



SPI Podcast Session #100 - A Look Back at Two People Who Changed My Life

Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number-- [TRUMPET FANFARE] This is it? Is this it? IT'S EPISODE 100! EPISODE 100! WHOOO-HOOOO!!!

[BUM! BAM! BUM!]

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now so you can sit back and reap the rewards later. And now your host, of the 100th episode of the Smart Passive Income Podcast, Pat Flynn!

CONGRATULATIONS PAT!

Pat: Wow, I mean, episode 100. I...ah. It's just unbelievable. I can't believe I'm here, I can't believe we're recording 100 episodes in right now, because...I mean, I remember when I first started this podcast, I mean, the first one went live in July of 2010, and I recorded that first episode like 3 times because I wasn't happy with it, I wasn't confident, and you can tell. You can go back and listen to those first episodes, my voice is completely different, my demeanor, my confidence.

It's all changed these past three some odd years, and I'm just so blessed to have you, the listener, because without you I wouldn't have had the motivation, I wouldn't have had the energy to just do this week end and week out, and it's one of my favorite parts of the week is putting this thing together for you and hearing the feedback and so from the bottom of my heart, thank you SO much, I mean, 7 and some odd million downloads later, I'm just so blessed to be able to do this and have it become a part of what I do for a living. Thank you, thank you so much.

To celebrate today's 100th episode of the Smart Passive Income Podcast--and thank you for those of you who came over from iTunes who have never met me before, I'm fortunate enough to be featured on the front page of iTunes when this goes live--amazing, again. Just incredible blessings. And for those of you who are meeting me for the first time, I don't get all crazy all the time or sentimental, although some of my existing audience might argue otherwise.

But this particular episode, I wanted to, you know, reminisce a little bit and go back to the beginning. When it all started, this whole online business thing started, and I have a couple of special guests on the show with us today, two people who I probably should've had on the show a long time ago, somewhere right in the beginning, but for whatever reason they weren't on the show, but I think it's perfect and fitting that they are here in episode 100, and it's none other than Jeremy Frandsen and Jason Van Orden from InternetBusinessMastery.com, two people who changed my life when I discovered their podcast, Internet Business Mastery, back in the mid 2000s when I had gotten laid off and they just, their inspiration, their motivation and their direct advice and mentorship to me has helped changed my life, which has helped changed a lot of



other people's lives, so I think it's perfectly fitting to have Jeremy and Jason here on the show.

And we go back. We go WAY back. And we talk about a lot of things from the fears and just what I've learned and how I got started and commonalities behind people who succeed and people who don't.

Also, I get deep into--for those of you who have followed my site for a long time, you know they have a program called The [Internet Business Mastery Academy](#), and that was something I was a part of and something that was vital to me when I first started, and I promoted that thing when I first started online, and I made a good commission from recommending their product because I trusted it, and I knew they would take care of people.

Then sort of a few years later, I stopped recommending them, and there's a specific reason why I did that. You know, I do recommend them now, but we talk about that in the middle of this podcast and get really deep into the psychology of what happened there and what you should look out for. So, a lot of interesting things that happened--I just am so glad to have them on the show, two people who I am so blessed to have in my life and who have affected my life, my family's life, and through me the lives of several others as well.

Here's Jeremy and Jason and I in a really personal conversation about everything that's happened. So here's Jeremy and Jason from InternetBusinessMastery.com. Enjoy.

Pat: Hey, what's up everybody? I am--gosh, this is the 100th episode and I don't think I would rather have anybody else on this show than these two amazing people who have had such a huge influence on my life and on my business. We have Jason Van Orden and Jeremy Frandsen from Internet Business Mastery. What's up fellows? Welcome to the show.

Jeremy: Hey Pat!

Jason: Congrats on 100! That's exciting!

Jeremy: That's really cool.

Pat: This is--I remember when you guys reached episode 100 and how big of a deal that was to me as a listener, but now I'm actually the host of the show--

Jeremy: You're there!

Pat: And reaching 100, this is just amazing. So I just wanted to have you guys one because you guys have influenced me so much and I--I mean, there's nobody else I would rather celebrate this live on the internet than with you guys. First of all before anything, from the bottom of my heart, from my entire family, thank you so much for all that you guys have done for me and are doing for everybody, not just myself, but for everybody out there.



I mean, I can't count the number of people who have said that you guys were a major influence on their new direction in life, so thank you so much for that.

Jeremy: We really appreciate that, Pat.

Jason: Yeah, this is amazing to be on your show and on 100! That's so crazy. I mean, I keep thinking back in San Diego and we're hanging out--this is just amazing to see all the progression, and I'm just glad to be a part of it.

Pat: What's it been like for you guys? You guys obviously know that you guys have sort of helped get me started--I mean, seeing my growth, what has it been like for you guys?

Jason: [inaudible], to say the least.

Jeremy: Yeah, it's amazing!

Jason: I mean, the coolest part about this internet business thing is we've been at it long enough that we have students who have had incredible success and now they are impacting the lives of many, many people and you know, sometimes it feels like such a selfish thing.

"I'm starting a business because I want to make money and have freedom." But now that we're almost a decade into this, to think about the reverberant nature of entrepreneurialism and creating value for people, and the people that you impact then go on to impact other people--it's pretty amazing to just see that, to have enough history behind us to see that truly taking shape and form and it's amazingly fulfilling. It's wonderful to think back to when we started and everything that's going on now.

Jeremy: Yeah, it's also one of those funny things where, like at New Media Expo when I go and talking to other people that are doing incredibly well and even speaking there and I'm like "Oh, how did you get started?" and they're like "Oh, I met Pat!"

Pat: [laughs]

Jeremy: And it's one of those things, again, that's that weird thing where you never know where your influence and who you become a part of and you get to go on this journey with so many different people, and it's just like Jason was saying, the influence is an amazing thing. I mean, we've been doing this for 8 years now, so if we didn't have a little bit of reach that'd be pretty crazy. But it's incredibly fun and exciting to watch what you're doing and who you've influenced and yeah, it's been crazy.

I'll even be looking at "Oh, the New York Times!"--or whatever it was. Let's see what it was...the Wall Street Journal, I think? And there you are.

Pat: Yeah.



Jeremy: I'm like "Oh yeah, there's Pat! Funny!" And I think of lunch, you know, five or whatever years ago when we were just sitting here talking about internet business and BOOM all of the sudden now I'm seeing you in different places and magazines and stuff. It's pretty awesome.

Pat: Yeah, I mean, I have so many memories of both of you guys all the way back when I first discovered you on iTunes, and I would just sit there and listen and just get inspired. I mean, this was back when I still had my job, and I thought "Oh, this sounds so cool, but I have my life, I'm doing my thing as an architect and I'm just--you know, it sounds cool, but it's entertaining."

And then all of the sudden I get laid off. I'm like "wow, now's the time to put this stuff into action." And I remember listening to you guys on the train, actually, just...that transformation that happened in my life from listening to you and your guy's voice was so huge for me.

And then I joined the academy, of course, and I actually connected with a lot of you. And Jeremy, it was when we met at Panera Bread in San Diego, here, at that Mastermind group that really changed everything! I mean, I had my blog, I was getting traffic, but that's where I got direct advice from you and Rob and other people who were there who were just like "Pat, this is the opportunity you have, this is what you have to do, go write an eBook!"

And that's what I did. And it all started from there and then you guys had me on your show and started talking about what I did to get started and...it's just been such a crazy, crazy journey, and again I can't thank you guys enough because you guys literally changed my life, and now I'm here in San Diego. I just bought a new home, I'm able to stay at home with my kids and watch them grow up and like you said, influence people who--we might not even know who are influencing from the way we're producing content online, and of course the influence to start a podcast.

Like, I remember...gosh, it was December of 2008 and I had written a blog post, I'd just started Smart Passive Income, and I'd written a blog post saying "Guys, it was a podcast that influenced me to get started in online business that changed my life. I want to start a podcast, too!" And that was December of 2008. Well, my very first episode came out in July of 2010. Like, a year and a half later.

Jeremy: Oh, wow!

Pat: It was because, you know, it wasn't as easy as setting up a blog to start a podcast, and I wasn't comfortable with my voice and those sorts of things. That's when I reached out to you, Jason, and you directly helped me. You and [Cliff Ravenscraft](#) were like "Okay Pat, you really want to do this? This is how you do it" and they sort of walked me through that process and gave me all the technical know-how to get that going.



For everybody listening out there right now, obviously you have both these guys to thank, to help me get started online and then share my wisdom with you guys as much as I can, but it was Jason who directly influenced the start of this podcast, and now we just past 7 million downloads last week actually.

Jeremy: Wow, nice!

Jason: You know, this brings to my mind something that we like to say a lot when we speak live or even to our students. And that is, you know, who is waiting out there to hear from you? Who is waiting to be influenced by you, to impact you, to send you that email or to have you on their show, on their hundredth show, saying "Look at what you did for me!"

When we're facing that idea--when I first discovered the word "podcasting" in a newsletter and I searched for it online and Google didn't even know what it was, it was like "Did you mean...?" and it was some fishing term--

Pat: [laughing]

Jeremy: That was like 2004 or something, right?

Jason: Yeah, it was really, really early 2005, and here's the funny thing, same thing with us, it was months, months, months later that finally, it was like "Okay, I'm gonna do this! I'm gonna start a podcast and I'm going to start teaching people how to podcast!" But I was afraid for a good 7-8 months. I'm like "I'm not going to sound like NPR! What if people don't take me seriously?" Or whatever, right?

And at the same time imagine, had I decided "Nah, I'm not going to teach podcasting."

Imagine had we not decided "Nah, we're not going to start Internet Business Mastery. Why should anybody listen to what we have to say?"

Imagine if you, Pat, had decided "Nah, I'm not going to start Smart Passive Income. It just feels like I have nothing additional to say." Well, you know, we wouldn't be sitting here talking about the impact not only in our own lives but the 7 million downloads and listens and the impact that those have now had, too. So you just, yes, it's daunting that moment when you're getting started, but man your voice and your story have power, power to change lives. And, you know, thankfully at each of those moments where we had the crossroads, we made the decision "Yes, we're going to do this, we're going to share our voice, and we're going to go out there and reach those people."

Pat: I'm just recalling moments that we've had, specific interactions that I know has been a pivotal moment of my life. Those were a couple there, that meet up at Panera with Jeremy, that discussion with Jason about podcasting.

There was another discussion with Jeremy, actually. I don't know if you remember this, Jeremy, but it was maybe 4 years ago, and I had emailed you with 10 different business ideas. Smart Passive Income got started, and you know, I wasn't seeing very



much traffic, and I was like "Jeremy, what do you think of these ideas? I want to do all this, but which one do you think I should do first?"

And your reply was just...GOLDEN. I'll tell everyone what it was. I don't remember what it was word for word, but you had said something to the likes of "Pat, these are interesting and good ideas, but I don't see you in any of them." They were ideas like "Oh, I want to create a review site for all the hosting companies out there" or things like that--

Jeremy: Yeah, but Smart Passive Income wasn't on the list. You were just doing that on the side, right?

Pat: Yeah. And then you said "Pat, people love you. You need to put more of you in what you're doing right now, because think about Green Exam Academy--people love it because they know it's Pat Flynn who is teaching them how to pass this exam. And when they send you emails they're saying "Hey Pat, thanks for this" or "Hey Pat, thanks for that.""

And that's something that I really hadn't thought of in regards to Smart Passive Income. It was at that moment when you replied, and I think we even talked on Skype--that's when I made the decision to, "Okay, Pat Flynn is going to be Smart Passive Income." And that's when you started to see more of my personality come out and a little bit more of my family and the hobbies I was doing. That's before I started the podcast and that was actually the direct influence on why the intro is the way it is.

"Hey, I'm going to say a different fun fact about me every time just to connect with people and to show more of myself!" And that has made a HUGE difference. Because I go to conferences now, and people come up to me and they're like "Pat, I feel like I know you!" And they talk to me as if we've been friends already, and I don't even know their name yet! And that was because of you, Jeremy, when you responded "Pat, people respond to you."

I think that's a big lesson for everybody, is nobody's like you! For each and every one of you listening, nobody is like you! And that's an advantage that you have over everybody else. So how are you going to implement you in your business?

Jason: You know, I'd like to speak to that, because--

Jeremy: [at the same time] You know, one other thing that--

Jason: Eh, go ahead Jeremy.

Jeremy: Let me just jump in here.



One other thing I wanted to mention is, when you came that first time to, just the little meet up that we had, I guess it was just an Academy forum meetup or whatever--it's so funny, because people now know you as "Pat Flynn" with quotes, right? You're this--you know what I mean? You're like this superstar, whatever. But when we met, it's so funny because there are very specific things you did that other people don't do for SURE. And I'll get to that.

But at first, there's no way, even at that time I'd been teaching students for quite a while--there's no way for us to just look and go "Oh, that guy's somehow different!" Right? You weren't wearing the really snazzy clothes yet. You know, we were in San Diego. We had flip-flops and shorts, you know what I mean? We just all looked the same. There was no look.

But I'll tell you, and again, you weren't "Pat Flynn" yet so...it's one of those things where I couldn't tell who's going to be what. What did change was--of course you have the desire, in the same way as everybody else that I met has the desire, or they wouldn't be listening to us right? Whether it's listening to us or you or both of us. It's that desire to have that freedom.

But the thing that you always did that we talked about with our students or on our show is, when I would say "Oh, you know, I think maybe try this!" you would do it and then three other things. You took this massive action that--that is what made that happen, and any of--between us, any of our successful students, that's literally--they took the desire, and it doesn't seem as massive as it is, but it REALLY is. Because most people that start doing this internet business stuff, they don't finish. And you took that massive action.

It would always blow me away when we would meet up and I'd go "Oh, so what are you up to?" and you're like 'Oh I did this, this, this and this!'"

I'm like "You did ALL of it and then found three more things to do! That's CRAZY!" And it was then that I was going "Oh my gosh." Like, I can't predict, even after all these years, I have no idea who's going to make it and who isn't just right off. But the fact that you were willing to take that action and were so excited to do it and--you know, if I happen to say something you would totally do it. That was the thing.

We talk about that all the time, find someone you trust that's ahead of you and actually do what they say. I mean, that's being like "Pat Flynn", for sure. And I did air quotes there. You couldn't see it. "PAT FLYNN."

Pat: Well, thank you for that. That is obviously something that we all need to do. We all need to take action. And the more action you take, the more opportunity you give yourself to do these things. I think another thing that went along with that, you know, is you and I would meet consistently and talk, or I would reach out to you and everybody else in the forums quite often, and that was something--when I started



doing that, I started realizing the power of just asking for help, because I didn't know how to write an eBook so I asked you guys "How do you get started with that?" or "What tools did you use to sell this?" And that's where I discovered eJunkie. It wasn't from you guys I discovered that, it was from somebody else in the forums!

So the power of just connecting with other people was just huge. And also a part of that success story was just not wanting to take action and taking action, but when I didn't know what to do, just simply ask for help. There's no shorter, more direct path to getting the right answer than just asking someone who knows that answer.

Jason: Yeah, nobody can do this alone, that's for sure. It's a message we've been talking about a lot lately because I think back on my ten year journey as an entrepreneur and it's partnerships, masterminds, mentors, friends, people who are in there doing it or who have done it that have been a critical part.

You know, it's so easy to have that rugged independence of "Oh, I can do it!" I know you're a musician as well, Pat. I don't know if you ever had this, but early on in my songwriting band days I had this weird idea that "Oh, the real artists are the ones that do it all! They write their lyrics and they write their music and they go into the studio and they know the exact right settings on the compressor and the limiter and the perfect mic to stick in front of their guitar and they do the marketing for their CDs and they're like this rock, this island, this renaissance person that does it all!"

And man, it didn't take long to humble me and go "Man, if you really want to make it as a musician, you need to hire a producer. You need to collaborate with your bandmates when writing music. You need to find somebody else to help promote your shows who knows how to do that better than you do." And thankfully that's a lesson I learned back there.

This is in that book I haven't written yet called *Everything That I Need to Know About Business I Learned as a Musician in a Band*. But that was a lesson that I learned early on, and so coming into business I knew "I can't be that island. I got to ask for help. I've got to find partners, Mastermind mentors. I got to reach out and build this team of people around me to get me there."

Pat: And speaking of partnerships, I want to go back into time even before I got started with online business to how you guys got partnered up with each other, because you mentioned that you can't do this alone and you guys are lucky that you had each other right from the start. How did you get--can one of you tell the story about how you guys got connected with each other and then got the idea to start your podcast? Because that's what you started with was with your podcast. And then we can just take it from there.



Jeremy: Yeah, well, I'll tell you--here's what happened for me. So this is Jeremy, and I had quit my job and I read *Rich Dad, Poor Dad*, and all it said was start a business or do real estate.

And so I was like "okay, I guess I'll do real estate, because I know nothing about business." And because of the real estate stuff I realized really quickly, first of all, I hated the real estate stuff. Didn't enjoy it at ALL. But while I started learning about this online business world way back then, I was still going to little meetings in Salt Lake City--that's where I was, I moved back to Salt Lake to cut all my costs to live as cheap as I could while I tried to do this business thing.

While I was there, I would go to a real estate meet up, really, is what it was. There wasn't meetup.com back then, but I would go to this real estate group and one time I went there, you know, this--you know, maybe 12-year-old looking kid goes up to the front of the room, and everybody in the room--I thought I was young, I was 30 or 32 or something at the time. Everybody else was in their 50s.

And this young guy gets up and he's like in charge. He's the president of the real estate group. And that was interesting enough for me, but what really got me, and that ended up being Jason--he just happens to look incredibly young for his age--

Pat: 12 years old! Hah!

Jeremy: Yeah. Exactly! He maybe looked like 19 or something, and I guess, what were you--maybe 27?

Jason: At the time, yeah, I was probably 27, yeah.

Jeremy: And so--but here's the thing that really struck me about Jason is, I was just learning about information products, like being able to make CDs and like, you film yourself teaching something and then you sell the CDs and a manual or something like that. So this is even before all the digital stuff that we do now.

And Jason said he was selling a course on him teaching how to do some little thing with real estate, and I instantly emailed him back and said "Hey, we should do lunch. I'm learning about this and I don't know anybody in the whole world that I have access to that knows anything about this stuff! I would love to, you know, take you out to lunch and let's talk! Like, how did you do this?"

That started what became a mastermind group between us for maybe a year, would you say, Jason?

Jason: Yeah, it's probably a year, year or two, and then before the podcast started happening, yep.



Jeremy: Yeah. And the one day Jason just said "Hey, have you heard about this podcasting thing?"

And I'm like "No, what's that?"

And basically he's like "Oh, you just kind of have your own radio show!" [laughs]

And I guess something in me, I was like "OH MY GOSH! We should totally do this!!"

And you know, he was pitching--let's--you know, he said "I want to be the podcast expert, so I'm going to start some different shows."

And I was like "Oh, let's start a show! Let's do something! I don't know what!" And then it led to the hobby of internet business mastery for maybe 18 months or something, we did it for fun, really, just basically having the conversations we would have when we would go to lunch. He would go learn certain things or I'd go learn certain things and then we'd get together and tell each other. That's basically what it was.

He was doing it to learn about podcasting, so it was completely a hobby until people started telling us "Hey, where's your course? We'd buy it!" That's kind of how it all started. Did I miss anything, Jason?

Jason: Nah, I think that hits the key point. I'd mentioned that I Googled the world podcasting, Google didn't know what it was and at the time when I looked around there was just a few underground geek bloggers blogging about MP3 enclosures, RSS feeds and blandish blah, and I was like "Okay."

Thankfully I had the tech background to understand them and I was like "Oh my gosh, this is huge! This is going to change communications online, teaching online, marketing online, building a brand online. The face of content marketing is shifting here!" So that was an opportunity.

I'm making it sound like I was very definite in that moment, like, "I'm going to be--" Like I said, it took me seven or eight months to finally come around and claim that "No, dang it, I am going to be the foremost expert on how to podcast, particularly for a business!" But I figured "Well, if I'm going to do that, I better have two or three podcasts" and one of the three that I started at the time was internet business mastery, which then completely unexpectedly, we're talking within 4 or 5 months, our host is saying "We're going to shut you down, you're getting too many downloads" and thankfully, by then, LibSyn had been created and like "Okay, let's move over there so we can..."

And then all of the sudden, before we actually knew, within two years, we realized--in about 18 months--we have a business on our hands. But it all started out for fun, let's



learn this thing, let's create some value, let's just see what happens, and then it became the primary focus for both of us, because it was growing so rapidly.

Pat: That's cool. It sounds like you had a lot of different things going on and you just found the one that sort of seemed to take off. I know, Jason, you had a podcasting business for a while. You wrote a book, too!

Jason: Yeah, I had a book about promoting your podcast for two or three years. You know, the early days of New Media Expo, which was Blog World at the time, and then before that there was Portable Media Expo. I was speaking at that. And so you know, I was headed to "I just want to teach people how to podcast."

Which I loved doing, but again, because Internet Business Mastery grew so much faster, after, you know, two or three years, I was trying to do both, and at one point--another lesson we teach our students all the time is sometimes you got to know when to focus, so we realized "Okay, even though we've got other successful businesses, let's put whatever we can on autopilot, let's get whatever we can off of our plate and let's really give Internet Business Mastery its due attention in order to grow and have the impact that it could."

And I'm glad we did that, because like Jeremy said we finally--or maybe I'm mixing up, that was an interview we did with Chris Ducker this morning. We were talking about how, then also we had two or three years where business was doubling every year because of us giving it the focus it deserved at its time.

Pat: Yeah, that's crazy. I do want to talk about the Academy and how that came about and the ups and downs with that, but before then I want to talk about, or continue this conversation about your partnership, because I know there's a lot of people out there listening who may have a partner already or maybe they're considering starting a business with somebody else--you guys have been together for YEARS now. What has kept you both sane with each other? And, you know, why do you guys work well together?

Jeremy: I think that one of the things is that we have similar purposes, and we call it on our show "single motivating purpose." Basically, we're so similar in those, but just enough different that it supports each other but we're not both doing the exact same thing.

I think that, you know, that was one of those things that helps us. We had this mission that we have to do what we do. We absolutely love it, and we both love it and we both just work really, really well together.

He has a certain aspect to the business that--Jason is definitely the professor. He's the teacher. He's got the knowledge--he blows me away. I'll tell him about some little thing



I just learned and the next day he finds everything about it and can teach it. It blows me away! Even after eight years! It's just how he works.

We just have different aspects of the business that we bring together, and--I don't know, it's funny because our partnership has lasted longer than my marriage did. We just joked about that. So yeah, we've been together 8 years, or something like that now, working on the business.

From my side, I think it's our mission and our purposes are aligned.

Jason: You know, a partnership is a lot like a marriage, and you have to treat it as such. We have a phone call every Monday where we're touching base, not only on strategy but talking about what's stressing us out, what are we happy about, are there any things we need to hash out, any disagreements going on. And, you know, marriage has its regular communication things as well.

And again, having been enough bands where I just threw musicians together and six months into it we're imploding because half of us just want to play frat house gigs and make \$500 a pop when the other half of us want to write the next White Album by the Beatles or something, you know? You got to go into it knowing what each other wants out of the situation.

Common purpose, common mission, common expectations, and a very clear understanding about what each person is bringing to the table. Sometimes that needs to be reevaluated, so that might mean the partnership only--I don't think there's anything wrong, let's say, if a partnership only lasts two years. Maybe that's the life that it had in it, and that's fine. For whatever reason, we've been fortunate enough now to have an 8+ year partnership in this business.

But it does bring advantages to have a partner, as long as you can find the right partner to mesh with. It just kind of happened for us. I guess we had two years of masterminding together to really have it make sense to go like "Yeah, you know, maybe we should do something together here." That definitely helps, when you have a bit of a friendship or a background or at least a bit of an understanding of who somebody is. You got to treat your partnership like you would any other significant and key relationship in your life, as well.

Pat: Mmhmm. I think that--

Jeremy: One other thing that I would mention, too, is just--there's also this thing about lifestyle. What kind of lifestyle do you want? And we just happen to have a similar view on that. We've never done a show together in the same room. We've always lived, when we've had the business, in different cities and even countries.



Like, when I was in San Diego, I think, Jason as in Buenos Aires, and then he's in Portland and I'm in Salt Lake, and then he was in Manhattan and now he's going to France. Being able to understand, like, we don't want to get together in one place and build, let's say, a 50 person business. We want a lifestyle business! If one of us wanted to do that, that would be bad news.

We have very similar lifestyles, as well, and that's something if I was starting over I would definitely find out about as well, because 5 years down the line, one person's like "Hey, I want \$100 million business with 500 employees, that's what I'm going for" and I'm like "oh, I like working at home..." That would be a major issue later. So, lifestyle's another one, as well as the purpose and mission.

Pat: Yeah. And the underlining factor between all of that, that's important, but communication--you know. Having a partner come on is huge, and you want to make sure you understand everything there is to know about that person you're going to be working with and make sure you guys are honest with each other, too. Because just like in a relationship, honesty is really--once you start not revealing everything, or not talking, that's when things could start to happen and you don't want to go down that road.

Jeremy: Yeah, and gifts. He sends me the most WONDERFUL gifts. [laughing] No.

Pat: Yeah, and jewelry.

Jeremy: Jewelry. I better have my tennis bracelet every year, you know.

Pat: Oh gosh. Now I want to talk about your business and the Academy, especially. You guys have had one of the longest running successful membership sites that I know about, but I'd like to talk about what's been working really well, maybe some of the things that maybe haven't gone so well in the past, and how you reevaluated those situations and came back from them.

You guys just released Academy 3.0, so this is your third iteration. From the audience that I have that I know is in it, I've just been hearing amazing things about it. So, talk about, really quickly, starting the academy, obviously this idea came from your audience, "Hey, where's the course?" And then you created this academy. What was the idea behind the academy and give us a quick journey on the ups and downs of it.

Jeremy: Well, I'll give you the beginner thing and I'll let Jason tell you about what it is now, but the beginner thing was actually, we didn't think people would buy--I remember going "People are asking us this, let's do the craziest thing!" We didn't actually start the academy as a membership site. We went "Let's do a \$2000 coaching course!" and then people will go "Oh my gosh, I'm never going to buy that" and then we'll see that this is still just for fun."



And so we started a \$2000 coaching course and it sold out in about 5 minutes. Blew us away. And instead of being excited, I was all mad because I was like "Why didn't we have more openings? We shouldn't have put a limit on it!" Because we sold out in 5 minutes! We had NO idea that was going to happen.

It was...I don't know what it was, maybe about a year, year and a half later that I was in a mastermind group with one of the big, internet business guys. And he had a whole bunch of membership sites on all different topics, and as he was talking about it I was sitting there going "Oh my gosh" and of course their money was insane. He was like "If a membership site I have doesn't make at least \$100,000 a month I sell it!"

We're like--in my mind I'm going "WHAT?!" I didn't even know membership sites could DO that sort of money, that's insane! And so when he looked at what we were doing, because it was a mastermind group so we would all share, he was like "Oh, you should turn that coaching course into a membership site, then you could make money every single month and not have to sit there and launch a coaching course every year."

That was the thing I took back to Jason and we mulled that over for a while and, you know, not long after that, I think, we started with the Academy 1.0 which was basically taking our coaching course and just making it into--you know, what that same guy, his name's Ryan, later called The Encyclopedia of Internet Business, we made that into Academy 1.0 not long after.

Pat: Yeah, which of course I'm familiar with because I was in it. It was great--different lessons and modules and action items and things I could download and print out and check off. It was great, it was really helpful to have that guidance, even though you guys weren't there coaching me hand-in-hand, because you had this system in place where I could learn in a very step-by-step fashion. It really did help me out.

Jason: Yeah, you know the initial thing with the Academy was to have that ideal resource, what we wished we'd had when we got started. Now, the funny thing is, is that we think about back when we got started--of course, things were very different, there was no Facebook, no Twitter, no WordPress, no a lot of this stuff we have at our fingertips now to build a brand. But the people we learned from back then, they're all gone now. None of them are teaching internet business anymore.

Now, some of that is because they've moved on to bigger ventures. Maybe they got bored, whatever. There's all kinds of reasons why somebody teaches internet business for a while and then moves on to other things.

Going back to that sense of this mission that we have, now that we've been teaching internet business, entrepreneurship and marketing for almost ten years, and in that time, the third iteration of the Academy, and really the fourth iteration of our curriculum, because before the academy was coaching students that we took through a particular system, we've learned a lot, a LOT about what keeps people motivated, about



what they need in order to--what sets apart people who make it and reach the success they were looking for and the ones that just give up and stop.

I don't want to say "fail," because I think the only way, really, to fail, is if you just stop trying. And so you look at the different between this third version of the academy and the first, there's a huge, huge difference in the way that we tracked the progress of our students.

We know people have such limited time, so we've learned you can't overwhelm them. It has to be step-by-step. It has to be the kind of thing people can sit down for thirty minutes, instantly know where they left off, instantly know what they need to do next, because that's the life that people are living here. Trying to get into a business, working a full time job that's 10-12 hours a day sometimes with a family that wants to see them as well, you know. So empathizing with the needs of our students right now and creating a system that precisely meets those needs in the form of the training that they get, the format that they deliver it to, in the time and energy that they have to dedicate it to.

So, we're incredibly proud to still be doing this ten years later, to have--you're not going to find an internet business program anywhere on the internet that's on its fourth version like this for beginners. It just doesn't exist, because anybody else has stopped, for whatever reason, stopped teaching it. It's incredibly gratifying to see the responses to this latest version of the Academy and to see that we've managed to crack the code of some of these things that really hold people back and frustrate us as coaches and teachers. "Man, how can we help with that one pitfall that just seems to keep grabbing people and taking their motivation away?" Seeing that actually be solved is just...it's a wonderful thing to see happen.

And, you know, we just continue to improve and continue to see what it is people need and try to change the way that entrepreneurs are created online.

Pat: I love that. It's very obvious you're doing this for the right reasons. You're trying to make sure that people are able to do this, and you're actually listening and following along and seeing what's working and what's not and improving the system over time, and a lot of people don't do that.

I will say, and I'm going to be completely honest with you guys--when I first started Smart Passive Income, you guys know I was the top affiliate for your product for a long time for the Academy. And then you may have noticed that I stopped promoting it, and the reason I did that was because--it seemed like for a little while, you guys changed your purpose, and it seemed like your focus was, for a little bit, on something other than your users. Do you--

Jeremy: Yeah.



Pat: Can you talk about that really quick? And I'm just being--I'm just being completely honest with you. But, we can talk about what's come out of that as a result.

Jeremy: For sure.

Pat: But talking about your change in motivation--talk about your change in motivation and some of the things you guys were doing. I know you were working with certain people that were maybe people you shouldn't have worked with and things like that. I think this is important not just because you guys are on the show and sharing your experience but I think this is something that happens to a lot of people, and I've noticed it with a lot of my own friends who have become successful. They're not the same people anymore, and they haven't come back.

Jeremy: Right.

Pat: So, talk about that a little bit.

Jason: Well, I think there's two traps that you fall into as an entrepreneur that we fell into. One I would call the "resting on your laurels" trap and the second one I would call the "comparison" trap.

The first one is here you reach a certain level of success in your business and you start feeling like--you've worked hard, you've sacrificed, you've taken chances, and you've got something and you've finally gotten it working and to some degree you're like "I just want to enjoy this now." And by all means, you deserve to enjoy your business!

I think one thing we did, though, was we maybe just stopped trying as hard or innovating. At the time, there was still--even by the time you started Smart Passive Income, it was a handful of shows in the business marketing category, let alone the internet business category, whereas today there's no way you could even possibly listen to them all, there's so many of them. So it was very easy for us to just ride the wave that we had created and let it be what it was.

Jeremy: [inaudible] #1 for years.

Jason: Right.

Jeremy: So you start getting used to "Oh, I guess we're just #1 again this year." And doing your thing after years of--

Jason: So you just keep enjoying it! Yeah! We were like "Okay." And--but what we needed to do was...yeah, after a few months of enjoying that, okay, we got to innovate, what's the next thing? And not just kind of let the thing just ride as it is--and two things happened because of resting on our laurels.



Number one, you stop creating value like you should, and number two, the competition starts showing up and catching up with you, right? And even passing you up. So that's a couple things that happen there.

And then the comparison trap is where you reach a certain level. You feel like, okay, I've mastered such-and-such level of my business and I'm seeing people who seem to be operating at this next level up, and I would really like to get to that next level up for bigger impact reasons, for making more money reasons, for whatever reasons, I want to get to that next level up. So you start looking around for "well what is it that I need to do differently in the way I do business, in I think, in the way to operate in order to reach that next level. And we thought we had identified that, that it was going to take us--we felt like "Well, the only way to reach that next level, I guess, is to do business like we see these other guys doing."

And so we started paying people a lot of money to coach us and those things. Now, it turns out that the problem was, we weren't realizing that there's a lot of different ways to reach the next level, and going back to being true to yourself, and "be you"--it started straying from true to us. I don't know, maybe part of us had that dissonance and thought "Well, this is what it's going to take and in order for us to reach more people and go to the next level, that's just, maybe we're just needing to quote-unquote 'grow up' as marketers or something, right?"

It took us a couple years to realize, like, that was A) not fulfilling for us, B) losing the magic of what we had used to create the brand that we had, and C) losing the support of some people that had believed in us and the way we were in the beginning. Finally, something woke us up, and said "Wait a second. We don't need to compare ourselves to these other guys."

Just because these other guys seem to be making money or reaching the amount of people or doing these big shot things, associating, you see the pictures of them with Richard Branson--you know, doing all the things that you're like "That would be cool, to do those things." Doesn't mean that you have to do business just like them. You got to find the coach and stay with the coach and find the path to the next level that's more true to who YOU are.

The hardest part is to realize that you've made those missteps and then to admit it to yourself, and then to admit it to the people that, you know, are trusting in you, and then you just got to make those course corrections. I wish we had realized that earlier, and not--I won't say wasted two years, but you know, there's a couple years that we were not as efficient, not as impactful, not as fulfilled as we could've been with our business, and I'm sure many entrepreneurs hit that, just because, hit into you like, reach a certain level, you start comparing yourself, you start going "Oh maybe I--" all those things I Just said. I don't need to repeat myself.



So, um, yeah. I feel like now we've course corrected and it's been good. So I don't know, I'd say it's like 2010-2012, maybe there's a bit of that, and ever since the end of 2012 there's been a shift--

Jeremy: We changed it.

Jason: Bringing it back to the roots, so to speak, and finding...trusting more in our own instincts, trusting more in our own voice, maybe listening to some of those coaches but saying "I'm going to take 20% of what you said and the other 80 just doesn't fit me." And finding that own path that's still going to stick to your values, your mission, but at the same time get you the success you're looking for.

And if that means that we don't have a 50 million dollar business one of these days--okay, that's fine.

Jeremy: Yeah, we don't need 50 million.

Jason: We don't need that, you know?

Jeremy: We want to impact as many people as possible. That's our mission, or we would be--teaching weight loss, or something. I don't know. You know? We'd be teaching something else. We absolutely love this.

And once we realized "Hey, some of these guys, they're just about the money and they make a lot of it, so they do really well with that, but we actually like it and want to do it. It's what we wake up to do. And we want to keep doing it, we don't want to burn it out in two years or whatever. We just saw a lot of...you know, issues that..."

Again, we thought "Oh, I guess this is what you do to go to the A-League" or whatever you want to call it. We tried that, went "NOPE, we're fine with what we do, and let's just do more of what we do" and that's, you know, I don't know, I guess that was about two years ago. We did a whole episode talking about..."

Pat: Yep.

Jeremy: We got caught in this trap, we're back, we love this so we're going to do it the way we want to do it and let the chips fall where they may.

Jason: You know what's funny is, I remember distinctly during this shifting period of time, this awakening let's call it--I remember one specifically, conversation, when we talked about you, Pat, and in a way we're going "Look, Pat just kept doing what he learned from us and look how well it's doing!" Like, like why did we change what we were doing?



So that was like this beacon, this reminder of like--DUH, let's just go back to doing what we were doing, because look, it's working for him, and other people that are learning from him! Why did we think that we needed to change the formula?" So there you go Pat, thanks for helping with our awakening.

Pat: Oh yeah, I mean, my pleasure. I'm just--because obviously I've been following you guys for forever, and I did notice that change, and it was when I noticed that change that I had to stop promoting you.

And when people would ask "Hey what do you guys think about Internet Business Mastery?" I was like "They used to be awesome, it was perfect, and then they started drip-feeding content and forcing you to pay extra to get the extra content, and then their emails are so aggressive now. I can't promote it like I used to."

And then obviously people were like "Well, thank you for telling me the honest truth." And then now when they email me, I'm like "You know, Academy 3.0 is awesome, it's everything it was supposed to be."

And I had just wished it stayed that way the whole time, but I think it took you guys straying off a little bit to understand what really is the most fulfilling and getting back to your roots and the why. So thank you for being honest and talking about that here on the show. I think that's a really important lesson for all of us, and it's really good to hear that coming from you guys, because obviously I look up to you guys and I'm always learning from your example, so it's cool that you guys are back and I'm happy to promote the Academy, and knowing that you guys will take good care of the SPI audience. So yeah, thank you for being honest with that.

Jason: Let me put the cap on the redemption story here, the third act if you will.

We stopped working with these coaches. We stopped hiring copywriters to write our emails. That meant writing them ourselves.

I really get a lot of anxieties when it comes to--I love teaching, and like Jeremy said, I'm very, very good at it. I feel like I'm one of the best at it, but when it comes to writing stuff where I feel like "Okay, now I'm asking people to buy--" you know, it's an uncomfortable and tough thing.

But we decided "Look, we've just got to come back to being true to our voice again, and like we said it was probably the end of 2012 that we did that, and we've seen the effects of that changing over time, and how well the launches have done where we just wrote the copy ourselves, we just did the video ourselves, we didn't need anybody externally. We stopped promoting other people's stuff. Like, I don't think--I can't think of an external launch that we've promoted..."



Not to say that we don't--we think there's a lot of good stuff out there, and if the right thing came along, we would, but whereas we used to promote a lot more of other people's stuff, we stopped that. We're like "look, let's stay true to what we teach, and we can fulfill the needs of our audience ourselves." But the kicker here is that, so, we--one of the things that we did back in 2010, it would have been, was we went for one of those huge launches, bringing lots of affiliates on board. It was like "This is the way we're going to double, triple, quadruple our list. This is the way we're going to double, triple, quadruple our income!"

And while there was a big hit of list build, and there was a big hit of money, then you have everybody knocking at your door going "Okay now, you got to mail for me, right?" And just getting caught up in that whirlwind, which is just not our style whatsoever.

Most recently, in fact right now as we record this, we are having the biggest launch that we've ever had outside of that one that we did with affiliates, however, we were just chatting this morning that in the end, we are going to net more money to ourselves than that huge, external launch where we were trying to play the other game.

The point I'm trying to say is, without playing that other game, in the end, just being true to our own voice, we're actually--well, we have more coaching students signing up and more success and reach and impact happened from this one launch than we have had from any previous launch, and so all the doubt that we had about writing our own copy and our own emails and thinking we had to have our voice--

Jeremy: Being ourselves.

Jason: Being ourselves, yeah. Having our voice be like these other people, you know, it was a bunch of bunk! Because the proof is in our count right now. The number of signups that we have to this current coaching round that's going on--it's so gratifying to feel...the word that came to my mind is vindicated. That's not the right word. Feel, just, ah...

Jeremy: We're back.

Jason: Yeah, validated. Validated, that's the word I'm looking--feel validated in that we awoke, we shifted, we started fixing things, and we were complete--we were completely capable with our approach that we already have of doing what it was that we wanted to do. We just got a little distracted listening to other voices.

And entrepreneurs, I know that we do--everyone listening to this who's an entrepreneur knows what I'm talking about. The comparison trap. We start looking at other people and going "Well, what if, maybe I do, I don't know, you know?" And then you doubt--

Jeremy: Maybe THEY have the secret sauce!



Jason: Maybe I do need to do it that way! And, you know, some people do have wonderful tips and tricks and things to teach you. We've talked about the importance of mentors and having that guidance. But don't squash your own voice in all of that that's going on. Don't squash your own voice, because it's the most important voice of CALL that will keep you on the path that's going to fulfill you, and that's going to help you build a business you're proud of for years and years and years to come.

Pat: Love it. Thank you, thank you guys for that cap on that. I think that's a perfect place to end the show, actually.

Jeremy, Jason, thank you guys again for coming on the 100th episode of Smart Passive Income! I've wanted you guys to come on earlier and for whatever reason just got delayed--but I think it's perfect that you guys are now here on the 100th episode, and it's a perfect episode for people to listen to--and it's a great one for me for all the reminders as I move forward into the next hundred episodes, and whatever happens next in my business as I try to grow and making sure I'm always true to myself, and you know I'm very, very lucky and blessed to have my audience who's always there to keep me in check. My family also, and those in my mastermind group and people like you guys.

Really, I couldn't do this without you guys. Nobody can ever do this entrepreneur thing alone, and just thank you guys for everything.

Jeremy: Congrats, Pat. This is amazing, what's happened, and you know, the amount of people you're serving and helping is just awe-inspiring. I love it. I'm glad you're at a hundred, and here's to another hundred, right?

Pat: Here's to another hundred. Thanks guys, I love you guys. I'll talk to you guys later. Peace.

I hope you enjoyed that interview with Jeremy and Jason. To be honest, I don't even think you can call that an interview, more of a kickback reminiscence session, talking about all the cool things that have happened over the past few years and all of the struggles and some of the ups and downs along the way. Just a great conversation, I love those guys to death, they've done so much for me.

And they actually emailed me afterwards and they said "Hey Pat, we didn't want to come on your show to pitch the Academy, that's why we didn't mention any links or affiliate links or anything, but you know, if people are interested, you might want to share your affiliate link at the end of the show." And I think that's a great idea! Because I always associate myself with people and companies and services and tool that I know we're going to take care of people!

Jeremy, Jason, their most recent launch of Academy 3.0 will definitely do that if you're interested in getting started and you resonate with what they're saying. Obviously,



they've helped me, and there are other great courses out there, too, but if you want to explore this one, my affiliate link is SmartPassiveIncome.com/IBM. Just like the computer, but Internet Business Mastery. So, IBM.

Thank you guys so much for listening in. Thank you for all of the comments and reviews over the past 100 episodes, for all the emails, all the messages, all the handshaking and hugs at conferences. It just means the world to me, and I think the best part about all this is when I meet people in person. I hope to meet all of you in person someday, whether in a conference or on the street or whatever. The best part is when people come up to me and they say "Pat, you've changed my life in one way or another, and I feel like I know you."

That used to freak me out at first when people would come up to me and they'd be like "Pat, how's your son doing?" How is this part of your business or that doing or whatever I was interested in. "Oh, how was your fantasy football game last week?" It would trip me out at first! I would be a little scared of that.

But then I realized once I started thinking of it that that was just a sign that I was really making a deep connection with all of you out there listening to this right now. I'm actually forming a relationship with you! You're getting to know who I am, the real me, and you're understanding things about me like you would a friend.

And I want you to keep that in mind when you're trying to build your audience, too. There's nothing better than somebody coming up to me now and saying "I feel like I know you." Because that means I'm doing my job, providing content in a way that has an effect on somebody's life. So, just keep that in mind and thank you so much for all the love. Head on over to iTunes and leave a review if you haven't already.

Thank you for celebrating episode 100 with me, thank you to Jeremy and Jason from Internet Business Mastery. And of course, as always I'm going to mention my sponsor here, audiobooks.com. If you head on over to audiobooks.com/spi you could actually get the sort of origin story of how I got started in deep detail, actually, like the feelings I was getting coming up to that meeting with Jeremy at the Panera Bread in Mere Mesa, San Diego, California.

All that stuff--videos, actually. Video interviews of all that stuff. You can listen to all that stuff in an audiobook from audiobooks.com. My book, Let Go, is exclusively in audio format on audiobooks.com. If you go to audiobooks.com/spi you'll also get one free credit, in addition to that, to download a new book you want an listen to that, and also 30 days to check it out. Again, that's audiobooks.com/SPI.

Thank you SO much for listening, I appreciate every single one of you. Head on over to SmartPassiveIncome.com/session100. If you want to leave some congratulatory remarks there that would be awesome! If you have any comments, questions, suggestions for the next 100 episodes, if you have somebody, potentially, that you



think would be great on the show as an interview, head on over to SmartPassiveIncome.com/session100. I'd love to explore those options in the next 100 for you from this point forward.

Thank you so much. Thank you, and I'll see you in the next episode.

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