

SPI Podcast Session #38 - World Domination and The \$100 Startup with Chris Guillebeau

show notes at: <http://www.smartpassiveincome.com/session38>

Hey, what's up? This is Pat Flynn and welcome to Session 38 of the Smart Passive Income podcast. Thank you for listening in. I'm actually recording the session in May of 2012, for those of you who may be listening to this in the future. My wife and I are just a few months away from baby number two. We actually find out if it's a boy or a girl next week and we are doing the whole name thing, you know, if it's a boy it will be this name, if it's a girl it will be this name. It's really fun, fun times and I'm not being sarcastic, at all. I absolutely love and cherish this time. Because when you have a kid, you begin to experience him or her, even before they're born. This is all part of the journey. For those of you with kids, I'm sure you know what I'm talking about, and if you don't have kids, well, just try to enjoy the time you have to sleep because, when that baby comes, sleep time pretty much goes out the window. So, that's all I have to say about that.

Now, I also have a lot of things coming up on my plate. I have "Crooked Arrows" coming out. As many of you know, if you listened a few sessions back. I was hired to be the Director of Web and Social Media for a Hollywood movie that's coming out. It's coming out in a couple of weeks and that's very, very exciting. I'm actually headed to Boston to go on the red carpet and watch the premiere, which is really cool. Also, I have Blog World Expo coming up in June. I'm actually speaking three times at that event. So, that should be really interesting. I hope to meet a lot of you there, if you can make it. Now, on to today's content. I'm super excited to have a very amazing, successful guest on the show today. A lot of you may know who he is, already. He's a writer, he's a traveler and, as he puts it, "a fighter of the status quo." I've heard so much about this guy. I've heard so much about him over the past few years but, for some reason, we actually never connected until just recently.

He has a website and a blog called "The Art of Nonconformity." He holds an annual conference which is called 'The World Domination Summit', which is an amazing name for a conference, by the way, and I've heard so many good things about it, too, and just him, in general. What I love about him the most, is that he's really big on the idea of achieving personal goals while always providing a service to others, which I think is really important. You know, you can do things for yourself to live a better life, as we should do but, at the same time, you can do that while improving the lives of other people. This is something that I absolutely believe in and is absolutely reflected in his new book [The \\$100 Start Up](#) which is what I had the pleasure of reading last week. I will be honest and upfront with you, this person, the author of this book, sent me a review copy. I actually get review copies for books, at least, once every two weeks. I have a ton of books that people just sent me, probably just hoping to get a review like this out of them, but I ignore most of them. I don't know who these people are and I just had to read "The \$100 Start up" and I'm so glad I did. It's an amazing book. So, I'm really happy to have the author,

Chris Guillebeau, on with us, on the SPI podcast. So, welcome Chris. Thank you for stopping by. I appreciate it.

Chris Guillebeau: Hey, thanks, Pat. Thanks for having me. It's an honor to be here and, as you said, great to connect.

Pat: Yes. Absolutely. So, first of all, just tell us what you do. I mean, you have your blog "The Art of Nonconformity", 'the World Domination Summit'. You once wrote an article called "A Brief Guide to World Domination". That was read by 100,000 people, in 60 countries, in the first six months. I mean, what is all this talk about "World Domination" about? What does this all mean? What's your philosophy?

Chris: Sure. Sure. World domination was originally, mostly, just a branding thing. I wanted to have something fun to kind of come out with. I had just returned to the US in, I think it was, 2006. I had lived overseas for about four years in West Africa. So, I have this long volunteer experience. I had also been self-employed for most of my life and I had started traveling quite a bit. So, I think at that point, I had been to maybe 50 or 60 countries or so and I was beginning this project to try to visit every country in the world. So, I was doing all these different things but I felt like there was no convergence point. I felt like I had no platform and there wasn't anything that, kind of, tied things together. So, that was when I started "The Art of Nonconformity". A few months later I put out that first manifesto called "A Brief Guide to World Domination". That was just kind of outlining a way of life, outlining a worldview based on some of the things that you said in your intro there, about achieving personal goals for yourself, about going on this big quest, whatever the quest is, for you. While, also, hopefully, connecting that to something that makes the world a better place for other people. So, for the past four years I've been doing that, writing, traveling, starting businesses, putting out books and I feel very fortunate that I can do what I do and I love every day of it.

Pat: Yes. It's great. I mean, you mentioned you've been starting businesses and writing books and stuff and we'll get to your book in a little bit. But what kind of businesses are you up to, right now?

Chris: These days, 100% of what I do, 100% of my income, 100% of my work, relates to the Art of Nonconformity, in one way or the other. So, when I started the blog in 2008, I didn't really have a smart passive income strategy, I didn't have much of a monetization strategy, at all. This all just came about organically. I just started listening and paying attention to the community and the people who are reading and understanding the deeper questions that they had and a lot of them have questions about Travel Hacking, about flying around the world and saving money on flights, and they also want to learn about self-employment. I just started creating resources in response to those needs. So, now I operate UnconventionalGuides.com. That's probably my main business. Then there's a related business called Travel Hacking Cartel. That's a membership site that helps people with frequent flier miles. Then I have the print books, which I do. My first book was "Art of Nonconformity," the second book was "The \$100 Start up" I also do

some speaking. I write a newspaper column, some freelance writing, so a lot of different things but it all relates to the hub of The Art of Nonconformity.

Pat: OK. So, this sounds like an amazing journey to have. What happened before you started traveling? I mean, who was Chris before all this stuff started happening for you?

Chris: Yes. Good question. Back in the day, Chris was a juvenile delinquent who kept getting in trouble, stealing cars and was a high school dropout. So, fortunately, I reformed my ways a little bit and I still was never a good employee. I never really wanted to work for someone. So, long ago, at the end of the '90s, early 2000 there was this new website called eBay.com and I started selling things on eBay. I started learning about affiliate marketing. I learned about, once Google AdWords and AdSense started, I learned about this kind of stuff. So, I'm just kind of like hustling, anything I can do to make a living. After 9/11, I was depressed, like everybody else was. Out a response to that, that's how the volunteer opportunity in West Africa came up. I was reading the Internet one night, and heard this inspiring story of this guy, this surgeon, from California who had given up 18 years of his life to go work for this medical charity and I thought, well, if you can do that for 18 years, at least I can do two years or three years or whatever. So, I end up spending four years over there. Then, I supported myself, the whole time, through a side businesses and different things that I was working on.

Pat: Yes. That's very, very cool. I mean, it's really cool to hear stories of people who were always getting into trouble and things weren't going right for them and to just have a turn around. I mean, I think that's actually a pretty common way that people find success. You often hear these entrepreneurs and they weren't the 4.0 students in high school and they were the high school dropouts. Do you think there's any correlation there between maybe not following the rules correctly, but also succeeding later in life?

Chris: I think there's definitely a correlation between questioning authority or maybe just asking questions in general, and trying to understand root motivations like, why do we do this? What's the point of this? It doesn't necessarily mean that you should go on to steal cars or burn houses down or whatever. Some of the rules are there for good reasons, but I just think the curiosity factor is good and maybe a little bit of an independent streak is also common in entrepreneurs.

Pat: No. Absolutely. And that ties right into your new book "The \$100 Start up" which I want to talk about a little bit and the subtitle, 'Reinvent the Way You Make a Living. Do What You Love and Create a New Future'. So, how does one do that? How does one . . . You know, we're taught from an early age, or at least I was, and I was lucky enough to get laid off, so I realized what else was out there, but so many people are following the system, the way that they're 'supposed to do it' and a lot of people are happy with their lives that way, but, a lot of people are not. So, is this the book for them? In two or three sentences, what can this book teach people?

Chris: Yes. Great question. I feel like you have three or four great questions there.

Pat: Sorry.

Chris: It's OK. It's fine now.

Pat: One at a time.

Chris: It's hard. The last thing you said was, "A lot of people are happy doing what they're doing and other people are dissatisfied." That's a good point. I would say, those who are happy doing what they're doing, good for them. That's great. My work isn't necessarily for them. My work is more for the dissatisfied. It's more for people who are like, "Yes. I want to make a change. I want to do something for myself but I just don't know what the next step is." So, I think there's a lot of resources out there that are kind of motivating or inspirational and they say "go for it" and I think that's great, but a lot of people are already in that place. They're like, "Yes." I want to go for it but what do I do? How do I take the next step?" I like what you said about how you felt you were lucky in being laid off. The interesting thing, and I talked with a lot of people in the research for this book and a number of them also had been laid off and they also said, most of them said it was fairly traumatic or at least depressing and a little bit scary when that happened but then it turned into a positive experience, as they kind of reevaluated and thought, "OK. What is it that I really want to do and how can I make something for myself?" So, in essence, the two to three sentences, the book is about how to start a business by using the skills that you already have, without going back to business school, without writing a 60-page business plan that no one's ever going to read, without going to the bank to beg for money. It's about how to take what you have and make something new.

Pat: My follow-up question to that would be, I talk to a lot of people about starting their own businesses, too, and one of the first things that people tell me is, 'You know, I don't have what it takes. I don't have a special skill. There's really nothing I can do that is different from anybody else. How am I going to succeed?' What would be a response to those types of comments?

Chris: Yes. A lot of people feel like they have no skills and that's really interesting. I always kind of probe a little bit when someone says, 'I feel like I have no marketable skills.' My response is always, 'OK. What skills do you have?' or 'What is your training? What different jobs have you worked?' One of the things that I learned is that there's this whole principle of skill transformation. If you're good at one thing, you're probably good at something else. Right? So, the classic example is, if you're a teacher, then, of course you're good at teaching. You've been trained in this, you have experience in this but you're also probably a good communicator, in general. You're probably good at crowd control. You're probably good at discipline. You're probably good at lesson planning, about factoring. You know, you probably have a limited amount of time and how do you prepare for the week and all these different things. You're probably good at multitasking. There's always different skills. If you're an engineer, and you have this analytical perspective, you're good at reverse engineering. So, it's often helpful to look and say, "OK. What are those skills I have and how could those skills be applied in a different way?"

One of the stories from the book comes from London. I believe the woman's name was Cat Alder [SP]. Cat was a waitress. she was a great waitress and she kept getting a lot of compliments and good tips and she was very outgoing. She was good at selling. Finally, someone said to her, "You know, you'd be really good at PR." At the time, she didn't even know what PR was. She didn't know it stood for public relations but she ended up starting a PR firm that now operates in, I think, four continents, or something. She basically used the communication skills that she had, but instead of applying them in a low earning job, she found a way to apply them to build this medium-size business.

Pat: Yes. That's really cool. I always find that to be the case. You always have to dig a little bit deeper and really see. Just like you said, you may not be able to find exactly what you're going to do right off the bat, but you can kind of, eventually, lead yourself to a particular trade or a particular business that you might be interested in that you might not have seen at first. You just have to dig deeper. I think a lot of what it is is that excuse of, "I just don't have the skills to do anything." It's almost a lack of self-confidence.

Chris: Right.

Pat: For some people it's just laziness.

Chris: Yes.

Pat: Just to be upfront and honest about it. For those people who aren't so confident, I would say, that's natural. When you're scared about doing something, that's actually a good sign because that means that if you were to actually do that, and complete it or follow your dream and follow that path, that would actually make an impact on your life. You know, if it was just something that was easy and you weren't scared about it, then it probably isn't going to have that much of an effect on your life.

Chris: Yes. I completely agree. The other advice I would have would be, think about the things that people ask you about. There's probably something that you're an expert in. It may be some very esoteric topic. It may be something that you think is kind of random. But, what is it that people are always asking for your advice about? What is it that people always come to you and ask your help about? There may very well be a business model there, even though you didn't expect it.

So, there was another story by this guy named Gary Leff who started this business helping people use their Frequent Flyer miles to book award trips around the world. This started because people were always asking him, he was traveling around the world, always in first class, using his miles and so all his colleagues kept asking him and saying, "I'm taking my wife on our honeymoon," or "our anniversary trip to Paris. How can I get upgraded? How can I travel for free?" So, he was doing that for free and finally, he just built a little one-page website and

said, "If anybody needs me to do this for you, I'll do it," and he charged \$250 and, long story short, this is now a low six-figure, I think \$100,000-plus annual income that he has, in addition to the regular job that he has. So, this is one of those things that is totally free. Anybody who wants to can book their own Frequent Flyer tickets but he's just operating the service as a convenience for people who just don't care, don't want to learn how it works. So, pay attention to the questions that people ask you.

Pat: No. Absolutely. Absolutely. I love that advice. Now, I want to go into Chapter 2' really quick, because this is actually something that had a big impact on me and just my thinking about doing business. We all know the saying, "Give a man a fish and he'll eat for a day. Teach a man to fish and he'll eat for the rest of his life." But you kind of have a different stance on that. I'd like for you to kind of explain your thinking, as far as business is concerned, what the right thing should be.

Chris: Yes. I think the saying that I use is, 'if you, I'm probably going to get this wrong now. You set it up for me so properly.

Pat: That's OK. I can edit it.

Chris: That's all right. Here, let's try that again. The saying that I use is, "Catch a man a fish and you can sell it to him. Teach a man to fish and you ruin a wonderful business opportunity." So, what this means is, not everybody wants to learn how to fish. If you're working with homeless fishermen, then that's a great strategy. The whole strategy about teaching a man to fish, that's great but, a lot of us just don't care about the details of lots of specific things. A lot of us just want things done for us. So, we don't necessarily care about how works. I learned this in my business and the different products that offer, specifically, in the travel field. I started by offering fairly complex products. I thought because I travel to about 20 countries a year, I just assumed, incorrectly as it turned out, that that's what everybody else wanted to do, as well. I started by offering a product that was fairly comprehensive and maybe higher-level and I didn't get that greater response. Then, I don't want to say I dumbed it down, because I'm still providing good value, but I simplified and said, "OK. If you don't care about traveling to 20 countries a year, you just want to go to one country, like, you want to go somewhere and you want to do that for free, this next product will help you do that." That product sold much much better than the first one did.

Pat: Yes. That reminds me of a product that Ramit Sethi came out with. I think it's, "How to Make Your First \$1000" or something like that. He purposely made it \$1000 instead of \$10,000 or \$100,000 because people believe that they could more easily achieve \$1000. A lot of his, I'm probably going to be plugging something for him anyway. Not to say that people who go to that course are only making \$1000. A lot of them are making a lot more. But, it was the belief that they could reach that lower, attainable, what seemed to be an attainable goal, that actually forced them to take action.

Chris: Right. And that's his whole secret that then they'll take action and then they will make

more than \$1000. So, he addresses the perceived need and then he also over-delivers in the product, for those who actually follow the steps.

Pat: OK. Now, here's another question for you. You talk a lot about passion and following your passions, which I know is a big theme throughout a lot of these books and I think it's really important too, because why would you want to start a business on something that you're not passionate about. Now, I've asked this question a couple of episodes before and I would love to hear your response to this because I think you're an expert in this. Are all passions profitable?

Chris: Definitely, not. All passions are not profitable. There's lots of passions that you and I probably have that no one else cares about. Like, I don't know if you've ever played video games. For a long time, I was a gamer. Fortunately, I've given that up but, for a long time, I played Halo almost every night. I thought I was pretty good at it but nobody was coming along to offer me money about it. I didn't develop an e-book about it or start a blog with AdSense on it. I like to eat pizza but nobody's going to pay me for that. So, the whole point is you have to connect your passion with something that's valuable, something that's desirable by the marketplace. So, this is why we can't just throw passion out altogether because, I do what I'm passionate about and so do you and lots of successful entrepreneurs do. So, it does work. It's just a question of finding what I call "The Convergence Point" between your skills, your interests, your passion and then what other people value enough to pay for. So, there are some things in one circle and there are some things in the other circle but if you can find what goes in the middle, that's where successful business is found. So, the formula that I use in the book, I think, is something like, "passion plus usefulness equals success." So, if you take your passion and then make something useful, like the Frequent Flyer guy did, like we did with the travel products, like Ramit did, that's where you're going to have a big success.

Pat: Yes. Absolutely. The useful part of it is a big key component of that equation in order to find success, and it's really hard for me not to keep going, I'm flipping through the book right now in front of me and there's so many interesting stories and interesting parts of the book that I want to hit on but I don't want to give it all away, obviously. So, I'm probably going to, it's really hard for me not to talk about the whole book right now.

Anyway, you mentioned a ton of success stories and I think that's what stands out about your book. There's just so many success stories in the book and these are from people that I know too, which is really cool. I know that's what the SPI audience really loves to see here. The success story interviews that I've had on this show are some of the most listened-to episodes. So, is there, maybe, one other success story that you'd like to share from the hundreds of people that you've interviewed and, kind of, done research with for this book that you might want to share with the audience?

Chris: Yes. I'm trying to think what is the best one. When we started the research for this book, I put out a big call. I heard from more than 1500 people, who responded. We had really specific characteristics that people had to meet. They had to make at least \$50,000 a year or more and a

lot of them made a lot more, but we put \$50,000 is the baseline, as the average US income. They had to be willing to share complete financial information. They had to talk about how much money they made and how much it cost to start up, low start up costs, fewer than five employees, no special skills. So, the point is, we had some really strict criteria, but we still heard from a ton of people.

Pat: Yes. That's cool.

Chris: Yes. It was great. Then, it was a whole process of narrowing it down and, how do we get to those 70 stories that we are really going to highlight in the book? Once I got towards that bottom range, I wanted to present a number of diverse stories. I didn't want it to be a book about pro-bloggers, you know, for the most part, like people like you and me. I feel like we get enough attention already and that's covered very well online. I wanted to have some of them but I also wanted to talk about retail businesses. So, there's a story of a guy who got laid off here in Portland, Oregon. He had been in media sales. He had worked his whole career there. He was middle-aged. He had a family. So, he drives home and he calls his wife and says, "Oh, honey, I've lost my job." She says, "What are we going to do?" He says, 'Well, I'm not sure. I'm sure we'll figure something out.' He basically starts looking for a job. He's unsuccessful in doing so, just because so many other people are looking in the recession. A friend of them calls him and says, "I've got this truck full of mattresses." His friend owned a furniture store, which sounds kind of weird, but, "I've got this truck full of mattresses and I don't have a use for them. Do you want them? Maybe you can sell them one at a time on Craigslist, or something." He thinks about it. He's like, "OK. I'm not doing anything else." So, basically, long story short, he buys the mattresses. He ends up starting a mattress store, an unconventional mattress store. The whole point of it is it's a friendly place, a fun place. The kids can come and hang out. He starts the world's first mattress delivery by bicycle service.

Pat: That is awesome.

Chris: He actually delivers the mattresses by bike, around town, which, of course, is really popular. It's on YouTube and stuff. So, this is like three years ago, when this happened. Now, the business is a multimillion-dollar business and he says pretty much the same thing you said in the beginning. He's like, 'If you had said to me when I got laid off that this was the best thing that ever happened to me, I would've thought that was crazy but I'm so glad I'm doing this. Our family has this freedom. Our customers really have value. We had a customer that came the first year for their newborn and came back when she was three for the crib and I just feel like I'm making a difference in the community.' So, there are just a lot of stories of people doing fun things in their own way.

Pat: That's really cool and I think it's really awesome and I really want to thank you for going around and doing all that research and providing all that inspiration in this book. Just to finish up with the book, before I move on to something else, and I'd like to hear you answer this question. I could pitch this book as much as I want. I really do love it but there's a lot of books that I guess

could be considered similar, for example, "The Four Hour Workweek," a very inspirational book about living your own lifestyle that you want to live, even along the same lines as 'Rework'. How does this book stand out? Why should people read "The \$100 Start up"?

Chris: Yes. Good question. I mean, those other books you named are great and I respect those authors and lots of other authors that are great. I guess we all write from our own context. We all write from our own history. My history and my worldview is based on 10 years of being self-employed and never wanting to work for anyone else and always finding my own way, then also crafting this bigger aspect, I don't want to say bigger, maybe a different aspect, then some of those other authors have done, just in terms of the volunteer work and maybe connecting that toward something greater or different in the world. Then, I guess, the book itself is intended to be a very data-driven book. It's intended to be a book about checklists and next steps. If you don't know what to do, here's 300 pages telling you, "Here's what you can do and here's what not to do and here's how people have done it and succeeded or failed and here's what you can learn from it," but I certainly think people can learn from all kinds of books and resources.

Pat: Yes. I definitely agree with you there. What makes it stand out for me the most is that it's actionable and there are checklists in there and that's what I love about it. So, again, thanks for taking the time to write the book and just discussing it with us on the show today.

Chris: Sure. Of course, man.

Q: Now, I want to ask you, specifically, about book publishing, in general, and, obviously, this is something that you're doing and you're familiar with. I've been approached by a couple of publishers and this is the first time that I'm really mentioning this to my audience. I've been approached by a couple of publishers and asked to create proposals to write books. It's always been a lifelong dream of mine to write and publish a book. I want to go to the store and bring my son and be like, "Hey, that's Daddy's book." Hopefully, it's in the right section, though. I've always wanted to do that. Then, getting this opportunity with this publisher just seemed perfect. Then, I started hearing . . . I started asking around and people. I started getting 50-50 on "Pat, you should do this," or "No, you should self publish. You should have a platform already. You can make more money by self-publishing." Is it all about the money? It's just confusing the heck out of me. So, can you enlighten me? I know, with "\$100 Start Up" you went through a traditional publisher and I'd love to know why or, kind of, what your thought process is behind that.

Chris: Well, my initial motivation for writing books was very similar to what it sounds like yours is. I always liked books. I was a big reader growing up and books are special to me. My dad would take me to the bookstore and pick up books for me. So, I just grew up reading and books are special. So, when I became a writer, I love the blog and I still love the blog and I love the other online writing that I do. But, I guess for me, there's just something different and something special about writing a book. And it was a very different process, both first-time and for "The \$100 Start up" in terms of the writing, the editing and publishing and distribution. So, I learned a great deal from doing and I'm actually very positive on traditional publishing. Of course, I'm

favorable toward self-publishing, as well. I do some of that with my products. But, the reality is, without a traditional publisher, you can certainly be successful in lots of ways but a traditional publisher can open doors that self-publishing can't. I mean, there's no way I can get my book in Barnes & Noble, across country, for example, or in all the independent bookstores. I think we tend to forget that those of us who are online all the time, which I certainly am, we tend to forget that there's still a lot of people who don't read blogs or they don't listen to pod-casts. There's a lot of people who don't use twitter. So, when I went to my first book tour, I went to all 50 states and almost every stop, I had people coming out who heard about the book from the bookstore itself and I got a lot of emails from people who said, "I saw your book in the airport and that's how I heard about you." So, it really is a totally different audience. Of course, there some overlap, but it's a totally different way to reach new people and connect with people in a different way. So, I'm, overall, very positive about book publishing.

Pat: That's interesting. A follow-up question would be, and I've heard this before, and I'd love to get your insight, is, do you give up control of a number of things when you go traditional, instead of self-publishing? Because I know that for self-publishing, you can make the cover exactly how you want it or you don't have to edit quite as much. I mean, do you give up a lot of that control? Do you feel it's, maybe, too much? I guess it depends on the publisher.

Chris: Yes. Well, it's going to depend on each specific situation. The point is, when you go to a situation like that, by default, you're working with a team and so it's not just you, where with self-publishing, you can make all the decisions and that's advantageous in some ways. Perhaps it's disadvantageous in other ways, because you're not necessarily getting a lot of input. People always like to make fun of traditional publishers, but there are some things that they know quite well and they've been doing this a long time. In some ways, it's good to work with a team. So, yes, of course you're going to give up a certain degree of control but, I guess, what you hope for is that the benefits you receive are going to exceed that. Different authors might answer that question in different ways. For me, it's been totally worth it and I'm glad to have done it.

Pat: Great. Now, do you feel that because of the rise of e-books and an Amazon, Kindle and all that stuff, that that's going to have an effect, maybe, say if I wanted to publish a traditional book 5 years from now? You think five years from now it's still going to be the same or what?

Chris: Well, I think the world of publishing is constantly changing but I think print books will certainly be around five years from now. I hope so. I mean, I like to read print books and I'm online all the time. I mean, publishers are signing deals now for three to five years away. They've been around a long time. So, they have to adapt, as well, and they're adapting to digital. I mean, they're a little bit slow and it's true that Amazon is ahead of Random House and Simon & Schuster and all of that, but the industry's been around a long time. So, I don't think it's one way or another. Say you choose to write this book, it's not like you're turning your back on everything you've done. You've still got the audience. You've still got the podcast. You've got the blog. You've got everything else. It's an extension of all of your other work and it will bring you people that you wouldn't otherwise have.

Pat: Right. Right. Right. Now, I'm feeling you on that and it'll be interesting, because I have a couple of guests coming on later episodes, who are going to kind of provide their insight on self-publishing and why they do that, instead. So, this should be a pretty interesting debate and I'm pretty sure there's probably no correct answer and it's all dependent upon each person and their individual case and what the book is about and who their audience is. But it's just very interesting. It just seems to be a very debatable topic at this moment in time.

Chris: I would say the overall best answer is, do write the book, however you publish it. Don't care about where it's going to be published. The more important thing is to get your work out to the world. Right?

Pat: Yes. Absolutely. I could debate this whole debate for years and then nothing will ever come out of it. Thank you for saying that. So, a couple of final things, before we finish up. What are maybe one or two tips you have for people who are looking to, kind of going back to business again, what are maybe one or two tips you have for people who are just starting out? And what can help them fast-track their way to success?

Chris: OK. A couple of things. The first thing I think of is, a lot of people have what they think of as business ideas. A lot of people are like, "Oh, I've Got This Great Idea for a Business," or, "I've Got Some Idea. Maybe This Could Be a Business Idea." The problem is that they just have a general idea. They have more of a vague idea. They don't really have a specific business idea. So, I always encourage people, as quickly as you can, start thinking about those ideas in terms of offers. Think about what you're actually going to create and provide. If you have this interest in this topic, think, "OK. How can I convert this to a product or service? What's it going to look like? How much is going to cost? To whom am I going to offer it?"

Once you start thinking about your business ideas in that kind of framework, then you can take action much quicker because a lot of times people start with this general thing in there like, "Oh, it's just so big. I don't know what the next step is." But if you have the offer, then you can create the product or the service or whatever it is you're trying to do. The next thing is, I'm always a big fan of starting where you are and getting something out to the world. I purposely set deadlines for myself. If I think of a project, I try to have it out to the world within 30 days. Even if you've never made a website before, you can get a free account at WordPress.com or you can set up a one-page website somewhere. If it looks terrible, well, that's OK. You can fix it. But, as soon as you can, get that website up and make sure that website has a PayPal button. Lots of people, have something out there but it's always like "contact me for pricing" or "contact me if you want to hire me" or something, but put those PayPal buttons on the site. Find a way to get paid. Then, as soon as you can get that first sale, whatever it is, that first income, even if it's five dollars, most people I talk to, found that very empowering. They found that very encouraging. The moment that some kind of sale came in, that they generated themselves, a stranger came to their website and gave their credit card number, that's a very significant thing. So, the longer you delay that, the more you're effectively delaying or deferring your dream. So, get to that moment

as quickly as possible. Then, you can always scale and then you can tweak and then you can reevaluate from there.

Pat: Yes. Those are some excellent tips. I really like what you said about thinking about the offer, not just the product and what the product is. Like you were talking about your equation, earlier, how useful is that and how are you going to get people to understand that that's something useful for them? The deadline thing, that's a mind trick I play with myself all the time. I always set deadlines for myself. Just the fact that you reiterated that, just like what you talked about with my book, "Just get something out there." You can improve on it later but . . . I always have a saying, "Every day you don't have something out there online for sale, is a day of potential income lost."

Chris: Right. Exactly. I agree. So, now you have a deadline to decide something about your book.

Pat: Yes. Oh gosh. OK. All right, Chris. Well, thank you so much for coming on and "The \$100 Start up" comes out on May 8th. So, thank you for the early copy for me to review.

Chris: Of course.

Pat: I really appreciate that. I don't usually pitch books, very often, here on the blog. But this is one that I definitely recommend people to get. If people want to learn more about you, Chris, I know you're in a ton of places online. Where is the one place they should go to contact you and learn more about you?

Chris: They can go to [ChrisGuillebeau .com](http://ChrisGuillebeau.com), which no one can ever spell. So, they can also go to ArtofNonconformity.com and that will redirect them.

Pat: Nice. Very smart.

Chris: I learned.

Pat: All right, Chris. Thank you so much. It was great connecting with you today. I hope we can do it again in the future.

Chris: Oh, thank you so much. It was great. I appreciate it, Pat.

Pat: All right. Take care.

All right, I hope you enjoyed that interview with Chris Guillebeau from the art of nonconformity.com and the author of the new book "The \$100 Start up" a book that I definitely recommend and I'm putting up there next to "The Four Hour Workweek" and "Rework" and "Switch" and all those books. I'm definitely going to put it in my resources page. If you want to

check out the show notes to get links to that book and any other thing that we mentioned on this particular episode, go ahead and go to SmartPassiveIncome.com/Session38 and you'll be directed right to the blog post. So, thank you so much for listening in. I appreciate all of your support and I will see you in episode 39. Take care. Bye.