



SPI Podcast Session #172– Game Changing Business Growth With Peter Voogd

Show notes: <http://www.smartpassiveincome.com/episode172>

This is the Smart Passive Income podcast with Pat Flynn, Session #172.

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'd rather snowboard than ski, knuckle dragger, Pat Flynn!

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me. This is Session 172 of the Smart Passive Income podcast. I hope you're doing well today. I'm feeling great and I'm excited because we have a great guest on the show today. His name is Peter Voogd.

He's the CEO of GameChangersMovement.com and is the leading authority on Gen Y leadership. He's trained close to 5,000 young entrepreneurs and he's training us today. He's got a lot of great advice to share. He has an amazing story, coming from 15 and broke, and by 23 making his first 6-figure income, and then going on to make 7 figures later on.

He has a best-selling book called [*6 Months to 6 Figures*](#), and I actually asked him about that title, if that's even possible and what the deal is with that. We talk a lot about business and strategy and leveling up your business, taking it to the next stage and all this great stuff.

He and I connected very quickly because we just share a lot of the same thoughts, and here he is. This is Peter Voogd from GameChangersMovement.com.

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Pat: What's up everybody? I'm here with Peter Voogd and I'm so happy because we have somebody who's going to help a lot of you out there who are listening. Peter, welcome to the SPI podcast. Thanks for being here.

Peter: Thank you for having me. I really am excited to be here, Pat. I've listened to your podcast for quite a long time so I'm honored, man.



Pat: Dude, tell us really quick about how you got started with entrepreneurship. You started at a very young age, and actually I have a lot of young entrepreneurs in the audience, to the likes of even 8, 9, and 10 years old. I think especially you having started so early and working with a lot of young entrepreneurs, you can help them out especially, although I know this content is going to be helpful for everybody. Tell us how you got started.

Peter: I want to first respect all of you guys that are entrepreneurs right now who are taking the leap. There's no better feeling and I think everybody should experience the exhilaration of being an entrepreneur.

I started when I was 13 or 14 years old, and the reality is, Pat, I felt like I was a unique child growing up. I always spoke up. I was getting in trouble in school and I got reprimanded for speaking out and I was always kind of put in a box by the teachers.

It's funny, when you speak out and when you try to be different in school it's looked down upon. You get in trouble. In entrepreneurship it's the exact opposite, which is really weird, so entrepreneurship really saved my life.

When I was 15 I got into eBay and started buying and selling things on eBay. It was actually Air Jordan shoes at first. Then I went to other things, but I was young and I liked basketball.

Pat: You're a sneaker-head.

Peter: Definitely. I recently sold most of them, but I had too many pairs of shoes. Now I'm realizing, "What am I going to do with all these shoes?"

Pat: You and Chris Ducker would get along very well.

Peter: It's funny you said that, we just emailed back and forth yesterday. I'll have to tell him that.

So anyway, the big turning point for me, Pat, was when I was 15. My dad owned a construction company and my friends would all work for him. It was just hard labor, and I realized at a young age I did not like the hard labor route. I'm not sure why, I just couldn't stand it.



One day I was helping my dad. I had an 8-hour shift and I was on the half-hour and I'm like, "You know, dad, I just have things to do today." He's thinking, "You're 15. What are you going to do?" He knew I didn't like hard labor, but the reality is I wanted to go check how eBay was doing.

Long story short, that day I had made \$91 on a profit from one of the shoes I sold, and my friend was shoveling sand all day and made \$65. I believe it was \$7-8 per hour. So I'm sitting there, I just made \$91 and my friend made \$65 working all those hours, and I had just put something on eBay.

I think people need to realize I actually got paid for taking the risk and having the courage to think differently, but that was it for me. Seeing I could make money online without physical labor or having to be there, and more based on my brain power, it was a game changer for me and I knew I was never going to go back. That was kind of the first turning point.

Pat: Then from there kind of where did you go? Obviously eBay is great but it's hard to sustain it. Only a few people have had actual businesses on eBay for a while, and eBay has changed obviously since then. Where did you go from there?

Peter: Definitely. I did that for quite a while, and it was great to have money and be able to pay for everything myself when I was middle school and high school. What's funny is after a couple years of being an entrepreneur, I was 18 or 19 and everybody around me, Pat, was getting just the normal jobs. Even my parents and friends, they kind of were pushing me into just trying a normal job and I was like, "I don't want the normal job with the normal lifestyle with the normal paycheck," but literally because of pressure I tried a normal job, so I got a job valeting cars at a casino.

I remember just sitting there and realizing that no matter how much work I put in, I was only paid exactly what they thought I was worth, and it was frustrating. I worked there for about 3 months, stopped doing that, and I got into sales. When I was 20 years old I got into sales, so that was the only normal job I had was working as a valet at a casino, and I'd obviously never go back.

Nothing against jobs like that, but I'd rather be in control of what I'm worth, based on the value I bring versus other people's opinions and when I can leave, and I'm sure most of your audience is the same way.

Pat: That was the hard thing for me. When I left architecture I realized that there were a lot of people who were above me in the architectural world who were actually



working a lot less or even just incredibly lazy, and me working as hard as I was, I wasn't even making as much as those people.

Peter: I had the exact same experience, where someone had been there a year more than me but did the bare minimum. I actually got a letter written about me from a customer, Pat, saying what great customer service. I would try to go the extra mile.

At some point when I saw someone else that had just been there longer – he was older but he did the bare minimum – it really frustrated me and I had this inner drive like, "I have to do something else that's based on my potential." It's funny that you had the same experience, where it almost didn't make sense.

Pat: Right. We just hear this is the path we're supposed to go down, and we go down that path. Speaking of that, did you go to college or did you end up becoming an entrepreneur and forego college?

Peter: I did go to college at the University of Oregon and studied a couple different things.

Pat: Nice. Go Ducks.

Peter: Yeah, go Ducks. I took some business classes and went to business school there as well. Yes, I went there and I learned some great stuff and had some connections, but most of the stuff I learned is from being in sales, from running businesses, from being in the trenches. A lot of the stuff that I learned was more theory-based versus actual experience, and I'm sure you've heard that.

After I got into sales I worked my way up to a District Manager where I ran my own sales organization up in the Seattle area, which was great, and I realized that I had a lot of scalability where I was able to build a team around me. The problem was I didn't really learn leadership or systematization or how to attract A players and the right people.

I had a decent amount saved, and this was another pretty bad failure, was I lost all the money I had. I was working 60, 70, 80 hours a week because I thought just passion and drive and energy was enough to succeed, but I didn't have any real strategies or mentors.

What happened was I went broke and I was working 50 hours a week and I thought I had to work more hours, so then I would go up to 60 hours. That's another society



myth, right? The more hours you work, the better it is. Yeah, in 1996 when you're a janitor but not in entrepreneurship. The reality is I worked 70, then I got up to 80 hours and I couldn't do it. I was physically burnt out and I wasn't getting any better results.

What changed the game for me was I realized my circle of influence was all doing the same thing as me. They were burnt out. They were struggling, and I heard a quote that changed the game for me. It was, "If you want to be a millionaire, talk to billionaires. You'll get there quicker." I never had heard that before and I really just sparked a light bulb like, "Wow, I need to start elevating my circle of influence."

I realized that I had to get into personal growth and I did. I bought every course, audio, or video. I was listening to YouTube and reading every book I could, but I had information overload.

Long story short, I got into team leadership, finally figured it out and was able to get great results. I was still working a lot, but I finally learned how to get the results I wanted in my business, and was able to do \$1 million+ in sales, but my problem is I was still working 70-80 hours a week. I was thinking, "I need to do this in less hours and learn how to scale and how to systemize and how to make sure I'm not trading time for money."

That's when I went on a studying rampage for literally 6, 7, 8 months, studying productivity, entrepreneurship, every successful person I could, and I was able to increase my results double and scale back my time to 25-30 hours a week as well. I was able to do that for quite a bit.

So I had a comfortable 6-figure income, but I wanted to kind of build my own brand and do my own thing, so I reached out and connected with some other entrepreneurs in the online space and speaking space and author space, and was able to get some mentors there. Now I've been able to build the brands and was able to create the 6-figure income in multiple industries because of what I learned in my sales job as well. That's kind of the short story.

Pat: So 6 figures in multiple industries, so you're not just doing one thing in one space but you have several versions of this sort of strategy that you're using in different industries.

Peter: Yeah. It's funny, I was just talking to John Lee Dumas about this, about getting 9 or 10 different ways. I'm trying to multiply and scale at a high level the right way,



systemized and making sure that I'm adding as much value as possible, so we can dive into that.

I realized too that you have to make sure that you're creating things now and being strategic and intentional now with your time and efforts to where you're creating more free time for your future and you're multiplying it as well, and you talk a lot about that in your show.

Pat: Right. Thank you for sharing all that. I think for everybody else out there it's very inspiring, but also they want details. They want the meat. You said you had had the passion, drive, and energy, but what was kind of holding you back before was you didn't have the strategy and the mentors.

I think obviously the mentorship is obviously very important, increasing that circle of influence that you have. I've talked a lot about connecting with other people, mastermind groups, networking, and those sorts of things. Then you talked about being able to strategize and then systematize and scale.

Can you give any details on how one might be able to go and do that? Because I would say most of the people in my audience who are listening right now have the passion, they have the drive, they have the energy or they wouldn't be listening to this show and spending hours listening to all of us who are on as guests and stuff, but then where do they go from there? How do they strategize? What are the steps that are involved with helping people actually become an entrepreneur instead of staying a wannapreneur?

Peter: Definitely, good question. First you have to realize that you have to start doing the unrequired work that most people aren't willing to do. It's easy to listen to a podcast. It's easy to read a book. It's easy to go to a seminar these days. It's actually easy to wake up a little bit earlier than most, but if everyone's doing it you're not going to get the reward. You've got to figure out what's the unrequired work that really you need to master and practice daily that's going to yield the biggest results.

I think when it comes to systems, before we even get to a system, as an entrepreneur you have to define what's most important to you, because if you don't you're just going to jump from opportunity to opportunity and not have any standards for yourself or your future business. You have to figure out what's important.

I think the key focus here is figuring out your strong skill, mixing it with your passion, and then solving a problem people care about. That's the first step. I think if you



wanted to systemize it you need to figure out who you need and really what your strengths are, and how to make sure that you're hiring the right people to fulfill those roles.

Like I always say, you don't need to know the answer, you need to develop relationships and shift your circle of influence to the people who are already doing what you want to do, and they can give you the answers. See, a smart person I think learns from their mistakes, as all successful people do, but I think those wanting the world-class results that people listening want learn from other people's mistakes so they can cut their learning curve in half and not waste as much time making them.

What I would do, Pat, is figure out what industry you want to be in. Make sure it's something that will keep you fascinated and engaged, something that's scalable, something that matches your core values, and then find the top 3-5 in that industry and ask them what are the mistakes they made, and what you need to do to make sure you're cutting your learning curve in half and getting to the level they're at.

There are different systems. If you're building a sales organization like I did, I think the 3 things that you want to make sure you have when you're building a sales team is, first, very clear and precise expectations of what you need from your people. And of course you want to hire very slow and fire very fast.

Sadly, I've seen a lot of entrepreneurs do the opposite where they're hiring very fast and they fire very slow because they get their feelings involved. That's a guaranteed way to go broke, is get all your feelings involved when you're hiring and firing. You have to make sure it's an intelligent business decision, but the first step is expectations.

Then you have to have within every area of your organization accountability, systems in place, whether it's checklists, whether it's blueprints, to where if you leave the business you can hand it over to somebody and they can tell you exactly what they're doing for the next week or the next month, whether it's a marketing system or whether it's keeping track of your sales reps or whatever.

Then the last thing is feedback, where you have to have a system in place where you give people feedback, and not just give them feedback on what to do but tell them what they're doing well and ask them how they feel they can improve. Then teach them how to get better. Teach them how to reach out and learn things so you're not babysitting, but you're actually teaching them how to be a leader as well.



We can go a lot of different ways with systemizing, Pat, depending on the business, but that's kind of the focus when you're building a sales team, is making sure that you really find the right people and you're defining their roles and making sure that you define the values that you want in somebody, whether it's their past success, confidence, attitude, or their skills.

I'm a big believer in hiring the best at what they do, and hiring for your weaknesses. If I have a weakness I'm going to find someone that that's their strength, and kind of build a dream team that way, if that makes sense.

Pat: I think whatever kind of business you're going to end up creating, it's all about understanding who you are and what you're good at. Then if you hire people, you hire, like you said, on your own weaknesses who can sort of fill in those gaps. What a lot of us try to do is become that one-man show, which is what I tried to do for a long time.

Peter: Same with me.

Pat: It's good to learn, but it's also good to optimize what you're already good at and then find other people to help fill in those gaps.

Peter: I want to dig in real quick. Can we just go any angle with this?

Pat: Any angle.

Peter: I love it. So you had the same experience. I remember listening to your podcast with Michael Hyatt and I'm thinking he's a big deal, and he was like, "I was doing all the podcasts myself," so I know if people that are big are doing this, you know entrepreneurs are doing this worldwide, doing everything themselves.

Why do you think that is? Let's dig into the core of that. Why are people trying to do everything themselves? Is it the lack of money, where they don't want to spend the money, or what?

Pat: I think that's part of it. A lot of people who I know are getting into hiring VA's and stuff are just worried about the ROI on that. They feel like why pay somebody else something for something they could already do themselves. I think that's part of it.

For me more so it was just the pride that goes into creating something that's my own, and almost not necessarily selling out, but sort of. It's just saying, "Hey, you go do this



while I go do something else," even though I could do it myself. It doesn't feel like it's my own anymore.

Peter: Yup, and I had the same feeling where I want to figure everything out myself, but then at some point when you really look at the value it's like, "This is not making sense." It's not making sense at all to do all this yourself. You have to find other people. From John Maxwell I learned years ago if someone can do something 80% as good as you, you better delegate that, and it makes a lot of sense.

I just want to hit on that because I think people need to realize you're going to get to your end result a lot faster and you're going to impact more people a lot faster if you find the right people.

Figure out what your low dollar value activities are, and what are your high dollar value activities, what are your no value activities, and what are your lifetime value activities, which are things that are scaled, legacy-based like writing a book or creating a program or a course. You don't get paid immediately but they're a high lifetime value.

I think people need to really focus on lowering the low dollar and no-value work or delegating it, and hiring the high-dollar profit-producing activities, putting rituals in their schedule to make sure those happen week-in and week-out. In entrepreneurship you don't have people showing up telling you what to do. You have to figure it out.

Pat: That's the hard part. I was a really good architect because I had a project manager who would always tell me what to do and I would do it really well and really fast. Then when I got laid off and got onto my own stuff it was hard to...

Peter: It's like, "Where is that guy at? He's not here!"

Pat: Yeah, and luckily I got connected with people who became that person, my mentors and other people in my mastermind groups who would tell me what to do, and then I would follow those directions and go down them, then go back to them and say, "Okay, what else now?"

That's the kind of mindset you have to have in order to keep being pushed forward if you're that type of person who needs somebody to tell you what to do. Not everybody is that way, but I was that way.

Even now today I still get a lot of advice. I always seek advice. I always seek help and get feedback, not just from mentors and people in my mastermind groups but also



people in my audience as well, who often give me direction and give me good advice on where I should be going next or how things look on that side, kind of helping me determine what direction to go down.

Man, I love this conversation. Let's keep going. You had mentioned writing a book, and I know you wrote a best-selling book called *6 Months to 6 Figures*. One thing I wanted to ask you is is that a realistic expectation in terms of building a business? Can you really build a 6-figure business in 6 months? To me personally that sounds like it's very fast, faster than "normal."

In my own experience, the businesses I've created that have done the best have taken a year to a year and a half before I started to see that return on investment, not just in money to create that but also the time. Can you give us more information on 6 months to 6 figures, what that is and is that truly possible?

Pat: Yeah, definitely. Good question. When you read the book it's more about having the best 6 months you've ever had, whether it's from 6 to 7 figures, whether it's making \$60K or getting out of the hole.

For me, I personally did it. You have to have a platform, Pat. Like I talk about, someone in your industry has to have done it. You have to be in the right industry. Like if you're working at the mall and you read *6 Months to 6 Figures*, you can't go up to your boss at Wendy's and say, "I've got to do this. I need to get paid \$100/hour," you know what I mean?

It does show exactly the industries you have to be in entrepreneurship-wise, what the questions to ask are, but personally it's more about how to go from where you are to where you want to be, regardless of the economy.

For that, that was the story of me when I was broke, stressed out, discouraged, and struggling. From the moment I made that definite decision and I decided to connect with the top-level people in my company that were already making the money that I wanted and the success that I wanted, I was able in 5-1/2 months to create a 6-figure income, and I was able to increase that by working less.

I didn't know it was a framework at the time, Pat, but I realized that it was needed at the highest level because most entrepreneurs didn't know how to make money, didn't know how to turn their ambition and passion and energy into something that impacts, makes money and scales.



I realized that most books had so much fluff and BS, and colleges weren't doing the best job teaching entrepreneurship, some coaches weren't, parents weren't, so I felt like I had to give a blueprint that was based on experience and results and past success to really help people go from being stressed out to really making money on- or offline as well.

I was able to take that same formula. It took me 7 or 8 months to realize it was an actual formula blueprint, and then I was able to do it in different industries. I created a membership site, I was speaking, I had obviously a book come out, and I was also doing real estate and direct sales.

It is possible, because I do have case studies so I've seen entrepreneurs do it multiple times, where they've made 6 figures in 6 months starting from scratch, and I've seen people who were making \$80,000 and now they're making \$180,000 within 3 or 4 months as well with these tools.

So to answer your question, yes, it's tough, but of course everything is tough and seems impossible until it's actually done and consistently done over time by numerous people.

Pat: Right, the 4-minute mile thing.

Peter: Exactly, that's a really good example. It's funny, I knew when I made it some people were going to say, "Oh, it's all about money, 6 months, 6 figures, you can't do that." I welcome the people that are like that. I haven't had too many, which is crazy. We're getting some great reviews. I think we have 600 something reviews on Audible in 10 weeks.

Pat: That's great. For those of you listening, it's a 27-time international bestselling book, is that correct?

Peter: Yes.

Pat: That's great. Congratulations.

Peter: I appreciate that. I'll tell you, impacting people internationally is fun and it's something that I never dreamed of. It's been fun on the journey. It's definitely humbling to write a book and share your story. It was definitely a headache writing it, and I know you know the experience. Oh my gosh. Once I got it out it felt so good.



Pat: Yeah. I'm in it right now.

Peter: Have you had any headaches or has it been perfect? [laughing]

Pat: Oh, it's headaches every day.

Peter: It's going to be until it's done.

Pat: Oh, I know, and seeing that end goal and, taking Hal Elrod's advice and imagining people reading it and getting use out of it and building their own anything out of it based on the book I'm writing is really what's driving me forward. The headaches are just a sign that it's tough, but it's going to be amazing on the other end.

Peter: And you've done it the right way, Pat. You've built such an amazing platform. You have a ton of raving fans. I posted on Facebook all the things I'm doing. I'm getting interviewed by Forbes and some other stuff. I connected with Jay Papasan yesterday and connected with some pretty high-level entrepreneurs.

I put, "I had a podcast with Pat," and like three people automatically were like, "Oh my gosh, Pat! I love Pat!" and I'm like, "I did say other people too besides Pat." It was so funny. You have some big fans, so you're doing it beforehand.

Pat: That's so funny. I love the community. I'm taking the very long-term approach. I've been giving away free content for 6 or 7 years now and people have been begging me for things to sell them, which is interesting and I love that, and I think a lot of us could do that too, although I don't know if waiting 6 years to get paid for things is necessarily the best advice.

Building an audience and really providing value, that's really what it's all about. Great things happen when you do that.

Peter: Oh, 100%. I knew the book was needed at the highest level, and I wanted to be the person that gave the blueprint for younger entrepreneurs on really how to make money on or offline the right way. There's really 3,000 or 4,000 ways to get to an end result. There's usually one to two optimal ways, and most entrepreneurs take the long route and I wanted to take the short route.

I've connected with MJ DeMarco numerous times and he really has the fast lane mindset, and I want to teach people that because traditionally it's not like that. I mean I still talk to entrepreneurs and it's like, "Well, my mom and dad want..."



"I didn't ask what your mom and dad wanted. I asked what you wanted."

"Well, I'm going to go to school, get a job, and then I'm going to eventually become wealthy when I'm 62."

It's like, "Is that really what you want? I don't think it is."

That's why I wanted to give a book to show what's possible at a young age, and really to raise people's standards and hopefully inspire people to take action.

Pat: That's cool, and you also have a community at GameChangersMovement.com, which is dubbed as the premiere community for young professionals and ambitious entrepreneurs. You've helped thousands of people start their businesses already so I'm sure you've known or have noticed a lot of common problems or common issues, difficult things that young entrepreneurs especially go through when they're just starting out.

What have been some of the hardest struggles that people are having, and how are they able to break through them, or how are you able to help those people break through them?

Peter: Good question. We did a survey to all the people that listen to my podcast, as well as my Game Changers and some of my list, so we had a lot of people respond. Just to give value to people as far as what they were struggling with, the #1 thing people are struggling with is a) lack of clarity, and b) being consistent. They were very inconsistent because they didn't have any systems in place.

The #1 thing that they wanted – let's see if you can guess, Pat, the #1 thing that was important to a young entrepreneur millennial. Can you guess the #1 thing they wanted really in life in general?

Pat: Freedom?

Peter: Close. What was important to them? It's tough. You wouldn't really think it, and it was about a couple thousand people that took it.

Pat: Recognition?



Peter: Close. I'll tell you. Networking. They wanted to be around other like-minded people because they didn't have the right circle of influence. That was #1. Income was #3. Freedom was #2.

I don't know if you've surveyed millennials as well. I'm sure there will be different results, but the reality is networking was huge for them because they wanted to be around other like-minded people that understood them, that were able to have the same conversation. I think a lot of people feel lost because they're connecting with people that they don't really relate to anymore.

Pat: It's cool that they know that, though. I think that's amazing, because for me I didn't know how important it was until I finally started doing it.

Peter: That's the one thing they look for in jobs now. They have to have a community of networking and people that they can connect with and have a little bit of autonomy and fully believe in the company. Millennials are changing the game, man, I'll tell you that.

As far as some things that have really been tough for me and for entrepreneurship, I think the things that people need to understand is, first, failure I think is the only thing guaranteed, I really do. Dream jobs are disappearing, and creating your ideal opportunity now is the new normal.

A lot of people are getting into entrepreneurship – tell me if I'm wrong – with kind of a blurred perspective. They see everyone doing well, living a lifestyle and posting pictures of themselves with a laptop on the beach, but they don't see the hustle and grind behind it of them working till 10 pm on a Friday night when they were in their 'sacrifice' stage. I think you need to understand failure is guaranteed, and how you respond to failure determines your success.

I think successful entrepreneurs are paid for their high tolerance for stress, pain, and pressure. People need to understand that. They're paid for their high tolerance for stress and pain.

I'm sure with building your podcast, building your business, transitioning out of architecture, Pat – did you have growing pains? Did you ever second guess yourself and want to quit?

Pat: Uh, every day.



Peter: Exactly, but now they see you doing amazing. I'm guessing you travel a lot. When I was emailing you first you were like over there in different countries. Are you still traveling a lot?

Pat: Yeah, I just got back from Ghana and then Hawaii, and I'm headed to Australia, but just kind of packing everything into the summer while my son, who's 5 now and in school, has his time off.

Peter: So tell me. I don't have kids yet but I'm scared to have kids because I love my lifestyle. Does that change when they're young?

Pat: Oh, your lifestyle will change, but for me it's gotten much better. In terms of productivity and work it's actually helped me become a better entrepreneur.

Peter: More effective?

Pat: Yeah. It's worked on both sides. The business that I run has helped me become a better father, but becoming a father has helped me become a better entrepreneur. Probably the biggest thing is now that I have two kids I make sure that the work that I do is the work that I need to do and nothing more, and I'm not wasting time. Every second I waste in my business is a second that I'm taking away from my family as well.

Peter: Talk about motivation at a higher level.

Pat: Oh gosh. John Lee Dumas I think talks about this on his podcast, how a lot of entrepreneurs who are featured on his show have had that baby effect. When they have a baby then they finally put the pedal to the metal because they have something worth fighting for.

Peter: I was just talking to David Siteman-Garland about that a week and a half ago.

Pat: He just had a kid too.

Peter: Yup and he's like, "It's a whole new level of motivation." I've been hearing that a lot so that's awesome.

Pat: Right. I'm not saying have a kid so you can build a better business. I'm not saying that.

Peter: So that's not why you had your kids? No, just kidding.



Pat: No, it was a cool by-product though of having kids.

Peter: Cool. I love that, and that's what I realized. When I was newer to entrepreneurship I was trying to not fail at all and trying to get around failure and trying to do everything right. I had the perfection mentality and it cost me a lot of money and a lot of headache, and it cost me a year or two where I could have been more productive. So that's the first thing.

The second thing I realized that I think young entrepreneurs don't realize is habits trump inspiration 7 days of the week. Inspiration is needed to create consistent action, but your habits are going to ultimately define your success, your results, and your impact.

It's been said after seminars and even after listening to podcasts and reading books, only 5% actually use what they've learned. I think that's because inspiration is short term and feels good in the moment, but it doesn't last past the activity producing it. I think the biggest inspiration of all is seeing progress and results, which come from new habits, so I think that's a huge key.

Another thing that I think is paralyzing our society and entrepreneurs is there's so much information out there. There's information overload. There's so much technology involving technology information. There's content online, offline, books, audios being created daily.

I think people really need to focus on mastery versus information overload. Instead of reading 50 books in a year, why don't you master 3 or 4 to where you can teach it to people as well.

When I started defining what my goals were and really understanding the skills I needed, and then only researching and reading about things that were fully congruent to those end results, it totally changed my perspective of success. I was able to reach bigger heights quicker because I was focused on mastery, and I think that's huge.

Then like we talked about already, your circle of influence I think is going to make or break you in entrepreneurship. Leaving your mind open to negative influences or other people I think is a very common weakness of entrepreneurs, especially new entrepreneurs. The poor choice of influences I think heads the top of the list of why most entrepreneurs quit prematurely.



To grow and learn and become the person who achieves the success that you see your guests talking about and us talking about, you have to have an exceptional supporting network. I think that's huge. It's not easy but it's worth it.

I think what I want to tell people is the bigger the goals, the bigger the challenges. The bigger the rewards, the tougher the journey. Once you set a goal to be an entrepreneur you're going to have challenges show up, and they will show up consistently because they're there to test your character and faith to see if you're serious about becoming an entrepreneur.

If there's no challenges it wouldn't be worth anything, and everybody and their mom would be entrepreneurs. You have to focus on the rewards on the other side of the struggle. Like you said, you're focusing on the end result of the book, focusing on getting it into the hands of 100,000 people and getting emails and sharing your story with the world, while making money while you're sleeping as well. That's a positive.

You have to visualize being your own boss, controlling your schedule, inspiring others while creating freedom for yourself if you really want to push past those challenges. It's not easy but it's worth it. I think chaos is guaranteed when you strive for greatness, but you've got to adjust and adapt.

Pat: Well said. You had mentioned earlier about productivity, how inconsistencies in what people do is something that holds a lot of people back. Then you brought in how habits are very important, and I find that to be absolutely true as well. I've been working hard to create positive habits in my life that have helped me both in my personal life and in business.

In terms of creating habits, do you have any tips or systems or strategies for creating those positive habits? And what are those habits for you as an entrepreneur?

Peter: I think one of the biggest habits you can develop is simplicity and simplifying everything that you do into what really, really matters and what gets results. It's not really a tactical habit, but I think it's a habit that's needed, to focus on simplicity.

Pat: So that's a mindset shift.

Peter: You have to shift your mindset before you shift your habits. Mindset comes first, results come second, period. So if I'm giving tactical advice to someone who has the wrong perspective, they're going to go right back to the wrong perspective and the wrong mindset immediately. I think that's a key.



But as far as habits go, I think one of the biggest habits is prioritizing and being extremely intentional on how you start your day. For example, making sure you're seizing each day, but starting with a morning routine. You've had Hal on here, right? And he's talked about the morning routine?

Pat: Oh yeah.

Peter: Was he hyper as ever or was he quiet and calm?

Pat: He was hyper as usual, and I love Hal. He's amazing.

Peter: That's awesome. One thing I do as far as a habit is I look at my 1-page productivity plan every single day. What's on the productivity plan is an ideal vision statement of the next 6 months of my business and my life, and then my 3 core values, and my big 5 for the next 6 months.

I put down my big 5 goals, what I want to accomplish in the 6 months, and then I write down my top 5 compelling reasons why I want to hit those goals. I sell myself on the goals because if you don't sell yourself on what you're doing, you're going to let up or doubt yourself. Then I have my key behaviors and habits that I need to attract those 5 goals and to make sure I accomplish those.

I think the biggest habit is doing something daily that reminds you of your vision, so you're letting your vision guide you, not your current circumstances, does that make sense? Looking at your goals daily is a huge habit.

Pat: So you have a 1-page productivity plan. I love this. People might end up creating a version of their own.

Peter: I have a PDF I can send you if you want to send it to your people. That's fine.

Pat: Yeah, that would be cool to look at and just to kind of go over it again. It's something you look at every day. Is it a file you open up or is it printed out and you just look at it?

Peter: Good question. I have 3 copies laminated, and this is a huge part of my productivity. I have 3 copies laminated. I have one right above my office right here that I can see on the wall. Then I have one posted in the shower up top so I see it every



single day. Then I have one in my planner that I look at when I'm traveling and stuff like that.

I have them everywhere and it's such a difference maker on consistency when you make sure that you have your vision and your goals that you've clearly defined guiding all your action. It reminds you of what to say no to, what to say yes to, what to focus on, and it's just that extra bit of focus that people need. It's hard to be inconsistent when you're focusing on that.

Pat: I love that, so it has the 3 core values that you have, the big 5 goals that you have for the next 6 months or year, and I love this one, the top reasons for those goals. A lot of us write down goals, but those are goals that we have in the moment, that we have when we're writing them down, but we often forget "Why do we have those goals?"

Having your reasons there for those goals and the reasons that are going to motivate you to do them, I think that's key. I think that's absolutely crucial and I think I'm going to start thinking about that even more.

Peter: Here's what you have to do if you want to get real. I taught this to my sales team and we were able to do a lot of amazing things in sales and do millions in sales. I had 18, 19, 20-year-olds just crushing it, winning scholarships and making great money, but I taught them this and they'll never forget it. I get people now that reach out years later and they say, "Hey, that thing you taught me years ago, I still use that today," and that inspires me.

For the reasons why, you have to write down probably 20-25, Pat, and the reality is 90% of those are BS. A nice car, yeah. If you're still sleeping in and you're not up and fired up early, you don't have strong enough reasons, period. 5 or 6 of those reasons are the real deep compelling reasons, like yours would be your kids. That's not an external, that's a really internal reason for you, to where that's not going to let you ever get complacent because it means a lot to you.

If people can come up with 4 or 5 of those, they might have to throw away 15 others. Yes, they're meaningful but not really meaningful where they're up at night so focused and juiced up to take on the day. You've got to narrow them down to your internal top 5.



Pat: I love that. Maybe there's an exercise we can give everybody listening right now to come on the blog and leave a comment based on maybe one of the goals they have and maybe sharing also a reason for having that goal.

Peter: That's awesome, and I'll tell you the importance of it. We had a sales contest for two weeks and we were able to break some pretty big records. I had people making \$15,000 or \$20,000 in a week or two, and they were 18 or 19 years old. Here's what happened, though. It was amazing and I get chills thinking about it.

We had the top 10 people give their best reason, and I'm not joking. From the #1 sales person to #10 it almost seemed like #10 had a great reason, but #9's was a little deeper, and #1 had the strongest reason.

Pat: What was that reason, do you remember?

Peter: I believe it was because his mom was sick and he needed to make the money to get her the treatment.

Pat: Wow, so he crushed it.

Peter: Yeah. #3 was it was a rougher kid that I gave a chance, and his family was going to get evicted, so these were reasons that were deep, not like "I want to buy a new car." These were deep reasons, and the deeper the reasons the higher results they got. That was a powerful thing that I realized. This was 2009 but I never forgot the power of reasons.

Whenever I find myself complacent or not focused I just shake out the negativity or the complacency and I look at my reasons and I get deep on what really, really matters, so that's huge.

Yeah, we should definitely have people leave comments. That would be great.

Pat: Can you define what they should be leaving in the comments section?

Peter: I think they should leave what their most compelling reason is to become a top-notch or elite entrepreneur. What do they fall asleep thinking about? What's their hot button? I would have them write down their top 10 and then narrow it down to their top 1 or 2 and then post below their top reason and then why that means something to them.



Sadly, most people won't do it because it takes work or action, but the ones that do, maybe your viewers are super engaging. I love that. But just their top reason. Anything else you want to add? I think that would be powerful.

Pat: No, I think that's great and we'll reiterate that after we hang up and before we sign off today.

Peter: I'd love to see some reasons too.

Pat: We'll have a bunch of them, I'm sure. Every time I ask the audience to act on something, people are very surprised about how many people actually take action, and that's a great sign for everybody out there listening. Hopefully you'll take action on this. If you don't have a chance to come on and leave a comment, hopefully you can at least think about what your top reason is for doing what you do.

I think that's so important because thinking back to my life as an architect, I remember going into work and coming out of work every single day and not even really thinking about why I was doing what I was doing. It was just because that's the path I was on. Yeah, I had to get food on the table and put a roof over my head, but I didn't think beyond that.

Peter: Definitely, and neither did I when I first getting into different businesses. I just wanted to get results and I wanted to possibly make money and get freedom. I didn't results that the reasons come first. When I figured that out it was such a game changer.

Pat: Peter, this has been an amazing conversation, and two final questions. The first one is where can people find out more about you and what you have going on?

Peter: I have a new book coming out, Pat, and it's at theentrepreneurbreakthrough.com. My website is on there. They're going to get information about that, but to be honest they can go to gamechangersmovement.com. I have a lot of information on there. Then on my Twitter @petervoogd23 I'm very active and engaging on there. I love connecting with people. If they have any questions they can post them there as well.

Really it's gamechangersmovement.com and theentrepreneurbreakthrough.com and they can learn more about me. Then add me to Facebook and LinkedIn. I love connecting with young and hungry entrepreneurs that are really ready to take their game to the next level.



Pat: Awesome. My final question here for people who already have a business, or maybe people who listen to this in the future a second time after starting their business, how can they max out their income as soon as possible? What are the 20% of things they could do to get 80% of the results right now in their business?

Peter: Good question. I think the first thing that they need to really think about is where are they only shooting for 2X or 3X growth when they should be shooting for 10X growth. Where are they falling short as far as focusing on the results, where they could be focusing at such a higher level of growth and progress?

That's a question I ask myself and it's really made a pretty big difference for me as well, so that's one question. Figure out where you can focus on 10X growth, not just 2X growth.

Then I think if people can eliminate right now everything that others do better than them, everything that drains their energy, and their relationships that go nowhere, and they can increase everything they permanently love, everything that produces growth, and everything that grows them and their team's confidence, and they can do that consistently, I think that's one of the game changers that could take their business to a whole new level because they're going to get clearer thinking, they're going to be around higher level people, and really that's how you maximize your growth is progress.

Get rid of everything that drains your energy, and focus on improving things that increase your growth, confidence, and what you love as well. Think about what's that one thing that you should be focusing on at a 10X level that currently you're trying to incrementally improve. I think if they do that they'll have a pretty big leap in results.

Pat: Love it. Peter, thank you so much for your time on the show here today. I appreciate it. We'll have all the links and resources mentioned here after we hang up. Dude, thank you so much. Best of luck to you with your new book, congratulations on all the success, and we look forward to even more from you in the future.

Peter: I appreciate it, Pat. Thanks for all you do. Much respect to you as well.

Pat: Cheers. Thanks, Peter.

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Thanks so much for listening in today. One of the most important things we do here is we get you to take action, and one of the things we talked about in this episode, as you know, is heading over to the blog and leaving a comment about truly the #1 reason why you do what you do.

I think it's really important to share that and at least just understand it, and hopefully this will help give you an excuse to think about it, because a lot of people work, like I said, without really knowing why they do what they do.

Head on over to smartpassiveincome.com/session172 and leave a comment there and share why is it you do what you do? Why are you working so hard? Why are you hustling? What is the true #1 reason why you're doing what you're doing? Leave that there and it's going to be very inspirational to read yours and everybody else's along together.

Peter's going to go in there and actually explore and see if he can help you guys out too. Again that's smartpassiveincome.com/session172.

I hope you enjoyed this interview. If you just want to thank Peter really quick, he said he's very active on Twitter. I had started following him very recently and yes, he is very active on Twitter [@petervooqd23](https://twitter.com/petervooqd23). Follow him there and you can see what he's up to.

You can also go to gamechangersmovement.com and he has a new book coming out, *The Entrepreneur Breakthrough*, which you'll be able to find on the show notes as well.

Thank you so much for listening in today. Thank you to Peter for his stories, his wise advice, and all best of luck to you.

I also want to thank today's sponsor, 99Designs.com, making it easy for you to get any design needs done for you and your business, whether you're designing a logo to a t-shirt to a landing page to a complete fully-done website to a truck wrap for your food truck, if that's what you're into.

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I also want to mention another company. This is a browser extension and an app and something that I've been really, really excited about lately. This is called Sidekick and this by HubSpot. A lot of you know about HubSpot, and this is their new thing. You can find it at getsidekick.com/spi.

I have this installed right now so when I open my Gmail I can see a lot of cool insights on those who I'm sending emails to. I get a little thing in the sidebar that gives me more information about them and who they are and their picture, but also when I get emails back I get that too.

But the coolest thing about this is you can receive live notifications when someone opens and clicks on your emails. This by far has been one of the handiest things I've found with emails lately supporting me, so I can send an email, click a certain button which is a Sidekick button that lets me know when a person opens my email. I just get a notification on my desktop that someone's opened that email so I can check really quickly, "Okay, is this person getting this really important email?"

I don't do this for every email, just the important ones, but it's been very, very handy for me to see when somebody opens and clicks on my emails. It's almost like on your phone when you're doing text messages and you see that that other person has read what you've sent. It's very handy. If they haven't, then you know to resend them something, and it's very important.

Go to getsidekick.com/spi to get your first month of Sidekick for free. Again that's getsidekick.com/spi and you'll get your first month of Sidekick for free. Check it out.

Thanks again so much. I appreciate you so much and I look forward to serving you in the next episode of the SPI podcast. Thank you all so much for your support. I appreciate it. If you want to support me the best way possible, keep taking smart action out there that's going to help move you forward in your business.



Cheers, take care, and I'll see you in the next episode. Bye.

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

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