

Więcej niż oszczędzanie pieniędzy



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Jak przetestować swój pomysł na biznes, aby nie zmarnować czasu i pieniędzy - opowiada Pat Flynn

Opis odcinka: <http://jakoszczedzacpieniadze.pl/070>

To jest podcast „*Więcej niż oszczędzanie pieniędzy*” odcinek siedemdziesiąty. Dzisiaj Michał rozmawia z Patem Flynnem o tym, jak zweryfikować, czy konkretny pomysł na biznes ma sens.

If you are an English-speaking listener, just skip first 4 minutes. Then you will get to the interview with Pat Flynn, author of the Smart Passive Income blog and newly released book - „Will It Fly?”.

Cześć i dzień dobry, witam Cię w siedemdziesiątym odcinku podcastu „*Więcej niż oszczędzanie pieniędzy*”. Ja nazywam się Michał Szafranski 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 i emocjonalnej w swoim życiu, to ten podcast jest dla Ciebie!

Dzień dobry, dzień dobry! Dzisiaj specjalny odcinek podcastu i specjalny gość. Za chwilę usłyszycie rozmowę z osobą, o której mogę powiedzieć, że dzięki niej w ogóle istnieje blog Jak Oszczędzać Pieniądze. Osobą, która do dzisiaj jest moim idolem w kilku obszarach. Przede wszystkim, jeżeli chodzi o wyznaczanie standardów w zakresie jakościowego blogowania, także jeśli chodzi o komunikację z Czytelnikami, z tym audytorium, które czyta bloga, słucha podcastów. A także, jak by na to nie patrzeć, także jeśli chodzi o monetyzowanie bloga, czyli zarabianie na nim.

Moim gościem dzisiaj, już po raz drugi jest Pat Flynn – amerykański bloger, jego blog to Smart Passive Income. Jest to także autor nowej książki pt. „*Will It Fly? How to test your next business idea, so you don't waste your time and money?*”. Czyli mówiąc po polsku: „*Czy to pofrunie? Czyli jak przetestować swój pomysł na biznes tak, aby nie zmarnować czasu i pieniędzy.*” Ci z Was, którzy śledzą Pata w internecie wiedzą, że ma na swoim koncie dużą liczbę projektów zarówno takich, które można by uznawać za sukces, jak i takich, które ewidentnie były porażkami.

Z jednej strony zarabia na e-booku dotyczącym branży architektonicznej, który wydał. Produkował też aplikacje dla iPhone'a, już tego nie robi, ale nadal na tym zarabia. Tworzył też i nadal tworzy komercyjne wtyczki dla platformy WordPress, między innymi taki odtwarzacz podcastów, który się nazywa Smart Podcast Player. Buduje też strony internetowe na bardzo niszowe tematy, te strony zarabiają na e-bookach, ale też zarabiają na reklamach w Google AdSense, no i najważniejsze Pat sam zarabia przede wszystkim na afiliacji i jeżeli spojrzysz się

na całą jego działalność, to w zasadzie ona wykracza poza blog, dlatego, że prowadzi również niesamowicie popularny podcast, który ma już ponad 20 milionów pobrań na całym świecie. Na nim też zarabia dzięki sponsorom, którzy się pojawiają w tym podcaście. Występuje też na wielu konferencjach, pobiera honorarium z tego tytułu. Co więcej, dzieli się informacjami o swoich zarobkach i swoich kosztach w internecie.

W zasadzie on był dla mnie taką inspiracją w tym, co robiłem w pierwszych latach prowadzenia mojego bloga, czyli publikowanie tych raportów kosztów na moim blogu. Dzisiaj w rozmowie skoncentrujemy się tylko na jednym temacie, bo przepytam Pata właśnie o to, co jest przedmiotem jego książki, czyli o to, jak zweryfikować, czy jakiś nasz pomysł, który mamy w głowie, który nam hula i odbija się od ścianek po czasie *[śmiech]*, czy ten pomysł ma sens. Czy jest szansa, żeby na realizacji tego pomysłu zarobić, czy nie?

Cała rozmowa będzie prowadzona w języku angielskim, ale tradycyjnie znajdziecie u mnie na blogu także jej transkrypt z tłumaczeniem na polski. Wystarczy wejść pod adres jakoszczedzacpieniadze.pl/070, tak jak 70. odcinek podcastu. A teraz zapraszam już serdecznie do wysłuchania naszej rozmowy!

Michał Szafrński: Hi Pat!

Pat Flynn: Hey Michał, how are you?

Michał: Thanks Pat for accepting my invitation. I'm wondering whether you remember when we were talking the last time on my show.

Pat: Oh, gosh, this was a long time ago. I can't even remember, but it's been a while for sure.

Michał: I checked today and I was really surprised, because it was 2.5 years ago.

Pat: Wow!

Michał: At the time when you were launching the "Let Go" book.

Pat: That's right, and right now we're in the middle of launching my second book. How cool is that? Hopefully we can't wait as long in between the book launches to talk to each other.

Michał: Hopefully *[laugh]*. OK, so could you please tell everybody out there who doesn't know: who you are and what you do actually.

Pat: Sure, my name is Pat Flynn and I have a blog, which most people know me for and that's smartpassiveincome.com and there's also a podcast that goes along with it – Smart Passive Income podcast. I'm very excited, because this past weekend it passed 20 million downloads, which I'm very excited about! To think that I record it from my home office, by myself and my kids and my wife are in the other room... and to know that there are 20 million listens to the stuff that I talk about is pretty incredible. You know that obviously, you have a podcast.

The way that I started actually with talking about my business, sharing my experiments, doing different things and kind of reporting back to people, so that they can figure out what works and what doesn't – I think that started in the architecture industry. That's what I went to school for, for five years in California and I got my dream job after that. But I actually got laid off in 2008 and it was at that moment that I realised that I wanted to become an entrepreneur.

It took a little bit of time to get over the fact that I couldn't get back into the architecture industry, because in the US a recession was happening and all that, but to make a long story short – I decided to take some knowledge I had about an exam I took in the architecture spaces called the LEED Exam, which is about green buildings, sustainable buildings, environment friendly buildings, things like that. And taking the knowledge I had about this exam, package it into the website, e-book, there were practice exams and courses – I turned it into a real business. It really changed my life.

I remember the first month I launched an e-book in October 2008, I had made more than almost 3 times more money in that one month, launching a digital e-book for \$19.99, than I was making in the work in one month. That's when I started smartpassiveincome.com, because it was such a revelation to me. I didn't know it was possible, I was forced to doing it by being laid off my architecture position. And I wanted to share as much information as I could. I knowledged a lot of people out there who either are struggling or are not happy about their jobs, they want to change something or do something on a side.

I didn't want people to go through what I went through, to finally discover what was available. I wanted to share with them what is possible. What I learned about building a different business, is that this is not easy and it's definitely not something that happens overnight, but there are people out there who are willing to help, there is a lot of information out there that can guide you and help you make a change in this world. It's been very pleasurable to hear from my audience that I've been very helpful, that I've been able to help them quit their jobs, spend more time with their family or go on vacation they always wanted to take.

And now I'm speaking on stage, I never thought I was going to do it, I'm an author, people reach out to me for a number of different things. To think back to where I was in architecture – I remember I was happy doing what I was doing then, but I'm so thankful that I got let go, which is the name of my other book. What that other book is about is basically about how I transitioned from architecture to entrepreneur and how difficult that was for me. A lot of these things needed to happen in order for other things to happen. I was getting inspiration from people who were already doing a successful business. Connecting with people who were there, like mentors, who were helping me get along the way.

Also just support from my friends and my family, taking this big goal of creating a life for myself using online business and breaking this goal to many milestones along the way, to help me move forward. That's what I do. I call myself a crash test for online business. What does a crash team do? They go in a car and they drive into a wall and it's not just about the crazy accident, it's about doing something better for the people. How can we make a car

safer? That's kind of like I feel my role has become in the online world. I put myself in the front seat and I drive towards that wall and I see what happens. Whether it's a failure or whether it's a win – it's always something that I report back to my audience. That's what I am.

Michał: Yeah, definitely. I'm living proof that what you teach is actually working and I'm quite happy to be able to learn on your mistakes [*laugh*]. Your blog and podcast are absolutely amazing, and it changed my life also, but we will get to this part later. You are also the author of a new book, which is called “Will it fly? How to test your next business ideas, so you don't waste your time and money.” I've just read the book, it's absolutely great.

Pat: Thank you.

Michał: Just at the beginning I have one question for you, which I have found in the book and I would like to ask you that question. So what do you think: what makes you so special?

Pat: [*laugh*] There's an exercise in the book where I help you discover what your superpower is. That's really important to know that, even before you start your business, because that's what's going to help you set you apart from others. When you ask me this question, I already know what the answer is, because I already know what my superpower is. That superpower is taking things that are really complicated and making it easy for people to understand. There is a term out there called “the curse of knowledge”, I don't know if you have heard of it before, but it's a saying that pretty much sums up the fact that when you learn something, or when you know something, it's really hard for you to understand what it is like to not know that thing. It's kind of hard to take it out of your brain and remember how it was to not know that, when you were getting started. I mean you can remember some experiences that you had, but to truly put yourself in the shoes of somebody that doesn't know that information is quite a hard task. That's why it's called the curse of knowledge, it's kind of a curse that you know that thing, because it makes it a lot more difficult to teach it to someone who doesn't know that thing.

I feel like that's my superpower. I have this ability to deflect that curse of knowledge, so that I can put myself in the shoes of others, so that they can understand things that are complicated in an easy way. I found it over time, I feel like that's my superpower. I'm curious to know if you agree with that.

Michał: Yeah, definitely. I'm just wondering how you really approach this topic. What are you really able to do to explain to people things that seem to be complicated in such an easy way? What do you think about it?

Pat: I think it's about breaking it down and actually just talking with people. That's something that helps me with my superpower. I talk to people. I'm trying to get to their heads. I don't know if you know this, but every week I make an effort to talk to one person in my audience. I pick somebody out of my mailbox and randomly chat with that person, to discover what it is that their problem is, what it is that they're dealing with, what they are struggling with. What am I doing that's actually helpful, but also what I'm not doing that I could do better.

When I have these conversations, it allows me to really easily get to the heads of other people. We can guess all we want, but when I have these conversations, whether they're happening through email, instant message of some kind, or better Skype conversations, you get inside the head of whoever it is you're trying to help, it helps you discover how it is in the other end. That's hard to do sometimes. And also it's just a matter of experiment, the more I try things, the more I do things, the more I see what's working and what's not. That's based on feedback I get from others and it helps me determine which way I should go.

Michał: So talking about ideas, what kind of questions should someone ask you, when he really thinks that he has an idea for a project, but he's not so sure whether it's a good idea or not.

Pat: I love this question, because it's all the book is about. It's about validating these ideas up front, before you spend time, money, potentially headaches and stress over building something, because it won't work. Because traditionally a lot of people who have ideas, do build them. It's important to take action and to do things, but if you rush into it without these few little things at the beginning, that you do to test, to validate that idea, you might look down later in life and say "I wish I had done that". The idea of the book is to help people discover whether it's something they should continue working forward with it or not. Then you're going to be more motivated than ever.

I don't know if you've coached people before, Michał, but I've coached a lot of people with a lot of different things, mainly with business. When people talk about their problems, they know exactly what they should be doing, they say that themselves...

Michał: Exactly.

Pat: ...they just want permission from someone else to say: *"Yes, that's right. Go."* That's something that I want to do with that book. When you get an idea, you should talk about it with as many people as possible. The first thing you might think is: *"Well, I don't want to talk about it with people, because I don't want people to either a) think I'm stupid, or b) steal my idea, if it is a good idea."* In the book I talk about this guy named John Saddington who I have interviewed in my show. This guy is crazy. He has built several multimillion-dollar businesses and had sold them as such.

One of the most exciting questions I wanted to ask him and I was really excited about was: *"What do you do when you have an idea? How do you figure things out?"* He says: *"When I have an idea, I talk about it with as many people as I can."* So my natural follow-up question was: *"Why? Why would you risk somebody actually stealing that idea?"* And his response really was surprising to me and was actually very motivating, because I said: *"What's stopping people from copying your idea?"* and he said: *"Nothing. But here is the difference between you and the next person on the street who has a good idea. You're committed and you love the idea and you will actually see it to completion. Most people never execute their ideas, because they never execute them. Even if someone likes your idea, more likely they're not gonna take it, because*

you're the one who loves it, you're the one who's doing research and who is actually going to execute it.”

The reason why you want to talk about it and benefit of it is to get people's reactions, and to understand how they react with this idea, whether they like it or not. Of course that's very obvious. But what's more, in these conversations you will have with people, you allow them to poke holes, to help you figure this out. Because when you have an idea, you know, our brain is doing a very good job in coming up with ideas, most people don't come up with one idea, they come up with a thousand ideas at the same time.

So our brains are very good at coming up with ideas, but they are not very good at organizing them and actually seeing them in a whole. That's why until you talk to people and write things down, you will then see the whole sense of it. So, when you talk about the idea with others, you are going to allow them to look at the idea in a way you cannot do that on your own. They are going to be able to add to it, to be able to say what works and what doesn't. And that's hard to do when you are the person who is coming up with the idea and that's why working in teams is very important and I would really encourage every entrepreneur to eventually get to the point. Because like they say: “Two brains are better than one” – for sure. So that's the first thing I would do.

The second thing I would do is kind of map it up – taking all this feedback you get from others, all this, to really discover what the idea really is about. To refine it by really mind mapping it. A mind-mapping exercise is really one of the best things you can do. And it's not only for business ideas, it's for anything. Whenever you have a bunch of thoughts about something and you want to organise it and see it, make order of it, you make a mind-mapping exercise of it. And there is a couple of different ways how you can do this. You can use online tools, there is a lot of different online tools where you can brainstorm ideas and move things around. But I like using post-it notes.

If anyone of you have seen SPI TV, the first episode was me showing post-it notes, the benefit of using post-it notes. And the great thing about post-it notes (you know, the sticky small piece of paper that you can take and move around) is that the paper is small, so you need to put, like, just one idea on it. But when doing so, you start building this collection of ideas. And when you are in this brainstorming mindset, you put one idea on one post-it note to place it on the table. And then you come up with another one. And by the end of this exercise you may end up with 50 or 100 different ideas and that's great, because now they are on paper, now you can see them, and now at this point you can remove these post-it notes, you can cluster them, you can structure and group them.

And this is actually how I created my book: with the helpful use of post-it notes. Because those groups, those clusters then become chapters. And each of these individual notes become sections in these chapters, different parts. And it actually starts to form itself. So when you come up with an idea, you need to define what it is or what it is going to become. So you are having this conversation, but you also write it down by having this mind mapping exercise, so you can see it and better understand it. And of course because it is post-it notes, it's easy to remove things that not necessarily have to be there, things that you thought about

that don't matter or you can add more things. And of course by the end of this you have a great idea as opposed to just an idea.

This is something that's flashed out and refined. And then you can take it through the validation process, which has many different steps. The validation process – Michał, I know you know this because you have read the book, but it really involves you taking it to the point where you are literally asking people to pay for something. And there is a great quote by Tim Ferriss in his book *“The four-hour work week”*, he was the first person to talk about validation, at least in the online sense. You know, people have been doing this for a while.

You know, Jay Abraham, who is a marketing guru, he used to validate book topics that he was going to write about by buying classified ads in newspapers and magazines with all different book titles in each ad. And then by seeing how many people called back on these books, willing to buy them, he discovered which books weren't very exciting to people, but then he would see the ones that people would keep calling to order and those were the books that he would write about. Because he would know he would sell them because people said they would. And that's what it's all about.

And this is not about people saying: *“Oh yeah, I would totally buy that”*, this is about people telling you by transaction that they would buy, by actually voting, putting money down to say: *“Yes, I want that thing”*. And this is then, and only then, when you can truly understand, that this idea is something that people will pay for. If you want to have a business, you want customers, you want people to eventually pay for something. And when you can get people to do that upfront, it will give you such confidence moving forward, it's going to help you understand that this is an idea that will work and if it doesn't work, if you get nobody, or even just one person to buy, you can refund that person and say: *“I am sorry, we didn't get enough interest in that.”*

Of course, you are supposed to be honest upfront with people who you are pitching to, to make sure they know why you are reaching out and stuff, so we can get to the specifics of that validation process later, leading up to that transaction. But yeah, that's what it is all about. And Tim Ferriss first talked about this in his book *“The four-hour work week”* back in 2007. His method back then was by creating a landing page for the product, a sales page, with a “Buy now” button on it, putting traffic to that site by buying advertisements at Google AdWords...

Michał: Exactly.

Pat: ...and then by keeping track of how many people clicked the “Buy” button. Because that was the way for people to say “yes”, I want to buy this thing. And so that way he was able to understand whether or not this was something he should actually build out. And then just imagine how much money you would be saving by just understanding upfront whether something was going to work, as opposed to just guessing or building something based on kind of a half-idea, or false assumption.

So the true validation is when someone is actually paying for something and when that happens, then you know you've got something and you can move forward to building that business full scale. So again, this is experimentation – you are working in a controlled, small-scale environment, with a small size of your target audience, to see what would happen. And then if what you see happening is something you like, then boom, you go full scale with it. And you already know it's proven.

Michał: OK, I have several questions about what you just said. First of all, the first issue is that people are really afraid to share their ideas, because as you just said, someone might think they are stupid or the idea is stupid. My question is, how can people really overcome the fear?

Pat: Hmm, here is the question for you: would you rather know the idea is stupid now, before you build it or after you build it and waste your entire money?

Michał: Yeah, I would definitely want to know it before if it's possible, right?

Pat: Of course. So you know, part of being entrepreneur is taking some risk of getting uncomfortable. So there are lots of marketing gurus out there, training people to get uncomfortable by making them do things that they might not be normally used to doing. And when I became an entrepreneur myself back in 2008, after getting laid off, it was the most scary thing in the world. But I knew I had to do it in order to make it work, because when you think about the most amazing things that happen in life, they really happen outside of your comfort zone.

And so, you have to get outside of your comfort zone and if you are afraid what people are going to say, the truth is you are going to have tough life as an entrepreneur. You have to want to know what people are going to say whether it's good or bad. Because either way, whether it's good or bad, it's information that you can use. And there is the final question that I have. And that is: *“If you are afraid, what's more important? The fear you are going to have, and the reasons why you fear, or the people who are potentially going to benefit from that product or business that you are creating?”*. There are people out there who need you, they need your help and your service and your effort.

And if you feel like being scared of talking to people, or feeling like people might think it's a bad idea, and that's stopping you from eventually getting to that point, where you actually have something that works and does change people's lives, is that what the priority is? For me, what gets me moving forward is understanding that there are people on the other end who might need that help. And you know, I have many people to think about.

But I definitely want to think about you, Michał, because back then when you sent me that email, I don't know if I told you this specifically, but that email came out at a point... I don't know if people know this story, but it's when you sent me this really long email that brought me to tears, because you were this sort of personal coach and you had this goal to run the marathon and you shared this picture of you crossing the finish line holding a sign that had your family's name and there was my name on it.

And when I was reading, there was just you know, rivers coming out of my eyes. But that email came at a time when I had considered quitting my podcast. Because I was just not getting enough results of it. In terms it was just the same amount of numbers, I wasn't growing and I wasn't making any money of it, because I didn't have sponsors at that time. I didn't feel like it was worth it at the time. But when your email came in, I mean, I haven't ever since doubted in what I was doing, because there are people on the other end who might need my help and you got help from me. So you know, if you hadn't sent this email, I wouldn't have ever known, so I want to thank you for taking the time to do that.

So for those of you out there who have an online business or an offline business, and you are considering these doubts, I mean you have got to think about people on the other end who need you, and sometimes they are not going to tell you that they are listening, but they are and they need you, so you know, these fears that you have, yeah, they are there. But it's a sign that what you are doing is actually worth something. So again I would always consider people who are on the other end.

Michał: Exactly... Thanks Pat for telling this. Actually you just burned my next question, because I was supposed to ask you about any doubts that you have or weak moments that you have and how you handle them. Because looking at you through the Internet, I would say you seem to be a superhero. You have created a lot of content, you are successful, you have a great number on your results page, but still every one of us is human. And I know also that probably you have bad moments as well. And sometimes you are struggling, you just hit the wall with your projects and I am just wondering how you overcome these issues.

Pat: I mean, that's a great point and I must say I am definitely human, I am as human as all of you, so I struggle daily with certain things. So a lot of the struggle comes out because I do a lot of big, bold things. I have learned over time to really move the needle as an entrepreneur. You need to take bold actions, you need to do big things. And with bad things comes big risk and potentially big failures. And I feel like this book, for example, is a good example of a journey where there is a lot of ups and downs. A lot of downs.

As I remember, when I first started writing it, it was such a struggle, I mean, I had this feeling that it had to be perfect that I could work for hours and write nothing. And just had a paragraph or two to show for hours of working. I felt terrible. I felt like I was letting my friend down, and not actually making progress. But I also felt like I was letting my family down, because I just spent three hours away from my kids, to write an additional paragraph and it didn't seem worth it to me, so I was struggling with these things internally, I was struggling with work-life balance, during the writing process, which is of course always going to be a struggle for everybody. I was also struggling with the fact that *“What if people don't like this?”*.

And that was something I was worried about, because I always try to put the best content I can and I think it is such a big deal, you know, leading out to many other things, potential courses and things like that. What if people don't like it? And then I really started thinking about that. And one question you can always ask yourself when you have these sort of

doubts, and what I always ask myself is: *“What’s the worst what can happen?”*. And that question has saved my life.

Because after times I have those doubts and I ask myself that question, then I realize that the worst thing that can happen, and reality is the real sense of that question in true form, isn’t that bad. And when you consider truly the worst that can happen, I mean not something that just completely unreal like you know... I had one moment when I was going on stage and this was the first time I was going on stage, it was back in 2011 in Chicago...

Michał: I can imagine.

Pat: I was so scared... I mean more than tomatoes. Tomatoes did come, and I even don’t know where the tomatoes thing comes from, or where those guys would get tomatoes, they just appeared out of nowhere. I imagined getting the bloody nose, getting thrown tomatoes at, slipping and then running off the stage, crying, and then waking up naked, ditched somewhere later that night. That’s literally and I am not even exaggerating, that’s what was going through my head. You start to think of the worst things possible in a way that wouldn’t ever happen. And so, when I finally thought: *“What’s the worst that can happen?”*. And I said: *“OK, I get on stage, maybe I trip, but then I will just get up. I rehearse but what if I forget my stuff? I just keep going and do my best. What if they don’t like what I have to say? Wow, then they don’t like what I have to say, I mean, nothing more.”* That’s that.

And then I take what I learn and I move on to the next thing. But nothing like I had originally thought. I always ask myself that question. You know, even now, I ask myself: *“What if I lose everything?”*. My online business, what if I lose my house? You know, all that stuff. You know, my parents are here and I have my family and friends so they would definitely take me and my family in, so I will not ever be living in the street or anything like that. So I mean, it’s never as bad as we think it could be. And because of that, it helps me push forward and do the things that are you know, a little bit risky. So that’s how you get over that.

But another important element of breaking through those walls is the people that I surround myself with. And I am speaking more importantly about my mastermind groups: two mastermind groups. One that I meet every Monday: there are four other people in that group and then there is the group that I meet every Wednesday and there are four different people in that group. And in these mastermind calls, which are one hour a week, we don’t meet in person, we always meet either on go-to-meeting, or freeconferencecalls.com, or Skype, depending on what people have access to at the time.

But these are ones of the most important conversations that I have. And they are very formal: every week somebody’s in the hot seat and somebody gets to propose what they need help with and what they are struggling with and the rest of the group is there to help that person out. And often times I have come into those conversations in the hot seat and in the centre of attention. And I shared these feelings of doubt on different projects, I have talked about these a few times with my group. And they are there to give me encouragement, they are there to help walk me through what’s going on in my brain. And to just really encourage me moving forward to get me out of that.

And I can't tell you enough on how important that has been for me. I want to also thank now to Chris Ducker, who is there on the other side of the world, I believe he's closer to you, he's in the Philippines.

Michał: It's in the middle, we can approach him from both ways.

Pat: That's true, you are right. Well, he's on the other side of the world for me. And that's the case that we talk to each other every day, either through text message or on Skype. He has always been a great friend and a partner for different projects. Also helping me get out of that funk.

Michał: Getting back to the book. I am wondering whether you have always conducted projects in a way described in the book, or you had some mistakes? I already know that you had, but can you tell us about your worst projects?

Pat: *"Tell us about your worst projects."* Yeah... You know, there's been a lot! I definitely did not know of and did not put into practice these strategies before. And now that I've written this book, I understand it way better than ever before. So everything that I will do in the future is going to go through this process. And hopefully people who read this book will understand the importance of it. Because it does walk you through. It kind of holds you on your hand along the way. There's lots of exercises that I actually do with you. So I mean it should take you to the point where they actually do that with you. And it's really cool.

But in terms of failures in projects, I mean, there is lots of them. But there is one that I mentioned above, that's probably the most significant. And it's when in 2010 I had a couple of friends who had an online business just like I was and they built plug-ins or software for a particular blogging platform called WordPress.

And both of them launched within a month from each other in completely different spaces, they had completely different audiences too, and each of them was making over six figures in a month. You know, over 100,000 USD in a month after launch. And it just blew me away. I didn't have any software of any kind at that point in the WordPress space or anything like they were doing. So I saw this like a great opportunity, it seemed like a lot of people were doing that and they were making a lot of money. And that was my first mistake. You know, getting into it specifically to make more money. And I know, because of that it failed. Because that was the reason why I rushed into things. And because I rushed into it, I didn't do any validation at all.

I kept the ideas for my plug-ins secret and I hired the developer right away, I didn't have time to really define and refine what this idea was, I simply just shared emails with the developer that I hired and I didn't do mass research on who should be working for this. I just found somebody online, probably through a Google advertisement actually. I told them what I wanted and what I got back a few weeks later didn't look anything like that at all. It wasn't his fault, he was just trying to fill in the holes that I even didn't know were there. And again this was because I didn't talk about this with anybody. And probably the most dramatic and

sorry things that happened during this process was after the thing was bought and it was finally in a point where I was happy with it, I shared it with a few people. And they told me that “Yeah, it’s kind of OK.”

You know, I spent all this money, spent over 15,000 USD developing two different WordPress plug-ins and they both were just getting: “*Yeah, that’s kind of cool*”. And not the response that I had expected, I didn’t launch these products, just because this was not the response I wanted to get when I sold this thing.

And if I had only spent a little bit of time, just talking to a few people in the beginning I would have quickly understood that there were red flags. I didn’t start with the problem that I wanted to solve. I was starting with a solution that I thought or I guessed was going to be good. And I kept it a secret and then I revealed it to several people and then I discovered that it wasn’t even good at all. So that was a big lesson and definitely one of those moments where I crashed into a brick wall, but again, I tried to share this story, because it’s a big lesson. Specifically, for software, one of the big mistakes I made, I didn’t wireframe what this idea was going to be. And the wireframe, if you don’t know, is essentially drawing out what was going to happen in that piece of software. In terms of layout, and what happens if somebody clicks here – where do they go? I didn’t consider any of that stuff. I just said: “*I want something like that*”.

And of course because of that the developer I hired had to figure out what it was going to look like, what buttons went where to accomplish that thing. Of course there were 1,000 different ways to accomplish certain things that just didn’t make sense. So a lot of conversations we had were about design, what it should look like and how it should work. And those are things you have to think about upfront, before you reach out to a developer.

Michał: Exactly, the developer is certainly not the person who should be designing the interface.

Pat: Right.

Michał: *[laughs]* So Pat, how do you validate the idea? What’s the best way? I know that the book writes about the concept called the customer plane. If you could explain that.

Pat: Yeah, so the customer plane, which initially was going to be the customer plan, but I added “e” at the end, which of course goes along with “fly”. You get it? Fly? *[laughs]* So PLANE is an acronym that stands for falling. It is about what it is that your audience is going through and how you can connect with them and propose the idea that goes along with that. Discovering the plan is what happens first. The plan is the “P”, which is the problems. So through conversation, blog posts, forums that are already existing online, potentially through surveys as well, you can hopefully discover what problems your audience is going through.

The business is a place that solves problem. That’s all the business really is. It’s a solution for a particular problem. And again, that’s a mistake I’ve made at the software development thing. I started with a solution and tried to force people into it – that’s not how it’s supposed

to work. You start with solving the problem, so first thing is to find that initial “P”, which is the problems. Probably in the conversations you’re going to find a few problems, so it’s important to list all these. In the book I shared how to create an Excel about the information you’re going to collect. That research is really important.

I actually did a couple of conversations that reach out to food truck owners, from my website foodtruckr.com, and actually these conversations were so enlightening, I discovered so much about the food truck industry and some of the problems they were having. Part of the difficulty is how do I pick one to start with? You know, I could have created some kinds of software or other parts, but it’s only because of conversations that I finally landed on something that I knew was the one to start with. But anyway, let’s move on to the “L”, the second part.

The “L” is the language that your target audience uses. That’s really important, because if you don’t understand the language, you can have a great solution, but if you don’t understand how that particular target market talks about their problems, it’s not going to seem like you have a good solution. You really have to understand the language that they’re using. And there are a few ways to do that. You can just keep track of the ways they describe their problems in the conversations. You can look at three-star reviews on Amazon for example, to see what people like and dislike about the particular product related to your target market and try to get a feel about how they talk about certain things. Also keywords – look for them, what are people searching and typing about in Google or other platforms.

And also related to the language, there is a quote by Jay Abraham, which is one of my favorites: “If you can define the problem better than your target customer, they will automatically assume you have the solution.” And it’s so true, because when you see somebody else talking, you’re kind of knotting with him along the way – that’s a good sign that they’re speaking in your language. If you have your audience knotting along with you, whether that’s in a sales pitch or in an email or in a one-on-one conversation, that’s confirmation that you’re in a right page and that you’re saying the right thing.

When you’re too above, or too below, it’s not going to seem genuine and it’s going to be a problem. Next is probably my favorite and it is the “A” – anecdotes, in other words, the stories. You know, there’s an exercise in an online business or in any business actually, that is to discover the avatar of your customer. This is the person that you sort of make up, that represents your audience, who you can visualize. Someone who you can see reading your blog post, or whom you’re speaking to recording your podcast. Some people actually give this person a name and an occupation and lifestyle. You know, I’ve tried this exercise before and every time I’ve done it I just can’t wrap my head around it fully, because I always know that this avatar that I’m making is fake.

It’s kind of a made up unrealistic representation of my target audience. So whenever I tried to feel for that person I couldn’t get an emotion from them, because they were not real. And so one of my favorite thing is to collect stories from people. Real life people in your target audience. There’s a number of ways to do it. You can go through, again one-on-one conversations and ask questions like: “*Tell me about the time when [blank].*” That question

alone will open up a Pandora’s box for those people, to share their hearts out with certain things. *“Tell me about the time when [blank]”*. *“Tell me about the story when you first [blank]”*. Those are great questions that can lead into stories. We as humans, ever since we were born, are tuned to listen to stories. When our parents used to read them to us, before we could speak. To think about it – stories were written in caves, even before the written language existed, through cave paintings and so on.

So, we as humans are in love with stories. That puts us in that person’s shoes, and when you can get in your audience’s shoes by hearing those stories, by paying attention to what they’re saying, from the emotional point of view too, it’s going to help you have a deeper connection with your audience. And you will be able to come up with a solution for them.

The “N” is their needs. So if you listen to their problems, you know how they talk about it, you know their story, you’re emotionally connected to them, you can look for what they need to actually solve that problem. What is that device that will actually take them out of that pain?

The “E”, which is the one I added in the end, is one of my favorites. Someone once told me that a business and a product in the business is like an elixir. That is a cure essentially for a disease. If you think about your audience as if they had a disease, you then should come up with an elixir for that particular problem. If you look at that like that, it becomes clear that what you’re doing is for somebody else and that you’re trying to find a solution for one particular problem. That’s where you start.

When you come up with different elixirs or products or business ideas for that particular problem or those different kinds of problems that you’ve discovered, then those become the things that you can test with your audience. It’s proven, based on research that is something that with a lot of research behind it could potentially be a great solution to that person’s problem. As opposed to what most people do is they, based on false assumptions, think about something or guess what a person might want and try to see if then those people have a problem that allies with it. No, we’re starting with the other thing in mind first. And if you do that, you can create this plane, if you like, and take off.

Michał: Exactly. What I liked about your book, and this is fresh feedback, I would say, is the last chapter, where you give the real life examples of people who followed this process. Maybe they’ve done it in their own way, but you deconstruct the process and show how it fits in the customer plane you just highlighted. Yeah?

Pat: Yeah.

Michał: I was assuming, when I got the book in my hands, I was reading it and my assumption was that it was going to be more like a generic guide about being an entrepreneur and so on, but it appeared that the book is a hand-by-hand walk through this process and honestly I think that every person who gets this book, and really does have persistence and attention to detail, can really become a person who implements his ideas. Just turns his ideas into real life projects. That’s a really great value of the book, because it allows you to really first

believe the process is working and the last part of the book are real life examples the process is really working.

What I did today was I took some of my ideas, it took me about 10 minutes, to go through simple plane planning and it appeared that this is a really great process. But you know, I'm working on the process already and I know the audience, I get the feedback from them at the very early stages, so it's easier for me. But I'm wondering, and that's the question part, after a short introduction *[laughs]*, I'm wondering if someone does not have an audience and they just have the idea, what would you suggest? What would be the tips for them in 2016: how can they start building an audience? What's the best way?

Pat: You know I'm not the first person to talk about validation, a lot of people talk about it. A lot of people talk about it in the way that assumes that the person with the idea already has an audience. That's not always the case, and typically isn't the case. You know validation can't happen if you don't have a bunch of people to validate it with, right? You need to have some sort of audience. The trick is you don't have to have your own audience. You can validate with an audience that already with an audience, that already exists somewhere else.

And actually in a book I walk through 8 or 9 ways that you can get in someone else's audience, or gather an audience, even if you don't have one now. The quick and easy way to do that is the way that Tim Ferriss talked about, which is paid advertising. You can pay for Google AdWords, Facebook, to target certain people and get a small sample of people to talk through your offer and have a conversation with them and check if they would pay the money for something you offer. But that of course costs some money.

There is another thing, you can do guest posting on sites that already exist. There is actually an exercise in a book called "Your Market Map", where you find three pieces of your particular market: this is the places the people are at, the people who are already influencers with that particular audience and the products that they already buy. When you have that tool already available to you, you can then, if you're validating, go to these different people and these different places and you can try to make a guest post happen or be a guest in the podcast. And at the same time get people in your audience. These are the people who you have a potential solution for, to raise their hand or join your webinar or join your email list. Then you can present your solution to that audience and ask for a transaction down the road, so even if you don't have an audience, there are ways which are not very difficult, that already exist. You can get that sample audience to test your idea with.

Michał: OK, great answer. I can confirm that the examples in the book and tips in the book are really great in this area. Pat, I have three more questions from my readers and listeners and these will be really different topics, but I would like you to answer them. The first question is how are you really able to create such a big amount of content every week? I mean it's a podcast, it's a video on Youtube, it's also an article in your blog and I know you're involved in other projects. The question is: are you doing everything regarding the content creation yourself, or are you using the help of other people?

Pat: Sure. I have a great team on place and in terms of content I'm creating all of it by myself, I'm writing it and I'm actually on the camera, I'm recording the podcast myself, Smart Passive Income podcast and Ask Pat, of course. But I've now outsourced a lot of things that are around the content like editing, show-notes and so on. So that's opening a lot of time for me to produce some more content. The team helps me publish all the stuff. It wasn't that long ago that I was doing everything myself. The editing, the graphic design and all that stuff. I've learned that it's helpful and that it has opened me a lot of time to do other things, by having a team come on board.

I also utilized batch processing, which is by far one of the more helpful and useful things when you're creating kinds of content over and over again. My writing is all done on Monday, I write two or three blog posts on Monday – that's all I do on Mondays. I actually go on my Google Doc, where my team is already set up, that has a blog post title that I'm going to write, which I've figured out a month or two before, so I go in there and I know exactly what I'm writing about. There is no questioning why that. And I start writing. Sometimes my team will even add some examples, or case studies, or something I can talk about within a post I'm going to write, which is really helpful.

I also batch process my podcast recording on Tuesday for the Smart Passive Income. All interviews and all shows that I record are done on Tuesday. Wednesdays are my meeting days. So every time I meet with people, Skype coaching, team meeting, that all is happening on Wednesday. Then Thursday and Friday are sort of like catch up days. I also made a batch process from a whole week of Ask Pat on Sunday evening. Those are ways I'm utilizing some things to make sure I have more done in less amount of time.

Michał: That's great. The second question is about financial reports. The question is: What was the reason for publishing them?

Pat: Yeah, so in the beginning it was really important for me to do that, because I wanted to show people what was really happening. The incomes and expenses, just to give people an honest count. I haven't seen anyone do that before, so I wanted to make sure to stand out, which I knew it would do, but also beyond that it just felt right to me. As someone who is teaching on my business, to share everything about it including my income. I know some people have some reservations about that and I wouldn't recommend it to everyone.

But I feel like I have to do that, because I want people to discover and I want to make sure they know exactly what's going on, so they can determine whether they want to continue learning from me or not. That's the reason why I started it, and the reason why I kept it over the years was because people can't stop talking about it and it still is the most popular post I published on the blog, each month.

Michał: OK, great. The next question is: What are your daily rituals right now? I know you have some morning routines, but does it change over time or is it the same as a year ago?

Pat: It sort of fluctuates over time, that's based on what my kids are up to. My schedule has changed, because their schedules have changed, but I'm trying to keep my routine as much as

possible in terms of waking up early in the morning. Journaling is the first thing I do. As soon as I wake up, I write down in my five-minute journal things I'm grateful for, things that are going to make this day amazing and so on. In the evening I write three awesome things that have happened and then, one thing I wish I had done better. That's something I do every day and I love that.

Another thing I try to do every day is exercise. The fitness and health is really important for me in terms of keeping my creativity, focus and my success. You know, my body is doing all these things, so running, exercise is really important for me. And also it gets my mind off business once in a while. I know that entrepreneurs, especially those who are single and who don't have a family, who spend all their time at work, entrepreneurial stuff and all that and when they do that, it's easy to burn out. So for me it's a nice break for me and helpful too.

Other than that I spend time with my kids and I try to spend quality time with them, not just physically with them, but mentally with them 100% too, which is of course one of the most important things to me.

Michał: That's great, absolutely great. I have a lot of work in this area. The last question is: Do you have any specific plans to come to Europe this year?

Pat: *[laughs]* You know, I don't know. There have been talks about certain invites to certain events, but it's difficult, because summer is the only time when my kids are out of school, we have some vacations which we've planned. But it will happen and you guys will know, I'll make sure, you will be the first to know.

Michał: *[laughs]* Thanks, Pat. OK, so wrapping up, if you could tell us where people should go if they would like to get your book and where they should go if they would like to find more about you.

Pat: Yeah, you can find me at smartpassiveincome.com, but relating to the book you can go to willitflybook.com and the book will be available for pre-order until the launch on February 1st.

Michał: That's great. Pat, the last words from myself. I'm really thankful for everything you do. You completely changed my life. First of all, you changed my mentality somehow, you already know that, because I sent you an email describing the whole process I was going through, but still really the last three years was a complete change in the way I'm working, in the way I'm thinking about me as an entrepreneur. And honestly I have to tell you that I wouldn't definitely be where I am if not for your help. So thank you from all my heart, thank you very much for everything you do. Just continue to do it.

You said that your podcast is about 20 million downloads right now, right? I'm still on my way to one million, but it's going to happen very soon, so basically I realized that thanks to our contact that the world is so small. I was thinking about you as a person who is very far away and so on, but still, we are living in a small world. And basically we can get in touch

with each other very quickly. I was able to personally meet Cliff Ravenscraft last year, Chris Ducker last year. So I hope that someday we will meet. *[laughs]*

Pat: Yeah, we will.

Michał: Definitely. So once again thanks, Pat, it's really an honor to have you on my show and I wish you all the best.

Pat: Thank you so much, I appreciate it.

Michał: Thank you, bye!

Nawet nie pytam, czy Wam się podobało, czy się nie podobało. Z mojej perspektywy, to jest taki odcinek, jak to mówią Amerykanie *knowledge bomb*, czyli taka potężna dawka wiedzy, szczególnie dla tych osób, które próbują jakąś swoją ideę przekuć w konkret. Myślę, że po tym odcinku będzie Wam dużo łatwiej. Jeśli ten temat Was zainteresował, to oczywiście kontynuację całego tego tematu znajdziecie w książce Pata Flynna, książka o tytule „Will It Fly?”, miała swoją premierę dokładnie tydzień temu, dla tych osób, które będą od razu słuchały w dniu publikacji. Ten tydzień temu, to było dokładnie pierwszego lutego 2016 roku, książka jest już dostępna na Amazonie.

Przypominam, że link do niej i do innych zasobów, które wymienialiśmy w tym odcinku podcastu znajdziecie pod adresem jakoszczedzacpieniadze.pl/070, tak jak 70. odcinek podcastu. Ja też nie ukrywam, że z dużą przyjemnością podglądam to, jak Pat Flynn organizuje teraz premierę i promocję swojej książki. Myślałem, że moja książka będzie miała swój debiut nieco wcześniej, no ale skoro się to już opóźniło, to zamierzam na tym troszeczkę skorzystać, podpatrzeć jak inni to robią. Mam nadzieję, że część tych doświadczeń wykorzystam przy premierze mojej książki, nie wiadomo jeszcze kiedy ona będzie. Ale prędzej czy później na pewno się pojawi.

Kończę już ten odcinek, wiem, że znowu mam przesunięcie w czasie, bo nagrywam ten wstęp i zakończenie wcześniej, niż Wy je słyszycie. Dzisiaj jest środa, jestem dokładnie tuż przed ostatnim finalnym spotkaniem JOP Live w Warszawie, w moim mieście rodzinnym, można powiedzieć. Autentycznie pierwszy raz chyba mam taką poważną treść, bo nie dość, że występuję u siebie... ciekawe jest to, że to jest w ogóle pierwsze spotkanie JOP Live w Warszawie w historii – można powiedzieć najciemniej jest pod latarnią. To jest jeden aspekt, ale drugi aspekt jest taki, że całość będzie filmowana, a ja nie lubię widzieć kamer, to mnie dodatkowo stresuje. Mam nadzieję, że ta pozytywna energia, która płynie od Uczestników spotkania sprawi, że zapomnę, że kamery są i wszystko pójdzie po mojej myśli. Zobaczymy.

Nagranie będzie dostępne na blogu dla tych osób, które nie mogły być na żadnym ze spotkań JOP Live z różnych powodów: nie udało im się dostać, albo nie udało im się przyjechać, będzie można całość obejrzeć na blogu w najbliższych tygodniach. Bardzo się cieszę, że się udało spać. Myślę, to tyle na dzisiaj! Dzięki wielkie, że wysłuchałaś/ wysłuchałeś tego odcinka podcastu, fajnie wiedzieć, że nagrywam dla kogoś, że to się Wam przydaje. Fajnie widzieć

oznaki sympatii z Waszej strony, bo to cały czas do mnie sływa. Ciągłe czytanie sobie nowych komentarzy w iTunes'ach, tam gdzie recenzujecie podcast. Kurczę, serce aż puchnie z radości!

Niedawno podeszła do mnie Małgosia w metrze, a wczoraj pędziłem do centrum w godzinach popołudniowych, podchodzi dziewczyna i mówi: „Czy to nie ty jesteś ten Szaffi z Twittera? Ten Michał co bloga prowadzi?”. Fajnie, bo to jest takie spontaniczne, miłe, cudowne, rzeczywiście można parę słów sobie zamienić. Głos żeński, który słyszeliście na początku tego podcastu, a to się domyślcie kto jest... myślę, że tajemnicą nie będzie, ale się domyślcie. Teraz już myślę, że pora się żegnać, także dziękuję Ci bardzo za ten wspólnie spędzony czas i życzę z całego serca skutecznego przenoszenia Twoich celów finansowych na wyższy poziom. Oby te pomysły, które się kłują w Twojej głowie, rzeczywiście miały szansę się zmaterializować. Żebyś uwierzyła/ uwierzył, że jest sens iść za ciosem, tzn. sprawdzać, przynajmniej sprawdzać i weryfikować, czy to wszystko ma sens. Życzę Wam powodzenia w tym wszystkim, do usłyszenia!