



SPI Podcast Session #166 - The 2015 Halfway Point - Goal Status and Future of SPI

Show notes: www.smartpassiveincome.com/session166

Pat: This is The Smart Passive Income Podcast with Pat Flynn. Session number 166. What's up, everybody? Pat Flynn here. Thank you so much for joining me today. No guest, just you and me for a little bit. Haven't done one of these in a while but I thought it would be great to check in midyear here to talk about goals and to talk about my most recent trip to Ghana. A lot of you might remember an episode we did back in December for my birthday last year we did a campaign to raise money to build a school in Africa, in Ghana through the Pencils of Promise organization. Thanks to the inspiration from Adam Braun, the founder of Pencils of Promise. I said that if we were going to raise \$25,000 as a community all of us at the SPI community I would match that and we would build two schools. We ended up raising more than \$25,000 I matched that and we were able to build a total of two schools plus little extra. I just recently went on my trip to Africa and oh my gosh it was completely life-changing so I wanted to talk about that experience with you today and share a little bit of it with you.

You'll see full accounts of it because I actually brought Caleb Wojick, my video guy from DIYVideoGuy.com to film the whole thing. We filmed a ton of content, we learned a lot of things along the way, met a lot of great people and put a lot of things into perspective for both of us and for my work on SPI, stuff with my family and also just what it's really like out there in the world and just what can happen when you just give a little bit and how much that can actually change a person's life even if you don't even know who that person is. Even if you can't communicate with them, how much of an impact it might have. I'll talk all about that but first I want you to listen to this. [00:02:08] You're listening to an actual recording of it, just using my iPhone at one of the welcomings that we had after we arrived on one of the sites. Just to paint a picture here for you, we're on this bus, there's about ten of us donors, donors and family of donors. Caleb was there with me, there are other couples, some individuals and we were literally driving through the jungle.

Unpaved roads, the bus driver was amazing, he was going in and out of ditches and we're just bouncing around and then all of a sudden in the middle of this grassy area there's this clearing and there's a building. There's all these children dancing, all of these parents and women and men, and elders and babies just the whole communities came together to welcome us. It was so amazing. Some of them were in their tribal outfits, a lot of them were in school uniforms. They were dancing, they were singing, they were playing drums, there were just smiles all



across our faces just to welcome us. It felt like wow. We actually had an impact and the whole community come in together to thank us. Even though I was there representing SPI, really this was a thanks not just to me for donating and being a part of this but really I extend it to you guys. It's a thanks from these people to you because you guys were the ones who donated and helped to create and make all this happen and so as the music dies down here because I'm not going to do a whole edited episode like I did in episode 138, that just took 20 hours to edit just 30 minutes of content.

There will be videos like I said earlier, Caleb filmed and those will be likely going live in SPI TV in the season two when that comes out in August. SPI TV is going on a little break. I'm going on some vacation over the summer. My family and I are actually headed to Hawaii probably by the time you listen to this. Then, we're going to Australia as well. A much needed family time now that Keoni is out of school and our schedule is based on his schedule and the summer is the only time we have altogether. Yeah, anyway, going back to that. You'll see the videos and all the guest but going back to this welcoming it was just so incredible. The fact that these people were so happy that the schools were built was very encouraging and inspiring to see that they were all coming together and very thankful for education. It just showed us how little they had beforehand. We actually got to drive by some of the old buildings that were their old schools and you couldn't even really call them buildings because they were literally just sticks and twigs and palm fronds and just terrible conditions for these children. You'll see some pictures actually.

If you go to my Facebook page [Facebook.com/smartpassiveincome](https://www.facebook.com/smartpassiveincome) you'll see an album that was recently put up with a lot of the pictures there. You can actually visualize and see what we're talking about. Also see the kids and the smiles on their faces. I'm not going to talk too long about Ghana here because you'll see a lot of it and the stories that I tell and some of the things I learned in SPI TV in August. Again, I just wanted to take this moment to share a little bit of that with you. The audio there, the celebration that they had and the welcoming and just to thank you again all publicly here on SPI for your support. I will be doing it again in the future a lot of you I know were bummed that you weren't able to participate this time around but it made such an impact on me and a lot of people out there who were involved. I definitely want to do it again. I will be doing other philanthropy down the road as well both local in the US and other parts of the world too. A lot of people were actually, not to put a negative thing on this but a lot of people were like, "Why did you go to Africa? What about our kids here in the US?"

I do a lot of philanthropy here. I just don't talk about it. I don't feel the need to talk about philanthropy, that's not the purpose of doing it. I don't do it to say, "Hey, guys look at me." No, I wanted to do this one in this way because I wanted other people to get involved and to show that we can have a massive impact on this world and it doesn't take very much, just takes a



group coming together for a larger purpose and I'm very thankful for all of you and very thankful for Adam Braun and Pencils of Promise. Big shout out to Susie Harrison who lead the group there. You'll find a link to her Instagram account on the show notes here, smartpassiveincome.com/session166. Again, you'll see the videos in August. Again, thank you all for allowing me to do that but I also wanted to share part of it with you. I got to visit the schools that we actually built and it was just amazing. You'll see pictures on Facebook, facebook.com/smartpassiveincome. Love you guys, thank you so much for being so generous. I appreciate it. I mean, there's so many things that are much bigger than us and I want to do more. I want to do more. That's that. More in that coming later.

Okay. Let's talk about goals. Okay, it midyear, how are you guys doing with your goals? Hopefully you heard some episodes earlier in the year when we're first just starting out and as we all are, we're so excited to get pumping with our goals and what we want to accomplish by the end of the year but it's a good time and it's a good practice to check in with our selves and see how we're doing. I'm going to share some of the goals that I had in the beginning of the year and share how things are going. It will give you an insight on where things are headed as well. This is a less strategic although you might get some strategic information from some of the things I'm going to share. No guest, no, "Hey, guys this is what you're going to get out of this. You're going to do this." Hopefully it will give you some inspiration but obviously it's always good to check in with you guys as well and just to talk to you hopefully you might feel like me in your ear buds right now. We're just sitting next to each other, talking to each other. Maybe you're at the gym and I'm helping you spotting you on that, those 45s that you ...

I don't know, I don't know what I'm saying but anyway, goals. Some of the goals that I had for earlier this year was I really wanted to get FoodTruckr to a point where then I could let it go for a while. I actually, we just finished product number two. Product number one has done very well. Turned I believe over 25 or \$30,000 since it start last year. We just finished product number two which is called the FoodTruckr growth kit. The first one is how to start a food truck, the definitive guide. This one is the FoodTruckr growth kit. Those who purchased the book were promoted too and also those who already have a food truck, this is the book for them. It's how to survive and thrive in the first year and beyond after starting a food truck. Again, just like the first book it's made up of a lot of the content that was already published on the site and that was the thing that I learned back in the past with greenexamacademy.com. A lot of the content that was in that initial ebook that I sold that started this whole journey for me, 95% of that book was made up of the content that was on that website already.

People will pay for convenience plus there was a lot of bonuses in that as well just like in this book two. Darren Rowse from ProBlogger.net had a series of free blog post series 31 Days to Build a Better Blog, 31 DBBB is what it was called. He actually turned that into a book. That has



done really well. The first book for FoodTruckr.com, The Definitive Guide on How to Start a Food Truck, that was made up of blog post that were published on the site as well. Again, it's a great way to test content, to talk about it, to see what the reaction is like and also make sure to include what's working and not. Include what's not working in that book that you eventually sell. Again, like I said that book has done very well. This one is picking up steam as well, though most of the people who come to the site are looking to start a food truck but we are promoting this book at a much higher price at 397 so it's a much higher price but we feel that this is going to be the right way to go about it because people who start a food truck they obviously have a lot of money or relatively speaking a lot of money to get a food truck up and running.

They have some business expenses and we feel like \$397 or \$497 depending on the package is a very reasonable price for what they are going to get out of it. We also feel like it's a great B2B transaction whereas the other one is more B2C if that make sense. It's doing very well and I'm very, very happy because we're at a point now with product number one and number two done. Both of them go together where I pulled the team back from FoodTruckr because we're going to be taking a little bit of time off this summer like I said, also refocusing the teams effort, the team that have built over the past year on more SPI related things. I've been doing a lot of things on FoodTruckr.com. A lot of things on securityguardtraininghq.com over the last year. I have another update for you for that as well but I need to start focusing more on SPI related stuff because there's a lot of holes. There are a lot of holes and that's one of the major goals that I had this year that I haven't started yet but it wasn't planned to start until Q3 so we're there and we're just getting started. That is in SPI or Smart Passive Income brand audit and rebranding.

Now, that doesn't mean everything is going to change completely but what it essentially mean is it's going to be a lot cleaner and the experience through all of the parts, all of the legs of Smart Passive Income including the blog, the podcast, SPI TV, Ask Pat. It's going to be a little bit more cohesive and it's going to be a little bit more strategic in terms of what I want people to do. Now, what do I want people to do? I want people to subscribe to my email list and from there you're going to see a much better flow through the emails that people get and where I direct people. Right now, I'm just being honest. It's absolutely terrible. I switched recently knowing that these things are going to happen in the future and I have some other things I'm going to share that along with this. A lot of you have even pointed this out that you saw that I switched from AWeber to Infusionsoft for my email service provider. The reason I did that is because I'm planning for the future and in terms of the flow that people go through when they come on my site depending on where they come from, what they are interested in, they are going to get shared and shown different things related to what their interest are.



This is going to turn into instead of sequence based email marketing it's going to turn into action based email marketing and promotion and value providing and things like that. Instead of just people subscribe and then on day two they get ... The next day they get email number one, the next day they get email number two, the next week they get email number three now it's when people do this they get this email. When people do this action they get this email. They get this product, they get this book, they get this whatever. It's going to be a lot more I guess the best way to say it is precise. I've talked about this with some of my Mastermind group and then they agree this is about time for a brand like the brand that I have with four million unique visits a year and things like that. It's about time. It's about time. A lot of people who are in the Mastermind group that I'm in said, "Pat, you're finally growing up." I feel like I'm at the point now where I am growing up with my blog and it's not just a blog anymore it's complete brand like I said. All those different parts of the brand but right now they are very ...

It's put together in a very Frankenstein way. One of the goals here was to make it cohesive and make it clean and again make it more direct and precise in terms of what I want people to do and where people go. Right now the email list even though it's switched over to Infusionsoft it's still being used like AWeber where they are getting email sequentially based on when they subscribed not what they do because the old pieces aren't in place yet but switching over to Infusionsoft and getting things set up and starting to tag people based off of where they end up subscribing and what they download. That's already happening. That means I've met my goal for the first half of the year. That's great. That's great. Second half of the year the rebranding probably in the next couple months and then really, really strategic look into the workflow of my emails. Then also, books and courses that are coming out. Yup, it's about time. Again, for this but a lot of people have been demanding this from me for the longest time and I've always been sending people off to other people's courses, sending people off to other people's books.

The only book I have now is *Let Go* and I don't have any products of my own. Actually I have the smart podcast play over that's again something else on the side and that has been doing very well and that was a major focus and some goals were met in the first half of the year with that as well. It's about time I come out with my own products and this is the first time I'm going to mention this and I haven't mentioned this publicly before and I wanted to see what their reaction was like from the people who were involved with this first before I shared it with the public but again I'm always honest and transparent with you guys. I'm going to share upfront and this was a major, not a major fail because it was a win when it came out but the way I thought it was going to go it didn't work out that way. In that regard it was a fail in my eyes. What am I talking about? I'm talking about something called Breakthrough Blogging. Breakthrough Blogging was a course that I came out with a few years back. It came out with, it coincided with the promotion through Only72. It came out with a few other courses as well.



There was a deal that you can get, you can get all these courses and Breakthrough Blogging was a part of it. I wanted to use Only72's promotion and this little beta group to experiment with this membership site which was very much a lot of the sites that you see out there today. Internet Business Mastery academy or fizzle.co where it's a one log in, you get in there and there's videos, there's coursework, there's interviews, there's all these resources to help you through building your online business. I had built it in such a way where it was tackling a lot of the problems that people faced when they started blogging. A lot of people talked about the things to do but not a lot of people were talking about a lot of the problems and the situations that would arise and I created a whole massive load of videos to share how to breakthrough those problems and I sold it. I sold it and it did very well. It did very well. A few hundred users within those three days again Only72 because it was called ... It was called Only72 because that promotion was only available for 72 hours but I got this users in there, everybody loved it.

Everybody loved it, everybody loved the videos, the community was great, there was a form in there as well. There was something in there that actually was the first idea, this was before Ask Pat was there but we had put a tool in that membership site where people could ask me a question and another people could vote up those questions and then that would help me figure out what I should create videos about next. That was great. That was the first rendition of Ask Pat I guess you could say the first iteration of it back in the past but my goal was to continually post videos to create courses in there just like the guys over at fizzle.co do very well and the people at Internet Business Mastery, Jason and Jeremy they do a great job of that and I wanted to model that. I modeled it because it was great and it worked out for them and my goal was to reopen this once I worked with the beta users to work out the kinks and to add more courses and to ... It was going to be a recurring payment monthly model. It was going to be super high value but you know what?

Over time I found it was a very, very hard for me to keep up and to continue to post videos and to have the energy and the motivation to do that. As much as the people who were in that course enjoyed the videos that were there, I didn't post anymore the forums as active as they were in the beginning. They started to not be quite as active and it just died out. It became this great stagnant still resource for people who needs a help and people were still using it over time but it didn't become what I had envisioned it was going to become which was a completely active community and one where videos would consistently be uploaded. I found out that that's just not a way I find that I teach very well in that way. That's interesting, I learned very well in that way joining communities like fizzle.co and Internet Business Mastery Academy and others like it. In terms of how I teach and what I teach that one log in get everything you need business model was just not working out well for me. Now, few things to mention here hopefully this shows you that I don't always get it right.



A lot of people think that, "Oh my gosh, Pat Flynn, everything he touch turns into gold." No, it doesn't and I do a lot of mistakes and this wasn't a mistake it's just this experiment and seeing that this was the model that everybody else was doing and trying it out. I actually found that it wasn't the model for me. Actually this is not been announced before but just recently the past three months finally after a few years I ended up reaching out to everybody who's a member and telling them that I was going to decommission it. It was going to go away and the reason for that decision was because with this new rebranding and all these other things that are going to happen with SPI in the future, this thing Breakthrough Blogging that was there which became this remembrance of something that didn't work out. I wanted to not just I don't want to say get rid of it but have closure with it if you will and move on from it. Also be it a lesson for me as I move into the future and I'll get into what's happening in the future with SPI down the road which is a lot different and you'll see how it relates to that.

I haven't mentioned this before, I mentioned to everybody that I was going to decommission it, that it was going to end on a specific date. We let everybody go in and download all the files they wanted to if they hadn't gotten into it already. I also shared that if they didn't feel like they got value out of it they felt like they didn't get their money's worth. Which I know a lot of people did but if they didn't feel they got their money's worth, they felt let down from what I had offered and what I had envisioned for it and what actually happened that I would give them a refund, three years later. Two or three years later, I can't even remember because it was so long ago now but I actually offered a refund. That's quite unheard of in a space offering refund on something that nobody's actually demanding a refund for but something that happen such a long time ago. I did it for a few reasons, one, I definitely wanted to make it right with people who may have felt like they didn't get a lot out of it or they didn't get what they expected.

They were less than a handful of people who replied after I sent that message, a video message to everybody in announcing this refund. There were a few people who are, "Pat, I thought it just died out. I was kind of disappointed and, you know, I'm really thankful that you actually reached out but I was disappointed." It was kind of heartbreaking for me to hear that but again this is part of the reason why I offered it. Some people said, "Hell no, I'm not getting a refund because I did enjoy it and I got what I needed out of it." A lot of people actually got a lot of breakthroughs out of it too which is great. Again, just reminding me that it's built in a great way, it did provide value but again it wasn't what I had expected it to be. I was worried that it wasn't what others had expected it to be and like is said it wasn't for some people. A few others quietly requested a refund which is fine and again that's totally cool but a majority of the people who were there said, "No, dude. Thank you but no," and that was kind of cool. I just wanted to share that with you and hopefully that might give you some thoughts on, okay, you know, I'm trying to do this right, trying to do this right.



I know I have through a lot of conversations that I've been having with people through a lot of conversation that I've been having not just with my Mastermind group. People who are successful on online business and a lot of people who are in my audience, in the SPI community. I reach out to people via email every once in a while. I love to get on Skype and chat with people. Just random to people in my audience just to talk to them about my different ideas to get their engaged reactions. I recommend you do that too with your audience. What's going to happen in the future and something that we're working towards in the later half here of this year and also in the beginning of next year is I'm going to be coming out and I'm already been working on this books and books that are very specific to very specific ... Books that are specific solutions to very specific problems that people are having when building an online business. I'm not going to reveal what the specific problems and the solutions are right now but it is making it so much easier for me in my head, to wrap my head around the future of SPI and the branding of it and what it's going to look like in the future.

How the blog is going to reflect that? How am I going to promote it? What it's going to look like? How these books are going to help people? The value I can provide, the interviews that I'm going to do that go along with them, the research that I have to do with them. Instead of a one stop shop like what Breakthrough Blogging was going to be. This is a, "Hey, here is this book, here is this problem that you have and here is the solution for it." It's making it so much clear for me and to go along with those books there's also going to be courses that are relevant to them or related to them that coincide with each of those books and those problems. I'm very, very excited because this world of online business, I mean, there's a lot involved and some people might be more interested in one part of it and not of another. There might be something that people that have a big problem on but they got everything else good. In this way I feel like it's much better than what Breakthrough Blogging was in my head going to become. Because this is now an ala carte situation and going into the Infusionsoft and the email marketing.

You think about it what can happen there are a lot of moments where when people get one thing they can perhaps get opportunities to get others at discount prices or get involve with some of the other ones that are related to it and things like that. As opposed to, "Hey guys, here is this one thing, this is the thing I'm promoting all the time and now I'm adding this to it but it's still the same thing and trying to keep up with it and trying to add more and more and more overtime." It's just not the right thing for me and I feel like it's not the right thing for my audience as well. The way I'm approaching it is one solution for one specific problem and it's not going to be recurrent payment which is I guess part of my job for membership site and recurring payment platform like Breakthrough Blogging was. I think this is going to better serve my audience and I feel that it's going to better serve my brain and my mind and as far as



moving forward and making sure that I'm always keeping my eye on the ball and always helping you out as best as I can. Just wanted to be clear with you on that and the plans moving forward.

Again, it might be a little unclear on exactly how that's going to look like but we've got it all laid out. I'm really excited and again it's for me and hopefully for you you can learn from this. Even though there's a lot of things that I can talk about one at a time, one at a time. The One Thing by Jay Papasan and Gary Keller, I have that book right in front of me every single day here on my desk. Because I wanted to remind me to just focus on one at a time, this is a long term game and I hope you're in it too for the long term. You'll see as these come out and as you know I only want to come out with as much value as I can for you. You're going to see that these are unlike anything ... That anybody in this space is doing and I'm taking a little bit more time to plan and strategize beforehand so we don't run into any problems and run into any sort of mistakes or pulling back like we did before. This online business thing and figuring out your audience, figuring out what works for you sometimes it's going to take some shipping and pulling back.

Shipping and recall as Seth Godin says, "You just want to shift but sometimes you might shift the wrong thing and you might have to do a recall and figure things out and then reship again later after you learn from what you've experienced in the past." Again, that's where I'm headed in the future. Now, let's talk about some other goals that I had at the beginning of the year here. One Day Business Breakthrough live was amazing, doing very well, the podcast that came out in February was amazing with Chris Ducker and then we did our live event in April that's done very well. If you'd like to actually download the recordings to that event you can go to 1daybb.com/download, again 1daybb.com/download. They are there for sale same price to before and a lot of you miss that and didn't get opportunity to check it out but it's over 10 hours of content, you can check it out there 1daybb.com/download. That went over very well, we met all the girls with that which is great. I also am very happy with the progress of SPI TV, like I said we're coming out with season two in August. We wouldn't be doing that if season one didn't go well.

Season one was amazing, hundreds of thousands of views and it's interesting because a lot of the views are coming from iTunes, the iTunes Podcast. Now, you might think that the podcast on iTunes is doing very well, the video podcast, because I already have a listening podcast with my audio podcast and that's partly true. It's easy for you for those of you who are listening on your iPhones and on your desktops through iTunes right now. It's very easy for you to just click a few clicks over to SPI TV and subscribes from there and get the episodes downloaded to you from there which is understandable, obviously very easy. Caleb Wojick, we mentioned this on the episode when we were talking about SPI TV together a few episodes back. He started his web TV show which went live both on YouTube an iTunes at the same time and he's getting



more views on iTunes as opposed to YouTube. Which is so interesting because nobody talks about video podcast but there still a lot of room that doesn't take much. It just takes a separate hosting account to host these videos because you can't get a RSS feed from YouTube to then put on iTunes. You need to get an RSS feed but you can only do that through a host.

Both of us use [Podbean](#), P-O-D-B-E-A-N, because they have the best or they have best video hosting solution, 18 bucks per month unlimited uploads, unlimited downloads and bandwidth which is fantastic. I think Vimeo Pro has another one that is similar which also works out very well too. Podbean and Vimeo.com for those as opposed to Libsyn which isn't so good for video or SoundCloud which doesn't do video. The pricing plans don't work out quite as well as they do for Podbean or Vimeo Pro. SPI TV has been doing very well, been very satisfied, a lot of people are very dedicated viewers of it too which is cool. Starting in the second half of the year we're going to come out with season two and we're going to be more strategic once we get those books and courses coming out with where we draw people to or direct people after those episodes as well. Again, you could see it all coming together and even though SPI TV could have waited until this time I think it was great to get a season under the belt to see how the workflow went. It went very well and it wasn't actually very much work Caleb and I just did a lot of planning.

Again, the whole planning beforehand thing has been working out very well for me lately. What we do is for example in February we filmed for March's episodes. In March we just spend a day filming for all of April's episodes. Now, April's episodes were a little bit different or May's episodes were a little bit different because April was a lot of presentations and we did a lot of filming at New Media Expo and at Social Media Marketing World in order to get footage for May's content which was all about public speaking. That went over very well. Speaking of public speaking, the public speaking goes I had to just knock people's socks off at. NMX did very, very well and to get the number of public speaking gigs I wanted to get and the amount of money I wanted to get beginning of the year when public speaking because I do it for a paid fee now, I met all those goals as well. I will be doing some more public speaking in the future. I'm really excited to speak at Podcast Movement, I'm doing the opening keynote and had some surprises there for you too. There will be no DeLorean unfortunately, I think I've tapped out on the DeLorean on stage entrances.

If you haven't seen that yet you can go to [watchSPI.tv](#) and check out episode 13 or go to my YouTube channel, [youtube.com/smartpassiveincome](#), SPI TV is there as well. Episode 13 is the full length presentation with the Back to the Future Again movie starring me, written by me about three minutes leading into me getting on stage in DeLorean and then delivering a great presentation. I was actually very, very happy with how the content all came together. Because it all started with the DeLorean, it's 2015 30 year anniversary of Back to the Future and my big



goal was, "Okay, what something I can do that will just get people talk and help me be remembered for the longest time?" Getting the DeLorean on stage or driving up stage in a DeLorean was the big thing and then to create content around that was a little bit challenging but I think it came together very, very well, I was very please with that. That's the presentation I'll be doing again in the future maybe with the DeLorean, maybe not but I won't be doing that when that Podcast Movement. I have a completely brand new one for Podcast Movement which I'm really excited about.

I'm also going to be talking at Converted 2015, Converted 2015 happens on October 20th and that's for LeadPages. LeadPages is having their very, very first conference and I'm really excited. LeadPages is just an amazing company, I'm an adviser for them and they've just shot the moon in terms of growth and I use them everyday, they are great. I'm really excited because it's taking place in Minneapolis which I've never been to before. I know Mindy is there who's my assistant, we'll probably hangout while we're there. I love speaking in front of great crowds, I know it's going to be a great crowd and Clay and the team at LeadPages always puts on good stuff. I can't wait to be there on stage to hangout with them and hopefully be there with you if you're there too. Again, if you go to LeadPages.net you'll probably see information about Converted 2015 there so I'm stoked about that. Then a lot of the rest of the years dedicated to book writing. These books that are coming out they're going to be self-published books at first.

I do have a traditional book kind of up my sleeve and a lot of publishers have been knocking on my door wanting to work with me. It's obvious that they know I have a big audience and a very responsive audience too. I don't want to just take the first deal and I want to kind of get this foundational stuff and place these workflows, these books and courses which are very, very important to me and I know very valuable to those of you out there who are going to check them out. I want to get these on first before traditional book goes in and then starts to potentially reach a bigger audience beyond what I can reach myself. I want to get these in place first, they'll self-published, they will be on Amazon but they will lead into these courses and other things as well. I'm really, really excited about it but the traditional book that can wait, that will always be there potentially but the self-published books I need to get them out. I've been writing every single day to start getting them out. Like I said in episode one of SPI TV I've written tens of thousands of words, I've written tens of thousands of words since and I'm continually working on more books.

I'm working with the book Coach actually to help keep me motivated through this process. Because I do struggle with book writing and it's one of those things that I could write a blog post that's 5,000 words in a minute, not a minute but maybe half a day. A book, man, a book is a totally different beastly resource that I just for some reason hinders my writing a little bit. I've been increasing the amount of words I've been writing each day and I've been writing about



1,000 or 2,000 a day for these books. A lot of it still first draft, second draft quality which means it's not to the point that's obviously ready for books yet and a lot of it is just stream of consciousness and a lot of it is just stories that are coming off the top of my head. Anything that comes into mind I write down, it's not always in the right order but I got to get it on paper and that's the most important thing I learned just get it on paper. You can always rearrange later just get them on paper and I've been enjoying very much this writing process.

Now, a lot of people come to me and ask, "Well Pat, I know you struggle with book writing why don't you just have somebody else write the book for you?" Yes I could do that, I know people who have done that before, a lot of celebrities obviously do that like how many celebrities have time to write a book and they're doing all of these other stuff. They get a ghost writer to do it. I'm sure a lot of celebrities do write their own books but a lot of celebrities don't and they get ghost writers, I know a lot of people in the space that I'm in also get ghost writers as well which is fine. For these books, these are ones that I feel that I had to do on my own at least this first few. I'm very, very proud of what I've written so far and so just look out because there's some good stuff coming your way from SPI. I know a lot of you who are long time fans have been sort of waiting for the next big thing for me. It's been kind of this repetitive thing with blog post, podcast and videos for a while which is great. A lot of people are getting value from and I get Tweets every single day from people who are like, "Oh my gosh, I can't believe I found you."

That's amazing I love you guys for that but for those of you who have been long time fans, great, great changes are coming. Like I said the team focus is going to be on providing as much as value as we can to you later half of this year. Making things more cohesive especially with the emails very, very disappointed and in terms of where they are at now. I'm very excited about where that's going to be and hope you are too. Again, I don't want to talk and just rumble on to much, we got a lot of great episodes coming up in the later coming weeks. I've interviewed a lot of great success stories that you're going to hear, you're going to get a lot of great tips from everything from copywriting to Instagram tips. It's all over the place but it's all great stuff that can help you and I can't wait to share it with you. Thank you again so much for all of your support. I love chatting with you today and hopefully you're going to enjoy the rest of your day and I will too. I'm actually can't wait for the rest of the summer because my family and I are going on a lot of trips, going to Hawaii, we're over there right now.

Also, Australia and my son is going into a few camps, he's going to chess camp, he's five years old and he's going to chess camp. He's also going to LEGO camp, how cool was that? I'll be coaching soccer again too, I'll be training for my triathlon in September. I've been doing a lot of biking, swimming and running now. I'm going to be learning how to transition between the three very soon and yeah just still enjoying life and I hope you guys are too. Enjoy your summer. Thank you so much. I can't wait to serve you in next weeks episode of SPI podcast. I was going



to say SPI TV but I meant SPI Podcast. I love you guys. Show notes are available at smartpassiveincome.com/session166, mentioned a few resources here in today's episode but again more of just a debrief I guess you could say or a State of the Union Address. One thing I forgot to mention and if you know the most recent episodes is that you can actually now download the latest version of the SPI mobile application by going to smartpassiveincome.com/app.

If you go to smartpassiveincome.com/app you're going to download whether you're on an android or on an iOS device you're going to download the latest version of the mobile application which allows you to get all of the SPI content from SPI TV now to Ask Pat to the SPI podcast to the SPI blog. You can filter through all those, you can only get one if you want. You can get notifications when new content comes out if you'd like and just brand new you can favorite content so you can come back to it later on this application. Makes it really easy for you to listen on the go so check it out smartpassiveincome.com/app. I also want to thank today's sponsors 99designs.com helping you with all of your design needs. If you go to 99designs.com/SPI you'll get a \$99 power pack of services for free which you can use towards your next design project. Which means you get to describe what it is that you need, anything from a logo to a web page to a landing page to a car wrap to a t-shirt, anything you need, a mug. Anything you want design you describe and then within a couple of days you're going to get dozens of designers from around the world who are competing for your favorite design.

You pick your favorite design, that person wins the contest, you get the design for yourself, you own it and everybody is happy. You can even have your audience or your family members or anybody in your audience vote on their favorites as they come across. You can even work with the designers if they're close. You can tell them to tweak a few things if you'd like and essentially by the end of it you get hundreds of designs for your particular project and you get to pick your favorite. If you don't like any you get your money back, how awesome is that? Go to 99designs.com/SPI and you can get that free \$99 power pack of services for free. I also want to thank another sponsor of this episode. He's been a sponsor of the podcast a couple of times in the past, his name is Jordan Harbinger the host of [The Art of Charm podcast](#). Yes, a podcast sponsoring this podcast. This is something is actually becoming very popular now and actually I've got a lot of other podcast request to advertise on the show here and become sponsor.

I don't say yes to everybody but Jordan is a great guy, I've sat down and had dinner with him actually. We ate at a Chinese restaurant together at New Media Expo and we actually chatted for a few hours. He's a great guy, we connected on a lot of great levels and his show is awesome. He's been on the show before here, actually in the previous episode he's been one of a fan favorite recently and he talked a lot about networking, putting your best foot forward. I mean, he's all about The Art of Charm and it's not just a show about how to land a date. A lot of



people think that's what it's about but it's so much more than that. It's both for men and women. I highly recommend you check it out theartofcharm.com or you can look up the The Art of Charm podcast on iTunes. I highly recommend you check it out, Jordan Harbinger The Art of Charm you'll love it. I also want to thank you for listening and for spending some time with me today. I really appreciate it. I look forward to serving you in the next episode of the SPI podcast but until then keep hustling, enjoy your summer. I love you guys. Take care. Peace.

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