



**SPI Podcast Session #165 –
Susan Petersen from Freshly Picked on Selling Moccasins and
Her Booming Online Retail Business**

Show notes: www.smartpassiveincome.com/session165

This is the Smart Passive Income podcast with Pat Flynn, Session #165.

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, he was stabbed by accident with a pencil in the first grade, Pat Flynn!

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me today. By the time you are listening to this, if you had listened to the last episode, I had mentioned how I was on my way to Ghana—well, by the time this comes out, I will have come back. I can't wait to share all the experiences from it, even though now, at the time of this recording, I haven't even gone yet. There's some weird time travel stuff going on, DeLorean, Back to the Future, always got to mention that whenever possible.

Anyway, thank you so much for joining me today. You'll hear more about my Ghana trip very soon. You'll see some video footage from it because I took Caleb Wojcik there with me too, and it'll be probably in August or September, you'll see some episodes of SPI TV come out. So go ahead and go to WatchSPI.tv. You can subscribe to make sure you get those and other helpful videos that are coming out every Friday once Season 2 begins later in the year. So check that out. Thank you so much.

Now, I can't wait to share this episode with you because this person is truly inspiring. I met her at the [One Day Business Breakthrough](#) Live event with Chris Ducker and myself back in April. And oh my gosh, Susan is crushing it right now with her business. Her name is Susan Petersen from FreshlyPicked.com. She's had an amazing experience and an amazing journey that she's going to share with you, her story about how she's built her business, which started by selling moccasins. You might be like, "Whoa, weird." Yes, she was on Etsy for a while, then she shifted over to other things. You're going to hear about her booming online retail business now. We're going to talk a little bit about the Shark Tank—she was on Shark Tank as well. Man, such an incredible story, and I'm going to be diving into some physical products later in the year, so this was very helpful and inspiring for me to listen to, and I'm sure it will be the same for you.

So this is Susan Petersen from FreshlyPicked.com. Here we go.



===

Pat: What's up everybody? I'm so excited for this interview. Today we're talking with Susan Petersen from FreshlyPicked.com. Susan, welcome to the Smart Passive Income podcast. How are you?

Susan: I'm good, thanks, Pat. Thanks for having me. I'm super excited.

Pat: I'm so excited you're here because you have an amazing story, but before we get into that I do want to say I was on your website and I was watching some videos that you were featured in, and there was one thing that you said that really struck me. It was this whole idea of you always putting your family first, and you know I can relate to that. I know you're a listener to this show as well.

There was a part where you mentioned that when you're with family you're thinking about family, and when you're doing your business you're thinking about business. You're making it really clear in your life to keep those things separated, and that's something I work really hard to do as well, so thank you for that and being a good example of that as well.

Susan: Thanks.

Pat: Now let's get into your story. Let's just start right from the beginning. How did you get into what it is that you do now?

Susan: We make and sell baby moccasins. When my son was born I couldn't find any shoes that I wanted, so I started making my own. I wanted a soft-soled pair of moccasins. It was pretty bad at first, and then it got better and better.

At the time I had a blog and a little Etsy shop and I was selling some things on Etsy and blogging, and I was doing both pretty bad, like I wasn't very good at either of them, but what it did teach me was how to make something and then how to put it out online, because blogging was kind of the social media that you promoted through back then.

So I put my moccasins up and I really didn't have an intention to sell them. I kind of just wanted to show off what I'd made, and those were what people really gravitated



towards. I had people saying, "I'll buy them, whatever you want," and I started taking orders pretty much the next day for them.

Pat: Wow, so give us a little bit of a timeline. When you first started you were kind of scratching your own itch, creating something that you wanted for your son already, then putting it up there for everybody to see. You said it was bad at first and then it got a little bit better over time. How much time are we talking?

Susan: I started making those in the beginning of the summer of 2009, then things really started cooking. In September of 2009 is when I really started putting everything on my website, offering more colors, and I started selling more.

Pat: And you were still going through Etsy at that time?

Susan: I was on [Big Cartel](#) at the time. I had kind of graduated off Etsy.

Pat: Oh, I've never heard of Big Cartel.

Susan: They're kind of the same shopping platform as Etsy. It's a good space holder between Etsy and [Shopify](#). Some people are super overwhelmed by Shopify, and Big Cartel is a really good stopgap between the two, I think.

Pat: That's very cool. Now, you said summer of 2009 and September 2009. That's not actually very much time, so this kind of picked up very quickly for you. How did it feel as you were going through it?

Susan: It was super exciting. My goal at the time was I really just wanted to make enough money so I could go to Target and buy whatever I wanted, and now I feel like that's still kind of my goal for my employees, to be able to go to Target and buy whatever they want, so I feel like not much has changed in that way.

I started on Etsy when there were like 400 people selling on Etsy, so the really, really early days. I had seen a couple people take their product and they would find that one product that people just loved and gravitated towards, and they were able to make a business. I would always tell my husband, Chris, "I've just got to find that one product, I've got to find that one product."

I honestly didn't think the moccasins were going to be it, or it just didn't even cross my mind, and then when they came I kind of felt like I was poised and ready to run with it.



Pat: What other products did you have at the time?

Susan: I made baby blankets and shopping bags and quilts and wallets, kind of whatever.

Pat: That's cool, and you made them yourself?

Susan: Yeah.

Pat: Wow. What do you think it was about the moccasins that really made those the popular one?

Susan: I think moccasins are one of those things that go in and out of trends, and I think I hit those at a good time. But I also think that people want a shoe that stays on their child's foot. I mean you have kids. I don't know if you experienced this when your children were little, but shoes are really hard to keep on a baby's foot. They just don't stay on. That was one of the design elements I had to hit, is that it had to stay on a foot.

A second one was it had to fit fat feet, because when my son was born he was 10 lbs, so he was really, really fat. Then the third thing was I just wanted it to look really classic. It is a moccasin so it is a little trendy, but I wanted it to feel like you could pass it on to your children.

Pat: They do look fantastic. They look great. And by the way, I was 11 lbs 12 oz when I was born. Did you know that?

Susan: No. Did your mom have a C-section?

Pat: She did, and my mom's only like 4'11" so you could do the geometry there. My mom's amazing for several reasons, including that.

Susan: So you were almost as big as her when you came out.

Pat: Yeah right, and I haven't really grown much since then.

In terms of the other products, once you saw that the moccasins were taking off and you were getting more sales for those than the others, were you just like, "Okay, this it.



This is the one product. I'm going to go with it. I'm going to go full-steam. I'm going to leave everything else behind." Is that what you ended up doing?

Susan: No, not at first. The thing with the moccasins is they're \$60 baby shoes, so there are quite a few barriers to buy just based on price alone. People kind of naturally look for reasons why they can't afford them or why they won't buy them, so at first we were still selling a little bit of baby clothes and a little bit of accessories.

We hit on a leather mouse pad that seemed to take off, and I was just kind of selling these to keep the shop going, just so I could focus on the moccasins, because I knew the moccasins were going to be a big hit. There was enough interest in them. There was press right out of the gate, but I just kind of held onto a couple other products just to keep the cash flow going.

Pat: And then eventually you said that you're now just going full steam with the moccasins.

Susan: Yeah, about four years ago is when I just started 100% moccasins.

Pat: So a couple years after you started you finally made that switch. When it comes to your customers, it seems like they're sort of a higher-end customer because they're going for the higher-end shoe here.

Do you keep in constant contact with them after they've purchased? This is something I'm really interested in because I know a lot of people that I've purchased from on Etsy, I never hear from them again, and a lot of them have a good opportunity to sell me new stuff.

For instance, the people who I bought the Back to the Future jacket from, or this other stuff that is Back to the Future related, if they were just to send me a few things or updates or whatever, I would probably be more likely at least to visit the store again, but I've never heard from them again.

It is kind of a customer hit and run type of thing, or do you grab their email and kind of build a relationship with them?

Susan: I kind of want to touch on the first thing you said. You would think that it's a higher-end customer, but actually we have customers all over the board. We do have definitely that mom who's going to spend a lot more money, but we also have moms



who are putting this on their baby registry, then they're having like two aunts and a cousin go in on it together. The thing about the baby and wedding industries is that people spend more money during that time.

And yes, we capture their email. We have an opt-in when you checkout and it's totally voluntary. We don't just automatically send out emails. Then we also really encourage people to follow us on social media, and that's where I feel like a lot of our repeat customers are coming from, is social media.

Pat: Let's talk about that. First of all can I ask you – and you don't have to share exact numbers – but how well is the business doing right now?

Susan: In 2012 we did 10X revenue, so 10 times what we'd done the year before. In 2013 we did about 3-4X. Then this year we're on track to do 3X, so we're doing really well. We're a million dollar business, which I'm super proud of.

Pat: That's amazing. I just want to give people some perspective on kind of what we're talking about here and what's possible with selling on these platforms, and obviously with social media and keeping in constant contact with your audience through those platforms. I visited your Instagram page. [@FreshlyPicked](#) is the handle on Instagram. How many followers do you have now?

Susan: We just hit 405,000 today.

Pat: 405,000, and you were so kind the other day after you attended one of me and Chris Ducker's 1 Day Business Breakthrough event...

Susan: Which was amazing, by the way. I would suggest it for anyone.

Pat: Thank you for that. You had posted a picture of you at the event and you had tagged me and said some nice things about the event, and again thank you for that. Then I had like 400 new followers a minute later because you had done that, because you had told people to come and follow me. It was just kind of amazing the response that your audience has. You have tens of thousands of Likes on every photo that you post now. How does that translate into more sales?

Susan: What we find is that when we promote a color, that color is a bestseller for the day, whether it's on Instagram or Facebook.



Pat: There's a lot of people out there who have big social media followings, but they don't really translate into anything for them. I'm just really curious on how it works for you.

Susan: One of the differences with our business model is up until last September we were 100% direct to consumer, so not only did we know who our Instagram followers were, but we also knew exactly who our customers were. That's kind of unique in a customer goods business that you know who your customer is, because most consumer goods are trying to go right to business to business and sell to big boxes or get into department stores or something.

We were very conscious of not doing that and keeping our customer list our own until Nordstrom approached us about this time last year, and that was kind of the big store we were waiting for was Nordstrom. We had turned down almost every other wholesale account until they came along.

I think that's kind of a difference that we have. If someone's like, "I have a problem with my product," they'll let us know on Instagram. You know people are not shy to kind of let you know if you've done something wrong and then also if you've done something right.

We're able to look up their order, see what they ordered, see how many times they've ordered, and really kind of fix problems as they arise. I feel like that's one of the advantages we have just by being direct to consumer, and also having such a big and vocal social media following.

The other thing we do is we're very, very, very active in our community. We employ a team of 11 Brand Enthusiasts, and their sole job is to get in our social media accounts, and they act as themselves. If you go to their profile it just says Brand Enthusiast for Freshly Picked. What they do is they get the product usually before we put it on sale, so they're able to kind of test it and see how it works and if there's any unique properties about it they can answer those questions.

My goal is that there is not one unanswered question on any of our social media accounts. If you reach out to us, even if it's in the comments and even if we've answered the question like four times that day, I want every question answered. I want every customer to feel like their voice is heard and that they matter to us, because they do.



Pat: Wow, that's incredible that you're able to do that. I'm going to ask this question because I'm curious. How was it in the beginning, because in the beginning you said it was just you. Were you able to do these types of things that you do now, or is this something where you've built a team as a result of wanting to be able to do this?

Susan: At 30,000 followers I had to bring in some help, but up until 30,000 followers any social media account is somewhat manageable with one person. I don't know why that's a tipping point, but I think what happens is you start to get followers in different time zones and different regions of the world, so I think you kind of just have to have other people involved so things aren't slipping through the cracks.

I remember the year that I was really trying to grow my Instagram in 2011, and my husband actually said to me, "I wish that you loved me as much as you love Instagram." I was on it all the time. That's all I was doing.

Pat: So that was kind of a sign for you to figure out how else you could provide value to your community while also making sure you're there for your family and stuff. So what was that like, hiring other people for the first time? You're in an office right now and you have employees, at least 11 obviously. Is this where you kind of envisioned things would go?

Susan: Yes and no. For sure I thought that I would have employees, but it never feels how you thought it would. Once things started to take off we set a goal, my husband and I. Many people don't know that my husband is a stay at home dad and has been for about a year now, and we kind of set a goal of where we would need to be for him to stay at home, and we reached that goal so he started being a stay at home dad.

I read the book [The E-Myth](#), which I think is mandatory reading if you're an entrepreneur, and that really, really helped me to start to think about things differently and to start to strategize what roles we should be hiring for and who we could hire.

Pat: That's cool. Chris is a stay at home dad. I love that because we don't really hear about stay at home dads too much when the mom is out there doing the work and stuff like that, but I love that. Even so, you're able to make sure that you're still there for your family, which is made apparent in that video. I'll link to your website in the show notes for everybody, and I'll link to that video as well. I think that was a Big Cartel video, which is really cool.



Going back to what you were saying earlier in terms of hiring, was that difficult for you to hire or did you know? I mean I know you knew that's what you needed to do, but for some people, especially when they're building their own things or creating their own products, they kind of don't feel like they want to add anybody else because it's their own thing. Their business is their baby. How do you let go of that?

Susan: Don't hire for what you're really good at. Hire for the things that you don't really want to do. For me, sales and marketing has always been my strong suit and that's the thing that I really love doing. That's the thing that gets me passionate about the business, and I've never hired someone to do that job.

My first employee was actually my sister-in-law Jody, and she started working for me in 2011 for \$6.50/hr. She's a saint. Shipping is the worst thing in the world. No one likes to ship, so I hired her to do shipping. I thought, "Okay, I will always email and I will always make the moccasins, then I will know the moccasins are made right and I will know that if the customer emails me they're taken care of."

Then pretty quickly after that it got to the point where I couldn't handle the emails anymore, so she took over the emails. So she was doing customer service and shipping and I thought, "Okay, I'll always make the moccasins because then I'll know that they're made right."

Not too long after that I hired Angie, and she has like 20 years' experience sewing, the best seamstress I know besides my mom, just really super patient with me as I showed her how to sew, just let me show her. Then she took over sewing.

Those three things – actually being like the technician in my business and working on those technical jobs – having those covered, I was able to really start focusing on my sales and marketing.

Pat: When it comes to sales and marketing and the role that only you know that you can do best and that you want to do and that you're passionate about, what are the top one or two things that you do to help promote your company?

Susan: We have editorial meetings, as I'm sure you do, where we lay out our marketing strategy for the whole year, then the quarter, then the month, then the week, and really just kind of get a top-down view of that. I help manage most of the campaigns. I'm still writing probably 20% of the copy because I think in another life I was a copywriter, so I really like to write copy.



Then as far as sales go, this year and probably next I'll still be managing the sales team because I feel like when you think of Freshly Picked you kind of just think of Susan too. I'm pretty synonymous with the business so I'm still going to the big sales meetings with Nordstrom once a month. We're meeting next week with a couple big stores in New York and I'm going to be heading those meetings and leading the deck and doing everything on that end.

Pat: That's so cool. That's a whole other world to me. What does that entail? Do you have to bring presentation boards? I don't even know what that's like.

Susan: It's so funny because the first time we went up to meet with Nordstrom I think I had like two pairs of moccasins in my backpack and then I had leather samples. We were in the elevator and there was a sales guy for a brand that everyone knows at Nordstrom, and he had four of the biggest rolling bags you've ever seen. He was trying to get them off the elevator and we helped him, and he just was so stressed. I was like, "Is that how I should be? Because I don't feel that way."

Honestly, sometimes I feel like I fall backwards into everything and I just have really patient people who help me along the way. We're much more prepared now. Now we bring a bigger bag with our product in it that we can leave with them.

Our lead sales girl is actually getting ready to go on maternity leave, so we've been planning out the rest of the year. We just go and lay out the product and make sure that everything flows well. We make sure there's synergy within our shop.

Nordstrom is probably one of the best companies to grow your brand with because they really love brands. They really love the story. They love to tell the story and they've just been so amazing for me to work with.

Pat: That's really cool, and the initial contact with them was them reaching out to you?

Susan: Yeah.

Pat: How do you think they knew about what you did?

Susan: Someone in the office had watched Shark Tank and then reached out to us. It was pretty soon after Shark Tank that they reached out to us.



Pat: Ah, Shark Tank, something we haven't even talked about yet. Was that an idea that you had? "Hey, we should go on Shark Tank."

Susan: I felt like in 2014 we really needed to do something big. A lot of people had told me, "You should go on Shark Tank," and I thought it was for inventors, because I'd never watched the show. Then I started watching the show and I realized it was for entrepreneurs.

Every December I kind of have a little planning meeting with myself where I write down a list of things that I want to do or I want to accomplish that year, so in December 2013 I put it on my list of things to do in 2014. Then we just started pretty aggressively pursuing it in the beginning of the year.

Pat: What does that mean, aggressively pursuing it? Is that just emailing somebody 100 times so they finally respond, or is there an application process?

Susan: You know how I'm kind of aggressive, Pat. You've experienced it a little bit, right?

Pat: Yeah, you're great and I love that. I know that has helped you get to where you're at, because on an easy basic level if you don't ask you never get.

Susan: Yeah. I started reaching out to people that I knew that had been on the show and could get me in touch with the producer, so I did that. Then I emailed just the general "Apply at Shark Tank." I don't remember the email. I emailed that a couple times. Then I was just reaching out to everyone I knew.

It kind of got a little hairy in June. Shark Tank films two times. They film once in June and once in September, and I knew that they were filming so I just did another round of, "Hey, hey, hey, we're here, we're here, we're here." We had just had this really massive sale, so we were able to build a story around how awesome that sale was and how much it helped our business. They finally reached back out to me in July and I filmed in September.

Pat: So quite a long process, and then that filming date – what was that like? I know when we watch Shark Tank on ABC we see 10 minutes' worth of a conversation. Then either there's a deal or there's not a deal. In actuality what is it like?

Susan: You're in the tank for like an hour, and it's pretty much like you see.



Pat: Just longer?

Susan: Yeah, just longer. There were a couple things I wish would have made the cut that didn't, but I got a really, really good edit. We've all seen that poor fellow or girl go on Shark Tank and just not get a good edit.

Pat: Just get crushed, yeah.

Susan: Yeah, and they loved me. I was super solid. I know my business inside out. I know my numbers. I know where my customers are because at that time we knew our customers. Every customer that ever purchased through us purchased through our website, so I feel like I kind of crushed it, honestly.

Pat: That's awesome. Is there footage of that somewhere we could check out?

Susan: Right now I just saw it on the Delta flight, which was kind of embarrassing.

Pat: Oh, that's crazy!

Susan: You can just YouTube it. [It's on there.](#)

Pat: Okay, I'll try to find it and put it in the show notes for everybody, and if I can't find it I'll get in contact with you to try to find it some way. That's amazing. That's really cool. What did that do for you, besides the Nordstrom thing? You got a deal out of it with who?

Susan: Daymond John, who does FUBU.

Pat: That's great, and has that been actually helpful?

Susan: We actually post-show didn't close our deal.

Pat: Wait, what? So you say there's a deal on the show and it even airs that way, but you actually didn't close it?

Susan: What it ended up being was not a good deal for him and not a good deal for me. The truth of the matter is, Shark Tank's amazing but it's a reality show first, so you



can't do all of the closed-door investor negotiation and due diligence and everything that you would do in a regular investor meeting in an hour on television.

The awesome part about Shark Tank is that they're very conscious of that and they don't push for that. You have to do all your due diligence at first before the show, and they get it immediately after the show, but then there's a certain amount of negotiating that happens post-show.

Daymond and I both – it was totally mutual and I think he's a great guy and I have nothing but respect for him. He reaches out to me probably once a quarter and it's just like, "How's it going? Do you need anything? Can I do anything for you?" so he's super awesome. It just wasn't the best deal for him and it wasn't the best deal for me.

Pat: What was the biggest takeaway from your experience on Shark Tank that could be useful for everybody listening right now?

Susan: That's a good one. I think for me a lot of times people are just really afraid to put it out there, like you'll talk to someone and they'll say, "Oh, I'm just this or I'm just that." It's almost hard for people to own what they are at first.

What Shark Tank really did for me was it allowed me to be like, "Oh my gosh, my business is actually legit! We're doing awesome things!" so it really allowed me to really just own what I'm doing – not that I didn't before, but that really solidified it for me.

Pat: It's really interesting how sometimes nothing changes except just what our perception is of the situation, and that can completely change our direction and how successful we become afterwards, so great answer.

Going back to Instagram really quick, because I'm starting to get a little bit more serious on my Instagram account – I passed 7,000 followers yesterday. That's nothing compared to your 400,000.

Susan: I like your Instagram.

Pat: Thank you. There's a lot of family stuff on there. For everybody not on there, I'm [@patflynn](#) and Susan can be found at [@freshlypicked](#). So your top 2 or 3 tips for growing an Instagram account?

Susan: Content.



Pat: And by content, what works best?

Susan: With every new stage we're trying to figure out our content strategy, because as you grow it kind of shifts just a little bit. Our content right now is very different than when we had 40,000 followers.

What I think would relate most to your listeners is I do a 30/30/30 rule. 30% of your content is personal, kind of letting the customer know who you are, or your followers to kind of understand who you are. 30% for us was business, either behind the scenes or what we're working on today or something that's relevant to people who are kind of in the same boat that you are. Then for us 30% is promotional, and promotional for us is anything that takes you off Instagram.

Pat: Nice. I like that, 30/30/30. Then when you say off Instagram, I know this is a struggle that a lot of people have, and we've talked about this a little bit on the show before, but a lot of people are being creative with how to get people off of not just Instagram but any platform that they're on and back to somebody's website. How are you best doing that right now?

Susan: That actually has never been our goal. Our goal has always been to get people engaged in what we're doing on Instagram.

Pat: And do you feel like as a result of doing that, naturally people come back to your page?

Susan: Right, I think it does result in more sales for us, but for us our goal for Instagram has always been about the customer. It's always been them. I think that's where most brands are succeeding. It's not the product, it's the person that's using the product.

That's another approach we do editorially, and that's where we came up with the person. It's not about the product, it's about Susan the entrepreneur and her journey and what is going on with that. It used to be a lot about my family life, although we've pulled back on that once we hit a certain number, just because my kids are older and privacy issues, so it's more about the journey of me as an entrepreneur now, and I think a lot of people relate to that. They know I have a family, but the family is not always involved.



Then it's not about the product, it's about the person who's using the product, so our customer. I love my customers. I will stop someone in the store if they're wearing my moccasins and talk to them and find out who they are, what are they doing, so that's kind of always been our focus. It's like, "How do you feel like the mocs are impacting your life?" or "Look how darling this person is who's wearing the mocs." It's always for us about the customer.

Pat: Love that. It's very obvious why you guys are doing very well. You and your team are doing amazing things.

I have one final question for you if you don't mind. You said you make a list every year of the things you want to accomplish, and you had successfully gone on Shark Tank the previous year. What's on your list to accomplish in 2015?

Susan: Be on the Pat Flynn was on my list.

Pat: That's right, I forgot you mentioned that. This wasn't a lead up question to that, but I forgot that that was on there.

Susan: Yeah, it was on my list.

Pat: So congratulations, I guess.

Susan: Something that we can totally talk about because this will air after it, on my list this year was also to be on the Ellen DeGeneres baby shower show, and that is filming this Friday and we're on that show, which we're super excited about.

Pat: The Ellen DeGeneres show?

Susan: Yeah. Every year she does a baby shower around Mother's Day, where she has only pregnant women in her audience and they give basically everything you need for a baby to the pregnant women. We wanted to be a part of that show. That was on my list for this year.

Pat: That's so cool.

Susan: We go out Thursday to film for that, so I'm super excited about that. Something else that was on my list was our revenue goal for this year, so hopefully



we're going to do that. Then two stores. One of the stores we're talking with this week, then one store we talk with next week, so we'll see if those happen.

I also have personal things, like I want to make sure that I'm taking my kids to the bus stop every day, and that sometimes happens and sometimes doesn't. Then every year it's to go on vacation with my family in August, and we just booked that a little bit ago so I'm super excited.

Pat: Nice, I love it, business and family just working in perfect harmony together. I love it!

Susan, thank you so much for coming on the show and inspiring all of us. I cannot wait to see what's next. I'm going to make sure to link to as many of your things as possible on the show notes, and we'll have to connect with you again in the future and see where you're at.

Susan: Thanks for having me, Pat. It was so fun.

Pat: Thanks so much, Susan.

=====

Pat: Alright, I hope you enjoyed that interview from Susan Peterson from FreshlyPicked.com. Such an incredible, inspiring story, and you can get all the links and resources mentioned from this particular episode at SmartPassiveIncome.com/session165. Thank you, Susan. I know you're listening to this, and you're amazing.

And I'd love to hear what the rest of the SPI community thinks about this episode and what Susan has accomplished. Head on over again to SmartPassiveIncome.com/session165, you can leave a comment there on the blog. I'd love to hear what you think. Also, if you have a store online where you're selling a physical product of your own, feel free to share it in that comment section at the blog at that URL. Leave a link to your store, or wherever we can find it. I'm just so interested in what everybody's doing with physical products and retail, from your Etsy store to anything. If you're selling physical products, leave a comment. SmartPassiveIncome.com/session165. Feel free to leave pictures. It takes a while for Disqus, the commenting platform to upload those pictures, so just let it be for a sec if you are uploading images, and feel free to leave a link there as well. Just one link, so you aren't caught in moderation.



Before we finish up, I also want to thank today's sponsor, which is 99designs.com, helping make everything in terms of graphic design so much easier for everybody out there on the web, because they make it fun and exciting and fast in terms of turnaround. So if you have a design you need done, anything from an entire website to just a single logo, to a t-shirt design, to maybe something you want to put on a coffee mug, anything you can think of you can have designed at 99designs.com. You put in the job description of what you're looking for, the kinds of styling that you'd like, and then within a day or two, you're going to get several or dozens of designs from designers around the world who are all competing for your favorite design. Then you reward that winner at the end, after seven days, the contest money. You get to keep that design all for yourself. You can even have your friends and family vote on their favorite designs as you're going along. And if you aren't happy with any of the designs that come in after seven days, you get your money back. So if you can't afford that one designer that works for you all the time and knows your brand, it's definitely much cheaper and more affordable for you to go the 99designs route. So go ahead and go to 99designs.com/spi. That'll give you a \$99 power pack of services for free which you can put toward your next design project. Again, 99designs.com/spi.

I also want to put a little plug in for the [Smart Podcast Player](https://SmartPodcastPlayer.com). I've never done this before, but the Smart Podcast Player has taken up a sponsorship spot here in this particular episode. If you are a podcaster, and you're looking to increase and enhance the listener experience that you are giving your audience, go to SmartPodcastPlayer.com. You can install the web's best-looking and number one, featured-filled web-based podcast player. Because the truth is, a lot of people are still listening on the web. A lot of you might be listening on iTunes or through your device right now, but you know what? A lot of the people who listen to your podcast, especially first-time listeners who visit your site from a Google search or what have you, they're listening on your website. And traditionally, players just do a terrible job of taking advantage of that situation of a first-time listener or anybody listening on your website, actually. That's where the Smart Podcast Player comes into play. Head on over to SmartPodcastPlayer.com. You can save 33% by getting it at the annual billing price, or you can even try it out for free. There's a freemium version available, without some of the features that are available on the pro version, but you could even try it out on your website, see how it feels, and upgrade later if you like. So again SmartPodcastPlayer.com.

Thanks so much for listening in. I really appreciate your time, and I can't wait to serve you again in next week's episode where we're going to be talking about where we're at,



halfway through the year—the goals and the future of SPI, and hopefully helping you think about your goals and where you're at, and what you need to do to finish off the second half of the year with a bang. Check it out, that's going to be next week.

In the meantime, keep crushing it online. You guys rock. I appreciate you. I'll see you on Twitter, [@patflynn](#), or wherever else you may find me. Cheers. Take care. Bye!

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

Links and Resources Mentioned in This Episode:

FreshlyPicked.com

[@FreshlyPicked](#) on Instagram

[Shark Thank S5E15](#) featuring Freshly Picked

[1-Day Business Breakthrough](#)

[Etsy](#)

[Big Cartel](#)

[Shopify](#)

[The E-Myth](#)

Today's Episode Sponsored by:

99designs.com

[Smart Podcast Player](#)