



**SPI Podcast Session #141-
The Biggest Lessons I Learned from 2014, and
How We're Going to Crush 2015**

Show notes: www.smartpassiveincome.com/session141

This is the Smart Passive Income podcast with Pat Flynn, session #141. Hey and if you celebrate Christmas, Merry Christmas to you and your family and if you don't, hey, have a happy holiday. Let's do this.

Announcer:

Welcome to the Smart Passive Income podcast where it's all about working hard now, so you can sit back and reap the benefits later.

And now your host, who has a Chargers helmet signed by Philip Rivers, Pat Flynn.

Pat Flynn:

What's up everybody, thank you for joining me today. If you're listening on Christmas day, you can pause now and come back to me tomorrow. I want you to spend time with your family and your loved ones although I do love you for listening so if you want to spend time with me today on Christmas day that's awesome. If you're listening to this in the future, that's cool too. There's going to be value provided here for you because I'm going to be talking about the biggest lessons I learned in 2014. I've got 10 things for you.

Not only that, we're going to talk about how, based off of those lessons, we're going to crush 2015. How we, you and I, the listener and myself are going to go into next year and kill it. We're going to do some amazing things.

I mapped out the whole year recently on my previous trip to Ohio. If you heard [episode 138](#), you'll understand where all that goal planning and things were coming from. If you haven't listened to that, I highly recommend listening to it. It was a lot of people's favorite show of the year because I did it in a completely different style.



Normally I have an interview on ad this isn't an interview episode, it's just going to be me today. That episode, I got inspiration from Alex Bloomberg and the MPR StartUp, [this American life] styling and it went really well. I got a lot of great feedback. Something I'm not going to do too often because it took five hours to edit 30 minutes of episode but it was fun. Thank you all so much for that feedback and if you haven't listened to that, it's at smartpassiveincome.com/session138.

I know it's the holiday and I don't want to take too much of your time today so I'm going to dive right in to the 10 biggest lessons I learned in 2014.

The biggest lesson, I want to start off big here is the idea of prioritization. I really learned how to prioritize this year. There are a lot of books that inspired that. [*The One Thing*](#) by Gary Keller and also [*Essentialism*](#) by Greg McKeown.

Both of those books really helped me understand what I should be saying yes to and putting my time into and what I should be saying no to. The thing is I said no to a lot of things this year and that is really hard for me to do because I'm a people pleaser. I know a lot of you out there are also people pleasers and you feel bad when you deny somebody a request or you say no to something.

Especially when there's new opportunities coming as your brand, your business, your blog, podcast, whatever begins to grow, a lot of these new opportunities will come your way and there's this fear of not only saying no but there's a fear of missing out. FOMO is a phrase that came out of a Verizon commercial or something this year. FOMO.

We hate to say no because we hate to miss out on things but I've learned since reading these books and just understanding the power of truly understanding where I should be putting my time.

Time should be spent on these things. Time shouldn't be spent on these things. Part of what goes along with that is utilizing some of the other team members that I've put on my team this year.

Episode 138 like I mentioned, that helped me be able to become comfortable with letting go of certain tasks. One big thing that I let go of this year was the production of my podcast, especially the Smart Passive Income podcast. Episode 133 with Gary Vaynerchuck was the last one that I had anything to do with in terms of editing and uploading to a server and tagging and all those metadata things that go along with setting up a podcast that takes time.



Even graphical work. The graphics that go along with the podcasts that I have on smartpassiveincome.com because I like to put a nice little graphical header for each episode to help it stand out and help people understand what it's about when they visit my podcast page.

After 133, ever since then it's been done by other people. It's just amazing, the repercussions of that. I've been able to open up so much more time. It was hard for me at first to agree to do that because:

- A) I didn't trust other people do it.
- B) I loved doing all those things, I love getting into those technical things, I love doing the graphic work

To say no to those things, I felt like I was just copping out a little bit because I can do those things, I love to do those things but I just felt like there was even some inauthenticity there by doing that. But no, that's totally not the case and so far since publishing these episodes, by having other people help me do that - of course I still have to record and do the interviews and do these solo shows and things like that. It's not like my brand isn't there anymore. It's not like my personality or my voice isn't in these shows anymore, it's just I have somebody else doing a lot of the heavy lifting to make these things happen and actually put them online.

Like I said, since doing that, so much time has opened up.

Even when you just look at the graphical work for example, the thing that I loved to do the most, the thing that actually helped me let go of a lot of this was actually writing down and keeping track of how much time each of these different tasks was taking.

Taking the graphic work specifically, I would go to Photoshop, open up my master file, which basically opens up a blank file, but it's the correct size for the featured image that I use for these podcasts.

I'm still doing things in a way that is systematized. However I let go of all that stuff to save even more time. Opening up Photoshop, finding an image on [iStock](https://www.iStock.com) photo or maybe taking an image myself with my phone here at the house and then uploading it my computer or downloading it from iStock photo.



I also used depositphotos.com as another repository of stock images royalty free. Royalty free images that I use on my site that I won't get in trouble for. Putting those into Photoshop and then putting the text in a place where it looks good with different fonts. You've seen these before if you're ever on the site. Then exporting them and then putting them up on the blog posts.

Typically that would take between 10 and 15 minutes. When you consider that I do an episode every week, that's 10 to 15 minutes times 52, which is a ridiculous amount of time. That's hundreds and hundreds of minutes, hours of work that I'm saving by letting somebody else do that stuff.

It was difficult for me let go of but now that I've seen that things have been going along and I've been able to trust the people that are doing these tasks for me, I'm looking for places now where I can hand off things because it's just so much more time. Not just time to continue to put into my business but time that I'm able to spend with my family now. It's incredible.

That's the big first thing.

The thing I want to focus on moving into 2015 is not only finding more opportunities to hand off things that don't necessarily require me to do those things but just making sure that those systems, even when I do hand those things off are in place for those people. That was something Mindy and I, Mindy my producer for AskPat, my 5 day a week episode that you can find at askpat.com, when I handed that off to her - actually we started working together from the beginning since episode 1, we both made sure that even though she was doing all the work to edit and publish all these episodes, I wanted to make sure that she was in a workflow that was streamlined and quick and easy for her as well.

Actually in the beginning, it was a lot of hard work for both of us to communicate and talk to each other about how certain things were supposed to be, so when you go into hiring team members or finding people to outsource things to, you have to understand it's not just going to be like "Hey, go do this" and that's it. You have to say "Hey, this is what I want done, this is how I want it done and perhaps maybe we can do it together the first time."

You want to be selfish when you hand off things because you want things to be done your way so you have to make sure that if you do want it done that way, you have to



work together with that person because they're not going to completely understand how you want things done until you tell them.

That was the cool thing about Mindy, she was very open to constructive criticism in terms of the way I needed things done and then helping her figure out faster ways to do things. I'm paying her for her time so the quicker she can go through things, the easier it is for her to move on to other bigger things for her to help toward Pat Flynn products.

That's been big as well and that's what I'm going to be focusing on for next year.

So that's number 1. Prioritization and understanding where my time should be spent and where it shouldn't be spent.

Number 2

I mentioned this in a podcast episode previously and it resonated with a lot of people because I think a lot of people also feel the same way.

In the past I used to publish three blog posts a week all by myself. I would write every single word. I would publish three blog posts a week and now I'm at a point where I'm averaging maybe four a month.

The reason for the decline is not only because the podcast has sort of taken off and I've understood that the podcast has a great ROI for me but also because in my mind, I felt like every post had to be completely epic. I needed it to be in my head the most amazing piece of content ever written every time I published a post. That stopped me from writing.

I remember when I first started the blog, I didn't care how epic a blog post was, I just wrote and sometimes those things went viral and sometimes those things didn't. Sometimes I wrote posts that I thought would go viral and be spread out and shared amongst the community and they didn't. Sometimes I wrote posts that maybe didn't feel like they were going to make an impact and then they absolutely did.

I learned this year that I just need to write. I just need to put whatever's in my head, whatever I'm thinking about, whatever value I know I can provide based on a topic that I know people need help with - I just need to put that out there.



Yes, I can be smart about outlining it, I can be smart about making sure it has a good flow to it and that it's broken down in a way that's easily consumable and that there's calls to actions and it leads people down the page and certain things like that.

But I just need to write. I would just get in my own way before.

A big lesson for me moving forward next year is I don't need to make everything perfect.

That's I think at this point in my business - I was getting pressured and I think a lot of that pressure was coming from myself.

There were a few people who said, and I've written posts in the past that people have said "Wow, this isn't really up to par for me" or "This isn't your normal standard" and that would be maybe two people out of the thousands that would read those posts but those were the comments that would stick.

You have to realize that there may be some outspoken people in your brand who might want things a certain way but is that the majority? Those things really affected me and now I've learned to just appreciate the fact that I have this platform and an amazing community and I can share things. Some things will go well and some things might not go as well. Some things will resonate with you guys, some things might not but I have to do it. I feel like I was letting myself down a little bit by pressuring myself too much. I kept waiting and waiting and then getting mad at myself for not having a blog post out in the last two weeks and things like that.

I'd been doing great with the podcast and systematizing that. I've put an editorial calendar in place to keep me moving forward. That's something that's going to help me moving into next year.

With blog posts, I'm going to be planning ahead a little bit, perhaps creating themes around certain weeks or months and just writing. I'm just going to write and we'll see what happens. That's number 2.

Number 3

A big lesson I learned this past year was just how amazing it is to hire somebody specifically to help me through my email. In episode 115 I featured and invited on my assistant Jessica, my executive assistant who is the person who helps manage my email



and she enabled me to get from over 9000 unread emails in my inbox. I was at a point where every time I got a new email I would just shed a little tear because I knew I was going to let that person down because I was not going to get to them.

I was trying to answer emails in order and of course some of those emails were urgent, some of them were not. They would just pile up, this huge weight on my shoulder. I brought Jessica on board and you can hear her in episode 115, smartpassiveincome.com/session115, you'll hear her plan for helping tackle my inbox.

I'm at a point now where once a week I can get to inbox zero for both urgent emails and emails that aren't so urgent. She's there as a filter and I am there understanding what emails need to be answered by me first and maybe what emails don't need to be answered by me first.

Moving into 2015, I just want to keep that going. I want to keep utilizing Jessica and also making sure that people who require some sort of response from me get it right away. I have been feeling really good about that. Just having her help me with my email is again taking that huge weight off my shoulder and I feel so much better now in terms of the relationship and communication that I have with my audience.

Email is such a killer. When you think about it, it's really just a way to organize other people's agendas. That was the big thing, I think Jessica said that to me and I heard Tim Ferriss talk about this when I had him on the show as well. Email is just a way to organize other people's agendas and I have to focus on what I need to focus on first.

Within your pool of emails there are certain emails that are going to be more important than others. If you have somebody else in there or a way to somehow filter through that, it's going to make life so much easier and it's going to take a lot of weight off your shoulders. I'm going to hopefully continue to do that moving into 2015.

Number 4

People love what they can relate to. What do I mean by that? It sounds kind of obvious, right?

Let's talk about my podcast really quick. The podcast has been performing really well and I've been keeping track very much of the numbers for each of the episodes and trying to understand which episodes resonate with my audience more than others.



You might agree with this and it's not going to be everybody but you the listener might agree with this that the episodes that seem to resonate most with you are the ones that show examples of people just like you finding success.

I love having people on, the A-listers, the big names on the show to interview like Gary Vaynerchuk - that was a great episode and then Tim Ferriss was on again this year, but it's the people like Shane and Jocelyn Samms in episode 122. If you haven't heard that episode yet, you might not have ever heard of those names before but when you listen, you get inspired because you can relate to them.

They were in a spot just like you and I feel like those are the episodes that - I don't feel like, I KNOW because the download numbers are bigger, the comments are more. These are two teachers who told their story about how they first heard the Smart Passive Income podcast. Shane was talking about how he'd stumbled upon my podcast when he was on the lawnmower. He turned it off and he walked into the house and he talked to his wife about this crazy guy called Pat Flynn who was making passive income online and that was the start of this whole journey. We get to hear about their first 10 cents online and how motivating that was for Shane.

Now Jocelyn has a site for librarians and Shane is a football coach, he has a site helping football coaches with certain plays and defense situations. They're making six figures a month now. Six figures a month! Their income is more than mine right now. It's just so cool to hear that story coming from somebody who is more relatable, somebody who actually went through the process of coming from scratch.

Yes, Gary came from scratch too, and Tim. We all start but I feel like it's these episodes with these success stories from people outside of the online business space in terms of they are not making money by teaching online business - those are the episodes that people can relate to most and get inspired from.

I know a lot of people who were inspired by Shane and Jocelyn who have started their own business and has already seen money come in from putting a lot of those things into practice.

A lot of people also resonated with episode 99, which was with Jessica and Cliff Leroux who had talked about how they use Amazon as a fulfillment program. They go to stores around their area and buy items on clearance and then resell it on Amazon for a much higher price and they're making six figures a year.



A lot of people have been doing that. I get tweets and emails every day from people saying "Hey Pat, I loved that episode with Jessica and Cliff. I've actually done that since listening to the episode and I've made an extra \$1000 this month or \$5000 this year."

That is so cool to hear. That's what you're going to hear more of next year. That's sort of my plan for next year. That's why if you've been following along or perhaps you're on my Facebook page, I actually asked my audience "Hey, if you have a success story or you know somebody who has an online business success story and they're outside of the 'how to make money online' space, I want to hear about it."

I have about a couple of hundred success stories ever since asking and they're amazing. I can't wait to share them with you next year. I'm going to be interviewing a lot of those people who I feel you can relate to better and hopefully will inspire you or even give you actionable advice based off of where you're at, not just from their little pedestal up there but because they were/are in the trenches with you. I'd love to know what you think about that. I think you're going to be excited to hear some of these success stories coming. We already have a few already recorded and in the bag, edited and ready for you. I hope you look forward to that.

This is why I feel Ask Pat, my shorter podcast - I feel like that is why a lot of people resonate with that one. Some people actually only listen to Ask Pat. There's people that are not going to listen to this episode because they like Ask Pat for a number of reasons:

- 1) Because it's much shorter and it's to the point but also people have told me specifically that they love hearing the questions come in.

For those of you who don't know what Ask Pat is, if you go to askpat.com, each episode features a voicemail question from somebody in the audience followed by my answer and people love to hear those questions come in and the voices of the other people in the community because they can relate to it and that's so cool.

So that's what I'm going to be doing moving forward. Hopefully for you, maybe that inspires you to figure out how you can create stuff that relates to your audience. If you have a podcast, maybe you're not interviewing all the right people that you should be interviewing? I don't know. Just throwing that out there. So that's number 4.



Number 5

Sponsors on my podcast are OK. Sponsors on my podcast are OK. Out of the millions of downloads since putting sponsors on my show - and I started in episode 97 of the Smart Passive Income podcast, you can go back and listen to that, [smartpassiveincome.com/session 97](http://smartpassiveincome.com/session-97), I had John Lee Dumas from Entrepreneur on Fire on the show. A lot of people follow him as well as I do. For those of you who follow both of us, you know that he has sponsors on his show.

So I invited him on the show to talk about how he's been able to do sponsorships and I was honest with my feelings toward sponsorships because I was totally against it at first. I thought it completely ruined the user and listener experience. I had a really hard time with it at first but ever since implementing sponsors in the way that I know my audience would be OK with, it's been working out really well.

For this show for example, you haven't heard any sponsors yet but you get to hear one at the end of the show because I want to make sure that I'm able to provide value for you first before sharing anything like that. Also it's always sponsors that I have used before. Companies that I completely know about and talk to people there and have used those services before and that is also another way that I feel makes it more honest when I actually share the sponsorships.

Ever since the word got out that I have sponsors on my show, every week there are new companies out there asking me for time on my show. Some of them offer quite a bit of money. We're talking \$3/4000 an episode some of them. But I have to say no because I don't know those companies and I haven't used them or they just don't align with my brand. They just want to get in front of you and I understand that.

My first and biggest priority is you guys. So being able to align a sponsor that I resonate with that I know will help you that also understands the fact that I want to keep the listener experience great, those are the people I want to work with and so far it's been working out really well. It's a win for everybody. People get to understand and see what companies that I recommend and I also get paid from these companies as well and I get to make money without asking you specifically to pay me money, which is pretty cool.

For Smart Passive Income at this point in time I'm making anywhere between \$1800 and \$2500 per episode, which is pretty darn awesome. With Ask Pat I'm making anywhere between \$200 and \$400 depending on the sponsor and the deal that we



made. So far so good. Out of the millions of listeners across both shows, only a handful of complaints. If people don't understand where I'm coming from with that and they don't agree, I'm sorry. Now that I have a team, it's been really helpful to be able to use some of the money that the sponsors are sending over and giving that to my team to continue to do the hard work and the quality work that I know they can do.

Thank you to all of you for all of your support and thank you to obviously the sponsors out there who are working with me too. So that's number 5. Sponsors are OK as long as they align with your brand and your audience understands where you're coming from with them. I think another podcast that has done sponsorships really well is StartUp by Alex Bloomberg and Reply All, which is another one under Gimlet Media. If you're looking for ways to add sponsors to your show, those are some shows to check out too.

Moving forward into 2015, I will say that already in both shows, quarter one and two of next year are already completely booked, which is amazing. It's so cool. I'm going to hopefully continue to do that and stay aligned with those values and goals there.

Number 6

Meditation. Meditation was always something that was really weird to me. You've heard me talk about this before and how I've attempted to add meditation into my life and I tried it before and I completely failed and bombed but I'm starting to get it now. Not only am I starting to feel like I can do it (and I'll talk more about that in a second) but I'm actually starting to feel the effects of it, too.

It's interesting because when I hear these other interviews with other successful entrepreneurs, Tim Ferriss talks to a lot of people about their morning rituals and things like that, Jaime Tardy from Eventual Millionaire talks a lot about morning rituals, what people do and what people give credit to in terms of what has helped them find success. Meditation always comes up.

At first I was like "What is this woo woo thing? Is this some religious, spiritual thing?" I thought meditation was this inside joke. Everybody who "meditated" would get together and talk about how awesome meditation was just to make everybody else.... That's what I thought. I thought it was this thing that was weird.

After hearing about it so much, I gave it a shot. It didn't always work out. I got a lot of great advice from a lot of you out there, a lot of apps have helped. [HeadSpace](#) is



one of them. If you're looking to start adding meditation into your life, [HeadSpace](#) is a great one. I'm really happy with that but I've since moved on to another tool that I've used that's been really fun because it sort of gamifies meditation. I think this is what is holding me accountable, helping me create this habit of putting meditation into my daily ritual. It's this device called A Muse. If you go to [choosemuse.com](#), you'll see this weird looking device. It almost looks like a headband or glasses with no lenses.

You put it on your head and the strap goes in front of your forehead and you'll see that there's these little metal sensors on there. There's five sensor points and they actually tap into your brain. It sounds really weird but trust me. It also plays with this app that you have. This app connects to this device through bluetooth and there's this app that goes along with this tool called Calm.

In this app, what happens is once you put this thing on your head and you calibrate it, if you do one of these meditation sessions with this application, what happens is it reads how active your brain is or how calm it is. When you're going through one of these sessions, when your brain becomes active, you start to hear the wind rustling - you have your headphones on, you start to hear a lot of loud wind, waves crashing and a lot of noise. But when you're calm, you start to hear silence or just little trickles of water. If you're silent or calm long enough you start to hear birds tweeting and things like that. You can hear it.

My first dozen sessions with this thing were just completely miserable. After your session, they give you - I do 3-minute sessions, sometimes I do 7 every once in a while - after your session they spit out this graph that shows you how active you were at certain points and how calm you were. It's like a rollercoaster. It's incredible. It's really cool. It gives you insights on when you're most calm, when you're most focused.

I found out that in the morning I am actually the most focused and at night my brain is all over the place. It's really cool because it's actually motivating me to see what I can do to focus and I've learned to how to control my active brain and calm it down a little bit, which I've felt the effects from when I'm actually working.

I can actually directly attribute a lot of the recent success in the blogs that I've written and the focus that I've had while creating these podcast episodes and doing my work, to meditation and the fact that I'm using these muscles in my brain now to control my thoughts and really focus on certain things.



I know that sounds weird but I totally recommend you check it out or at least explore meditation a little bit. If it's something you're serious about I highly recommend checking out choosemuse.com. Again, something I was totally like "What?!" about and now I'm like "Heck, yeah!" it's awesome. So meditation, check it out.

Number 7

Presentations. I've done a lot of presentations over the past year and the one big thing I learned, because I've spoken to a lot of people - you know whenever I get into something I really get into it and I talk to a lot of people about it and I try to learn as much as I can about the craft. So the craft of presentation and speaking on stage and performance, I learned that a lot of professional speakers, they do the same presentation multiple times.

They go to different conferences and they do the same presentation and that blew my mind because before 2014 I was doing a brand-new presentation everywhere I spoke. In 2013 I spoke eight times so I had eight completely different presentations. Before that I had a few different presentations as well, the different times I've spoken.

This is the first year that I have repeated a presentation that I've done at a different conference and oh man it's been an amazing experience to be able to redo a presentation and pull the parts out that worked and make sure to focus on those and make them even better, or take out the parts that maybe didn't work.

I did my Raving Fans presentation. It's called How to Convert Your Casual Audience into Raving Fans. I've become known for this presentation. It's what helped land me the opening keynote at New Media expo next year in April. I hope to see you there. I actually get to do the opening keynote in front of thousands of people. I'm already preparing for this presentation. A few people there at the NMX crew, they said they're never been more excited for an opening keynote, so I hope to see you there.

Anyway, my point is just getting smart with how you're using your time if you're a speaker. I have been able to go to these different presentations, not have to worry so much about preparing a new presentation but just working on and fine-tuning an existing presentation. Perhaps tailoring it a little bit to that particular audience. I'm getting paid for speaking now and to get paid for doing something that you've already done, oh my gosh, it opens up this whole new world for you.



It's really helping me think about my speaking career because I love to get on stage, I love to perform and do these things. How I can better utilize my time and things like that. Being able to come up with these presentations that are more universal perhaps and more appealing toward different types of crowds or maybe creating a skeleton for a presentation that can be tweaked a little bit for a different crowd. That's kind of what I'm going to be doing moving forward in next year.

Not necessarily creating a brand-new presentation each time but being smarter about how I utilize the information that I've already shared in previous presentations to upcoming presentations. That's been a big learning experience for me.

You'll see a speaker page on the site very soon. That's the big goal in 2015. It will either be on smartpassiveincome.com but more likely it will be on patflynn.com, that personal site of mine that I've had, I didn't even touch it this year. That's going to work a little bit harder for me.

I got the domain patflynn.com after a long two year stretch of trying to get it and I haven't even really used to its full potential yet. I think that's going to be the hub of me, the Pat Flynn brand. Not Smart Passive Income. Smart Passive Income will be a part of that and it will be linked to from that site but that's going to be more:

- Here's where you can hire me to speak
- Here are the books that I've worked on and written and published

Things like that. That's what patflynn.com is going to be. That was point number 7 about presentations.

Number 8

Big lesson I learned this year was really through the experience of putting my son into school. My son is in pre-school now. My wife and I get to take him every single day. I already talked about it in a previous episode - actually it was a special audio file I recorded for you. It was actually an interview with my four-year-old son and me and him going back and forth about my campaign to build schools in Ghana.

At the time of this recording actually, because I'm recording this ahead of time, the campaign is still going on. By the time this goes live it will have already ended and hopefully I would have reached the goal of helping to raise \$25,000 from the SPI



community. At the time of this recording we just passed \$20,000 and there are two days left. It's going to be exciting to see it go towards the end there and see if we can make our goal.

If you go to smartpassiveincome.com/birthday because I actually launched that campaign on my birthday, you'll be able to see if we were able to reach this goal or not.

Anyway, this isn't what I wanted to talk about in terms of my son going to school.

The biggest lesson I learned is because - and I always knew that this was the case but it became more apparent when both my wife and I, together as a family we bring our son to school so my wife is there, I am there and my daughter is there too. We are the only whole family unit that brings the child to school.

It's either the mother or the father usually or sometimes the nanny that brings the child to school. We went to a holiday party with some parents of my son's friends, which is really interesting. We've gained a whole new set of friends ever since putting our son into school.

Almost everybody asks or they've noticed that both my wife and I bring our son to school. They ask "How are you able to do that? What do you do?" and I get into the whole story about getting laid off and what I do now and how it enables me to have this flexible schedule to do these types of things and how I work typically at night after my kids are asleep, like I'm working right now and how I'm able to do these things with my family, which is the most important thing to me, like take my son to school.

They're just like "Wow! Oh my gosh, this is so cool!"

I'm not promoting my brand there, but they get interested in what I'm doing.

The point of this is, it was a big lesson for me because I've learned how amazing this passive income is and these businesses that work for you and building online businesses. The era we're in now, to be able to build systems and businesses of automation and create things that work for you by investing time up front now, the world of possibilities and the experiences they can open up for you that are unlike a lot of other people out there.

I am so blessed to be able to say all of this and be able to go with my son to school every day as a family with my wife and my daughter. I knew that was always the case



that I could have this freedom. To actually experience it and hear from other people who don't have those opportunities, it's humbling and at the same time it's motivating because these are the opportunities that I've created for myself and I know it's having an effect on my son as well because even he has asked "How come so-and-so's dad doesn't come to drop him off?"

It's crazy but it's motivating for me because I want other people to experience this as well. This is motivating for me to help other people experience the same thing.

After talking about the Ghana campaign, I've had a number of emails come in from people. In that particular video to help launch that campaign, I talk about this, the fact that my wife and I both bring him to school, a lot of people have emailed me back and was like "That's what you've helped me do too" through the teachings and the strategies that I've shared online.

A lot of people have used their new found freedom through building these businesses to spend more time with their family. That's my why so I completely resonate with that. It's pushing me moving forward into 2015 and it's giving me a huge motivation boost here at the end of the year. That's why I wanted to share that with you.

Number 9

This was a big thing. A strategy that I learned - I don't even remember specifically, I think it was just in a blog post I randomly stumbled upon but it was the idea that you want to go into every day trying to win it. To win every day is the big lesson.

Since about June or July when I read this post, I've been going into every day trying to win it. That's how I approach the day. What can I do by the end of day to consider when I'm falling asleep in bed that the day was a win? I want to win every day. The definition of 'win' is different everyday but I go into each day trying to figure out how I can win. If I don't have a winning day I try to figure out why.

There's actually an app out there that helps me do this, it's called [WinStreak](#). This is pretty cool because it prompts me at the end of each day before I go to bed to put in my wins for the day. So I'm able to remember and reflect on the things that I accomplished. I put everything in there. It helps me remember all the things that I've done and then it helps me fall asleep knowing that I won that day.



There have been days where I go in and I don't put anything or I can't remember or maybe it helps remind me that I actually didn't get very much done in which case I can see that in this application because I don't write everything down or I don't have anything to write down and that helps me understand that I do want to get stuff down. So the sort of win every day strategy, I actually think this came out of a mastermind meeting with Jaime Tardy, Todd, Roger, and Jeff Rose. Yeah, that's exactly where it came from.

To be honest, it was our in-person meeting in Austin. We all went there in May and we all had these really long intense mastermind sessions and during one of the sessions, somebody was talking about this idea of winning every day and I've since really hung onto that and use that and I love that. Win Streak is the app. Mentally it's just figuring out what you can do to win every day.

Number 10

The last lesson is one that I need to be reminded of every time I do this but it's trying to remember and be reminded of - because when you're into the thick of things, when you're in the middle of a post or creating a product or a launch sequence it can be hard to remember why we do the things we do.

When I talked about my why before, when I talked about my kids and stuff like that, that's important but I also wanted to make sure that we all understand that we're doing this because we're trying to make a better life for ourselves and the people around us and even reach people who we could affect through campaigns and things like that, sort of like what I'm going with the school stuff. I promise you, that's just the start of the philanthropic Patrick Flynn. I am so excited to see what's next and maybe it's schools this year, maybe something else next year. Maybe it's schools and something else next year.

I cannot wait to see what else I can do to help this world that's beyond just the podcast, the brand and my family. What else can I do out there? I'm so motivated.

In terms of the actual hard work that we do and when we get into those moments of stress and struggle, to remember and almost hack your mind in a way to think like "You know what, this is a privilege to be doing this kind of work. This is an honor to be in this moment of stress because that is something that is going to help us in the future." It's going to look amazing on the other end.



Basically what this comes down to is have fun. Have fun with the whole process. Challenge yourself and turn it into a game. Make sure that as you're working hard and as you're getting stressed-out, which we will and I know I'm going to be completely stressed-out in certain moments of 2015, especially as I reach certain goals that I've never done before like writing a book, which I'm deathly afraid of but completely excited about.

I'm just going to try and enjoy every single moment of it and try to really realize that even though when times are tough, it can always be tougher. To make sure that I connect with the right people and get the right accountability from people that are important to me and get the accountability from all of you listening out there to make sure that not only do I do the things I do, but that I enjoy the things I do, too. Why would we want to do things if we don't enjoy it, right?

That's the biggest lesson that I learned this year because that's something that I really hung onto at the end of the year as I start to accelerate into 2015 and I want to keep moving forward with that as we progress into next year. Hopefully you will do the same thing.

I've loved doing this. I usually stand up when I do my podcasts and interviews because I'm more attentive, I'm more alert and things like that but this one, I have both my feet up on the chair, I've pulled the mic down next to me, I'm relaxing. I wanted to pour my heart out to you guys and share everything that's on my mind and give you some of the big lessons I learned in 2014 that hopefully you can help move forward with and learn from in 2015 as well.

To all of you listening, thank you so much for your time. The next time you'll listen to the show is going to be on - actually it's weird, the two shows at the end of the year here come out both on Christmas and New Year's Day and they are still going to come out on schedule because I want to keep that acceleration going forward. So you'll hear from me on New Year's Day.

Until then, happy holidays. I hope you enjoyed your Christmas or the end of the holiday season here and I wish you a happy new year as well.

Please stay safe. Please don't text and drive. Please just be wary wherever you are, I want you to be safe.



Thank you for all the amazing things and the support that you've given this year. It's been the best year of my life and I plan to make next year the best year of my life too and I hope you will do the same.

Thank you. I owe so much to you. If you want to go to the blog and leave some comments or whatever, you can go to smartpassiveincome.com/session141.

I also want to thank 99 Designs, which is today's sponsor. They were willing to sponsor on Christmas as well, knowing that there will probably be less downloads today than normal because people are on vacation BUT they are an awesome company. I've used them before with great success.

If you've never heard of 99designs.com, what you do is if you have any sort of thing to have designed from anything on your website to a logo to maybe a header or a landing page or a complete website to even T-shirt designs or a wrap for your food truck, anything that you might need designed. Maybe it's a sticker, I don't know.

You can get it designed there by putting in what you want, you enter your information, you give them some idea of the style, the colors that you like and then all of a sudden, designers from around the world will essentially compete to make the best design. The one that you pick gets the prize money. It creates this competition around the design project.

What's really cool is you can work with these designers along the way. You can even get your friends, family and audience to vote on their favorites as they come along. It's pretty incredible what they're able to do there. There's some amazing designers there as well.

If you can't afford a one-on-one designer like I have, I have Dustin who is amazing, but if you're looking for a one-off project and you need something done quickly, because they can turn over your project to you in seven days, go to 99designs.com/SPI. You'll get a \$99 power pack of services for free today, which you can apply to your next design job, which gets you access to more designers and more cool things.

You guys are amazing, thank you so much for everything. Stay safe and I'll see you next year! Peace.



Announcer:

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Links and Resources Mentioned in This Episode:

- [SPI 138](#)
- [The One Thing](#)
- [Essentialism](#)
- [SPI 133](#)
- [iStock photos](#)
- [DepositPhotos.com](#)
- [AskPat](#)
- [SPI 115](#)
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