



## **SPI Podcast Session #211: How to Know What You Were Born To Do with Chris Guillebeau**

Pat: This is the smart passive income podcast with Pat Flynn, session number 211.

Announcer: Welcome to the smart passive income podcast, where it's all about working hard now so you can sit back and reap the benefits later. Now your host, he cooks a mean french onion soup, Pat Flynn.

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me today in session 211 of the smart passive income podcast. The song at the beginning was a song called Born For This by Paramore. Some of the younger folk in the crowd might know about that band. Anyway, the purpose of that was to talk about [Born For This](#), a brand new book by Chris Guillebeau, who's been on the show before. One of the ... Gosh, there's so many people in this world I respect, but Chris is up there at the top because he's just done so much for the world and for helping change a lot of people's lives. He has a summit that goes on every single year called [World Domination Summit](#). It happens in Portland. I've been several times before, and it's one of the coolest gatherings with some of the coolest people around, who are all there to help inspire each other and help each other get to wherever they want to go in life.

Chris is just such a kind and amazing guy, but also a very smart person. He has been able to create this raving fan base around what he's done and we're going to talk today about how he's been able to do that, how he's been able to grow this conference from just a couple hundred people I think when they first started out to now thousands of people and tickets selling out every single year and venues not even being big enough for what he has been able to put on here. It's really amazing what he's done.

We're going to talk about that, but I also wanted to talk about his brand new book. It's called Born For This, and really it's about that, how to find the work you were meant to do. That's the subtitle. He's also the author of best seller, [The \\$100 Startup](#), or The \$100 Startup. Also, [The Happiness of Pursuit](#), which is one of my favorite titles of a book ever. This one is great and in this one he shares a lot of not just principles. That's the thing about this book that I think is a different and a standout thing about it compared to other help you find the work that you're meant to do type of books. This actually walks you through some steps and gives you actionable advice that you could take and actually see results from to help you find the work that you were born to do. Let's just get right into the



interview. Again, this is Chris Guillebeau from [ChrisGuillebeau.com](http://ChrisGuillebeau.com). Here we go.

Hey, what's up everybody? I'm so happy to welcome back Chris Guillebeau to the show. Chris, welcome back. Thank you for joining us today.

Chris: Awesome. Thank you so much for having me again.

Pat: Dude, so last time you were on the show it was episode 38 ...

Chris: Wow.

Pat: This is 200 and something right now. That was what, four years ago.

Chris: Yeah.

Pat: Almost to the date and a lot has happened since then, but one thing that has continued to happen and grow is your summit, World Domination Summit, which happens in Portland every year. I've had the pleasure of attending a couple times. It's one of the coolest, most unique events out there. Really quickly, I'm just very curious, how are you able to keep this going and growing? I think a lot of people want to create a tribe like you have and to have people come from around the world to Portland to come and be together and to be there with you and all the other amazing people you have, how are you able to make this all happen?

Chris: Yeah, it has been quite a while since we talked on the show and so much has happened with you as well. It's been fantastic to follow your journey. I'm a big fan of Will it Fly, as you know I've been following the income reports. It's just great to see and you lots of other folks, how we've all come up. Hopefully the best is yet to come. As for WDS, as you know it's been a labor of love. It's something that I do for love, not for money. We take in quite a significant amount of revenue in terms of ticket sales, but then we invest the entire amount into producing the event and any profits go to our foundation, which provides scholarships for real life.

The motivation is it's just a lot of fun. It's really great to bring interesting, remarkable people together. Every year I spend a ton of time working on it and I'm like, "Do I want to keep this going?" Then when we actually do it, it's like, "Oh, this is why we do it. It's very rewarding." People like you and maybe some of the listeners who have been, it's just a fun experience. As for how it keeps growing or continuing, I guess we just try to keep it fresh. We just try to not just do the same thing every year.



Maybe we look at what works and we do more of that. If something doesn't work, that's okay. We're willing to take some risks and experiment with different stuff.

Pat: Yeah, it's great. One thing you do every year is you try to break a world record of some kind, which is awesome. Do we have any plans for this year that we can talk about yet?

Chris: What's so funny is that was never intended to be a tradition. Adventure has always been one of the three themes. It's community, adventure, and service. A few years ago it was like, "Okay, what is an expression or an act of adventure?" That turned into this quest of let's shatter a Guinness World Record. We put 1,000 people on the Willamette River and form this human chain. That was cool, but then everybody was like, "What's next year's world record?"

Pat: Of course.

Chris: I'm like, "Okay, I thought it was a one off." Now we've done it three different times with three different records. I don't know if we'll actually have a world record this year, but we'll definitely continue to maintain that theme of adventure and we'll see.

Pat: That's awesome. It'll probably be a record though in terms of attendance, because it keeps growing. When is it this year so people can look into it and where they can find out more info about it?

Chris: Yeah, absolutely. This year it's the second week of August. It starts on August 10th, and we're actually expanding from a weekend to a full week. People don't have to come for the full week, of course. One thing we're doing that's different this year is the main stage event is already sold out. We usually sell out six months in advance or earlier, but because of that we always have lots of people who want to participate and they can't get tickets.

This year we're doing something new called WDS Connect. That's basically open to everyone. You can go to [WorldDominationSummit.com/Connect](http://WorldDominationSummit.com/Connect), and this is a different experience we're putting together where people can still participate in the app to connect with people, have lots of meetups focused on entrepreneurship, on travel, on all kinds of different topics. They can come to the closing party. They can participate in some other activities. They just won't be able to be part of the main stage if they don't have a ticket already, but this is a lower priced ticket so more people can participate in all kinds of other stuff.



Pat: Awesome. Awesome. I love it. I want to start talking about some of your work and getting into your new book, *Born For This*, which is great. I have a copy right here in my hands right now. Thank you for the early copy, by the way. I'm really looking forward to hearing what other people think about it. You've done a lot of great pieces that have been shared, New York Bestsellers and manifestos. Your first one was, or the one that I remember at least, is *279 Days to Overnight Success*. That was a piece that you wrote for your blog at [The Art of Nonconformity](#) and your audience. That went viral in a sense. People loved it. Can you give a gist of, because it's been a long time. Can you recap what exactly that means? I think the title says it all, but can you give us the low down on that?

Chris: Yeah, it's interesting, the word viral, because I think in eight years of publishing things online maybe that and maybe one other thing that I've done could be qualified as viral, because most of what I've done has just been consistently putting stuff out, which is what you've done as well. I think that is the best long term strategy. You can't really have a strategy for going viral. It's just happens.

Pat: Right.

Chris: I think with that manifesto, at that point I had been blogging for just about a year and my initial intent was not necessarily to start a business with it. I had owned a business before I'd been an entrepreneur. My blog was initially set up just to chronicle my quest to visit every country in the world I started paying attention to all these people who were asking the same questions all the time. I think it's really important.

If people are asking the same questions, pay attention because it's showing you a couple of things. It's showing that people recognize you as this authority in a certain area, and they also have this desire for information that's valuable to them. I created a couple products, just very, very carefully and deliberately. It wasn't a high sales approach, but within a year I was making a decent living. It wasn't a huge amount of money, but it was \$50,000 a year at the time. I was like, "This is great. This is fantastic." What I wanted to do with that manifesto was chronicle the journey step by step, which of course you've done as well. Just showing people exactly how I did it and deconstructing it and showing the mistakes, showing the missteps, but also the things that had worked well.

To me it was a celebration of independence. For me, that's why I became an entrepreneur in the first place is I valued freedom and independence more than anything else. I wanted to find a way to create that for myself.



The manifesto is hopefully showing other people how they could replicate that in their own way, maybe not exactly the same way I had done it, but using a similar model for themselves.

Pat: What was the purpose of writing it in terms of your overall business strategy, or was there even a purpose?

Chris: It wasn't really strategic. The purpose was sharing helpful information. I guess the purpose was adding value and people use this world value all the time. Value just means helping people, essentially. If I could help other people and I had learned from lots of people. I had looked up to people who had come before me and I tried to deconstruct their lessons. They didn't really have a guide. Usually I just had to figure it out. I guess, and obviously maybe there's a little bit of ego to it, too. I can't take that out of it. I wanted to grow my audience. I wanted more people to read. That would be the only business strategy for it.

Pat: Yeah, it almost reminds me of my other book, *Let Go*, which is all about how I got laid off and then became an entrepreneur. Very similar. I found that through that piece of work. It's done a great job of just honestly building a relationship with a reader on the other end. I know your manifesto has done the same, which is why and how you've been able to build such amazing, raving fans who continue to come back to WDS, who buy every single book that you come out with. Before I get into ... We talked about the \$100 Startup the last time you were on the show, but I want to talk about your new one.

Before that, I want to ask a selfish question, I know you travel a lot. You mentioned you've hit every country in the world, which is awesome. You must know some travel hacking tips that you could easily share with the audience that would help those who travel a lot.

Chris: Yeah, of course. Seriously, that's a big topic. I write a lot about it on the blog, but basically travel hacking has allowed me to pursue that quest and made it much, much more affordable. I don't know the total sum cost of going to every country in the world. I tried to figure it out once, but it was a lot, lot less than everybody thought. I learned to master frequent flier miles and points in the very beginning. I did lots of crazy stuff. I went to a hair loss consultation, because they were going to give me 20,000 sky miles. I signed up for 17 credit cards in one day to get the miles and points bonuses and everybody said, "Oh, you're going to wreck your credit." I didn't. I actually posted my credit score each step along the way. I paid off all the balances and everything.



I would say that's one thing. If you can responsibly use credit cards. If you can open, maybe not 17 in one day, but you can just get one or two. The bonuses that these companies are willing to pay now, they're often giving 40,000 points, 50,000 miles and you can creatively use these. Most people just use those miles to fly to Kansas or wherever and that's fine. If you can use them on partner airlines, you can fly to Asia. You can fly to Europe. You can fly to Africa. You can often fly in business class or first class. I just went around the world on Etihad. They have an apartment. It's literally called The Apartment. It's an un suite entire cabin in their first class from Sydney to Abu Dhabi and that costs 60,000 miles. 60,000 miles as I said, you can get from a single credit card. The annual fee is \$79. Totally worth it for me.

Pat: That's awesome. I travel hacked my way to the Philippines for Chris Tucker's Tropical Think Tank event ...

Chris: Oh nice.

Pat: A few years back. It literally cost me ... I was just spending what I normally spend on stuff. It was just the way I spent it. Matt, I want to give a shout out to Matt from [NomadicMatt.com](http://NomadicMatt.com) who really helped me through the process. Anyway, let's get into Born For This. Why did you write this book and who is it for?

Chris: Great question. I wrote this book for everybody who's like, okay, I'm trying to find my way on this path and there's something out there that I can do. I have the same desire for freedom and independence, probably like many of the listeners do and maybe I'm 20. Maybe I'm 30. Maybe I'm trying to make a change later in life. How do I navigate that? I went through this maybe two year research process of looking at people who had been very successful.

When I say successful, I don't just mean wealthy, although that's important as well, but people who had great purpose and meaning in their life. They were doing something that they loved to do. It was financially viable. They used their skills. I wanted to see what do these people have in common basically, and that was the goal. Let's extrapolate the common lessons from people that we can look at and say, "That person is, it's not just that their happy. It's not just that their rich. They're clearly doing something that is really great for them." It makes them come alive and it helps other people as well. How can we apply to that to our lives? That's the whole goal.



- Pat: I love the title, Born For This, because that's something you say when you're like, "Yes, I'm going to own this. This is mine."
- Chris: Right.
- Pat: There's a lot of books out there about finding your path. What do you feel makes this different?
- Chris: Yeah, yeah. I probably shouldn't have even said that. Finding your path. Let's go back because as you said, finding your path, whatever. What I try to do is researched based. It's fact based. I'm actually looking at hundreds of different people, and as I said trying to pull their lessons. Born For This is a provocative title in some ways, because people would say, "Is there only one thing that you're born to do?" My answer is no, not necessarily. I think there's lots of different things you can do. What I did see from these successful people is that they actually tended to make a lot of mistakes. There's not many career mistakes you can make that you can't recover from. They made mistakes. They were willing to give up on something and go back to a different path, or a different fork in the road. They were willing to experiment. They were willing to do a lot of different things to get closer to that.
- Ultimately I want to... people whether they want to be entrepreneurs, whether they want to apply their skills to a company or organization. The goal is to actually provide information that's not just inspirational. Wow, that's a great book. No, I want people to take action, to have something that they can do on every single page. That's the goal.
- Pat: Yeah, that's the one thing I noticed when I flipped through it. It's very actionable, and for a "find your path" kind of book, it's very different. I'm glad you mentioned that. A lot of times when you see other people who are successful, you often think that they are lucky or they're at the right time, right place, right time ... Almost you feel like they're like, "Wow, they just won the lottery. They have it," and why not me? How would you respond to somebody who's like, "Why can't I have that?" I got to stick with what I'm doing, because I got to support my family, and that sort of thing.
- Chris: For sure, for sure. I do think luck and chance matters. Anybody who's listening, like you and I, we are very fortunate. We've have lots of lucky breaks in our lives. We've also made choices. We've also made certain active choices to get closer to that thing we're born to do, to have more freedom in our lives. All of these people that I looked at in the book they often use that phrase, lottery. They talked about, "I feel like I won the



lottery." I would go to work every day whether I'm just going into my home office or actually going somewhere. I would go to work every day even if I didn't get paid for it. That's how much I like it. Fortunately, I do get paid for it, so that's great.

The thing about the lottery, the real lottery, is it's not hackable. There's nothing you can do to improve your odds in the lottery as long as it's not rigged or something. The career lottery is hackable. There are specific things you can do whether you're trying to advance in your career, whether you're trying to quit your soul sucking job, whether you're trying to grow a business. As you know well, there are very specific strategies and tactics and tips that we can apply and you can do these things now.

Then a month later see results in whatever area that you're trying to work in. Those are the people that I'm trying to help. If you are out there listening you're like, "How does this help me?" I think you can basically turn the pages and there's something in every chapter that can help you.

Pat: I love that. It reminds me of, there's another book out there called [\*Smartcuts\*](#), which is of my favorites, but it highlights a lot of big time celebrities and how they've become who they are and it wasn't just luck. It was through strategic relationship building, through self branding and really being patient with it and being strategic. This one I like because it's not talking about celebrities. I noticed Benny Hsu is featured in here who's a good friend of mine, who he used to be an app designer and now he's selling t-shirts and making six figures selling t-shirts.

Chris: That's crazy, yeah. He's selling t-shirts. He doesn't even have his own audience for the most part. He's reaching them all through Facebook ads, which is really quite a remarkable thing. I'm glad you mentioned that thing about celebrities, because this is something that annoys me. It's very popular just in popular business media. There's always these profiles of famous business leaders. It's like hey, here's what Warren Buffet does everyday. If you do the same thing, you'll be like Warren Buffet. Here's what Mark Zuckerberg does, and if you do ... That's totally unrealistic, because most of us don't have the resources that those people have. We don't have tens of thousands of people reporting to us that we can boss around. We don't have the billions of dollars that Warren Buffet has. We can't just ask, "What works for Warren Buffet? What works for Mark Zuckerberg?" Or even, "What works for Pat Flynn?" We have to say, "What works for us?"

That's why I try to look at people like Benny who are just regular people. He's an awesome guy, but he's just a regular guy. That's my market,





people who are like, "Okay, I have a job or maybe I've dabbled in entrepreneurship a little bit, but I'm trying to go to the next level. What do I do? Those are the people I'm trying to reach."

Pat: For those of you who don't know Benny, you can find him at [GetBusyLivingBlog.com](http://GetBusyLivingBlog.com). For those people out there who are listening who have yet to find their thing, how would you guide them to find their thing, or what maybe one or two chapters relates to that?

Chris: Absolutely. I use this model throughout the whole book, this emerge through the research. It's this model called joy, money, and flow. What I saw is that people want to do a variety of different professions. Everybody has different career goals, but what these things have in common is pretty much everyone wants to find the intersection of these three qualities. Joy is pretty self explanatory. It's something that you enjoy to do, something that you like to do. Money, something that's financially viable, something that's sustainable. It's not a hobby. We're actually talking about something that produces income. Then the last thing is flow, which is the unique use of your skills. It's the work you do where you get lost in it. Maybe a couple of hours can go by. You don't even pay attention to the clock. It's something that other people find difficult sometimes, but for you it comes naturally. The whole goal is essentially what can we do to get closer to this intersection? Maybe we don't get there tomorrow, but that is the goal.

If we look at people who are really successful, whether they are celebrities, or just people that we know in our circle, we can see they actually have hit all three of these things. They don't just have two. They haven't just settled or compromised. They have gotten closer to that.

Pat: I love that. Joy, money, and flow.

Chris: Yeah. Hey, let me say one more thing, just practical. If you're like, "Wow, that sounds great. That's really big, how do I do that?" Here's what you can do. Every single day at the end of the day, you just get out your journal, and you answer a couple of questions. You're like, "Today, what did I do that gave me energy? What did I do that drained my energy?" This sounds like woo woo question, but it's actually very practical. If you look at okay, here are the things that made me come alive. How can I do more of that tomorrow? Even if you have a job or something, you're like, "I don't have 100% autonomy over my time." That's fine, but you probably have some degree of selection and choice. Wherever you have that, let's focus on those things that do make us come alive. If you're trying to do a side hustle, you're trying to get your business going, same



thing. What makes me come alive? What are people responding to? How can I do more of that, less of the negative things?

Pat: Are there any places that somebody can see externally from themselves that maybe this is something they were supposed to do? There's a great part of the book that you talk about looking in your inbox to actually find some answer.

Chris: Yeah, yeah. The answer in your inbox. We touched on this briefly when you ask about how I got started with the blog and all of that. I didn't have a business strategy, but I noticed that people were asking these same questions. There's this strategic practice. It was called the [100 People Project](#). It actually came from [Shenee Howard](#). Shenee was starting out as an entrepreneur. She was moderately successful, but not quite where she wanted to be. She was doing some general consulting and what I've seen over and over with entrepreneurs and coaches is that general consulting isn't so great usually, because it's what everybody's doing. Everybody's a life coach. Everybody's a business coach. The more you can find some specific skill or focus, this is actually how I help people, this particular thing.

The way that she did it was she went out and talked to 100 people. She actually set up these 15 minute phone calls over the course of a couple of months and talked to 100 people. She went through a script. It was all focused on helping them. It wasn't just about her, but overtime she honed in on what she was really good at. By the time she finished, she actually developed a product. She had launched the product. A lot of those people she had helped bought the products, but also it far beyond that as well. Listening, asking active questions, also sometimes the people around you may be able to identify what those skills are better than you can.

If you're in a company or you otherwise do some group work, you're in a meeting and people are passing around tasks. They're like, "Oh, this task, Pat should do this. Let's give this to him, because he's going to do a good job with it." It's almost like the rest of the group is recognizing your strength. The rest of the group is like, "Let's give that to him." What can you take away from that?

Pat: I love that. Now, for somebody who finds their thing, they're like, "Yes, this is what I want to do. There's joy. There's money there potentially, and whenever I do it I get into the flow." Maybe they have a job, but they're doing this thing on the side. How does one transition from thing on the side to then going full-time? There's a lot of avenues and ways to dance that dance.



Chris: Yeah for sure. First of all let's say I'm a huge, huge fan of building something on the side while you have the day job. I think people have this dichotomy often. They're like, "I've got this day job, but I'm going to quit tomorrow and jump off the cliff." If you're 22 years old, you don't have a family, you very well might be able to do that. That's great. If you have a job and it sucks and you have no other responsibilities, why don't you quit it and just figure out what's going to happen? Not everybody's like that, of course. People do have responsibilities. One of the best things you can do, I think even if you love your job, is to actively build this side hustle. Even if it's not making a huge amount of money, what I've seen and I'm sure many of your listeners as well, it's disproportionately satisfying. It's incredibly rewarding the first time you get \$50 in your Paypal or something. It's just great.

Pat: \$1.18 in AdSense.

Chris: Yeah, it's huge.

Pat: It's what changed everything for me.

Chris: Yeah, totally. I've been there too. Even if I start a new venture, I get super excited over \$10. Once you have that, I think that produces a lot of confidence and as for when you quit your day job to pursue your side hustle, that's almost a question of viability and okay, how is this side hustle going? Is this the right one? Should you start something else? What is the income level that you need? Maybe the income level is not the replacement level. Maybe it's not the same as what you get in the job. The question is can you be frugal for a while and live on a little bit less, but devote your time to building a business, which hopefully will eventually bring much more. That's a good place to be in. I think the main challenge for most people is getting to that place. Once you're there it's like the problem of paying your taxes. Oh, I made so much money I have to pay on my taxes. It's a good problem to have.

Pat: Right, right. How about, another scenario I'm imagining is somebody has a side hustle. It's starting to grow. Their income starts to exceed their 9 to 5, but they still like their job. They like the people there. They like their boss, but how do you navigate that transition or is there a way to let yourself go where everybody's still happy?

Chris: Yeah, one of my favorite stories is from this guy who did exactly that. He had this travel business that he started as a side hustle, one hour a day. Ended up making six figures without him spending too much more time



on it. It was a dream scenario, but he also loved his job. His job was, he worked differently in his job. This is something I saw that was really critical. People often focus a lot on profession. "I want to be a web developer." "I want to be an engineer, or a designer," or whatever. We don't spend enough time thinking about how we work, and our ideal working conditions. That's things like how we like to spend our time and what kind of schedule we want, how much time we'd like to spend with others versus how much time we want to work by ourselves, how we like to be rewarded, incentivize, all that stuff. It's just as important as figuring out what your profession is.

In his case, he really valued the social environment of being at the job opposed to just sitting in front of his laptop all the time. For three years he did both of those things. He said, "I go to work every day because I want to go to work, not because I have to." I thought that was really powerful, because if the situation changed, then he's like, "I've got my side business, which is actually making more money than the day job, which was also well paid." He was just saving all that money. Then after three years he did decide, "Okay, I'm going to go full-time into the business." He made a transition. He made sure he did it over time and trained other people. It was the best of both worlds.

To me the whole goal is not necessarily become a full-time entrepreneur. The whole goal is opportunity and possibility and creating that for yourself. Then you can make those decisions. Then you are in this great place. "I can do this. I can do this, because I've expanded my options." If you don't have options, then you feel limited. One of the best things you can do is say, "How can I get more options?"

Pat: Love that. If somebody were to ask you Chris, "What do you do?" How do you respond?

Chris: For me I say, it depends on the context, but I usually say, "I'm a writer." Writing books is probably my main thing. Writing books and the blog. I'm a writer, traveler, and entrepreneur. I produce the events. I do a lot of different stuff and it hasn't been strategic, as we said from the beginning but I love what I do. I feel very fortunate.

Pat: As a writer, how do you get into the flow?

Chris: I'm not a big fan of, I'm being inspired I guess, or getting into the flow. To me, I'm a big fan of sitting down and okay, now I'm going to get to work. It doesn't always work that way. I definitely struggle and get stuck with things, but because I feel fortunate, I feel like I have a great job



basically. Then I do try to take that responsibility seriously. I create routine. I travel a lot. When I'm home I pretty much do the same thing everyday. I don't go out. I try to limit my meetings. I don't watch TV. I don't know. I sit in front of the computer and try to make something happen. It's not always good. In fact, much of the time it's not. Ultimately I have to deliverables I have to complete. I have a deadline and those things help.

Pat: You have this tour coming up, right?

Chris: Yeah.

Pat: Or you might have gone on it already by the time this episode goes live, but how do you prepare yourself for something like that, because I'm starting to write books now too. I know a lot of people in the audience want to write books, and they see people go on tours to help promote their books and then their book becomes a New York Times best seller. Do the tours actually help you get more exposure? What's the purpose of the tour and what's it like?

Chris: Okay, very good questions. I don't know that there is a 100% direct correlation between going on a big book tour and then whatever success you want to see, New York Times number of copies sold, bigger advance or something. For me I look at the bigger picture of everything. It goes back to what you said in the very beginning, building relationships. You can build relationships online, but I think it's really powerful to actually go in person and build relationships. That's why we do the events like WDS. For me from the very beginning when I wrote my first book, I didn't have a big book deal. It was a pretty small deal. It was a mid-sized publisher and I was like, "Hey, I want to do a book tour." They were like, "We don't have money for that. Nobody does that anymore." That's the common response.

I put it together myself. I was like, "I will do my own book tour." I worked with my readers. I just put it out on my blog. "Hey everybody. I want to go on tour. Where can I go?" I did all 50 states. That was the very first book tour. I went to all 50 states. I really believe that it mattered. I believed if I'm going to all these different places, in big states of course there's a lot of folks there, but even in small states I feel like I'm creating these connections. I feel like I did that. I don't know, it's been five or six years now since then. Some of those people are still with me now. Some of those people have followed all along and they've supported me. It helped in different ways.



To me, that's what it's about and as for what it's like, it's intense. I'm doing 30 cities on this tour. I think probably when people are listening, if they're listening right when this goes out, I'll be about halfway through. I still got a bunch of stops and it's pretty much one city a day. I don't take a lot of breaks. I'm really, really focused on the events that I do in those cities. I don't actually do a lot of sightseeing. I've traveled my whole life, so for me it's not necessarily about, oh I'm in Chicago let me do some tourist things. It really is focused okay, I'm going to go to Chicago and we're going to have this event tonight and we're going to have a great conversation and we're going to facilitate entrepreneurs and non-entrepreneurs and different people meeting each other and sharing stories. That to me is very rewarding. It's not like I collect a paycheck at the end of the night or whatever, but it is still very rewarding and I do believe overtime it connects with success in my career.

Pat: Are these all at bookstores are they at different locations or events?

Chris: It's half and half. I do like traditional books, so I want to support bookstores, but we'd also do co-working spaces. I've been in some business and corporate space, yoga studios, palates studios. Did a heavy metal concert hall in San Francisco once, which was pretty cool. Did a grocery store in Minneapolis and that was pretty random. I'm trying to avoid any grocery store gigs in the future.

Pat: At least you won't go hungry, though doing it.

Chris: Yeah, sure.

Pat: You're traveling essentially during the day and just pretty much arriving and then going to the venue and sleeping, traveling the next day. Is that it?

Chris: Yeah, pretty much. There's some media and stuff. Usually in every city I'm doing the local public radio show, and maybe a couple of other things. Then the main thing is I'm also keeping up with my regular stuff, or at least trying to. I always fall behind. I still have the blog. I still have my other business stuff. I'm out on the road for two months, but we're still trying to plan WDS. Fortunately, I have a great team of people in Portland, but I work with them virtually so I'm still doing all of that as well.

Pat: Do you have a PR person that helps you with all that stuff?



Chris: No, I have an assistant. She's great, and the publisher has a publicist as well. I would say the vast majority of big media that I've had, and I haven't had a ton. Like I said most of my success has just been day to day chipping away at stuff. The vast majority of the really big stuff has come to me directly rather than us pitching something.

Pat: That's awesome. Chris, thank you so much for all this information. It's really cool to get the behind the scenes of how you're putting this all together and of course the book is fantastic. Where could people go and pick up Born For This?

Chris: Awesome. Thank you so much, Pat. They can go to [BornForThisBook.com](http://BornForThisBook.com). Of course they can get it on Amazon or any other local bookstore.

Pat: Very cool. Where can people find more information about you?

Chris: Yeah, I'm at [ChrisGuillebeau.com](http://ChrisGuillebeau.com), which no one can ever spell but if you just type something like Chris Guillebeau in to Google, it will come to me or Chris Guillebeau on all social networks.

Pat: Nice. Love it. Love it. Chris, thanks for joining us and for coming back on the show and for sharing your wisdom with us. We appreciate you and wish you all the best of luck with this book.

Chris: Dude, it's a huge honor. Thank you.

Pat: Thank you.

All right, I hope you enjoyed that interview with Chris Guillebeau from [ChrisGuillebeau.com](http://ChrisGuillebeau.com), and of course [BornForThisBook.com](http://BornForThisBook.com). Born For This, go ahead check it out and really if you are struggling with trying to figure out what it is that you're supposed to do, this book will be a guide to help you figure that out. Again, [BornForThisBook.com](http://BornForThisBook.com). Chris, I know you listen to the show. Thank you so much, and I appreciate you. Continue on. Keep going and I wish you all the best with the tour that you're on right now. Thank you so much for listening to this episode. I really appreciate you. If you want to get the links and the resources mentioned in this particular episode head on over to [SmartPassiveIncome.com/session211](http://SmartPassiveIncome.com/session211). Again, that's [SmartPassiveIncome.com/session211](http://SmartPassiveIncome.com/session211).

I also wanted to share that there's actually no sponsors for this episode, because I cleared the way to make one quick announcement. That is if you haven't yet picked up my own book, the one thing that I didn't mention in the interview, but also have really paid attention to Chris on a



lot about, which is his book writing journey. He's been a definite inspiration for that too. As many of you know, I came out with my own book earlier this year. It went to become a Wall Street Journal bestselling book as a self published book. That was absolutely huge, unexpected, and I want to thank all of you out there who have supported Will It Fly in one way or another. Will It Fly: How to Test Your Next Business Idea So You Don't Waste Your Time and Money. Actually goes along with Born For This from Chris. Those two could go hand in hand with each other.

If you have yet to pick up my own book, please head on over to [WillItFlyBook.com](http://WillItFlyBook.com). You can pick it up on Kindle, paperback, and the audible version is available, too. If you have yet to pick up Audible to listen to books, I highly recommend it. Definitely something you'll be interested in, especially if you love listening to podcasts like this one. If you sign up you get, actually you can get Will It Fly for free, because you get a free credit. You can actually listen to the book for free, get a 30 day free trial. Again you can get that all at WillItFlyBook.com.

Thank you so much and I appreciate you, and I look forward to serving you in the next episode where we actually talk to another person who comes on the show, not to share a success story. They actually ask me some questions like we did back in episode 191, back in December of 2015, which was not a success story, but a coaching call. Doing that again in the next episode. Somebody comes on and asks a few questions, so you'll be a fly on the wall. You'll be able to listen in. That's something that I'm going to be sprinkling in to more of the episodes in the future.

That first one I did in 2015 was with Robert Kidd from TheMuscleCarPlace.com. You might remember that now for those of you who have been listening for awhile. That got a lot of great feedback. People loved that format. We're doing it again, and I'll be doing a coaching call and just trying to weave my way through this person's brain to help them figure out what to do next. You'll be able to listen in, so I look forward to sharing that with you next week. Until then keep looking forward. Keep moving that needle. Keep focusing on that next task that you have to focus on. I know that you will make progress. I appreciate you. See you next week. Bye.

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

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

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





[BornForThisBook.com](http://BornForThisBook.com)  
[World Domination Summit](#)  
[\*The \\$100 Startup\*](#)  
[\*The Happiness of Pursuit\*](#)  
[279 Days to Overnight Success](#)  
[\*The Art of Nonconformity\*](#)  
[NomadicMatt.com](http://NomadicMatt.com)  
[\*Smartcuts\*](#)  
[GetBusyLivingBlog.com](http://GetBusyLivingBlog.com)  
[HeyShenee.com](http://HeyShenee.com)  
[The 100 People Project](#)  
[WillItFlyBook.com](http://WillItFlyBook.com)