what you are?

Sagi Shrieber: All right, yeah, so a Full Stack Designer, it comes from basically having a ... I think it started as a development term in startups, like calling someone a Full Stack Developer. That means that person knows a couple code languages, not just like one language of code. Therefore, that person can really create different applications and different native codes. So a Full Stack Developer is that developer. But then came the term Full Stack Designer, also known as a Product Designer, in the Silicon Valley area, or it's a Digital Product Designer, but it's called just Product Designer. Facebook started that term I think in 2012 or so. And that means, a designer that works in startups, we have to know a lot of different things. We have to know about marketing really well. We have to know about business needs. We have to know about user experience and psychology, and have to also, all the craft of really designing pixel perfect designs, and creating emotions with our designs. We just have to know so many different fields of works, and some of us even know how to code. I know how to mark up an HTML, CSS, WordPress, and a bit of PHP and stuff. So like, all those skills are just considered a Full Stack Designer, if you know them.

And the way I see it is, kind of like, MMA fighters. Just because they know all these martial arts, and they're the best in the ring. So whenever a designer knows all these skills, it's just to his advantage in the market.

Pat Flynn: Yeah. That's good. The reason why I wanted to define that was because, a lot of times, we work with and hire designers, but they make things look great, but not necessarily work great, because-

Sagi Shrieber: Yes-

Pat Flynn: There's a lot more, like you said, everything from SEO to conversions and sales and marketing like you said. So it's great that you have all that experience. I just kind of want to dive into, today, things are changing all the time. But today, as people are listening to this, what are some of the most important things to consider when it comes to the design of their website? Let's even start on the home page, because we all who are listening who have a business

have a home page. How can we maximize our results there? What's the approach that you take when working with a client who is like, "I just want a great website." How do you walk them through that?

Sagi Shrieber: Yeah, sure. So first of all, I'll just mention that, there's core principles that make any design great, even if you already have a website, and probably, most people already that are listening to this, already have some kind of website up. So they're our core principles that you can take you and to improve your own design all the time. But in terms of the process that, if you want to build your home page, first you have to understand your users. It goes into marketing, right? That's the marketing part. Understand your users, create a user journey map, understand what situation they're in. It's called "jobs to be done." What is the situation the person that is in your website is he in your website for? What will he hire your home page to do for him, if he could? Right? So that's something that we all have to ask ourselves.

Second part is, you need to make sure the website is emotionally appealing, emotionally appealing. Because if it's not emotional, you're missing on connecting the user or the person. Right? That's called people, right? Because they're people, and they're not users. I hate using that word. So you're missing out on connecting that person to you as a brand. I mean, I think ... By the way, I love what you did with your website, that you have your image and it's like, you have your signature there. It's just, it's clean, and then people can connect to that. It's authentic. You need to be authentic, and you need to also have those principles in place, that I would share in a second.

But in terms of the emotional connection, again, going back to design principles, there is a couple things that make any design stand out and great, whether it's a home page, it's a banner, or maybe it's like, a poster, a presentation, even, a keynote speech. So the things are, the way I see it at least, are made up of typography, grid, contrast, colors, and composition. So-

Pat Flynn: What were those again - I got typography, which is the text and

such.

Sagi Shrieber: Typography, yeah, is the text. The grid, which is how the layout of everything goes by, and the rules that your mind sees inside, like the structure and the system. So that's a grid. Then you have contrast. It's very, very important, like the contrast between elements, between all kinds of things. I mean, it's a lot of rules inside of that. But just like contrast. Colors, like the choice of colors that you use. There are specific rules of what colors to choose, how many colors should you use, when should you use specific colors. Then, you have also composition, which, composition is one of the most important things, that nobody even knows about that exists as a word. But it's something that's so important and I can share a few tips if you want for the audience.

Pat Flynn: Yeah, I mean, most of the audience is using WordPress and plugins and has themes that are limited in our ability. I mean, WordPress obvious gives us the ability to customize it however we want, but typically there's a certain point where we can only do so much as the business owner, and then, we have to hand things off to a developer. I guess, also consider, Sagi, like, that when people are choosing the themes that they want to use on their website. Or like, "How do we know what design is best?" I think going into composition can help, because we can rearrange a few things here and there. So what does that principle mean, exactly? And how can we as sort of beginner-level designers take advantage of that?

Sagi Shrieber: Right, sure. Sure. So I just want to say, I just launched a course for that exactly, and that I teach those principles for people who are not designers. And I think that now, with WordPress having Elementor. Have you heard of Elementor?

Pat Flynn: Nn-mm (negative).

Sagi Shrieber: Or using it?

Pat Flynn: No, I don't know-

- Sagi Shrieber: So Elementor is a, I hope I'm pronouncing it right. It's like Elementor. It's also an Israeli company. So what they did is, they created a drag-and-drop editor for any page or post on your website, and therefore, you can create any layout that you wish. It's so easy nowadays to grab a design together, and then have that design implemented as HTML, like a regular, inside a WordPress website. That's how I built, by the way, the landing page for my course here in Israel. Now that I've translated into English and it's like, handled as well. It's just like Elementor. It gives you everything you need to have the most, like a pro, really, like design tools and be in full control of the layout. So first of all, you have Elementor, which is an amazing, amazing plugin. I think like, the Pro version is like, something like 50 bucks, like super cool. And they have a-
- Pat Flynn: It's a plug-in-
- Sagi Shrieber: Free-
- Pat Flynn: Though, right?
- Sagi Shrieber: Yeah, it's a WordPress plugin.
- Pat Flynn: Okay.
- Sagi Shrieber: Yeah, it started out as something different. I don't remember exactly the name, but it was like, the drag-and-drop editor for posts. And then, they made it just like something that can go together with the website. If any of you right now are contemplating on which theme to choose, right now, as of 2018, I think Ocean WP is a free theme that you can use in an amazing way with Elementor. Then, those two work together so well, that you can create almost any layout, and everything looks great, even if you don't touch it. But if you do touch it and you do like, mess around, you can create amazing landing pages, like all kind of custom pages. It's super, super, super easy. I mean, I've dealt with a lot of different drag-and-drop editors, including, by the way, Leadpages, which is great as well. And for WordPress, using Elementor just been massive for me, just because the user experience there is so easy. And for me, I know how to

code, but it was easier for me to create it just there, in drag-and-drop editor and create all my designs.

Pat Flynn: Wow, that's a good resource. Thank you.

Sagi Shrieber: Yeah. And so, the composition thing is, so composition is like, the way things are laid out together. Because in any website, you have a lot of elements. Right? I mean, you'd probably have your image, you have your text, you have your little podcast widget, which is combined of different areas, right-

Pat Flynn: Mm-hmm (affirmative)-

Sagi Shrieber: Of different kind of texts and headings. And then you have your top menu on your website. I'm just like, giving your website as an example, right? You have the menu, and you have ... So you have all these elements, and how do you put them together? That's composition. So you can create an amazing, amazing, amazing composition by just thinking about one rule. The rule to an amazing composition . . . it's so simple. It's one huge element, a lot of middle elements, and just a few micro-super-small elements. So if you keep that rule, and always have that one huge element, a couple of really, really, really small elements, and all those middle elements on the page, then your design will just come to life and really stand out. You can see in any, almost any design, really. If any of you have a website, just go to your website right now, open it up and say. You probably already have the big element, right, Pat, in your case, it's your image. Right? So it's something that, you have that big element. But you also have the widget for the podcast.

But anyways, you could take any big element on the website, and just make it on specific layout and enlarge it, and then have a couple small elements. Usually, those small elements on a web page are kind of like the Facebook icons, the Twitter icons, like social icons are great for small elements. Then you can create a great composition just by having that contrast on the page. So that's one part of like, what makes an amazing composition. That's the biggest part.

Pat Flynn: Cool. No, that's great. I mean, I know we could go super-deep into this. If the people who want to go deeper can definitely check out your course, designprinciples.co/pat is where you'd go. Because I think you mentioned before we started recorded you want to give a few things away for free, and give people a deal and stuff. I'll have you explain that in just a minute-

Sagi Shrieber: All right, sure-

Pat Flynn: But the final thing I want to talk about is the importance of not just the design and the composition, but the marketing. So how would you, as a designer with marketing expertise coach us really quickly into making sure that what we put out there is actually helping us in our business, too?

Sagi Shrieber: Yeah, sure. So the marketing part comes in terms of like, in conversions. Right? So you have always the thing that you want to convert people to on your page. There is the main conversion point, and there is the secondary conversion points. Okay, so that's the way I see it, usually on any web page. If you're in an application, there's also conversion points, in a way. It's like, engagement points more than conversion points. But basically, on Facebook, people want you, they want you to Like and comment. They want you to engage with any posts. That's why they enlarge the Like and Comment buttons and created the space between them and the separators above and below smaller than the actual, than the rest of the spaces on the whole entire layout of the page. Just, it's something that you can notice.

Also, when we create a landing page, or anything like that, we need to make sure one: that, in terms of the CTA, the call-to-action button, that it stands out more than anything. So how can it stand out? One, color. If you have a specific color that's different than all the rest of your designs, just do it in that color. Meaning, I see a lot of designs that are green and then the main button is green. Right? And that's wrong. You should have the main button a different color, a color that really, you can't not see. Second thing is spacing and white space around it. So basically, if you have a button and it's tied with

all those other things around it, if it doesn't have white space, then it won't get clicked a lot. If it does have white space, all of a sudden, they're focusing on that area. Like, just more padding to the top and to the bottom, and then you'll see that it just like, it stands out more.

Also, again, like leading in terms of composition, leading the eye of the person who's looking to that button. So that's like, just a couple of things. I know that it even might sound a bit trivial to everybody that's hearing this and are the marketing pros, they're like, "Well, we know this. Like, come on Sagi." But I mean, a few tweaks on that, and so, there's something easy for any of you do, like any of you listening right now, to do with your websites, in order to make sure that you have that rule of spacing between elements. In order to create that contrast on purpose. Okay? So that's something called the rule of fours, just like space everything with level-four-pixel increments.

So meaning like, if you have a button, and usually, all elements are spaced, let's say, 72 pixels away from each other, then you can create this button spaced out 144 pixels away from any other element on a page. Then, it's just like, it creates a situation where, scientifically, right, it's just like, a formula. Then there's a set of rules that, the eye of the holder sees as still kind of like, it's not all over the place. It's really like, by a set of rules. The whole page and layout is designed by a set of rules, and therefore, it's very easy to notice that button. That's only for a button. Right? But there's other rules, like legibility in typography, placing items on the grid. Sometimes, if you align everything on a specific grid, like you'll line the button the text and everything, if you push the button just like a few pixels off, then it will be noticed. People don't notice that you did that on purpose, but they notice the button-

Pat Flynn:

That's crazy. Now you're getting into this ninja stuff that, it's kind of why you're the person who teaches others and coaches other people. But we could go all day with this for sure. But thank you, Sagi, for sharing all those tips with us. And I know you have a lot more in your course. Talk about your course really quick. I know it's helped a lot of people in Israel, and you've just now turned into

English as well. Designprinciples.co/pat. What can people expect when they get there?

Sagi Shrieber: Yeah, for sure. So I wanted to really give something of massive value to anybody who's listening here. The course itself, it costs ... Well, anyways, leave that aside. I wanted to just give you a massive, massive, massive value. One thing, I'm going to give 50% off for anybody who's coming through this podcast-

Pat Flynn: Thank you-

Sagi Shrieber: And your audience, so 50% off. You can go to designprinciples.co/pat and you'll be able to purchase it for 50% off. The second thing is, I would love to help you all as much as I can, I probably won't be able to help all of you. Here in Israel, I had just like, just in one prelaunch, over 200 people purchased that course. So I just can't help anyone with their own websites and stuff like that, on a person level. It's just too much.

But I do want to have a webinar with you guys, and so, I'm offering a three-hour, in terms of the way I see it, webinar that, I'll be here for you guys, answering your questions. If you're into design and you want to better your design, you want to know how to communicate better with your designers and developers, and you really want to learn the secrets to creating a design that stands out, that creates emotional connection. That's the most important thing. We use those things to create emotional connections between people and your brand, then I'm here to help you and answer all your questions and maybe even go a little deeper on some of those topics. So that's the course. The course consists of those modules. And also have the couple more very nice bonus modules, like Elementor, like I said and playing around with the WordPress in Elementor, and all kinds of amazing bonuses that I created just for people that are interested. So yeah, have 50% off, and a private webinar to your audience, Pat.

Pat Flynn: Cool. Thanks, man. I appreciate that. We'll put all the links in the show notes, obviously. But to get into all what Sagi just mentioned,

just go to designprinciples.co/pat. And again, thank you for that, Sagi. Hey, man, thank you so much for sharing your story and being authentic and honest here and also offering some tips, too. Where can people go to find out more about you?

Sagi Shrieber: Sure, thanks so much, Pat, like really. I just want to say, to anybody listening here, I would never imaged I would be on this podcast, just it wasn't in my even wildest dreams. Because I've been following this podcast for over three years, so you can say, maybe I'm a Pat Flynn success story. And so, people can find me, if you guys want to connect, feel free to connect on Facebook, Instagram, of course. And just Mindful and Ruthless, it's where I hang out or you can visit my own website, which is at SagiShrieber.com. But it's probably hard to pronounce, so just find me on Facebook and Mindful and Ruthless group.

Pat Flynn: Yeah. And I'll give you the show note links after as well. So hey guys-

Sagi Shrieber: Cool-

Pat Flynn: Thank you so much, and Sagi, you're awesome. Hang tight, everybody, I got a few more announcements. But hey man, take care, and we'll talk soon. Okay?

Sagi Shrieber: Thanks so much, Pat. Really, really appreciate it. Bye, everybody.

Pat Flynn: All right. I hope you enjoyed that interview with Sagi Shrieber. That link one more time for his course, if you're interested in that, is designprinciples.co/pat, and very kind of you to give 50% off for those of you who are interested in design principles and whether you are a designer yourself or you're not, or you have a team, this could be a good way for you to just start getting some better results with the design of your website. And again, thank you for all of you for sticking around. I also want to just mention and re-mention. I can't mention this enough. Thank you so much to everybody who's left a review for the Smart Passive Income podcast. I mean, those things matter so much, to help a person who finds this show, just

convince them whether or not this is actually worth their time or not. And if it is something that you enjoy, if you haven't yet done so, just a few seconds to leave a review on iTunes would be extremely, extremely helpful. Thank you so much. And of course, if you haven't subscribed to this show already, please do that. You can check out the show notes for this show, and all the links and everything we mentioned today, and more info about Sagi there. You can find it at SmartPassiveIncome.com/session326. So SmartPassiveIncome.com/session326.

And then finally, I just want to say thank you. You guys are amazing. I've been getting a lot of people asking me about my online courses, and how I did them. I don't have a course on how to create online courses yet. I work with David Siteman Garland to teach people a few times a year on that, and we have webinars coming up later in the year. So I'll mention those later on. But a lot of people ask me what platforms I use to serve my courses. And it just makes it really simple when you have an all-in-one platform, where you can literally just drag-and-drop videos in, and just text and workbooks and anything you want to include in there for people to download. I host all my online courses on Teachable. You've probably heard me talk about it before. Maybe you even might remember an interview I did a while back with Ankur, the CEO of the company, teaching you how to keep your students going all the way through your course. And the platform is really important with that.

So if you'd like to try the platform and get some free goodies to go along with it, you can try it out, to go to Teachable.com/pat. That'll be a good link for you to go through, just to kind of check out more about the platform and in a system. That is an affiliate link. This is not a sponsorship, but that is my affiliate link, and you also get some free goodies if you go through that link as well. If you are interested in building online courses on the same platform I do, which I love, just because it's really simple. And plus, when you have multiple courses, just one log-in for everybody for all those courses. Just, I can't say enough about it. I'm also an advisor for the company as well. But again, if you want to check it out: Teachable.com/pat. That's where you go.



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Thanks so much again. I appreciate you for listening in, and I look forward to serving you next week. Make sure you subscribe, if you haven't already. And guys, keep crushing it. Cheers.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.



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