

Więcej niż oszczędzanie pieniędzy



STABILNE FINANSE DOMOWE I DOBRE ŻYCIE

WNOP odcinek 006 - po angielsku

Pat Flynn i „Let Go” - od bezrobotnego do blogera żyjącego ze swojej pasji

Opis odcinka: <http://jakoszczedzacpieniadze.pl/006>

To jest podcast „Więcej niż oszczędzanie pieniędzy” – odcinek szósty.

Cześć i dzień dobry, witam Cię w szóstym odcinku podcastu "Więcej niż oszczędzanie pieniędzy". Ja nazywam się Michał Szafrński i w tej audycji przedstawiam konkretne i sprawdzone sposoby pomnażania oszczędności, opowiadam jak rozsądnie wydawać pieniądze i jak odważnie realizować swoje pasje i marzenia. Jeśli tylko szukasz odrobiny stabilizacji finansowej w swoim życiu, to ten podcast jest dla Ciebie.

Witam Cię serdecznie po krótkiej przerwie. Dzisiejszy odcinek podcastu jest bardzo szczególny. Dzisiaj będę gościł osobę, której jestem wielkim fanem i o której mogę powiedzieć, że w zasadzie jest „ojcem chrzestnym” mojego bloga.

Za chwilę będziecie mogli usłyszeć moją rozmowę z Patem Flynn'em – autorem bloga i podcastu Smart Passive Income. Na tym blogu Pat opowiada o tym, w jaki sposób można zarabiać na swojej pasji właśnie dzięki Internetowi. Szczerze mówiąc podążam jego ścieżką, próbuję go naśladować i od samego początku istnienia mojego bloga marzyłem o tym, żeby przeprowadzić wywiad z Patem. No i właśnie dzisiaj moje marzenie się ziściło. Nasza rozmowa prowadzona będzie w języku angielskim, ale postaram się za jakiś czas wrzucić jej tłumaczenie na język polski.

Okazja do zaproszenia Pata w zasadzie jest potrójna: po pierwsze Pat niedawno opublikował swoją krótką książkę o tytule "Let Go". Zastanawiałem się jak to dla was przetłumaczyć i w zasadzie jedyny taki tytuł, jaki mi przychodzi w języku polskim, to po prostu "Odpuść", "Odpuść sobie", "Odpuść to". Książka jest dostępna w Amazonie, jeżeli ktoś chciałby ją zakupić. Opisuje historię Pata... w zasadzie nie będę więcej opowiadał, bo Pat o samej książce opowie w trakcie naszej rozmowy. Ale jest jeszcze drugi powód: właśnie mija piąta rocznica od momentu, kiedy Pata zwolniono z pracy. Jego historia... a o niej też za chwilę opowie. On sam mówi, że to zwolnienie z pracy to była najlepsza rzecz, jaka mu się mogła w życiu przytrafić i pomimo początkowych trudności bardzo szybko się pozbierał, zaczął tworzyć blog i dzisiaj zarabia na nim i na innych działalnościach tak dużo pieniędzy, że w zasadzie w polskich warunkach to są kwoty niewyobrażalne. Pat co miesiąc zarabia około 50 tysięcy dolarów. Dla większości z nas, w zasadzie można powiedzieć, to jest praca przez cały rok, prawda? I jest jeszcze jeden mały powód, dla którego tak strasznie cieszę się z zaproszenia Pata: tak naprawdę mój blog lada chwila będzie świętował swoje pierwsze urodziny. Ten wywiad z Patem traktuję też jako taki prezent, jako zwieńczenie tego pierwszego roku, taki prezent dla mnie samego.

Jeżeli chcesz się dowiedzieć ile pracy wymaga prowadzenie bloga, jak rozpocząć jego prowadzenie, jak podążać za własnymi pasjami, jak utrzymywać kontakt z rosnącą liczbą czytelników, no i w końcu dlaczego warto od czasu do czasu po prostu sobie odpuścić, to posłuchaj tej rozmowy. Serdecznie, serdecznie zapraszam.

Michał Szafrński: Hi Pat! Welcome to "Więcej niż oszczędzanie pieniędzy" podcast. How are you?

Pat Flynn: I'm doing excellent, even better now that I finally get to talk to you. So thank you for having me.

Michał Szafrński: Pat, for everyone out there who doesn't know who you are and what you do. Can you tell us how have you started?

Pat Flynn: Yeah, I mean I do a lot of things now as you know Michał, but when I first started... I actually, I guess I started after graduating college. I graduated with a degree in architecture here in the States and I got my dream job, sort of coming right out of college and everything was perfect. Everything was going just the way it supposed to. I had proposed my girlfriend at that time, she said „yes”. I got promoted. Things were going good until summer of 2008, when I got pulled into the office and I was told that I was going to get let go of my position. And that was a very hard moment, because I had worked so hard to do everything the sort of way I was supposed to do and I was working really hard, I was doing more than a lot of other people, but you know, just the economy was so bad and everybody was getting laid off, not just me. And that was really depressing, sort of low moment in my life, but I was very fortunate, because when I still had my 9 to 5 job, part what I was doing sort of extracurricularly was studying for exam called „the LEED exam”, which was an exam in architecture industry about green and environmental friendly design.

And to help me pass this exam, because it was so hard, I decided to create a website to keep track of my notes and to become sort of content management system that helped me understand this exam, to help me study when I did a lot of traveling and also because it was so much more convenient to study from laptop that way, than just carrying all this bunch of paper. So I studied for that test, I passed and it was maybe 4-5 months before I got laid off and after that point I just let the site sit there. I never thought I was going to do anything else with it, because I already passed the exam and I didn't have any more use for it. Well, after I got laid off, after I tried get back to architecture and I couldn't, I discovered this thing called „online business” and I listened to this podcast called „Internet Business Mastery”. And on that show they had a guy come on, who talked about how he was making a living by teaching people how to pass the project management exam. And he was making a significant, 6-figure living from it and that's what the light bulb went off for me and I was like „Hey, I have this website that I used to help me pass the exam, maybe there are other people out there that want to pass the same exam”.

Well, then I started get really interested and excited about online business and of the first thing I did, was I put analytical tool on the site where I would, you know, hopefully see traffic coming to the site. And it blew me away when the next day I saw thousands of people, thousands from all around the world, like 31 different countries, coming to my website already. And I had no idea this was happening. I still don't even know how long it was

happening. But it was incredible to see all these people coming to my site that I had created just for me to help them pass the exam too. And to make long story short: I ended turning that site into 6-figure business in a year after I discovered that site was there.

In October 2008 I had published e-book that I wrote to help these people pass this exam and that first month I had made 7908,55 \$ from one 19,99 \$ e-book. You know, over a 300 customers. And it just changed my entire life. I mean, from that point forward, I knew that I had to work for myself and there was no looking back to the corporate world. And it also changed sort of my view on online business and how that was done, because my original thoughts of how business was done online was very scummy, you know, very snarky sort of industry, very aggressive and a lot of people just overpromising things. When I almost got forced into doing online business I just stumbled upon it and then being able to do it the way where I could provide high value content to people, and get paid back in return, and get these incredible long thank you letters from people saying *“you saved me so much time, you saved me so much money trying to figure out what to study for the exam”* - that just showed me that there are actually honest ways to do business online and that's the approach I've taken from this day forward.

So that's when I started the Smart Passive Income blog, which is where I now show the people in the same manner, being very honest and transparent with people, how I build businesses online. And I talk about that business that I first created and new businesses that I create. And I just show every step along the way. I don't hide anything, I'm always sharing everything I'm doing right, and I'm always even more sharing what I do wrong, so that other people who want to do business online can see and learn from my example, either what to do or what not to do. And now I have the Smart Passive Income blog, that's how you and I met, that's how 70 000 other monthly readers have discovered me. And I have a podcast that has just about 4 million downloads now, YouTube channel with just about 2,5 million views and just amazing community of people who are very supportive and who are willing to pay me back for the information they earn from me and it's just incredible business model and I'm so happy to be here.

Michał Szafrński: Great Pat, great! To be honest, yes, that's the way we have met actually. I mean we met online, or at least I get to know you. And before we go any further I'd like to thank you Pat for being a great motivation for me and probably for tens of thousands of other people and, as you know actually, just a year ago I was a person who haven't started any blog, who was struggling with preparation for the marathon which was my dream to run a marathon after some problems I've got in the past and if I look back at this last 11 months I can say it's like magic...

Pat Flynn: It's awesome!

Michał Szafrński: Yeah, I have run through marathon. I was listening to your podcasts all the time and I could say you helped me not only to achieve my dream as a person who run a marathon, but also to start a blog which is right now quite successful. So from my perspective, the honesty and the openness you are sharing information with other people is completely awesome.

Pat Flynn: Awesome! I say that a lot, just so you know...

Michał Szafrński: Yeah, I know, I know. I can recall one phrase that you said in one of your podcasts. It was: *“just imagine what can go wrong or the worst thing that could happen”* and I remember you said *“OK, if you fail there will be no one reading your blog, so that’s the worst thing that could happen, so just give it a try and see what will happen in the future”*. So, basically thank you Pat! I know I’m not the only person who would like to thank you. Can you please tell me how this really changed your life, this feeling that you are changing other people lives and helping others?

Pat Flynn: Yeah, it’s such an incredible feeling. I came from the architecture world where we worked long hard days to build the building that took years to put up, that, when people walk through that building, they don’t really know who was the architect. You think about the building you’re in now or the buildings that you walk through every day and you don’t really know, unless you’re in very famous building, who built that building, who put all the time and effort into putting that building up and creating it. We don’t think about that.

But here I am online, creating these businesses, I have a podcast, I have my blog and my YouTube channel. I’m creating my products that are helping people and people are directly messaging me saying “thank you” for changing their lives. It’s so fulfilling, so motivating. I mean, when you sent me that picture of you crossing the finish line of the marathon in Warsaw, holding that banner up and your banner said thank you to your wife and kids and then Pat Flynn. Like me. I like to know that I made that impact on your life that you’d take time to do that! And the crazy part about that was I didn’t know I was making that impact on your life until you finally shared that with me. So, you know, unless you didn’t show that to me I wouldn’t have known it and it happened and just made me realize I don’t even know extent of which I’m helping people. I don’t even know until they finally tell me.

And there could be someone out there who I’m changing their lives right now. There could be someone out there who could be watching this and you are changing their life right now. We don’t really know. **So I think that’s why it’s everybody’s responsibility to, if they have something worth sharing, if they have something that could potentially change someone’s life, you got to go out there and you got to share it.** And you got to put yourself into a position where people can find you. And that’s why really I’m really big believer in podcast, especially because that’s what you were listening to, when you were sort of getting motivated to do your thing. YouTube, blog, you got all those things to represent your brand so that anyone, who can benefit from what you got to offer, can find you.

Michał Szafrński: Exactly, exactly. And this is your “*be everywhere*” strategy, right?

Pat Flynn: Exactly.

Michał Szafrński: To reach people everywhere you could possibly to deliver your message. This is definitely what I’m trying to do right now and I can say I’m pretty successful. Just two days ago I crossed 10 000 downloads on my podcasts, so basically I see that it really happens, you know?

Pat Flynn: That’s awesome, congratulations!

Michał Szafrński: Thanks! Pat, you are very passionate about everything you do and I see that you are putting a lot of heart into it. And I'm wondering, what could be your advice to people that would like to chase their passion, to just fulfill what is the most important to them, but they are afraid to lose their job and the stability it offers. So what do you think?

Pat Flynn: It doesn't have to be one or another. I think that's the best sort of advice I can give you. It doesn't have to be: you only have to keep your job and not try something new. And it doesn't have to be: you only have to get rid of your job and try something new. It could be both. Why not have both? You can create something on the side and so that way you can keep the position you have now and that security, but also try stuff out and “test the waters” to see what happens. And the benefit of that is you can take this sort of risks that are required to make business happen without worrying too much and you can sort of not jump into deep end, which is scary sometimes, especially if you don't know how to swim. But you can start on the shallow end, put your toes into the water and get a feel on how things works and then, if things start to take off, you have the option to do one or another. And you know either one is going to work out for you. And then you can just make your decision off of that. So really, again, it's just... Understand it doesn't have to be one or the other. It could be both for a while. So testing something on the side and just seeing what it is like first can be really, really beneficial.

Michał Szafrński: Definitely, definitely. But there are some people that say *“OK, I really like what you are telling guys, but honestly I don't know what my passion is. I'm just doing my job every day, going to the work and coming back to home and I would like to do something with my life, however I don't know where to start”*. Did you always knew what your passion is or did you try to find it?

Pat Flynn: Umm... you have to find it. If you don't know what it is, you have to go and find it. And what that mean is sort of experimenting and trying different things. And that's the beauty of doing business online. You could try things and risk... is not that risky and the rewards far outweigh the risk, so even what you may not be passionate about, but have a little bit of interest in, start with that, and try it out and see what works. And if it doesn't, well at least you gave it a shot. The worst thing to do is later in life, think back and be like *“what if I did that?”*. The “what-ifs” are going to bother you for the rest of your life. But if you have that *“well - at least I gave it a shot”* then you know you gave yourself a shot and you don't have to regret the decision you didn't make.

Michał Szafrński: Exactly, exactly. And I know that you have just published new book. It's called *“Let Go”*. Very simple title. I would like to read just one sentence from the book and I think that's actually something that resonates very much with me. You say *“most people worry when life doesn't go 100% according to the plan. Instead you should worry when it does. Plans are good and necessary to have, but they shouldn't be written in stone. Be open and welcoming of unforeseen events, because those unplanned moments are often the seeds of spectacular opportunities in your life”*. Please tell me, what's the book about and why anyone should read this book?

Pat Flynn: Well, the book is about my story. I guess we'll talk about the title really quick. It's called *“Let Go”* and it's about the story of me getting let go of my job in architecture and how I became an entrepreneur. But even beyond that, on a deeper level it's about letting go of the

sort of... When I was conditioned to learn and grow up with the fact that I was taught that the right thing to do was to get 9-to-5 job, do that for 40 years and then retire. You know: go to school, get good education, get a degree and then get a job of that. I had to let go of that. I devoted 5 years of my life to educating myself in architecture and that was hard to let go. I thought maybe that it was going to be wasteful if I let go of that. But that was something I had to let go to discover all these interesting stuff and these amazing opportunities that were out there. On deeper level it's about letting go of sort of fears and doubts that cross your mind when you're trying something new. You think about any moment of your life when you're venturing into unknown paths or trying something new, that doubt always comes into play. And unless you do something about it, you're never going to make progress or you're always going to be stuck at where you are at. And so the book really goes deep into emotional level and personal level, what was going through my head at the time, after I got laid off. All the way to making my first dollar online, to making my first customer, to the relationships I had with the people around me. It's meant to be inspirational, but also just show you that you are not alone in the way that you feel when you're trying something new.

Michał Szafrński: Great, great. I know you have a very special anniversary right now. You are celebrating your 5th year of letting go, starting your own business on the Internet. My congratulations of course...

Pat Flynn: Thank you.

Michał Szafrński: ...Could you please tell me, knowing what you know right now, and looking back in the last 5 years, is there anything you would change or do differently?

Pat Flynn: Umm, yes, there are a few things. One, I think I would try to connect with more people right from the start. I think that was something I didn't do quite as much as I should have, although I did make some really important connections. I've discovered that the more people you connect with, the more people you become friend with, the more people that you introduce yourself to, the more opportunities there are that are going to happen in your life.

There was this really recent study here in the US, that came out, where it talked about how people are getting most of their jobs these days. Most people are getting their jobs from the connections and the people that they know. Not from the resumes they create, not by calling companies, but it's just from people that they know. And so the more people you know, the more opportunities are going to be out there available to you. So that's one thing I would tell my earlier self.

And another earlier self sort of comments would be... One would be not trying to do everything myself. I think that was a big thing for me, because I was a guy, and guys don't really want to ask other people for directions, you know. I don't know if it was a pride thing, but I didn't feel like other people should be a part of my business. I wanted to do everything myself. And I soon learned, especially once taxes rolled around and there was legal stuff to deal with, those are roles that I didn't know how to fill, so I had to hire people to do it. And one of the first experiences I had with that was when I tried to record my e-book and create an audiobook from that. I tried that for 2 days, it was terrible. The audio quality was just absurd and I ended up hiring someone to do much better and much quicker than I could do

and I ended up making up the cost of hiring that person in the first 3 days of sales on my website.

Michał Szafrński: Great example. So basically, to recap - you'd connect more with other people and look for help elsewhere...

Pat Flynn: Yeah. If there's something I don't know how to do, it's worth trying to find people who know how to do it already instead of wasting time trying to figure out on your own. And now there's something you should do on your own and try to figure out, but if it's really bothering you, you can ask for help or hire help.

Michał Szafrński: Great! Coming back to the money side of your business, I would say you are very open with sharing your income reports online and every month you publish your sales, results and affiliate results. And as I can see your monthly income probably exceeds the amount the most people are making in year, at least in Poland...

Pat Flynn: It's crazy.

Michał Szafrński: ...but I know it wasn't always the case and I know, from your book and the story you just told us, that you had a hard time when you first heard that you will lose your job. How have you managed to go through the tough time?

Pat Flynn: Well, a lot of this is because of support I had with family and friends who were, you know... I was very fortunate to be around people who supported what I was doing. And without that I definitely wouldn't be where I'm at. Also taking these really big goals, that were overwhelming and very scary and sort of chunking them down to a lot of little goals, to help me along the way. So these little milestones that you reach, the sort of really tiny goals make up the big goals - that really help you keep moving forward. And that's really what kept me moving forward and kept me motivated all the way.

Michał Szafrński: Great! This is exactly what I do. If I look what has to be done and I see many, many topics I should look into, I feel completely lost. But if I just pick 1 or 2 topics and just think about the next article to write, it's getting much easier... Getting back to the money: you are making roughly about 50 000 dollars per month, but really, I don't see single Google AdSense advertisement on your blog. Where does this money come from?

Pat Flynn: On my blog I'm primarily monetizing through what's called "*affiliate marketing*" so that way I earn a commission every time I recommend a product that another person created and I sort of partner with them. So I get a payment every time somebody goes through my links and fulfill the purchase. And so it's just a beautiful model, because there are solutions for people's problems and issues that I can't provide myself, but there are tools and services out there that can do it. And if you can partner with those products and sell those products to your audience you earn commission from it. It's as if you're finding the perfect solution, it's just not the one you created yourself. And so most of the income I earn on Smart Passive Income is sharing things like how to do domains and hosting, or how to keyword research and tools and services that go along with that and earning a commission from recommending that product. So again, I'm not saying people need them but sharing them as tools that I use and so if people want to do the same thing, they can start with my example.

Michał Szafrński: So Pat, you say you make most of the money by promoting the products which you find useful and you think might be useful to other people.

Pat Flynn: Yeah.

Michał Szafrński: Probably most of the listeners are wondering whether your success could be replicated in other countries and languages other than English. Isn't it too late to start a new blog and try to earn affiliate commissions?

Pat Flynn: No, I definitely don't think it's too late and I think that if you're coming to this now, you are actually at an advantage. I know it seems like a little bit harder because you are starting from the scratch and, you know, we all started from the scratch, but you're actually coming to this at an advantage, because you are coming in sort of brand new and you can see what other people are already doing and what they are missing or what they are not doing that they should be doing.

You can go to all the different competitors in the market that you're in and you can see what people are saying about their services, about the products that they are providing and whether or not they're happy with them or not. And if they are, then you could see what they're doing right and incorporate that into your own business, and if they're doing something wrong or you can see that there are sort of opportunities to take things to the next level, then definitely you have to do that. And just because there is somebody that might be doing something similar to what you want to do: it's a good sign that the market that you want to get in is good, because there is money. There is a market, there is target market and people are going there and people are making money there in that market. The trick is just to go into that market in new, sort of innovating way, taking what is out there and making it better. You don't have to create something entirely brand new, but you can take something that's out there and make it a lot better and add your own twist to it.

That's what I did on SmartPassiveIncome.com. I wasn't the first person to talk about online business and probably I was millionth blog to talk about online business and blogging. But I approached it in a way that was different from what other people was doing purposefully, because I knew I had to do that in order to make some noise and stand out of the crowd. When it comes to affiliate marketing specifically, I know in other countries it might be a little more difficult to find a products that you might be able to be confident in promoting to your audience, so you might have to get a little creative. You might have to really think about what the problems are that people are having in your target market and also what kinds of solutions. Not maybe the exact products, but what would the solution provide them. And then, either find products that do that or if you can't find any products that help solve that problem, create it on your own. That way you'll get 100% of the profits, you don't have to split them. And of course there are minor fees potentially involved in that, but then you're keeping people on your own site and you are providing them a product that is of your own. And if they enjoy it, they'll want to stick with you and that will give you a good opportunity to use the feedback that they give you to improve the product and also make newer and better products in the future too.

Michał Szafrński: Great. But I have to also say that definitely running a blog is not an easy job. It requires a lot of time. And people are looking at your success and part of them don't see that it wasn't an overnight success. Can you please tell me how much time did you spent on running a blog 4-5 years ago and how much investment of your time it requires right now?

Pat Flynn: When I first started... I didn't know I was building a business when I first started that LEED Exam site and I was just studying for the exam. But then I was spending an hour or two every day figuring out what to put on that site, doing research and actually publishing content on that site. Again just for myself at the beginning, but you can imagine doing that for entire year with getting nothing in return. Again, I wasn't asking for anything in return, but if you're trying to build a business, it's a really long time to do stuff and not even know if you're going to make money on the other side of it. And yes, if I knew that people are coming earlier to my site then I may have had opportunity to create product much faster.

I don't know exactly when that traffic happened, but when I discovered it was there, it was much easier to monetize, because I had built that trust and that authority and I had been seen as the expert in that niche already. Because I had spent time creating that value content. So it does take a lot of time and effort in upfront, but now that Green Exam Academy website, I put an hour or two into it every month. That's it. It's still generating between 3000 and 6000 dollars a month, which is amazing. Industry has change a little bit. Back then it was making quite a bit more, but it's still around that. I'm just only investing couple hours a month to keep it going and answer customer e-mails and deliver files if, for some reason, people don't get them (that happens sometimes).

You'll never get a 100% passive income, but you can get pretty darn close utilizing these different tools and services that are out there. And again, it takes time to set that up, it takes time to build that and to gain that trust, but there are opportunities in a lot of different niches to have sort of finite information on your blog to provide something. I did the same thing in a Security Guard Training niche, you know. There's only a finite amount of information to tell people about security guard training industry and that is continuously making money as well. More time upfront, less time now, but more money now.

With Smart Passive Income blog however, that is something I don't really want to walk away from, because I really enjoy engaging with community and the more I do that the higher my authority level goes up, and also my income. So in that case it's not as passive as other websites that I have, but it is in the sense that I can make money without trading my time. I still have to invest time every once in a while to create content, to write new blog post and interact with my audience. And that does take time! I'm not going to deny that. But at the same it's still very flexible business model that allows me to live lifestyle I'm enjoying.

Michał Szafrński: Great answer. Regarding connecting with our community, I know it requires a lot of time to be able to respond to every e-mail or just follow up with the updates on Twitter and Facebook. Even with connecting with my community I see it's really difficult to keep up to date. How do you handle it? How are you able to manage those relationships?

Pat Flynn: In the beginning it's much easier of course, because you don't have quite as many connections. And that's really important that you do engage with your audience when you do

have just a small number of connections, because getting really engaged with your first hundred, your first five hundred people is really important. Those are the people that are gonna watch you and help you take your business to the next level. That's your target audience and you have the opportunity to really get into their heads and have them tell you where you should go next. And that's really important.

But you'll get to point, as you start to grow, where the e-mail start to come a lot faster than you can answer them. And the tweet, and messages and requests. So there's a lot of things you have to do to sort of manage your time and there's a lot of tips involved with that. One of them is trying to see if there are ways to provide answers to the most common questions before they even message you. So that's maybe having some of your most popular posts show on the front page so that they answer the questions that people have. Or whatever question people have, making sure you potentially have blog post about them that you could forward them to. So instead of spending 5 minutes writing an e-mail you just send a link and that only takes a couple of seconds.

Using this efficient strategies are kind of taking things to the next level. Frequently asked questions - make a list of the questions most people are asking and answer them and put that all on one page that people can go there. Maybe even on your contact page say *“Hey, here are my most frequently asked questions. Before you send me a message see if the answer is there for you or see if you have any of these questions, because you're gonna get answer right away, instead of waiting for me to e-mail you back”*. A lot of people also, and I do this, I prefer people to Facebook or Twitter to ask me a questions instead. And it does two things. One: it decreases the length of the e-mail that I get or the messages. Twitter especially, it's only 140 characters to ask me a question instead of infinite amount of text. And sometimes I used to get e-mails that are pages long and I feel bad not reading them, but they are so long that I have to put them aside, because it just takes too long. And Facebook is good too, for the same reason. I mean, it's not limited, but people tend not to spend so much time writing messages on Facebook. Especially when community can see it. And the best part of putting the people on social media is the fact that other people can answer the question before you get to do it. And so the community sort of gets involved and everybody gets to enjoy each other's company in addition to the information you have to provide.

So those are some of the tips. I'm at a point now, where it's getting very difficult to even answer social media all the time. So I just have to pick hours of the day, when I'm devoted to either answering e-mails or spending my time in social media and that's it. And I just have to understand that certain things aren't going to be answered on social media and with e-mail I have to go in chronological order, so I do let people now it's gonna take a while for me to respond and I just try to be honest, you know. The load is pretty high, so it's gonna take a while to actually hear back from me. And as long as you're honest, I think people will understand.

Michał Szafrński: Yeah, those are great tips, also for me. So thank you very much Pat. Could you please tell me, if someone would like to know more about you or your blog, where should they go?

Pat Flynn: Sure. You can go to <http://SmartPassiveIncome.com> of course. And you can also go to <http://PatFlynn.me> which is sort of new personal site where you can see a lot of my

projects, including book “Let Go”. And of course you can read all about me in my book “Let Go” which is on Amazon, which... I don't know if you gonna put a link on your site, but you can find it on Amazon...

Michał Szafrński: Definitely.

Pat Flynn: ...You can just look up “Let Go by Pat Flynn” in Amazon and you'll see it there.

Michał Szafrński: Thank you very much Pat for your time. I really do appreciate that we were able to do this podcast together. Thanks...

Pat Flynn: Absolutely! This has been a blast! I hope to have you on Skype soon, where we could just chat, even if it's not recorded. We should just hang out sometimes...

Michał Szafrński: Definitely, definitely. Thank you very much Pat.

Pat Flynn: Thank you.

Michał Szafrński: O rany, strasznie się cieszę, że udało się wyrwać Patowi te kilkadziesiąt minut. Mam nadzieję, że podobała Ci się nasza rozmowa i że wyniosłeś z niej coś dla siebie. Że troszeczkę Cię zainspirowaliśmy. Gorąco zachęcam Cię do lektury książki „Let Go” Pata Flynna. Tak jak mówiłem we wstępie, to w zasadzie nie jest żaden przewodnik biznesowy. To jest po prostu krótkie opowiadanie pokazujące, że konsekwentna praca nad własnym blogiem, przy jednoczesnej uczciwości i chęci pomocy innym, mogą przynosić naprawdę spektakularne efekty. Mogą, ale nie muszą oczywiście. Tak że tutaj troszeczkę szczęścia także potrzeba i w trakcie rozmowy z Patem cytowałem mój ulubiony fragment jego książki. Chciałbym to zrobić jeszcze raz jako takie podsumowanie tej rozmowy. Tym razem po polsku. Pat pisze, że *„Większość ludzi martwi się, kiedy życie nie przebiega w 100% zgodnie z planem. A powinni się w zasadzie martwić wtedy, gdy właśnie to życie przebiega według planu. Plany są ważne i warto je posiadać, ale nie powinny być wyrzeźbione w kamieniu. Bądź otwarty na niespodziewane zdarzenia, bo właśnie te nieplanowane momenty są często ziarnem najbardziej spektakularnych możliwości w Twoim życiu”*. No właśnie.

I w zasadzie tym optymistycznym akcentem chciałbym zakończyć dzisiejszą audycję i Was pożegnać. Jeżeli podobał się Wam ten podcast i chcielibyście się mi jakoś zrewanżować, to wejdźcie proszę na iTunes, wystawcie mi tam proszę ocenę - mojemu podcastowi. Bez względu na to czy dacie mi 1 gwiazdkę czy 5 gwiazdek, to mam tylko jedną prośbę, żebyście byli szczerzy w tym co robicie i żebyście wyrazili konstruktywną krytykę. Ja na taką krytykę jestem bardzo otwarty i wiem, że tylko dzięki Waszemu wkładowi jestem w stanie motywować się do stałego podnoszenia poziomu i dostarczania Wam cały czas ciekawszych materiałów. I dziękuję za to, że słuchacie mojego podcastu.

Przypominam, że wszystkie adresy stron internetowych czy notatki dotyczące tego odcinka podcastu, możecie znaleźć pod adresem <http://jakoszczedzacpieniadze.pl/006>, czyli numer tego odcinka. A jeśli tylko czujesz, że ten podcast dostarczył Ci wartościowe informacje, które pomogą Ci realizować Twoje marzenia, to proszę podziel się nim ze swoimi znajomymi. Powiedz im po prostu żeby weszli na mojego bloga <http://jakoszczedzacpieniadze.pl>

Dziękuję Ci za wspólnie spędzony czas i już teraz zapraszam Cię do wysłuchania kolejnego odcinka. Życzę Ci świetnego dnia i skutecznego przenoszenia Twoich celów finansowych na wyższy poziom. Do usłyszenia!