



**SPI Podcast Session #157 –  
The Art of Rejection  
With Jia Jiang**

Show notes: [www.smartpassiveincome.com/session157](http://www.smartpassiveincome.com/session157)

This is the Smart Passive Income podcast with Pat Flynn, Session #157.

**Intro:** 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 once got a Tic-Tac stuck up his nose, Pat Flynn!

**Pat:** Hey, what's up everybody? Thank you so much for joining me once again for another episode of the Smart Passive Income podcast. This is Episode 157 and I couldn't be more excited because today's guest is somebody who I first saw on a TED talk.

This was one of those TED talks where, when you start watching you can't stop. It was such a cool inspiring story and something I related to, because this person was going through a time in his life when he just completely feared being rejected, with anything really.

I know this is something that a lot of us can relate to. It's definitely something that I've lived with for a very long time, the fear of being rejected, and that stopping you potentially from doing things that could be awesome and fun and life-changing, because you're just afraid of people saying no.

So to help himself get over this fear he put himself in situations called 100 Days of Rejection. For 100 days he put himself in situations where he wanted to be rejected, to just help himself get over the fear, and a lot of cool amazing things have come out of that. He did a number of things and he actually kept track of them on his site, which you can find at [FearBuster.com](http://FearBuster.com).

He has this whole list of 100 Days of Rejection, from pumping gas for strangers, or putting sunglasses on random people, to racing random people, dry cleaning his tire, getting his hair trimmed at Petsmart – all these random things that he purposely put himself in those situations to get rejected.



This is similar to when Noah Kagan came on in an episode a long time ago, and he challenged a lot of people to go to Starbucks and ask for a discount. That training is really helpful, especially for entrepreneurs who have to put themselves in situations where they might be rejected quite often. Sometimes if you completely fear rejection, it's going to stop you from doing the things you need to do to move forward with your business and just experience amazing things in life.

This is why I actually look for this fear now as a sign, similar to what Steven Pressfield says in *The War of Art*. I look for fear, that resistance, as a sign that that is actually something I should be doing.

Our guest today is Jia Jiang. He takes us to a whole new level and just completely puts himself in odd situations, and the interesting thing is a lot of people actually said yes to the things he asked for, so he's going to talk about that.

His new book is called *Rejection Proof – How I Beat Fear and Became Invincible Through 100 Days of Rejection*. So without further ado, here's Jia Jiang from [FearBuster.com](http://FearBuster.com).

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**Pat:** What's up, SPI? I'm so happy to welcome Jia Jiang to the SPI podcast today. What's up, Jia? Thank you so much for coming on today.

**Jia:** I'm glad to be here, Pat.

**Pat:** I have to say, just the way that we've been able to connect with each other is a great story because I've seen you before on a TED talk and it was one of the most inspiring TED talks I've ever seen.

A lot of you listening to this may have seen [this TED talk](#) already. It's about rejection. Jia put himself to the ultimate test and tried to be rejected as many times as he could, and I'll have him talk about that story.

It's interesting because I mentioned that I don't even remember how long ago, but Jia reached out to me and he said, "Pat, I listen to your show and I heard you talk about me," and this is sort of how we got connected. Then I wanted to have him come on the show and talk about this idea of fear that we have and how okay it is to just be rejected.



This is something that I need help with all the time too, so Jia, thank you for what you do. Can you talk a little bit about your story and how you got to where you're at now?

**Jia:** Of course. Before that I want to talk about the story. When I was running my start-up and when all the craziness was going on with me with my TED talk and my 100 Days of Rejection journey, one day a friend of mine just called me. He said, "Hey, do you know Pat Flynn?" and I'm like, "No, I don't." That was almost two years ago. He's like, "He talked about you. His podcast is super cool. You should listen to it."

Then I listened to it and I'm like, "You know what, I love this guy. I love this podcast!" so I started listening. It's crazy that a year and a half later we're talking.

**Pat:** Yeah, and you told me just before we started recording that now you're sort of a regular listener to the show, and also AskPat too.

**Jia:** Yeah, I am. I think it's super informative and helpful, and I love the way you do interviews. You've just got this radio style, man.

**Pat:** What? No. I think it's the mic. The mic makes me sound better than I do in real life. I think that's what it is.

**Jia:** I think when I'm on my book tour I can meet you in San Diego and listen to how you really sound.

**Pat:** I'd love to, and we'll talk about your book in a second, but why don't you go back to sort of your story and what you talked about in that TED talk video.

**Jia:** Sure. The whole story started a really long time ago when I was a teenager. I grew up in Beijing, China, and all I wanted was to be an entrepreneur. There are other people who wanted to be many things. I listened to Bill Gates coming to Beijing to give a talk and I was just fascinated with his story. He changed the world and I thought, "Maybe I can change the world, too." So that's my beginning.

I wanted to be an entrepreneur and I came to America alone at 16 years old, doing one year of being an exchange student. Then I went to college, so that's how I came to this country. Over the years I've climbed the corporate ladder and got an MBA and everything, and got my American dream with the house and dog and a beautiful wife and just everything.



But there was one thing that was missing, it was that childhood dream I had that was inspired by Bill Gates. I know we all grow up wanting to do something, but a lot of us change course. I was never that comfortable with that idea of not following through on that dream to be an entrepreneur, so after a while I just had to quit. I quit my job really cold.

**Pat:** Just quit?

**Jia:** Just quit. Well, I had this chat with my wife. The thing is, being married you have to talk with your wife about this, and at the time my wife was pregnant. We were about to have our first baby, and that got me a little bit depressed because I thought if I couldn't become an entrepreneur when I was a single guy like Mark Zuckerberg or Bill Gates when they did that in high school or college – I was in corporate life at the time – and if I couldn't do it after graduate school, how can I do it now, being a father? So that's the conversation.

There are a lot of people who say the birth of their child kind of put their dreams to rest, but to me the birth of my child kind of propelled me to fulfill that dream. That time was the time that I knew I couldn't wait any longer. So four days before my kid was born, my wife and I decided I should quit my job. It was the worst timing, but I just had to do it.

**Pat:** So what happened next? I can't believe that, especially at that time in your life. Aren't you thinking about money for your family at that point?

**Jia:** Yeah, absolutely. We thought about everything. We thought out money, we thought about responsibility, we thought about how it would look in front of our friends, or especially my in-laws. Those are not easy things to do, but the thing is we zoomed out.

My wife just said, "You can go back to corporate. You can get another job. Those things are good, they're fine, but you cannot live with this type of regret going forward. I just know that 20 years later when you have a kid in college and you have other kids and things like that, you're going to look back and just kick yourself."

She said, "Just take six months and build this company and do what you want to do. If by the end you can build this successfully, have traction with investors and customers,



then keep going. Otherwise, you gave this a try and it didn't work. That's fine. You'll have no regrets."

Basically she gave me a deadline to achieve my dream, and I think having a deadline is important. It's also liberating because it just feels like I know what's going to happen and I need to deliver, so it's a motivation but also some liberation as well.

**Pat:** Kudos to your wife for allowing you to do that. I'm in the same boat in terms of that support that you have, and having somebody close to you who really believes in what you can do. I think that's really cool, but your wife took it to the next level and was like, "Hey, I'll let you do this. I know this is a crazy time but you have this amount of time before we say, 'Okay, maybe this isn't the way we're going to go. Let's go back to where we were.'"

**Jia:** And also another thing that really helped was this guy named Larry Smith, and he gave a TED talk at the University of Washington, I believe. He talked about how a lot of people use family as the reason for them not to achieve their own dreams, because they have to be responsible and so on and so forth. They often say, "I sacrificed all my dreams so you [meaning their kids] can achieve your dreams," so it's like an excuse, and that's the worst thing that can happen to the kids.

What they should say is, "I went for it and achieved my dream so you can go for it and achieve yours, too," so I took that as my motto. I used the birth of my son as a catapult for me to start doing something.

**Pat:** When you quit, did you have any idea of what you were going to do, or did you start sort of researching on Day 1 after you quit? Where did you go from there?

**Jia:** I had this idea and I had been doing this on the side a little bit. I had this idea about building mobile apps. Who doesn't, right? This idea was to use gamification to make sure we keep our promises. Basically like, Pat, if I tell you something like I'll be on your show and then I send you something, then if I fulfill that promise you give me a score. It's that idea. I'd been working on this on the side, then when I quit I just went full-time and I hired an engineer to help me with that.

**Pat:** And how did that go?

**Jia:** It actually went well in terms of the initial feedback and also talking to people. People who were seasoned entrepreneurs liked this idea. They thought this thing could



go somewhere if I could really execute it. Then what I found is six months was really, really short, so I made this commitment to show traction, and that comes either in lots of customers or some investment in terms of money flowing in.

Four months in I had this opportunity to get investment from an angel investor. I had pitched this idea – me and my whole team. At the time we had four people already. We practiced the pitch and it was like Shark Tank. So we made that pitch and we thought it went really well, but in the end we got turned down pretty cold.

That episode kind of revealed something that I didn't know before. I thought I was prepared for this event. I thought I was mentally tough and I was trying to encourage everyone else, but I just couldn't believe how paralyzed I was with that simple rejection. I thought, "Wow, maybe it's a sign from God that you shouldn't do this. Maybe you should save some time and look for a job right now." I had all these kinds of stories in my mind. It made me just so fearful and paralyzed.

That's when I thought, "Man, you've got a problem. Do you think Bill Gates would feel this way after a simple rejection? If you want to be a good entrepreneur you have to be a little bit tougher at that." That's where at the moment I felt, "I have to do something about not just my company but myself."

**Pat:** So you put all this effort and time and money – maybe you had money saved up for the purpose of building this application and your team – and it's all leading up to this culmination or climax where you have an angel investor who you envisioned giving you all this money to then take it to the next level and market it and do all this stuff, and then your dreams get crushed when they say, "No, we're not going to help you out."

**Jia:** Yeah, and the thing is I put a lot into that, and the rejections that really hurt are the ones that you feel there's no way you wouldn't get. Maybe there's delusional thinking there, but I believed that it was almost like a destiny for me to succeed with my entrepreneur venture, just because I grew up wanting it and that was the first time that I felt I had the freedom and guts to actually pursue it, and there's no way the world wouldn't help me. But then it didn't happen and I just felt crushed.

**Pat:** It reminds me of when I was in the world of architecture and I had dedicated a whole chunk of my life to studying it, to being in the corporate world and thinking it was completely safe. Then all the sudden I get this notice that I'm going to get laid off out of nowhere.



I didn't have a Plan B. I didn't know what the heck I was going to do. Obviously, most of the people who are listening to this know that it turned out for the better. Talk about how this sort of turned out for you or where you went from the moment of that initial rejection. Where did you go from there?

**Jia:** I decided that I needed to be stronger. I need to be, for lack of a better word, like a badass. This can't affect me this much. So I went and searched to see what are the ways you can get stronger? What are the ways you can become a better entrepreneur and overcome this fear of rejection that you have?

**Pat:** Sorry to interrupt, Jia, but I think a lot of people at that point would just give up and say, "Okay, this is a sign that this is not for me. I was in over my head. I'm just going to pack up the bags and go back to this world that I'm comfortable with." What made you decide to go on and be stronger and conquer this fear of rejection?

**Jia:** I think there's this sense of being intentional. I was very intentional in every move I made when I quit my job to be an entrepreneur. It's about the company, about the product, but I kept this in my mind that it's also about me. I have to fulfill that mission. I have to be better at what I was doing.

I knew that spending all those years in corporate made me almost timid to a point. You don't want to stand out. You don't want to take risks. Otherwise you might lose your job. If you make a mistake, there's a team out there that's taking it. There's politics and all that. But being an entrepreneur I had none of that. Win or lose, it's on you. There's no excuse, so I was very intentional.

Once I got this rejection I could feel that if I lose my hope, if I become deflated, if I tell my team – at that moment, basically we'd had a major loss and the team can sense each other's spirit. If they feel that their leader is weak and their leader is about to give up, that's when things fall apart and I couldn't fall apart. That's why I thought, "How can I not fall apart? What kind of help can I get?"

**Pat:** Do you think that's a quality of your own that you were sort of born with, since you said you've always wanted to do this since you were a kid, or is this something people can learn? I think a lot of people can hear what you're saying and maybe relate to it, but maybe they feel like, "Oh, that's not me. I'm not the person who always felt like I could achieve anything or is always intentional."



Some people are more reactive than proactive. You seem more proactive. Can somebody who's reactive become proactive?

**Jia:** That's a great question and I absolutely think you can learn this. One of the biggest myths is that you're born this way. I think we're born in certain ways, our personality maybe, our intelligence to a point, especially the way we look, but the thing is we all go through life meeting all kinds of problems and adversity. We have no control over that sometimes. Things just happen, but we have control on how to react to it.

We can just make a decision. We can learn to do it, but it's not easy. You have to really put a lot of thought into this. You have to make a conscious decision saying, "I have to take control of what I can control instead of worrying about other things I cannot control." I do think it's something people can learn.

**Pat:** Great answer. Now I'll stop interrupting you and why don't you keep going from there.

**Jia:** Basically I started searching for ways I could overcome my fear of rejection. I came across this game called Rejection Therapy. I'm sure some of your listeners know what it is. It's basically a card game that asks you to get rejected every day, so instead of running away from rejection you actually go out and look for it. That way if you do it enough it desensitizes you from the pain of rejection.

I thought it was a brilliant idea, and not only that but it's fun. But one thing was I wanted to do my own rejection therapy. I don't want to use a card game. I want to start a blog. I want to do this for 100 days. I want to share my experience with the world.

I've done this over and over again. If you make something public – like when I quit my job I told the whole world about it, basically, as many people as possible because I want to give myself pressure. I want to tell them that I can't silently back out of this. Otherwise people will be laughing at me.

The same thing with [100 Days of Rejection](#). I want to tell the world that I'm doing this, and if I don't finish this you can hold me accountable, because I know you'll be hard. So I started this blog, 100 Days of Rejection. You can find that at [FearBuster.com](#). It's basically me thinking of funny ways I can be rejected every day.





I love to put a humorous spin on things. For example, the first day I went to a stranger and asked for \$100. It was a security guard and it was really scary. I looked at my video on YouTube, I filmed it, and I looked like I saw dead people.

**Pat:** So you were going out there and looking for ways to get rejected.

**Jia:** Yes, and I filmed it with the iPhone. I filmed myself doing it, and it was really scary. Even though I knew that things probably weren't going to happen – he's probably not going to beat me up or get extremely upset – I was really, really scared for asking such a thing.

The thing is, I went back and I started analyzing my own video and I found out there were things I could do that might make a difference. By the way, that person said a really quick no. I just ran afterward.

**Pat:** Ran?

**Jia:** I ran, yeah. He said no but he asked me, "Why would you ask for such a thing?" I didn't even hear him finish the sentence. I just got out of there, I was so scared. I feel like a lot of people are like me on that first rejection attempt. Rejection is really a painful thing.

It turns out to be like a biological thing that comes from some sort of evolutionary traits in the past, but that's so deeply embedded in our brain that we hate hearing no. When we hear no, our brain reacts as if we're slapped physically. There's that pain-killing thing that our brains release to relieve the pain. So I ran away from that.

Then the second day I'm like, "You know what, I'm going to try something a little bit different. I'm going to sustain the conversation after a no. I'm going to just ask why he said no and have some fun."

So the next day I went to Five Guys Burger and asked them to give me a burger refill. You get a drink refill and I'm like, "Why not get a burger refill?" so I asked for that. The guy said no and I asked why and he was like, "Well, that's the way it is. We don't do it," so we both had a laugh and I left.

I found out that just by not running away I felt so much better. It's like in the battlefield I wasn't routed by the enemy. If I lose a battle or if I get a no, if I can just stay there and chat a little bit, that decreased the pain level by so much and I wasn't



afraid anymore just after one day. The fear was not all gone, but I made a huge improvement just by doing that.

So for the next 100 days I kind of did that. Gradually day by day I learned something new, and I learned so much every day by these experiments, about negotiating, about charisma, about communication, so I wrote a book about it now.

**Pat:** That's so cool. What's the name of your book?

**Jia:** The book is called *Rejection Proof – How I Beat Fear and Became Invincible Through 100 Days of Rejection*. It just came out so you can find that on Amazon.com.

**Pat:** We'll have links to it in the show notes as well. It's really interesting because I just listened to a podcast the other day, a brand new podcast at the time we're recording this, called [Invisibilia](#). In their second episode they have a whole episode dedicated to fear and the psychology of that and that stuff, and they mentioned this [Rejection Therapy](#) game. It's by a guy named Jason Comeley.

**Jia:** Jason Comeley, yeah, he's a friend of mine now. It's a good story. Since I did this blog, my blog went viral. I could go into the story of how that became so popular. Ever since that, Comeley and I have been connecting. We've been chatting with each other, giving each other ideas. He's a real gentleman.

**Pat:** That's awesome. There's a few cool things about this podcast episode, and I was even thinking of you when I was listening to this. I was baffled that they didn't mention you in this episode, unfortunately, but there's a part in this article related to this podcast episode I heard that says, "Most fears aren't real in the way you think they are. They're just a story you tell yourself, and you can choose to stop repeating it and you can choose to stop listening."

Something I always tell myself, Jia, is whenever I get that fear and that resistance that comes into play whenever we try something new or different, which is obviously the situations that you're putting yourself into every day during this 100 days, I ask myself, "What's the worst that can happen?"

When I truly realistically think about the worst thing that can happen, it's never bad at all. It's not what I initially think of. My brain, just like everybody else's brain, we go to the extreme in terms of the worst thing that could ever happen. It's just a human



nature thing, our security mechanisms. A lot of these innate things go on in our minds that we don't necessarily need any more with the world we live in.

Maybe if you lived in caveman days we would respond to every single fear like we should to stay safe and survive, but today a lot of the fears that enter into our brain because of the world we live in aren't necessarily ones that we should listen to.

Man, I just love this idea, and just thinking about you doing this and putting yourself out there scares me. I feel scared and I'm trying to imagine me being you and putting yourself out there.

People have me heard me say this on the podcast before, that when I get into situations where I'm with people who I've never met before and I have to introduce myself, or maybe it might be in a group setting where everybody one by one is kind of talking about who they are and what they do, my heart is pumping. Every person when it's getting closer and closer before it's my turn, I am sweating bullets. My palms are sweating. That fear just comes in.

I'm like, "Why am I so worried?" It's just how we are as humans, and I think it's really sort of the same way when you fear something and you just do it. Like if you're scared of spiders, you just put yourself in a container full of spiders and then you eventually see that you have nothing to be afraid of, although I would never do that because you would die a thousand deaths in a container of spiders, apparently. This is what I think.

Anyway, sorry. I'm just rambling on here, but I think this is really cool. One of the commenters on this podcast episode says, "It is dangerous to always be on the safe side."

**Jia:** Oh yeah, extremely dangerous. You talk about what's the worst that could happen. I thought about that myself, and I thought "You know the worst thing that could happen is where I am right now. I'm telling myself these stories about how dangerous it is to ask these questions, about how the other person will reject me, will dislike me, will make comments about me, and that story will stop me from making that request. That's the worst thing that could happen. The worst thing that could happen is me not asking, not the other person saying no to me."

Once I get that, now I know. I used to think rejection is so negative, it's so painful. That's why you avoid it. Somehow by avoiding the negative, it turns into a positive.



That's actually not the case. The worst thing is you're already rejecting yourself and the world is ignoring you. That's the worst thing. You felt safe, but over the long term that's the worst thing you can do to yourself.

**Pat:** I completely agree and I couldn't have said it better myself, so thank you for that. In your 100 Days of Rejection, was there anybody that said yes to what you asked for?

**Jia:** Oh yeah, there were a lot. The thing is, I became better and better at asking, and I found out there are key things you can do so people can respond to you positively. Mainly you want to have your body posture right. You want to have eye contact. But the thing is, a lot depends on the energy you give out.

One episode that really changed this whole thing was episode 3. I used to live in Austin at the time, and I went to a Krispy Kreme, the donut shop, and asked them to make me donuts that looked like Olympic rings. You can link 5 donuts together and make them look like the Olympic rings. It was the year of the London Olympics.

So I went in, and this chef leader took my order. I was just trying to get rejected. There was no way they could do that, and she took me so seriously. She was jotting down notes and thinking it over of how she could do this, how she could use her machine to make it happen and not fall apart. Then 15 minutes later she came out with a box of donuts that looked like Olympic rings.

**Pat:** Wow, she actually did it?

**Jia:** She did it and she gave it to me for free. At that moment I was so floored because my rejection attempt was rejected. I said, "You know what, I'll pay you however much you want," and she was like, "No, no, it's on me." I was like, "Are you serious?" and she said, "Sure, it's on me." She didn't know I was filming all this.

I came out of that shop and my view of humanity changed. I used to think I'll get used to rejection. It's a tough world out there. You need to just keep toughening yourself up, but now I'm like, "Wow, there are possibilities that people could say yes to you if you ask the right way or if you're just nice." You have to give people the chance to say yes.

There are people out there like that person. Her name is Jackie Brown, and Jackie later told me she was really looking for a challenge. She loves to fulfill requests and orders from customers because that's what she wants to do. She wants to see the smile on customers' faces.



The world is so much more dynamic than I originally thought. Sometimes I just need to go out and ask and see what happens.

**Pat:** That's so awesome, and I'll link to that [video at Krispy Kreme](#) on the show notes as well. I've seen that before and I remember when I was watching that I was actually tearing up because I couldn't believe that this person went so far beyond to fulfill your request. It was just so cool.

I also remember in your video you were playing soccer in somebody's backyard. Is that something you asked for?

**Jia:** Yeah. Later on I went to a stranger's house and I said, "Hey, can I play soccer in your backyard?" and the guy said, "Sure, come on in." I couldn't believe it! He just sized me up and he saw me with a soccer ball with cleats and shin guards and all decked out, and he was like, "Yeah, come on in." I don't know who was more confused at that moment.

So I went in and played a little bit and had him take a picture of me. When I left I just asked him, "Why did you say yes to me? I did not expect that." He was like, "Oh, your request was so off-the-wall, how could I say no?" That just showed that people are incentivized or motivated by different emotional factors. It's not black and white.

When I told that story in my head before I went to the house I was like, "I hope he doesn't have a gun. I hope I'm safe after saying this," but it just turned out the guy was nice and he was just intrigued.

**Pat:** Obviously if you're going to do something like this you want to be safe and use common sense and stuff like that, because there are dangerous people out there and things like that, but I think it's really good to practice this.

I can't remember the episode, but Noah Kagan came on the show. He's at AppSumo and SumoMe. He challenged all the listeners when he was on the show to go to Starbucks and ask for a discount, just a very simple thing, and a lot of people actually did that and said it felt amazing. A lot of them got rejected, but some of the Starbucks's said yes too.

I'm curious, do you have something for the listeners, perhaps a challenge that they can do? Something easy but also somewhat challenging that we can all do? I'm going to do



it myself, so we can all do this together and practice rejection. I think this is something that's really, really important.

I even remember reading something similar in Tim Ferriss's book [\*The Four-Hour Work Week\*](#) right after I got laid off, and this was an exercise. He said, "Go to a mall or public area and just lay on the ground on your back, and just do snow angels on the ground. Just do that. People are going to look at you. They're going to stare at you."

The purpose of that exercise was just to not have a care with what other people think, who don't really matter in what you're trying to attempt. It's just kind of an exercise to get over those feelings that are going to stop you from succeeding.

I think this is the exact same thing, so do you have anything in your head that you could share with us – one challenge that we could all do to get rejected together? Then maybe everybody in the comment section of this post can talk about their experience doing that.

I didn't ask Jia to talk about this earlier. This was just off the top of my head right now so I'm kind of curious. Do you have anything for us, maybe one of the things that you've done in the past or something new?

**Jia:** Can I do two or does it have to be one?

**Pat:** You can do two, and everybody out there listening can do one or the other or both.

**Jia:** Okay. The first one is go to a store and go talk to the store manager and ask to speak over the store's intercom.

**Pat:** Are you serious?

**Jia:** Yes. I tried that.

**Pat:** And did you get rejected?

**Jia:** Yes, I did get rejected. It was at Costco and the person wouldn't let me do it. I did my best. I actually showed that I'm a member and I've spent thousands of dollars here. Who doesn't at Costco, right? But the guy said, "You know what, can I buy you a



dinner?" and he bought me hot dogs and pizza, so I didn't get to speak but I left with a full stomach. Maybe I shouldn't tell you this because now you'll all expect that.

**Pat:** Yeah, people are going to be like, "Hey, Costco, I heard that you can get a free meal by asking..." So okay. And obviously you don't want to be forceful. This is just a test to see what they say. I think if somebody were to say yes to me in that situation I'd say something nice and positive over the microphone.

Then what's challenge #2?

**Jia:** Challenge #2 is go to Starbucks. Noah's challenge is good. When you're in line, just when the person in front of you is about to buy his coffee, say, "Hey, can I buy your coffee?"

**Pat:** That's good. I do that actually every once in a while. I love that one so I've already done one of the challenges, but I'll do that again because it's just one of the best feelings.

One time I overheard a man and his son, maybe 7 or 8 years old, just talking about how they were having a bad day. They needed to get this coffee really quick and just go to the next thing they had to do. Apparently something happened, I don't know what.

So right when I was purchasing I said, "I'm going to buy the coffee for these guys too," and they were like, "What? No, no, no." They kept denying it but I was like, "No, no, I insist. I'm just trying to do something nice for somebody every day," which is something I do try to do myself every day, and they were floored.

We sat down and had coffee. They stopped rushing and they just told me the whole story about what happened. Apparently the son had broken an iPad that they had just bought and they had this whole ordeal. The mother was upset and very angry, and apparently through my asking to buy their coffee for them – I bought the kid a hot chocolate – everybody was happy.

They were like, "Wow, we were having a terrible day until you asked if you could buy coffee for us. Thank you," and it was one of the coolest things ever.



**Jia:** Absolutely. In my case I did that and the guy in front of me was so happy because it was unexpected kindness. The Starbucks baristas were like, “What? You know what, the coffee for you is on the house,” so they gave me free coffee.

When you do that, everyone sees that and it makes their day. Again I can’t promise your listeners that this will happen. There could be someone who’s like, “Why would you buy coffee for me?”

**Pat:** Yeah, that’s happened to me before too. “What do you think, I can’t afford it?” or something like that. When that happens, which it does – and it could be related to anything, even business-wise or whatever – if something like that happens when you’re genuinely trying to be nice and they don’t respond in a way that’s ideal, then that’s not your fault. There are two people involved, and sometimes the other one isn’t always on the same wavelength.

**Jia:** This is one key takeaway from my learning journey, my 100 days of rejection learning. We always think rejection or acceptance is about us. Is our offer good enough? Are we smart enough? Are we good-looking enough? We always tell the stories that it’s about me, it’s about me. Actually it’s really about that person.

You can make the same request to 100 different people and you’ll get maybe 60 rejections and 40 yes’s. It’s about that person. It’s about his education, his prejudice, his mood, his experience. It’s everything about him on that day that makes him make that decision. A lot of that has nothing to do with you, but we keep thinking that somehow that rejection represents how the universe will treat us. That’s why we’re so afraid of it.

If you try this out, if you experiment with it, if you try it over a period of time you will find so many fascinating things about humans and also just human interaction.

**Pat:** Man, Jia, thank you for coming on the show and sharing that with us. Your story is incredible. I recommend everybody go get the book and check it out. Again it’s called *Rejection Proof* and you can find it at [FearBuster.com](http://FearBuster.com) or Amazon, of course. I think you have a special link for us, right?

**Jia:** Yeah. It’s [fearbuster.com/pat](http://fearbuster.com/pat). It’s just for Pat Flynn listeners, whether you’re in AskPat or the Smart Passive Income podcast. You can go there and find something special for you.





**Pat:** Perfect. Thank you so much for this. I think this is a great unique show that is necessary at this time of the year. We've been working hard for four months and it just so happens to be tax day today in the US at least, so maybe we're down for whatever reason.

I think this is going to be a big pick-me-up for people, and I think these exercises if you choose to participate, which I hope you do one or the other or both, share that experience on this blog post on the site.

This is Episode 157, so if you go to [SmartPassiveIncome.com/session157](http://SmartPassiveIncome.com/session157), you'll get all the show notes, links, the link to Jia's book, and also you'll be able to discuss and share your experience with these fun little adventures of rejection. Who knows, you might be surprised about what happens, like the commenters said in the other post where we had people test themselves as well.

This was really cool. Jia, thank you so much for spending time with us today and sharing your story. I think this is definitely going to help out a lot of people, so thank you.

**Jia:** Thank you, Pat.

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I hope you enjoyed that interview with Jia Jiang. Once again you can find him at [Fearbuster.com/pat](http://Fearbuster.com/pat). In the comment section over at [SmartPassiveIncome.com/session157](http://SmartPassiveIncome.com/session157) I'd love to hear what you think of this episode, obviously, but also if you do the challenge.

You'll hear right after this a fun little audio file of me actually doing one of these challenges, so stay tuned for that.

I also want to thank Ryan Moran of Freedom Fast Lane for sponsoring today's podcast. Freedom Fast Lane is a podcast that I listen to. It's great. It's one of the only ones I listen to, actually, and it's cool because he talks about how to create a freedom-based business, and not only that but how to turn those profits into passive income as well. It's taking things to the next level. You can check out his podcast at [FreedomFastLane.com/pat](http://FreedomFastLane.com/pat).



If you've never heard of him before, you can actually go back to [Episode 144](#) of the SPI podcast, where he blew people's minds because he was teaching us all how to build a million-dollar business with ecommerce and Amazon and that sort of thing, in less than 12 months. He breaks it down to a step-by-step process and really lays it all out on the line for us.

Again you can check out Ryan's podcast at [FreedomFastLane.com/pat](http://FreedomFastLane.com/pat) or you can look up [Freedom Fast Lane](#) on iTunes. I'm sure you won't be disappointed, so check it out.

Thank you all so much for listening in today. I really appreciate it, and for the reviews and the comments on the posts and the ratings. It means so much to me. Thank you all. I appreciate you.

I'll see you next week when we talk with Brian Casel about how to productize your service-based business. I know a lot of you have a service-based business where you're in the business, and if it wasn't for you the business would stop. In that episode we're going to talk about how to automate that and monetize and productize your service-based business. It's going to be great.

Again, thank you so much. Show notes are available at [SmartPassiveIncome.com/session157](http://SmartPassiveIncome.com/session157). See you on the blog and thanks so much. Here's that final audio of me at Starbucks:

**Pat:** Hi, how are you?

**Barista:** Good! How are you?

**Pat:** Good, thank you. Could I get a grande Americano, please?

**Barista:** Can I get you any paninis for lunch?

**Pat:** No thanks, no paninis.

Excuse me, do you mind if I buy you your drink? I'm trying to do something nice for random strangers. Is that okay?

**Customer:** Yeah.

**Pat:** Cool, so whatever she'd like.



**Customer:** Iced tea lemonade.

**Barista:** You got it. What size?

**Customer:** [inaudible]

**Pat:** I'm Pat, by the way.

**Customer:** Thank you so much.

**Pat:** No worries. Nice to meet you.

**Customer:** I've never had anybody do that, ever.

**Pat:** Yeah, so pass it forward. Thank you.

**Barista:** Thank you!

**Outro:** Thanks for listening to the Smart Passive Income podcast at [www.SmartPassiveIncome.com](http://www.SmartPassiveIncome.com).

### **Links and Resources Mentioned in This Episode:**

#### **Jia Jiang's links:**

[FearBuster.com](http://FearBuster.com)

[100 Days of Rejection](#)

[Rejection Therapy Day 3 video – Ask for Olympic Symbol Doughnuts](#)

[Surprising Lessons From 100 Days of Rejection: Jia Jiang at TEDxAustin](#)

[Rejection Proof book](#)

#### **Other Resources:**

[Larry Smith's TED Talk: Why you will fail to have a great career](#)

[Invisibilia podcast](#)

[Rejection Therapy game](#)

[The Four Hour Work Week](#) by Tim Ferriss



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