



**SPI Podcast Session #80 –
Your Habits and Unlocking the Human Potential
(with Lift Co-Founder, Tony Stubblebine)**

show notes at: <http://www.smartpassiveincome.com/session80>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #80.

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 watched Toy Story over 100 times before he had kids, Pat Flynn.

Pat Flynn: Hey, hey, what's up? This is Pat Flynn and welcome to Session 80 of The Smart Passive Income Podcast. I hope you enjoyed those intros and I hope you're having an amazing day. Thank you. Thank you so much for taking time out of yours to listen to me. You are awesome. And because of that, we're going to go right into the content. And I want to start with a quote that relates to our special guest today and what he has done to make my life better, to make a lot of people's lives better, and potentially yours after listening to this.

This person created an application, originally an iPhone app, now it's a web app as well. And this was something I picked up on after speaking with Tim Ferriss, and you heard that conversation in [SPI Podcast Session #51](#) where I had Tim Ferriss on as a guest and he mentioned a tool, an application that he uses and recommended to me and to everybody else listening to create habits, healthy habits in your life because those are the things that can help you move forward and excel in business and just in general.

And so, I'm very, very happy to welcome the founder of [Lift](#), that's the name of the app, Lift, and you can find that at Lift.do. And so today, we're speaking with Tony Stubblebine and I want to start off with this quote because it's so important here. This is a quote from Benjamin Franklin. Of course, he has a ton of quotes but this one is perfect for today's episode. The quote is, "Your net worth to the world is usually determined by what remains after your bad habits are subtracted from your good ones."

And it's so important. This is a theme that is all over Smart Passive Income. How much can you serve? How much can you provide for your audience? And the more you can do that, the more people you can serve, the more rewards, money, fame, the ability to live



the life you want to live, freedom will come your way. The more you serve others, the more you will get back. And I love this quote because your net worth to the world, how well can you serve the world is usually determined by what remains after your bad habits are subtracted from your good ones.

So we want to create good, healthy habits in our lifestyle that allow us to better serve our audience and to get more back in return. And so that's why again, I'm happy to welcome Tony on the show who's going to help us and show us and give insights into habits of successful entrepreneurs because of this app that he created. He can tell a quick story about how it was created and also, some of the insights he's learned as an entrepreneur, as a startup person, a person in the startup world, and just a really, really interesting sort of different conversation than what we usually have here on the show.

But again, I want you to think about this, if anything, I want you to think about the habits that you do daily and whether you pick up Lift or not. I mean it's a free application. It hasn't ever required me to send any payments or whatever for anything. It's completely free. But I want you to think about the habits that you do on a daily basis and how they contribute to your goals. And if you're not doing a lot of things that are maybe sort of helping you get to where you want to be then it might be a time for a change or something like [Lift](#) to help you create habits in your life that will help you get to where you need to go.

So with all that said, let's just get right into the interview with Tony and we'll take it from there. Thank you so much.

All right. I got Tony on the line with us. Tony, what's up dude? How are you doing today?

Tony Stubblebine: Hey, man. Thanks for having me.

Pat Flynn: Of course, of course. Now, it's really interesting. I had Tim Ferriss on the show in episode 51 and he's the reason how I discovered your application which led me to discovering you and everything that you know about building habits and creating habits and things like that. He had such great things to say about it. I had to try it out. And ever since downloading Lift, which you can all find at [Lift.do](#), which is a perfect domain name by the way, I've just fallen in love with the application. It has gotten me to do things I wouldn't normally do, gotten things to do that I sort of would not do on a



consistent basis to doing them incredibly consistently. So I just first have to for myself and on behalf of a lot of the people in the SPI community who use Lift, thank you.

Tony Stubblebine: Yeah. Well, I mean you're welcome of course. I think probably as Tim might have said to you guys, something that we definitely have learned from him and I've learned as we've been out in the world is people are endlessly fascinating. And if you get involved with their own goals and aspirations like this is unbelievable how many goals people have and then how – like when you look at someone like Tim whose very successful, at first like the 50,000-foot view, it just looks like magic how do they get there.

But the reality is they got there by hard work. And we all know that's true but we kind of have this self-doubt like, "Should I really put in the work? I know it could be really hard and it's a great pay off." It totally pays off. And that's the thing that we just learned over and over again with Lift is like put in the work and you can be anybody that you want to be.

Pat Flynn: Yup, that's awesome. And before we get to the app and what it does and things you have learned from developing it and I can talk about things I've learned from using it, I would love to – I mean I'm really curious in just how did you get started in what you do and how did Lift sort of come about?

Tony Stubblebine: Yeah, sure. It's actually like it is a passive income success story in that I had been bootstrapping my own software company for a long time before Lift. And the first three years were just incredibly hard and difficult. I had so much work and so little money. But somehow in year 4, it just completely flipped to the point where it was bringing in plenty of money and generating – I was able to hire other people to work on my behalf. And for the most part, I didn't have to put any more work into that company.

So I found myself with 4 free days every week, a team of people that I could tell what to do, and this question, what do I want to spend the rest of my life doing? And it was really a no-brainer. I want to spend the rest of my life investigating the pursuit of excellence.

And so, I used that – those resources from my last company, Crowdvine, to start prototyping something around Lift, around this pursuit of excellence idea and human potential. And I got something that I was personally interested in and that I really



enjoyed it and I used that prototype to kind of sucker some of my best friends into joining me on this thing.

And so my co-founder, Jon, who is a big startup veteran, came over from Path, and we worked together right out of college and now more than 10 years ago and a lot of our funding came from my old boss, Evan Williams, who was the CEO of Twitter, who's now the CEO of Medium. And it's actually pretty easy to get people to work on this project. And so, it's so fascinating and so fulfilling when we hear that we actually help someone changed their life or achieved some major goal.

Pat Flynn: That's awesome, that's awesome. I mean we could go deep into that story if we wanted to.

Tony Stubblebine: Yeah.

Pat Flynn: But I think we were talking about this before we got on the call. I think what would be – not that the story wouldn't be useful in how it came about, how you developed it, and things like that and sort of how it's being monetized or whatever. That's interesting and would be helpful. But I think we're in the – those of us listening and myself, we're in a unique position to have you on the line because this app is all about creating habits.

And for any entrepreneurs, we all know that habits are incredibly important whether they're bad habits that we want to get rid of that are holding us back from doing what we should be doing, procrastination and things like that to habits that we aren't necessarily doing yet that we want to learn how to do or things that we are doing that aren't yet habits that should be just to improve our lives and like you said, achieve human excellence.

So, why don't you tell us a little bit, give us the short rundown on what does – if someone – I know there's a lot of people out there listening now who are like, "What does this app do?" How would you answer that question?

Tony Stubblebine: Yeah. We – just a simple rundown of Lift, we ask you to tackle your goals through habits that if you have some major goal like you want your business to succeed, that's not – like that's giant and too big to do anything about today. For today, you have to pick something that you're going to do regularly over and over again that's going to – that you think would lead you to success. So we ask you to break your goals down into habits, big or small. And then make progress towards them daily or at



least regularly. And then we support that with a community, probably the most ambitious community you're ever going to find on the internet and that community cheers you on and helps to hold you accountable.

Pat Flynn: Yeah. I mean for example, for those of you listening, if you have a big goal in succeeding in your business, I mean there are certain things you need to do and we can just brainstorm this really quick. I mean for me, I mean in my Lift app, I have certain things that may not seem like they're related to business but they completely are like read and run. Those are – exercising helps me perform better in my business. But there are other things like writing and maybe connecting with a person in your audience today or maybe sending a thank you note to a customer. Those are all great things that you could sort of keep track of in the app.

And what I love about it is it sort of gamifies the whole habitual process and goal-meeting or goal-setting and goal-meeting process. And I just – it feels so good just to see that I've done things like 4 days in a row and other people are commenting like – I'm also like tracking push-ups and I'll say that I did 50 pushups in a row and I'll get people who – they leave me props which is sort of like a Facebook like and also, they'll leave comments like, "Yeah, you're doing it. Awesome." And things like that.

I have actually one here that I know a lot of people in my audience can relate to because I've talked about it so many times and that's RAOK, which is Random Acts of Kindness. So I actually have that as a goal to do a random act of kindness every day and I can sort of check when I do that and other people can see that too and I can see other people who I'm following or who actually in my community, things that they do like I'm right here reading my Lift app right now and I see that Mary Paul for the 38th time, checked in to Random Act of Kindness. And today, 18 minutes ago, she helped a co-worker by taking out their trash so they could leave earlier. That is awesome.

Tony Stubblebine: Yeah.

Pat Flynn: Props to her. I'm leaving her a prop right now. Things like that, I mean send some good links to a friend is a start at least. There were two kids – there's just all this – I mean this is incredible. I mean not only am I helping myself develop habits by wanting to do this every day but I'm seeing other people do it too, which pushes me even further.

Tony Stubblebine: Exactly. I mean let's talk about your listeners who are starting businesses right now. The obvious thing that they're going to think about when they



think about success is productivity habits or how to be better at their job. Well, one of the things that you identified and really communicated to me actually a long time ago is that entrepreneurship is also about balance. If you don't have the rest of your life in order, it starts to intrude on your work and starts to drag you down.

And so, just being in a mood where you can be generous or where you can be healthy and you can make the time to work out and spend time with your friends or to reach out and do a favor for someone. Like those are long-term investments in yourself because if you think about like what you're going to look like in a year of nonstop work where you haven't eaten right, all your friends have like think you've disappeared from the planet, and you haven't worked out a single time, like you're not qualified to be an entrepreneur anymore at that point. You're going to be so isolated, so out of shape, so tired that you can't achieve anything.

And so, I always think of you when I think about that half of entrepreneurship that if you think, if an entrepreneur thinks of themselves purely as workaholic then they don't make the hard decisions around ...

Pat Flynn: Their lifestyle.

Tony Stubblebine: ... prioritization, right?

Pat Flynn: Yeah.

Tony Stubblebine: And so, if you prioritize lifestyle then it forces you to make prioritization decisions inside of your business rather than thinking, "I'm just going to do everything." And if there's one thing I've learned about business, it's that it's much more important to figure out what is the one thing that really matters than doing all of the things because for the most part, you're asked to do a lot of small things which don't really move the needle. And then ever now and then you find something that just has gigantic impact. And like you need to be aware enough to notice when that happens and really grab on to it.

Pat Flynn: Yeah, absolutely. And there are thousands of different habits in here. I mean I probably should add even more like drink three glasses of water or other things. And I really love what you pointed out there. I mean if you think of that, the fact that I am an entrepreneur but everything in my Lift app is sort of other parts of my life outside of what I do in my business. And I think that's really important. So for those of you who have this app or decide to pick it up, it's important to put stuff that's going to



help you achieve your business goals but it's also important to put stuff in here that helps you achieve your life goals, which in turn will help your business even more in a lot of ways.

So just really things like that. And you could download it and you could see the activity that people are sharing and it's just so – I mean this is a really good idea and I just love what you're doing here and your team is doing here. And I have to say, I have – I don't know how many apps I've downloaded but I have pages of apps in my iPhone right now. Obviously, apps get updated every once in a while and if you're not an iPhone user, what happens is when an app is updated, you have to re-download it and it kind of shares what the latest updates have been, sort of what else you're getting as a result of downloading this update. And no other apps that I have, Tony, have a more detailed and even more caring update than those that are posted by you.

Tony Stubblebine: Yeah.

Pat Flynn: Every update I see from Lift is not only just the new features that are added which there are always features being added but you spent a lot of time at the end just talking to your customers or to the people who have downloaded your app and I think that's really cool.

Tony Stubblebine: Well, thank you. And so yeah, every time that a new release goes out, I do, I spend a lot of time thinking about why did we do this and why is it going to matter. And sometimes it might not even be obvious because it's a work in progress and it won't matter until three or four things coming down the pipeline actually released as well. But that thoughtfulness to me is really important that it's not about doing everything. It's about figuring out what really matters and what really helps. And I think because this is my second company, I care a lot more about impact.

For my first company, I just wanted to prove to myself that I could do it. And like those three really hard scrappy years, like all I thought to myself was, "There's no way I'm going to let this fail." And then once I got to the end and it was successful, all I could think to myself is, "Why on earth did I build this? This isn't what I want to spend my whole life doing." And I think I can make more of an impact on the world. And so, I think probably for my last company or for companies I've worked at before, I probably wouldn't have written such thoughtful updates because I wasn't as thoughtful about it.

But for me, this company, I really think of it as my life's work and that it comes out in the update, in the release notes because it's natural and it's easy and I got so much to



do, so many things to do already. I wouldn't spend the time writing letters unless they really came quickly and came naturally. But I get feedback, that's one of like the number one things we get feedback on and I think because we're so unique in building that.

Pat Flynn: Yeah. That's cool. And maybe some iPhone app developers out there who I know are part of my audience, some of you, maybe you can – you could download the app and just sort of see what Tony is doing there and get inspiration from that for your own good and for your audience who is downloading your apps. I mean it's obvious to me that you care and I think that can help anybody whose developing apps I think.

Tony Stubblebine: For sure.

Pat Flynn: Now, one thing I want to point out about the app that I love and it's sort of related to goal-setting and completing your goals and also procrastination is the fact that if I don't do something or if I don't do – if I don't check in to one of my habits, I get a little popup from you. I can say it's from you, Tony, because I feel like you're on the other end watching me through this app. I get a little popup that tells me. "You haven't done any of your habits today." And it also encourages me to do even just one of them sometimes, and the messages are different.

But I think thinking about – those of us listening, we all have these things we want to do and things we want to accomplish. I think it's also really important to think about the consequences of what might happen as a result of not doing those things. I mean see that message pop up and I feel bad. And I go and do something like I just do push-ups right there and then. I'm like, "OK, I got to get it out of way because I don't want that message to pop up again." And it pops up every once in a while and it's a great reminder. And again, that's one of the benefits of the app here.

But whether you have the app or not, that's just something really important to think about when it comes to getting things done. I don't know if you've thought about this, Tony, but I would be even more inclined to complete all my habits and check in every single day to every single one of them if there wasn't even more negative results for not doing something.

For example, if I connected my PayPal account since the Lift and I got charged \$0.10 every day I didn't do – have – I don't know. I'm just saying. There was a video by Derek Halpern which I'll link to in the show notes here that talks about why people don't do things or [why people fail](#). And it's because there are no negative effects from –



that people feel like they have a safety net sometimes or they feel like nothing really bad is going to happen if they just wait another day for example. But he talks about a strategy to really get things done, which is tell a friend or I think there is even a site out there. I don't remember the name but I'll find it and I'll put it in the show notes as well, where if you don't do something that you have on your to-do list that you're supposed to do, you will actually get charged a certain amount of money and it goes to a specific [charity that you hate](#).

So you find a charity that you hate and it sort of donates money to that charity if you don't complete what you do. And that's a huge motivator. It would be a huge motivator for me. And I know money for a lot of people is a huge motivator. A lot of people would just tell their friends like, "Hey, if I don't have this done by this time, I'm going to give you 100 bucks." And so, you know your friend is going to hound you to try or you know that that person is going to be excited for you not to do it. So, you obviously will do whatever it is that it is. I don't know. What are your thoughts on sort of the ...

Tony Stubblebine: Wow! I think you just gave us a business model I think. That's it. We're doing it for the people who fell off the wagon. We're going to be pulling \$0.10 out of their bank account every day.

Pat Flynn: I don't know how legal that is or whatever but ...

Tony Stubblebine: Well, it's legal – I mean it's legal if they sign up for it. But I mean to talk about it seriously, the thing about kind of the science of behavior design which Lift is based on a lot of scientific background is that there is an incredible variety of ways in which you can modify your own or someone else's behavior. There are just a lot of strategies that you can use. And I think when you hear about it in the academic community, they present their ideas as almost competing but in practice, they're not competing. They're more alternating. Like you can choose one path or you could choose this other path.

And so Lift very much has gone down the path of momentum and positive reinforcement. And our theory is that if we can get you to do one thing once, you're more likely to be doing that thing down the road. And there is totally a different approach you could take which is what you're describing with the betting which is around negative enforcement or threat of negative reinforcement or around commitment devices where you tell a friend and you're committing to do this. And it works. It absolutely is effective. So in our mind, not as effective or as flexible as a more positive reinforcement approach.



And so, this is like – I think the place where it really falls down for us is we want Lift to be a permanent support for your life. So, every time you become more successful like you just want to be even more – like we have so many successful entrepreneurs on Lift right now who have started in giant companies which everyone knows about and they still, all they think about is, how can they be better versions of themselves?

And the thing that I always hated about the betting mechanic is that once you lose the bet, like to me that's it. Like that's the site where I just lost 100 bucks over there. I don't want to go back over there. And so, that's the school of thought that we're in.

Pat Flynn: Yeah. No, that makes complete sense. I mean I think it's, like you said, different for everybody. What works best for me – I mean your positive reinforcement absolutely like I said earlier just drives me like crazy, not drives me crazy but drives me like crazy to keep going. But the negative reinforcement just sort of catches me when I'm falling.

Tony Stubblebine: Right.

Pat Flynn: Which I love and it sort of reminds me of when I've got first started with online business. It was thinking about what would happen if I don't continue or don't do what I needed to do was really, really motivating. So thinking about the message popping up forces me to do stuff. But on a bigger level when I first started, when I got laid off, thinking about moving back in with my parents which I did and then getting married and not having the money or the business to support my new family, that was scary to me too and that's what kept me going as well.

So, just really interesting stuff here. I want to get into – I mean you guys are keeping track of all these data. I mean I don't – how many users do you have at this point?

Tony Stubblebine: Yeah. We don't want to talk about numbers of users or what not but I definitely – we can talk about insights that we have gotten from looking at our habit data and our success data.

Pat Flynn: Sure, sure. I mean that's where I was going. It's obvious that there are like tens of thousands of people using it.

Tony Stubblebine: More than that, much more than that.



Pat Flynn: OK. OK. I got that out of you. So yeah, let's talk – so I mean you know my audience, they're entrepreneurs, they're bloggers, they're people who work really hard and want to create something for themselves, what are these – what are the habits that you're noticing on your Lift app that – and what are sort of trends, what are sort of maybe some of the ones that people are struggling with the most and things like that?

Tony Stubblebine: That's an interesting question. As far as entrepreneurship, the one that really struck me earlier this year was there's a huge influx of entrepreneurs working on meditation. And so, we did some research on this and we found a couple of things. One, the benefits of meditation for performance were kind of incredible. That I'd always thought of meditation as more of a spiritual practice. But if you think about it instead as practicing control over your own focus and practicing calming and clearing your own head and practicing present in the moment, those are all skills that come up a lot for an entrepreneur because you're constantly multitasking.

So like I think of my day as like I get to work, I send 30 emails and I'm just in this like email zone knocking out email after email and then I have to jump on a podcast, right? And like that switch from like I was thinking about 30 different things to now I have to be completely present with you and be completely focused on what is the problem that your listeners are trying to solve and then the podcast is going to end and we're interviewing designers right now, these designers are going to walk in the door and I have to be able to both sell him on the vision of the company and do an interview where I get to the heart of, is he a good fit for us, what are his strengths and weaknesses?

Like that constant set of switching and often switching from one kind of high pressure situation to another is something that entrepreneurs find that meditation helps somewhat a lot. So that was something that popped up from Lift.

But then there is this data element that we also learned which is, we had talked to a lot of entrepreneurs who had failed to pick up meditation, who they wanted to but they like really struggled with it and they would always – and we couldn't tell why until we actually got into the Lift data. And it turned out that people who are successful at picking up meditation as a habit, almost universally think of meditation as something that is OK to do for just a short period of time. Like a lot of them started with 2 minutes whereas the people who are failing were thinking they were going to just sit down for an hour and have a perfectly calm head.



And if anyone who's even tried like a minute of meditation, like just the idea of sitting down for an hour with nothing to think about where your mind is completely clear, it just doesn't happen. Even experienced meditators don't have that experience.

Pat Flynn: Yeah. I mean even I think for entrepreneurs, it's even harder just because of the way that we are wired. And I have tried meditation in the past and I have failed many times as I have tried meditating in my office. I have tried meditating in a park. I have tried meditating in the shower with the water coming down on me, which helped a little bit but I can't get more than a second of nothing in my head.

Tony Stubblebine: Yeah.

Pat Flynn: It's ridiculous. And so that's really interesting hear and it actually motivates me to want to try it again. We've talked about, not you and I Tony, but on the SPI podcast, we've heard this before in Episode 71, the guest on that show, Sean Webb – or actually, [Episode 70](#), Sean Webb talked about the equation of emotion and how we feel in the brain and meditation was a huge component to people's success, we talked about there and you're bringing it up again, that's just really interesting. And now, you have data behind it too.

Tony Stubblebine: I was just thinking about emotional control today because I have all sorts of kind of trivial or minor things which will sometimes throw me a little bit emotionally off balanced. And the one that happened today is I got a phone call and I answered it directly to my cell phone. I answered it and it's a telemarketer and I'm just like, "Agh!" And I actually have a script that I use that politely involves me hanging up within 3 seconds. But to my mind, I was polite about it.

Pat Flynn: Nice. Everybody is going to want to know what that is now, that you said that.

Tony Stubblebine: The thing is – well sure, I'll go into it because this is actually one of my favorite little like emotional hoaxes. I always hated hanging up rudely because then – I mean they deserve it but then I'm in this kind of rude mind space and it actually affects me after the call. So what I wanted to do is trick myself into thinking that I was polite but I didn't want to spend any time with them and I didn't want to leave any room for getting into an argument with them because anytime you're polite, they're going to take that as this opportunity to engage with you. So I just have a script. I go, "Thank you so much for calling. Pause. But we're not interested. Pause. Goodbye. Click."



And the pauses are there to give them a chance to say goodbye. They almost never say goodbye during those pauses. But to my mind, we just had a perfectly normal conversation that involved me saying goodbye to them. And so anyway, so I have this telemarketer. And so like 5 seconds later, another call came in. I'm like, "Oh great, another telemarketer." And that's my mindset right there when I'm answering this call.

And it turned out it was someone in HR doing a reference check for one of my favorite old co-workers. And I was like, "Oh, this is not a bad call. This is a good call." And I have to switch from being cynical to being really, really positive because like I mean it's super important for me when I get – when I response to a reference check that if I like that person, like I just like 100% communicate that to the person doing the reference check.

Pat Flynn: Right.

Tony Stubblebine: And so, like to me that's like a typical kind of emotional situation that comes up dozens of times a day sometimes. And if you're lost, I mean like as we said earlier, if you're out of shape, if you're tired, if you're kind of brain-dead, if you're not even in a social place because you've shut off all your friends, then you're not in a place where you can respond to those little switches and yeah. So I mean meditation is my secret for that.

Pat Flynn: Nice, nice. Awesome. Now, we're coming up to the end here, Tony. I wanted to know based on what you've done as an entrepreneur, as someone in the startup world and of course, someone who's created Lift, do you have one or two tips for entrepreneurs out there that can help us all do better in life and in business beyond just obviously picking up Lift?

Tony Stubblebine: Yeah. No, I have two. These are sort of my standard life lessons in entrepreneurship. And one is that you know the competitive advantage of a bootstrapper, of someone who didn't take investment lift or took investment but my last company didn't. And the competitive advantage is that you never have to go out of business. And I see this lesson come up over and over again where it's like you start a company and then someone else's got a company just like yours and you're like, "Oh, who's going to win?" Ninety-nine percent of the time, the other company is going to find some way to put themselves out of business and you have this incredible advantage if you just continue to survive.



And so, there's a lot of people who think in terms of take big risks, take a second mortgage, max out your credit cards, right? Those are all things that put your business at risk for going out of business. Whereas I started my last company, I did consulting on the side until there is enough revenue coming in to support me. Then once there is enough revenue to support two people, I hired a second person. We just built it organically and we had dozens competitors, who would come in and like make a big splash and then disappear because they didn't think in terms of the long run.

And then the other, which is the lesson I learned in between companies, which is really, you're going to succeed if you put the work in. So what really matters more than anything is that you're going to feel like it's meaningful. I mean this is something I noticed the second I started working for myself is that money mattered less to me once I had a job that mattered to me, right?

Like I remember when I used to get bored at work, I would spend all of my spare time researching major purchases. Like my first HDTV, I spent three months at work reading reviews on HDTVs, right? And it's like I needed that job in order to afford a high-end TV, right?

But now that I have a job that matters, like I almost never even turn on my TV because I have something that's more meaningful to me. And I think it's easy as an entrepreneur to get into this trap of, "Well, this looks like a good opportunity. And so, I'm going to jump on it." But there is unlimited business opportunities and so what's more important is to figure out like is this an opportunity that matters to you personally because you could be spending a lot of time in this for a really long time.

Pat Flynn: Love it, Tony, love it. Thank you so much for that and for your time here today on the SPI podcast. If people want to learn more about you, I mean I know you have Lift.do, which you could pick up Lift right now if you wanted to. It's available on iOS currently and also, on the web. So you don't need an iPhone or iPad in order to make it happen and it's free, correct?

Tony Stubblebine: It is completely free.

Pat Flynn: Awesome. Love it. But if people want to learn more about you, Tony, where should they go?

Tony Stubblebine: The best place is to go to Lift.do or if they want to learn about me and I have often put out tips for entrepreneurs, follow me on Twitter, I'm



@TonyStubblebine. And I do a lot of writing and you can get that through my Twitter feed.

Pat Flynn: OK, cool. I'll put a link to [Tony's Twitter](#) in the show notes. Tony, thank you again so much for being a guest on the show. Congrats on the success of the app. And I wish you even more. And yeah, I can't wait to connect with you again in the future.

Tony Stubblebine: Pat, a pleasure. Thank you so much. Bye.

Pat Flynn: Bye. Awesome. I don't know what that sound was at the end there. It sounded like somebody was skiing across the microphone or something. But anyway, I hope you enjoy that interview with Tony, the creator of Lift. Tony, if you're listening to this, thank you so much for your time. And once again, all of you can find Lift in the app store on your iPhone or on the web at [Lift.do](#).

I actually have an SPI group on Lift. So if you're signed up already or if you haven't signed up yet, again, it's 100% free, find my group by going to [Lift.do/groups](#) and scroll down under the, I believe it's a personal development or productivity section, you'll see a fans of Smart Passive Income Group link. So join up there. You, along with myself, and everyone else who's a part of that group, there's almost 400 people in there now, we all are going to share our habits and keep each other accountable. And it's just awesome for helping us sort of achieve these goals, which is amazing.

Now before I let you go, I have a few important announcements. I'm going to be speaking a lot in the next few months and the next gig is actually at the Financial Blogger Conference in St. Louis, October 17 to the 20th. And I'm completely honored to be the opening keynote for the entire event. I'm so looking forward to it, so nervous but in a good way. So yeah, I'm just – oh man, I'm so blessed. So thank you, Philip Taylor, the organizer of FinCon, you are amazing for inviting me on as a keynote speaker. I will not let you down, I promise.

For those of you who live in and around the St. Louis area whether you're going to FinCon or not, look out for announcements on my Facebook page and on Twitter @PatFlynn for invites to a couple of meetups that I'm holding in the St. Louis area. I love to meet people when I go speak. It's just one of the best things ever.

I'm also speaking at a virtual conference called Social Media Success Summit which is put on by [SocialMediaExaminer.com](#). That happens in October as well. Then I'm headed



to Arizona for another keynote for PartnerCon. I'm speaking in January of 2014 at New Media Expo which I'm really excited about.

I'm speaking in the Philippines, in the Philippines, my first international business sort of speaking gig. That's at Chris Ducker's event. It's called Tropical Think Tank, which is awesome. And that event sold out in like 26 hours which is fantastic. So that's in March of 2014.

I've just – I mean you could tell, I've just fallen in love with the speaking stuff. And as nervous as I get and how much I prepare for them, it's just great to – it's like performing – I feel like it's performing in the marching band again, something I used to do every week in college, of course. And I prepared really hard then the moment I get on stage, I'm sort of in the zone almost. I don't even – I'm just sort of doing my thing, and all of a sudden it ends and people are clapping and I wondered what happened. It's such a good feeling to pull off a great presentation.

And I hope to bring it at all these upcoming events. I hope to see you there somewhere perhaps. You can check out the side bars, SmartPassiveIncome.com to get all the links and discount codes if there are any available for some of these events that are coming up. So, SmartPassiveIncome.com or get the show notes of course as always, SmartPassiveIncome.com/session80. Whew! I'm on fire here.

Also, speaking of Chris Ducker, he and I did, you might remember we talked about this in Session 74, we did a live 25-person mega mastermind here in San Diego. We had a bunch of people signed up, 25 people all meet together in the same room and everybody got a chance to be in the hot seat. And during that moment, with everybody's business, everybody else contributed to help that person find and walk away with a major breakthrough in their business. We called it the 1 Day Business Breakthrough. And man, it was just such an awesome fulfilling experience for us.

That day went so well that Chris and I just recently talked. We're going to do another one the next time Chris is in town. And actually, not just one but we're going to do two. So the next ones that are coming up, next 1 Day Business Breakthroughs, these are limited to 20 people only because we really want to dive deep into each of these businesses and really tear it down and bring it back up, not just me and Chris but everybody else collectively. The next one is on Thursday, [January 9, 2014](#). And then the next one after that, two days later, Saturday, [January 11, 2014](#).



Those are two separate events, each one is limited to 20 people. So if you're interested, I mean some seats have already been sold actually but if you're interested, head on over to the show notes, Session 80, and click the links to the event from there. They will be in the resource section. And yeah, I would love – Chris and I would love to hang out with you, break your business down and build it back up for you. And then of course, we're going to have lunch and dinner and drinks together too afterwards. So awesome. Hope to see you there.

Anyway, that's plenty of announcements. That's probably more than enough. Remember, do what you can to create healthy habits that will help you live the lifestyle that you want to live and stop you from doing what you shouldn't be doing. And I and several other people out there and there are apps out there to help you out. So, keep moving forward. I hope to see you soon. And of course, you'll hear me in the next session, Session #81, with a success story in a niche that you probably wouldn't guess would work online. But yes, it does. And our guest, she's got a wonderful story, inspiring, and you'll hear it then. So we'll see you in Session 81. Cheers and all the best. Peace.

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<http://www.smartpassiveincome.com/session80>