



**SPI Podcast Session #109 -
From Personal Trainer to Successful Self-Published
Author and Podcaster
with Vinnie Tortorich**

show notes at: <http://www.smartpassiveincome.com/session109>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #109.

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, who can skip a rock over 20 times, Pat Flynn!

Hey everybody, what's up? Pat Flynn here and welcome to episode 109 of the Smart Passive Income Podcast. Before we get started today and on to today's interview, I just want to give a quick shout-out and thank you to everybody who had sent their best wishes and prayers for everything that's going on in San Diego right now. This is where I live. There are about a half a dozen fires going on right now around San Diego County.

Thank you to all the firefighters and anybody who is a firefighter. You are awesome. Just thank you because they've been working overtime here to get things under control. I actually had to evacuate my house the other day. Everything is good. Our home is safe and our family and everybody I know is doing well. But there are a lot of people who did lose their homes. And let's just hope this all gets under control very soon. Again, thank you so much for your prayers. And for those of you listening in the future, this is dating back to May 2014.

And I always know it's weird sort of talking about real-time events in a podcast because people listen to a podcast in the future. But I don't think we could ever thank those who are fighting fires enough and putting their lives at risk for all of us out there to stay safe. So thank you again.

Now, on to today's interview, I'm really excited about this one and actually, I feel a little bit bad because the person I interviewed, I actually interviewed a long time ago and then I lost the interview. But he was kind enough to come back on actually, the interview was even better. This is Vinnie Tortorich from VinnieTortorich.com. He's known as America's Angriest Trainer. He has been a personal trainer for over 32 years,



started personal training celebrities and then actually had to battle cancer, overcome the writer's strike, and also, the crash of 2008.

And then he has bounced back and he has become an amazing person who's done a lot of successful things online now. So he took an offline business and is now doing things online. He has a book that has done really well called *Fitness Confidential* with over 700 reviews on Amazon, most of them, over – or almost 600 of them are 5-star ratings. He also has a very successful podcast in the health category on iTunes, Vinnie Tortorich, again, America's Angriest Trainer.

A lot of gold nuggets in this episode and I hope you pay attention. So thank you so much. Enjoy. And here's Vinnie Tortorich from VinnieTortorich.com, author of *Fitness Confidential*.

Hey Vinnie, what's up? How are you? Thanks for joining us today.

Vinnie Tortorich: I'm doing great, man. Thanks for having me on.

Pat Flynn: This is so cool. And I have to also thank you because we already had a recording and nobody knows this yet but I lost it in another hard drive crash. Even with backup, I lost it. And you were kind enough to come back on and provide value for us. So just first of all, thank you for that.

Vinnie Tortorich: No. I almost said, "Thanks for having me on again." Not realizing that no one would know that. So thanks again.

Pat Flynn: No. But it was a great interview and that's why I really, really want to make sure I brought you back on. You have an amazing story.

So why don't you start with sort of where you came from, you're a fitness trainer and now you're doing stuff online. But what were you doing before that?

Vinnie Tortorich: Well for years, my whole life, I've been a fitness trainer for 32 years and I moved down to LA 23 years ago. And I got really lucky and I started working with celebrities and I kind of – I say I'm really lucky, I made that luck. I was doing good work and the celebrities kind of found me. And I became one of those early on celebrity fitness trainer guys. But unlike most other trainers in my position, I did everything in my power not to let anyone know who I was or even know my last name. I walked around known as Vinnie, the fitness guy.



And that's simply because with celebrities, they get in trouble sometimes. And we all see these media stories where they'll say, "Sources close to ..." Like if Britney Spears got in trouble, "Sources close to Britney says that she's crazy." The sources are always the masseurs, the masseuses, the fitness trainers, the cook because they know that they can get to these people and hand them \$3,000, \$4,000, \$5,000 and these people start singing like canaries.

So I literally spent my career because of the type of clients I have and still has not opening my mouth.

Pat Flynn: Just focus on your work and training the celebrities.

Vinnie Tortorich: Yeah. It was a day gig for me. I went to work, did my job, came home.

Pat Flynn: I see. And then where did you go from there?

Vinnie Tortorich: I basically just stayed there. I did get some – I guess you can say, my name got out there because I got – I talked about this in [Fitness Confidential](#), this is the first story I tell. There was this actor who was in one of a sitcom and she was heavy and they had to get weight off of her. She was a funny comedienne and they wanted to get a ton of weight off. So they hired me. And she lost so much weight. It was so recognizable that when she went on *The Tonight Show* and *Letterman* and at that point, there was the other guy for *The Dog Pound* – I can't think of his name now. It was another late night show.

My name was on all of these shows all of a sudden and that made me even more popular real fast with celebrities. But I was happy doing that, Pat, until literally 2007. And that's when everything kind of came to a crashing halt.

Pat Flynn: And what happened?

Vinnie Tortorich: Well first, I found out I had leukemia and I was so far along that it was kind of a life or death situation. It turns out I ended up living which was a good thing. So I had six or seven or eight months in the crux of it where I couldn't work at all. But I didn't care. I've been saving money my whole life. I'm not a spender. I don't drive fancy cars. So I was good. I was like, "Wow! Finally, I get a vacation." But right on the backend of that, 2008 came along and the crash happened.



And well, before that even, the writer's strike happened in LA. Well, you kept hearing it on the news collateral damage. Well, I was collateral damage because if Hollywood is not working, no one is making money and no one is going to pay me. So I had that happened. So I went from cancer to writer's strike right into the crash of '08 when the economy just fell apart. And I started looking around and going, "What do I do now?" So that was kind of the beginning of that.

Pat Flynn: It's always weird how it seems like when one sort of bad thing happens, many bad things happen, just sort of brings us all the way down. And you felt that ripple effect from the writer's strike amongst all that other stuff. How did you get out of it? Because obviously, you're doing really, really well right now, I'm wondering if maybe certain things happened that just kind of took you out from that dip and brought you back into light.

Vinnie Tortorich: Well, I did all the obvious things. I did have a couple of clients. I hang on to those clients tooth and nail. A couple of them I even lowered the price on. I gave them prices that I never charged ever in my career. And I was hanging on tooth and nail just to pay bills. I did have a second car, a sports car. I got rid of that. I got rid of my motorcycle. Anything that I could sell off, I just sold off. I wasn't the guy that had any debt. Like when I bought the sports car or motorcycle, I paid for it right there and then. So I was able to sell it and recoup some cash. But you lose money when you do that.

And I started reading. I found a book called [*What Would Google Do?*](#) by Jeff Jarvis. And I read that book and when I got to the end, I went right back to chapter one and read it again because I realized – and by the way, I don't think that book was out until '09 or whenever it came out, I read that book.

But I was suffering for a long time and I was like, "Wow! Maybe the internet is kind of a place where I can look to make some money." I think the one thing that I knew was that it wouldn't be easy money. Like you can't just click a button and start making money on the internet. I said, "I can take the same knowledge I've been giving people for 30 years and put it to work on the internet." So I started doing a blog.

Pat Flynn: This is a blog about fitness and other things as opposed to a lot of what's out there or what has been out there is, "Hey, buy my program. Do these things and you're going to make money overnight." You knew to avoid those things.



Vinnie Tortorich: Yeah. It didn't even occur to me to look into them. I just started writing a blog and I said, "I'm just going to make this blog the most real thing in the world." And I wrote literally one blog every day for 365 days. That was my goal. It kind of kept me sane. And a couple of things happened. At first, 30 people are there reading it and then 100 people. And I'll never forget the first time 500 people came to my blog in one day. I thought that was like, "Holy crap! 500 people read this." And then 1,000 and then eventually, 5,000, 6,000. You know how that goes.

Pat Flynn: Yeah. How are people finding you? Is there any few people that maybe had some influence and pointed their followers in your direction or how did you get all that traffic?

Vinnie Tortorich: Absolutely not. As a matter of fact, I wasn't on Twitter at the time. I had a Facebook account because Serena, my better half, set it up for me. I didn't really – I had a couple of friends from back home on Facebook. I didn't really even know what that was, to be honest with you.

And SEO, I didn't know SEO. People were finding it and it became word of mouth because I was the first guy that wasn't trying to sell a product. I was just saying, "Here is how you will get in shape. If you just do these things, you will lose weight. If you just do that. Don't listen ..." And some people were like, "You're crazy. You're nuts." And I was like, "OK, that's fine. But I've been doing this for 30 years and this is how the human body works. I have a degree on it. You can either take a pill or a powder or buy some fancy piece of equipment that will never work or you can do this."

And it just became a word of mouth deal. And I wish – I mean that's not the answer you want. I know most tech people want to hear that I was tweeting a gazillion times a day and I was doing this, that, and the whole thing but I didn't.

Pat Flynn: I mean I think it's good to be reminded of really at the core of what we do here online, and that's to provide value and hopefully do it in a way that's different from how everybody else is doing it. So I think even though you took the long slow approach typically is how people would feel it, I'm just going to write great stuff and have it spread through word of mouth. It worked for you. And I think that's just a testament to the knowledge that you had in your brain that you put on your blog for people to read and then share.

Vinnie Tortorich: I think that's part of it and the other part is when you write 365 blogs in one year, the word "fat" and "weight loss" is going to come up often and



somehow you will somehow move to the head of the class on the internet. So maybe that had a lot to do with it. I just don't know. The one thing that did – two things happened. One, I got hacked. So all of a sudden one day, I woke up and it said, "You've been hacked by the devil." And there was a big devil face where my blog used to be.

Pat Flynn: Wow!

Vinnie Tortorich: And I said, "Well, there you go." And I just walked away from it. But one of my closest friends and one-time client, Dean Lorey, who was a producer in Hollywood and a TV writer and he had written several books that were very successful. He wrote the *Nightmare Academy* series of books that Sony bought out. He did the TV show, *My Wife and Kids*, *Arrested Development*. Right now, this year, he brought Robin Williams back to television in a show called *The Crazy Ones*.

Dean became just – he loved my blog. He loved the way I wrote. And every Friday night, we would get together during those dark days where nobody had a job and we would have a scotch and a piece of fish literally. We would meet and have scotch and fish at a restaurant. And he kept telling me how great the blog was. And when he went to the blog and saw that all of a sudden it was hacked by the devil, he started on me about writing a book. And I kept saying, "No, I don't want to write a book." And he said, "If you just take those blog posts." I said, "Dean, I can't even get my blog post much less."

But he kept on me and one day, I found myself sitting in his office with about 40,000 words worth of notes that I sat down and wrote myself and we started pulling those notes and writing a book.

Pat Flynn: That's cool, which eventually turned into *Fitness Confidential*.

Vinnie Tortorich: Yeah.

Pat Flynn: I know a lot of people who recently wrote books and it has been a huge struggle for them. It's not easy to do. I've written a couple myself and it has been one of the hardest things in my life to accomplish. I mean it's so much different than writing a blog post. And even though you took your blog post essentially and turned that into a book, was it – how was that process for you, turning your blog post to a book?



Vinnie Tortorich: Well, it was just me sitting – Dean asked me to write a few notes. So I'm that kind of weird disciplined guy. I think that's where a lot of people lose the focus. I just – I don't mind sitting down every day. Like if I was driving my car, I'm still not a really techy guy so I just kept a bunch of Post-it – not Post-it, those 4 by something cards, those index cards, I had a stack of them in my car.

And if I came up with a thought and when I get to the next stoplight, I would just jot the words down with a pen that I had stacked to the cards. And when I got home that night, I would just flesh it out. I would take those notes and flesh it out on to a yellow Staples legal pad. And before I knew it, I had seven or eight or ten legal pads full of notes.

Yes, I didn't use Word document because I can't type. And that should be a lesson here. You don't really have to know how to type or use the internet to learn how to use the internet. I figured out ways around it. If I had to wait for myself to get all the words typed into Word, that's not going to happen. I'm going to forget my thoughts. But I can write really fast.

Pat Flynn: So who actually turn the book and your notes into something that was digital? You had people do that for you, I assume.

Vinnie Tortorich: No. Dean and I sat in a room. He did most of the typing on a computer. I've gotten really quick with using four of my ten fingers. But Dean and I sat there and we wrote together. I mean like I was there and he was there for every single word we wrote. And we literally sat – he has got my kind of weird work ethic where we sat down every day for three hours for I think six or seven or eight months and fleshed out every note.

As a matter of fact, we had over 100,000-word book that we cut down to 70,000 words because we both are big believer in cutting all the fat and that's why the book is such a fast read. There's nothing there that – we're both Hemmingway fans, by the way. Hemmingway was a real economist with words. And he feels the same way and I feel the same way. But we sat there and wrote together every single – people want to think, "Oh, you're a fitness trainer. You're not a writer. You didn't write your book." No, I literally wrote my book. But Dean can type like a machine gun. So he did the typing but we put every word in there together.

Pat Flynn: Great. So it was good that Dean was there helping you out and you guys were working together. Now, you said you didn't want to write a book but he convinced



you. And now, what were your thoughts before it was out for sale? How did you think it was going to do? Did you know it was going to be this successful?

Vinnie Tortorich: No. I thought we would get a deal based on the fact that Dean had – I had one children’s book that I wrote back in the early 2000 called *Monty* that did really well at the children’s world. So I knew the book process. And I figured out someone is going to give us 20,000, 30,000 bucks. We’ll both take a cut of it and we’ll walk away and then the book will either succeed or fail and we’ll start getting some residual checks.

Pat Flynn: This is from like going the traditional route.

Vinnie Tortorich: Yeah, this is if you go into publishers. Well, the first thing we did was Dean took it over to WME, William Morris Agency where he is. That’s his agency. And he took it to his book agent who said, “This is one of the best books I’ve read all year. The problem is, no one knows who the hell Vinnie Tortorich is, which is a problem.” And Dean said, “Well, there have been a lot of authors that nobody knew who they were before they wrote the book.” And the agent said, “Yes, that used to be the case. But we went on the internet and the only thing we found was he’s hacked by the devil when you put his name in. He doesn’t exist on the internet.”

So Dean told me. I’ll never forget. I was sitting in a filling station. I still call it filling station, gas station. And he called me and he said, “You have to go back on the internet and make yourself popular.” And I said, “What do you mean?” He said, “You have to become popular. That’s the only way William Morris would even look at this book.” And I said, “You want me to become like Jenna Marbles? I mean you want me to be like a chick sitting on the bed in a bikini telling my stories? I have no way of becoming popular. I’m an old Italian dude. I don’t know what I’m doing here.”

And he said, “Well, either you become popular or you’re going to have to find a different way to sell the book.” And within five days of that, I had a new podcast up.

Pat Flynn: Nice. So you discovered podcasting.

Vinnie Tortorich: Say again?

Pat Flynn: So you discovered that podcasting was a good potential way to build an audience and become popular.



Vinnie Tortorich: Well, kind of. I talked to my nephew and I said, "Look, I need help. I need to start putting blogs up." My nephew is a journalist out in Louisiana. I said, "I could put out a few blogs up. I type very slowly but I can get a few up. I need to get a bunch of blogs up. I need to become popular fast." And he said, "It doesn't work that way. You can't just put up a thousand blogs and become popular."

So he said to me, "Why don't you do a podcast?" And I said, "Great. Well, what's a podcast?" And he said, "It's a radio show on the internet." And he knew I could do it because I had a talk radio show back in New Orleans in 1999 called *Talking Fitness* which was a popular show.

And he said, "You're going to shoot right to the top on this because most people doing podcast have no idea what they're doing. And you know how to professionally do a radio show so you can just do this." So without even learning how to turn on the computer, I went to my friend, Anna Vocino and said, "Please help me get five of these up and then I'll figure it out." And the rest is history.

Pat Flynn: Yeah. I mean talk about your podcast. How is that going for you?

Vinnie Tortorich: It's going really well. We've been one of the top fitness podcast for almost two years that has been out. We get well over 300,000 downloads per month from the podcast. We were getting more before this month. We were doing three a week. And when you do three a week, obviously, your numbers per month are going to be higher. It dropped just a little bit because we've gone down to one a month. But the numbers on that one per month have gone way up.

Pat Flynn: One per month now.

Vinnie Tortorich: Oh, I'm sorry. Thank you. That was a slip. One per week.

Pat Flynn: Oh, OK. I was like, "Wow!"

Vinnie Tortorich: No, I'm sorry. One per week. But the numbers on that thing has just jumped and it has jumped so high that we've been getting calls from everybody wanting to advertise because somehow they could figure out when you have one show that's kicking butt. And so, we're trying that out to see what that's all about. Everything is always just on a trial basis for me. We can end up going back to two a week or three a week or five a week.



I can talk every day. It doesn't bother me. But it's doing really well.

Pat Flynn: That's awesome. And obviously, you could talk much faster than you can type. So I mean to produce three a week and then now even doing just one a week, I mean that's a lot of content. And to just talk about fitness in a way that people can consume it on the go, maybe they're at the gym listening to you, that's just incredible. I mean I know your podcast has done really well because we met each other at New Media Expo and we were both nominated for a podcast award last year. And unfortunately, neither of us won which is unfortunate. But that's OK. I mean just to be nominated is pretty awesome.

Now, keep us going through this journey. You just start a podcast. Now, what happens with the book now?

Vinnie Tortorich: Well, we started the podcast. We started getting numbers. I noticed that people are coming through VinnieTortorich.com to look at and see what else I might have there. So I started doing like an FAQ for people so that people can have free content and the whole deal. I found you by that point and started paying attention to what you are doing because I started looking around going, "Wait a minute. What are other guys doing?" And I read an [article](#) that you were in. I think it was New York Times or something and I immediately went to the internet. I went, "This guy is pretty cool." And I started paying attention. And by the way, I never bought into your program. I took your free content and used that. That's how cool you are.

Pat Flynn: Yeah. I mean I don't have any – at this moment, I don't have anything for sale anyway. It's all free.

Vinnie Tortorich: Yeah. Well, you have – doesn't Anna belong to something? Because Anna ended up, my co-host ended up doing something ...

Pat Flynn: It was something called Breakthrough Blogging that came out and it's still there but it has been closed for almost a year now because I've been working with people in there to make it better before I reopen it. So for three days over the past five years, I've sold something of my own. Other than that, I've been recommending products as an affiliate, products that I use of course. But nothing is mine that I'm selling currently.

Vinnie Tortorich: OK. Well, and that's another thing. We're doing the same sort of kind of thing where all of this is free content and that started working. Meanwhile, my



agent, I worked with a different agent out of New York, one of the top book agents, Greenberg Levine. And I have one of the top agents there. She loved the book. She went through the top 22 or 21 book publishers in the world and most of them turned the book down saying that, "We love this book but we've never seen a book like this."

As a matter of fact, my agent said she has never seen – usually a rejection letter was thanks but no thanks. Some of these rejection letters were two or three paragraphs long going, "If you would just change this book and make it look more like every other fitness book, we would buy it in a heartbeat." And I said no. I stuck to my guns.

Two of the bigger companies came back, the biggest companies actually and said – one of them offered us a two-book deal if I would promise to just cut the book in half and give them two books because it's actually two books in one. And I said no to that.

And another company said that they would do it but they would only buy the first book and want to option the second. And I said no to all of it and self-published the book myself.

Pat Flynn: So you went on Amazon.

Vinnie Tortorich: Yeah. And by the way, we start – again, the way I do everything and the way Dean does everything, we didn't just go, "Well, let's go get a print-on-demand book and let's just put it up." We literally said, "OK, how do we make our book look like every other book that comes from the big companies." Meaning, from Simon & Schuster or HarperCollins or Atheneum or any – how do we make our book look like their books?

So the first thing we did even though we're both well-versed in English and we both did very well in college, we gave our book to a proper editor. We hired one of the editors away from Simon & Schuster to work at night and let him edit the book properly the way every other book is edited.

And by the way, it wasn't a ton of money. You would think, "Oh my god, these guys are spending big money." That was like – I think we paid 2,200 or 2,500 bucks for that service. The other service and this is important for anyone who wants to self-publish a book, people are going to buy in 20 different formats meaning, Nook, Kindle, you name the electronic device and people are going to want it for that device. And if you don't spend the money to format that book for every device that's out there, you're going to miss a big audience. So we did that. That was a lot of money.



And so, we had it formatted for print-on-demand, we had it formatted for Nook, Kindle, and every other device out there. And we also did the Audible.com version of it. So my book when it went up for sale looked like every other book and no one would even know that it's a self-published book. We even – we created our own company Telemachus Press and we put it on Telemachus Press so it looks like any book out there.

Pat Flynn: Cool. And how was it received? Did you lure everyone away the first day? What was sales like?

Vinnie Tortorich: We did knock it out of the park from the first day big time. Dean – see, I didn't know any of this but Dean said, "Look, if you could be within the top 20,000 of all books being sold on Amazon Kindle, you're killing. Just know that you will sell enough books so we can get our money back." And I said, "OK." And he goes, "Look, if somehow it goes on the first day, all of your fans are going to buy it, you may hit 10,000. If you get as low as 10,000 you are really knocking it out of the park. Every publisher wants their books to be at or below 10,000." I said, "OK."

Pat Flynn: This is ranking in Amazon, right?

Vinnie Tortorich: Yeah, on Amazon, Amazon ranking on Kindle.

Pat Flynn: OK.

Vinnie Tortorich: Well, my book came out at about 14,000 because my ravenous fans went out right away and started buying.

Pat Flynn: And those are fans from the podcast?

Vinnie Tortorich: From the podcast.

Pat Flynn: OK, cool.

Vinnie Tortorich: That's all I had. And so we both went, "Wow!" And Dean called me. I was out working. Dean called me about an hour later. He goes, "Dude, you just hit 11,000." And I made a joke and said, "Wow! Maybe I will get below 10,000." And he goes, "Yeah." And he goes, "Your fans are going to stop buying at some point."



Well, to make a really long story short, by 8:00 o'clock the first night, we were at below 400, at 368 of all books. All the millions of books being sold in Kindle, we were book number 368. We were number three in memoirs. We were beating out – I can't remember her name, the girl from *Saturday Night Live* that played Sarah Palin. Do you know who I was talking about, right?

Pat Flynn: Yeah, I know exactly who you're talking about. OK. Now, I have to look this up.

Vinnie Tortorich: Yeah.

Pat Flynn: And I'm going to kick myself for ...

Vinnie Tortorich: We're beating up a book about the Queen of England.

Pat Flynn: Tina Fey.

Vinnie Tortorich: Tina Fey. And like I couldn't believe it and Dean said, "Well, all of your fans just came out in big time fashion." And he goes, "Expect it to be at 20,000 by late tomorrow." Well, it literally stayed below 1,000 for about a month. And then it started creeping between 800, and 1,200 per day. We never saw 10,000 ever until we got to right before Christmas. And then we did Christmas sale on it and it back down to about 1,000 and 700. And I think as of yesterday, it's at 18,000 or 19,000. I don't know where it is today but it fluctuates.

But whenever we do any kind of promo, it drops back down. Like if you say, "Vinnie, we want to see your book." Like now if I'm going to do Opie & Anthony Show and I want to look like a real cool dude, I can do some promo stuff and get that book right down to 9,000 in a heartbeat.

Pat Flynn: And then how – can you share how those numbers, the rankings in Amazon might translate to the sales? I mean you don't have to give us exact numbers if you're not comfortable but just like how many books are we talking about here? Or maybe you can just tell us how many have you sold thus far?

Vinnie Tortorich: Well, I used to say it was thousands and it became tens of thousands. We're still below one hundred thousand books but we have sold a lot of books. I'll just put it that way. My partner and I don't mention ...



Pat Flynn: Sure.

Vinnie Tortorich: And by the way, the book is still selling like hotcakes. And the one thing that doesn't count on those rankings and it's when we sell most – and like this has become like a crazy thing, it's the Audible.com thing that sells more books. And that doesn't even go into the ranking of the book.

Pat Flynn: So you're saying the audio version of the book is selling better than the paper version or the electronic version.

Vinnie Tortorich: No, it would have to sell a ton to outdo the paper version but the amount that comes in on Audible.com, I was told that Audible was a tough sale.

Pat Flynn: I see.

Vinnie Tortorich: Someone told me that if you sell 500 books in your first year on Audible being a self-published author, consider yourself the luckiest man on earth. Somebody told me, another guy that worked at Audible said, "Two or three hundred is about all you might sell since you have a podcast that people may pick it up."

We went passed 500 books on Audible within the first week. And it sells like you wouldn't believe every day. As a matter of fact, I'm up for an Audible award on the book. And it's a book I didn't want – I didn't want to do it because Dean wanted me to be the voice and I have a horrible voice and I hate the way I read but I was convinced to go in a booth and do it. And I'm glad I did now.

Pat Flynn: So you did record it yourself. You did record it yourself.

Vinnie Tortorich: Yeah. And I literally kicked and screamed. I was in front of the mic with the headphones on in the booth. Again, we hired people. We hired Audible guys to do it. And I was sitting in the booth over there going, "I'm not going to do this." And Dean said, "Let's just do – let's see – prove to me that you can't do it." So I read the first chapter and the Audible guy loved it because I kept going off the page.

And by the way, we think that's something that's happening with this book is that the book – I go off the page a lot and talked a lot about things related to what I'm reading. The other thing I do is I kept stuff in that we took out of the final edit of the book. I kept it in the Audible. So that's added content and Dean comes in at the end which is



something that never happens. The co-authors, we got together and we sat there for about 15 minutes and talked to the audience about how we did this.

Pat Flynn: That's cool. So unscripted.

Vinnie Tortorich: Yeah, totally unscripted. I said, "Dean, why don't you hop in here. Let's give – have a little love affair with the mic." And we did that and it turned out really well.

Pat Flynn: I mean I could see why people might be gravitating toward the Audible version especially if you have a crowd that really spreads you by word of mouth. If they're like, "Hey guys, check out the audio version. There's stuff in here that you won't find anywhere else." I imagine that that might have contributed to the increase in number of sales on Audible.

Vinnie Tortorich: That would be my guess.

Pat Flynn: Do you think there's an opportunity for podcasters out there, people who even have books who may not be using Audible or who may only be reading their exact text to give their audience a little bit something extra whether it's a – I mean it could almost be like a hidden podcast type of thing in the book itself as far as the audio version is concerned.

Vinnie Tortorich: I don't think it's a bad idea at all. This was really the Wild West when it comes to what's going on right now and no one told me to do that but as you know, you've heard my show, [the Angriest Trainer Podcast](#), I can't stay on topic for two minutes on anything.

Pat Flynn: Yeah, I had the privilege of being on your show, which is a lot of fun.

Vinnie Tortorich: Yeah. And by the way, we'd love to have you back on. You're one of our favorite guests. No really, we love to have you back on. I never stay on topic on anything and it's kind of something that people find charming about me. Serena doesn't. People who have to live with me don't find it all that charming but it's kind of worked as a brand for me. And it's funny because I was listening to – I don't get to read as much as I used to so I'm listening to more Audibles myself. And I was listening to *Crush It!* by Vaynerchuk, Gary Vaynerchuk on audio and he did that a bunch of times too.



So I think more guys are doing it. When I say guys, I'm meaning guys and gals and everyone is going off the page a bit and giving more in the audio book than – especially if you read it yourself. We used to hand these things off to James Earl Jones or someone like that.

Pat Flynn: Yeah, Morgan Freeman.

Vinnie Tortorich: But we're doing them ourselves and it's paying off.

Pat Flynn: Yeah. I mean I think that's a huge opportunity there for people. I mean who would have thought that it would even be OK. I mean I don't see why it wouldn't be OK. But I think people feel like the audio books have to be exactly like the text version, and it doesn't have to be. I think there's a huge opportunity out there for premium podcast type material being sold through channels like Audible.

Now, I don't know and I do have an audio version of my book, *Let Go* as well which is on Audiobooks.com. But are there rules – could somebody who has a podcast who doesn't yet have a book produce something on Audible like that? I don't know.

Vinnie Tortorich: Without having the actual book, I don't know. I think that's an interesting question because if so, I can go back into a booth tomorrow and start recording all kinds of stuff. As a matter of fact, I bought this little machine and it's sitting right here on my desk and I just started using it. It's called a [Zoom H6](#). And it's a little portable recorder and I hooked it right up to my Shure SM57 or 58 and I've been recording stuff in there so people can go to [VinnieTortorich.com](#) and actually listen to pure lessons without me yammering with Anna and the guest and the whole thing where it's just like 5 and 10-minute pieces of me just saying, "Here is how if you want to be ketosis, here's how you do it. If you want to be no-sugar, no-grains, here's how you do it. If you weigh 300 pounds and you want to lose 100 pounds, here's how you do it."

And I probably have two or three hours of content but they're going to be in 5 and 10-minute pieces so that people can – they would be like going to a smorgasbord and just pick and choose, decide what you want to listen to that day. So I'm doing that myself for free.

Now, if I took all of those and put them together and put them on Audible, could I sell them? That's an interesting thought.



Pat Flynn: Yeah. I'll actually go to Audiobooks.com or Audible after this interview and see if that's even possible or do you have to have like a book in Kindle or on Amazon or published at a traditional publisher in order to qualify to be able to do that. We'll see. I don't know but just spitballing here.

Vinnie Tortorich: Yeah. We might – you and I might – you and I meaning, you might have just come up with one of the best ideas in the history of the internet.

Pat Flynn: No, I doubt it it's that. But I'm always looking for new opportunities and new ways to deliver content. I mean Audible and Audiobooks.com are platforms which have an existing audience, its own search engine and people are searching for particular things. It could be the next thing that people produce content for.

That being said, there's always that point at which people who do this new, they get the most benefit from it and then all of a sudden it becomes saturated. So I could see if it is possible, Audiobooks.com or Audible saying, "No, you have to have a book." Because if this something that works then people are going to just start spamming and flooding it with crap, you know what I mean?

Vinnie Tortorich: Yeah, yeah. You're right. They may do it that way. But then again, I mean look at something like Netflix. They started off where they would just play other people's movies. And now, they're doing original content. So I know that's way different than what we're talking about here but it all changes.

Pat Flynn: No, that's true. So I know we've talked about self-publishing versus traditional publishing a lot here in the past. We had a show with Jeff Goins on which I recommend you listen to if you're into publishing, a lot of great very tactical strategic things you could do in that episode.

First of all just again, thank you for coming on the show. We're approaching the 43-minute mark here. And I just want you to tell everybody and everybody out there based on your experience maybe one or two tips for everybody who is getting into online business or perhaps they are in that sort of down moment of their lives, they got laid off or they just don't love their job. I mean you were going through a lot of incredibly tough moments of your life all in a very short time period, what advice would you give for people who are feeling that way right now?

Vinnie Tortorich: The biggest piece of advice, I know this sound kind of tool-ish but stick with it. That's number one. Do it. Believe in what you're doing and stick with it. It



matters so much. I had nowhere else to go. I'm not qualified to do anything else except fitness. I just had to find a different platform to do fitness. And I found this box sitting on my desk and decided that box was going to be how I get business.

Nothing, nothing, nothing will happen overnight. Don't expect money. Don't think you got to put up something cheap on the internet and people are going to just go, "Oh my god, I have to do that." You can't scam people. People are too smart. You don't want to scam people. Give people – be honest with yourself, be honest with people, and you're going to succeed. But it's not going to happen overnight.

Pat Flynn: Awesome. Thank you, Vinnie. And again, author of [Fitness Confidential](#) which you could find on Amazon. If you go to the show notes here which I'll mention at the end of the show, you'll get a direct link to it. And I'm looking at it right now. I mean it's being sold for \$9.99 which is on the higher end of the Kindle spectrum and then I see 639 customer reviews at nearly 5-star. So I mean just congratulations on all the success and the continued success that you're having from launching your podcast.

A really quick question with your website, I mean were you able to fix that eventually?

Vinnie Tortorich: Well, I made it go away. I just had someone clean it off the face of the earth. I lost all of those blogs. I'll never get them back.

Pat Flynn: So it was hacked that bad like it was just totally inaccessible.

Vinnie Tortorich: Yeah. I gave it to a couple of people and they said, "No, this is just – whoever was after you to get you got you."

Pat Flynn: Wow!

Vinnie Tortorich: And we have – the site you're seeing now, as a matter of fact, the site will be changing in about a week or so. We just upgraded it. There's going to be a lot more user-friendly things coming out of the dark ages, trying to catch up with the Pat Flynn's of the world. So yeah, when you come to the site, there's going to be more user-friendly things to do there.

Pat Flynn: Awesome. And that site is where?

Vinnie Tortorich: It's [VinnieTortorich.com](#), Angriest Trainer Podcast, and of course, *Fitness Confidential*, the book.



Pat Flynn: Awesome. Love the whole sort of suite of things you have going on there, Vinnie. Vinnie, again, thank you so much for joining us and we look forward to see what else you have in store for us in the future.

Vinnie Tortorich: Thank you, Pat.

Pat Flynn: All right. Take care.

All right. I hope you enjoyed that interview with Vinnie Tortorich also known as America's Angriest Trainer, host of [the Angriest Trainer Podcast](#) on iTunes and author of the very successful book, *[Fitness Confidential](#)*. You can find him again at [VinnieTortorich.com](#). If you would like all those links and the show notes and the resources, head on over to [SmartPassiveIncome.com/session109](#). As always, iTunes reviews are completely welcome.

If you have any questions that you like me to answer, I recommend you go to [AskPat.com](#). That's my other podcast. It goes on five days a week and I answer a voicemail question from people like you five days a week. It's awesome. And you might win and AskPat t-shirt as well or not really win it but you get one if you get your question featured on the show. We're approaching episode 100 and one million downloads. So thank for all of you who have listened to AskPat.

And lastly, if you're just starting out an online business and you want some help and some direction from the get-go, I recommend going to my getting started page which you can get at [SmartPassiveIncome.com/start](#).

Thank you all so much for listening in. I'll see you in the next episode. Take care. Peace.

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