



BONUS: A Huge Announcement (& Lessons on Evolving Your Business)

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Pat Flynn:

Every once in a while we publish these bonus episodes that come out in between our normal Wednesday publication schedule to make some really important announcements that need to be shared, and this one has been timed to come out after a specific announcement that a specific company is going to make that has a direct impact on, not just my business, but potentially on your business as well. Now, even if this specific announcement and the company that I'm talking about isn't one that you use, you can still take with this episode a number of lessons with you as you begin to grow your business and make change because the truth is this. What got you here won't get you there. If you have bigger goals, bigger visions in your business, you will likely need to change something in order to go into that next level.

Today, I have on with us Nathan Barry, the founder of ConvertKit, an email service provider that I use, I love, I recommend. I'm also an advisor for this company. As an advisor, I knew about this big change that this brand was making a lot earlier than many of you who are finding out about it for the first time right now. I wanted to invite Nathan on the show to talk about how to grow your business and make these really hard changes that need to be made in your business if you know where you want it to go.

A lot of you are also ConvertKit users. In which case this will be extremely interesting to you because ConvertKit is changing their brand name. For anybody who knows anything about how the world of the online business space works, any changes can work in your favor and they can also work against you. We're going to talk about when you make a change in your business and brand, how to make sure you approach it in a way that's going to make sense, not just for you, but for your existing users, your customers and everybody else out there who knows about the company. If you haven't heard about this brand name change already, you're about to hear about it directly from the founder of the company, and I go deep into the why, the how, the what to look out for, what the hopes are going to be and pulling lessons for those of you who want to grow your business, too.

Let's just get right into it. No intro music. This is just one of those special announcements I guess and we'll just dive right into the interview so here he is, Nathan Barry from ConvertKit.com, which will no longer be known as ConvertKit.com at some point in the very near future. Here we go.

Nathan, what's up, man? Welcome back to the SPI Podcast. Thanks for being here, buddy.

Nathan Barry: Yeah, thanks for having me on.

Pat Flynn: Last time you were on we talked about how you bootstrapped ConvertKit from nothing to one of the best email service providers out there. From my point of view and, yes, this is obviously biased, I feel like it's the best one out there. I'm an advisor. Obviously you know that. Just wanted to get that fully disclosed upfront here. It is great. It turned into something amazing and we will be talking about where it's headed. I just want to check in how are things going with the company. At least a few people saw you reach an incredible milestone not too long ago. What was that milestone?

Nathan Barry: Yeah. We hit a million a month in revenue, in monthly recurring revenue. That was pretty massive.

Pat Flynn: That is huge. A million dollars a month coming in, so obviously 12 million a year, and it's not all ... I mean, it's a huge company now. How many people are there?

Nathan Barry: We're at 37 people now.

Pat Flynn: 37 people. And how many customers are onboard at this point?

Nathan Barry: Just shy of 20,000. I need to break that 20,000 mark. We're like 19,600 coming down on, getting close.

Pat Flynn: That's insane, man. We'll link to the old episodes that you're on. Actually you were on even before then, before ConvertKit was a thing that I even knew about. You were on talking about your

eBooks and strategies for price tiers and whatnot. Then the next time you came on, you talked about ConvertKit and how you grew that from nothing. How did you go from where you were in the last episode, which was like it was going and it was accelerating, but it wasn't even close to a million MRR at that point, but here you are. What one or two things did you do as CEO of the company or the product to itself to really breakthrough and get to that level?

Nathan Barry: I think there's two things that make a difference. The first thing is time and relentless effort over time. I think as entrepreneurs we tend to underestimate. We're like, "I don't know. I'll get this out in two years, a year and a half. No problem." Or like, "Six months from now I'll be at this point. If I'm not, I'll probably just give up and go home." At this point we're five and a half years in of just giving it our best everyday on growing ConvertKit. I think that's the first thing is when you get on a solid trajectory like keep improving a little bit ... James Clear always talks about 1% better everyday, and I would highly recommend reading his articles on that because it's so good. If you just apply that to a company and you apply that to working on it over a long period of time, then these big things happen. I think when you and I first talked, ConvertKit was at like \$5,000 a month in revenue and apply a lot of solid work over time, we get to much bigger numbers.

Then the other thing is we haven't been afraid to reinvent ourselves or reimagine things from scratch. I think about about a year ago, a year and a half ago, we sat down with our design team. Design team makes it sound so fancy. Myself and our designer at that time Dylan, we sat down and said, "What would it look like if we built this product from scratch from the ground up with none of our preconceived notions?" I don't know. If we had to shut down ConvertKit and had to start a new email company, with everything we know now, what would we build? That ended up being our visual automations product. We redesigned the whole platform, built it with a new direction.

I guess Steve Jobs talks about it when they had the iPhone that basically killed the iPod. People were like, "What are you doing?"

You're killing off a huge revenue model." He's like, "Yeah. But if we don't kill it, if we don't reimagine ourselves, someone else will." Those two things going hand in hand of ... Look at this from a perspective of I'm going to be at this, I'm going to be building this business and this product for the next 10 years or more, and I'm not going to be afraid at all to just reinvent and effectively start from scratch at any point along the way.

Pat Flynn: You're definitely on your way to reinvent yourself even more so, and we'll get to that in just a minute. But I also had a question about what was some of the hardships with growing a company to this level? I know when you started, you potentially had really big dreams to have it get to this point. But now that you've actually gone and done it, what were the really stressful, really hard parts about growing a company to this size?

Nathan Barry: Yeah, that's a good question. A couple of them would be when you start to grow a team and all the expenses, then cashflow turns into a serious problem, especially if you're not going the venture-funded route and taking a bunch of outside capital. We wanted to maintain control and really only be accountable to our customers rather than investors who wanted their exit or something like that. That caused some really stressful times of I think our record. Record in a bad way would be from when we got down to 12 days worth of expenses in the bank and those years are well behind us now. But that was a really stressful time.

Then I think the other side, growing and managing a team is really a remarkable thing because of everything you can accomplish. But in order to get to a great team, you're not going to make perfect hires every time. Then you have to let people go. Firing your team, not the whole team, but firing team members is one of those painful things you can do in business, especially when you're having to let someone go who's pretty good. You just know that you need to replace them with someone who's great. I think those are the two most painful moments of growing a business.

Pat Flynn: I think I heard on the news the other day Elon Musk let go of 3,000

Tesla workers.

Nathan Barry: Oh, yeah.

Pat Flynn: In order to-

Nathan Barry: It's got to be crushing.

Pat Flynn: Yeah. Oh, I'm sure. He was even very honest and upfront about the whole thing. It was largely and due to some new direction that he wanted to go and to improve efficiencies in the business as well. The crazy thing was he still got praised from people who he let go like, "Elon, it's been an honor to work with you. Thank you so much." You don't normally see that and good CEOs can make that happen.

The other thing that I really enjoy about working with you guys is the fact that it's more than just an email service provider. It's about the creators and helping creators, not just create, but make a living from what they create. You had made a brand or mission statement change at one point. I didn't even notice it happen until far after, but I'd love to get into your psyche a little bit about how that change was made because for a while it was email marketing for bloggers. Now it's we help creators make a living from what they do.

Nathan Barry: Yeah, exactly.

Pat Flynn: I love that but I want to know where that came from, why it's there and the story behind that.

Nathan Barry: Well, I think, bringing up Elon Musk is a great example because part of the reason people are thanking him, and I'm sure some people are upset about getting laid off, I'm sure many people are, but you have these people saying, "Hey, it's been an honor to work with you. I understand why this had to happen." Is partially because he is so clear on the mission and so even though they're like, "Hey, I see that it's not right for me now to be a part of that, I still support that mission." As a leader, the more clear you can be on, this is what we're doing, this is where we're going and why, the more people

will say, “Even though this is painful for me right now, I understand it. I support it.”

It’s something that we’ve had to figure out over a good amount of time because at first when you’re getting your company going, it’s like what’s your mission? My mission is to pay rent next month. Maybe the mission grows from there as the company grows. But there came a time for us, maybe a year and a half, two years ago where we started thinking, “Okay. We’re here for something bigger. What is it?” It wasn’t like some amazing mission statement fell on our laps over time. It took a lot of discussions.

I remember one in particular, a slightly heated discussion at 2:00 a.m. at one of our team retreats between the leadership team. I don’t even know how we got started on it. But out of that came our mission is to help creators earn a living. Then we’ve aligned the whole company around that of we’re always going to do it through software. That’s the very core of what we do and building the best email marketing platform we can, but really the best way for you to connect with your fans. It just happens to be email.

Then we’re also doing these little projects like Craft + Commerce, the conference, and then documentary and a coffee table book and really a lot of education, storytelling and all these other things all under this one mission because we don’t just want to be, hey, we have more features than other people. It’s really that, no, we’re here to help make you successful. The difference I think between us and other companies is ultimately that we care more and that we’re aligned around helping creators earn a living rather than just having some more features or really who has the most check marks on their feature page.

Pat Flynn:

That was a mission statement change essentially and it was cool to see the company build itself around that. Everything you’re doing and everybody I’ve spoken to who works at ConvertKit or deals with them, we could feel it, which is great. We could feel that you are here to help service creators, which is fantastic.

Now you're making an even bigger change and shift, not just to your mission statement, but now to your overall brand name. You're changing the name of ConvertKit and I'm sure people are wondering what it is, so we'll have you share what it is. But more importantly, why the change? Before we get to that, there's a lot of anxiety that comes around any sort of change in the online space. I'm curious to know ...

Pat Flynn: ... Around any sort of change in the online space. I'm curious to know, knowing that, knowing that likely you were going to get people who are going to go, "What?" But then you're going to get other people who are going to be like, "Yes, I get it."

Nathan Barry: Right.

Pat Flynn: How were you able to actually do this? Because ConvertKit's not broken, it's not even close to broken. It's succeeding. It is doing well. It has grown much bigger and faster than any companies I've been this close to before. Yet, here you are making one of these big changes, essentially killing your iPod, if you will.

Nathan Barry: Yep.

Pat Flynn: But turning it into something better. Tell us about the brand name, where it came from, why, and how.

Nathan Barry: Yeah. I think part of the reason for the change is the more we went all in on helping creators earn a living, the more ConvertKit seemed like a weird name. It starts to sound like a WordPress plugin or some little ... A tool that you would put on your site to increase conversion rates, which you absolutely do, but it feels like, "Oh, this is the latest growth hack, or this is the latest trick of the day, or something like that."

Pat Flynn: That's interesting, so not because a new name there exists, but because our old name doesn't fit who we are anymore.

Nathan Barry: Yeah. Then we're trying to say, "No, we're trying to represent and

be a part of this whole movement of creators who are ... “ I like to describe it as the kind of creators who the internet and their audience is a better place when they go to bed at night, then it was when they woke up in the morning. The kind of people who say, or who understand that they’re in the role that they are to serve their audience, rather than their audience there to serve them. It totally matches these ideas that we’ve had of teach you everything you know and default to generosity. We’re like, “Okay. We have all this stuff, and we have everything we’re trying to do, and everything we’re about, and who we want to serve, and then a name of ConvertKit.”

It was actually two years ago that I told the company, I sat the whole team down, we were 20 people at the time and I said, “We’re going to change the name of this company.” Everyone was shocked and like, “Wait, what? You can’t do that.” I think we were doing \$250,000 a month in revenue and everyone was like, “You can’t ... A company this far along does not change their name.” I got everybody on board and then we tried to come up with a name for two years. Now, we’re so much bigger and now we’re actually doing it. To get to the point, the new name, we’re now calling ConvertKit, as a name will be no more, and the new name is Seva. Seva means-

Pat Flynn: Seva.

Nathan Barry: Yeah. Seva means selfless service and spelled S-E-V-A. We own Seva.com. It was not cheap to acquire, but we’re very excited about a four letter domain name. But really, Seva embodies not just who we are of, “Hey, we’re here to help creators earn a living,” but it also embodies who we want to serve. Pat, I think your community and the way you do business is such a perfect example of this and not just because you have T-shirts that say, “Serve first,” but that comes out of everything that you’re doing. The way you see your community, you’re there to help them grow their businesses and you measure so much of your success based on the success of who’s in your audience.

In this name, in being called Seva and having this community,

then it's going to be a whole bunch of people who they're not the, "Where can I buy an email list and make a quick buck on the internet," kind of people. But they're instead the people who say, "I'm going to continually put out great content, great education, and really serve my audience, and see what art, and what change I can create in my audience and in the world." I guess the new name, to us, really embodies the way we already think, and who we already serve, and just putting a name and a brand to that that everyone can get behind.

Pat Flynn:

Seva, S-E-V-A.com, which is, by the time you're listening to this, already in place. The announcement was made ... By the time this episode comes out, the announcement will have been made the day prior at Craft and Commerce, an event that I was speaking at and I was invited to do the Keynote and I'm probably still there, actually, by the time you're listening to this and on my way home today. First of all, congratulations. That's a huge step, a huge step. The questions I have are Seva, that doesn't tell me email service provider.

How do you get over people who talk to other people about email and go, "Seva?" Before you answer, I'm going to say, okay. Well, what is insert other email service provider name here even mean too? I mean, there are some that are very clear, "This is what we do," but other ones are very amorphous as well, but still work because that's what their brand embodies. Not just email, but with Google and other words that on the surface don't really mean what they do, but embody that in who they are and their culture. I don't think it's going to be a problem for you guys, but I'm just curious to know what your response would be to the kind of, "So, really?"

Nathan Barry:

Yeah. Well, and I'm so curious to find out what the reaction is going to be, because I think people will either say, "That's amazing, I get it. I'm all in on the mission." Or they'll be like, "What are you guys doing? You had a good thing going, don't screw it up." Or I guess another worry is that people will think that we're off on some rabbit trail and not focused on the core product. That's not the case at all.

Pat Flynn: How do you make sure people know that's not the case?

Nathan Barry: We thought about this a lot with the announcement, where people will be able to go on YouTube and watch the announcement at the point this podcast is out. We'll probably link to it from Seva.com. Part of that was we have all these new feature announcements and some really big changes to the product coming out. Well, I guess I can talk about them because this won't go live until the next day.

Pat Flynn: You can do it, spill it all.

Nathan Barry: Yeah. We're doing these deep integrations with all our e-commerce providers, so when someone buys a course on Teachable for example, that that revenue data and everything is passed into ConvertKit so that you can filter your audience based on who's paid you the most, and then we're getting into some much more advanced reporting, and all this other functionality to really help you earn a living as a creator. We're really trying to show how it goes hand in hand. This name change is putting a name to what we're already doing in that our mission for the last year and a half has been to help creators earn a living.

Then we're doing that through software, so that's why we're kind of ... We're bundling those two announcements so that people see how closely those tie together and how it's going to allow us to do it so much better. Then on the other side of, "What are you doing? Come up with a name that's Creator Mail, or ... " I don't know, something like that, that at least says what you're doing. I think there's just so many great brands, Starbucks, Nike, etc., where you're able to breathe something into it. I think it's pretty rare that you come up with a brand that has a great meaning already and is super short and you can get the .com, right?

Nike, for example, it's great, it's short, it's pronounceable. All of those things and it just happens to mean victory. Yeah, I want to put some shoes on that represent victory. For us, coming up with the name Seva, where it's short and we got the .com, all these other things, and it happens to mean selfless service, which is so core

to who we are and the way we think about our audience and our community that, I don't know, I couldn't be happier.

Pat Flynn: That's cool. It's important for you to be happy with it, right? Because if you weren't on board, why would be on board? I'm on board with it when you pitched it to me. I was like, "Man, this makes complete sense to me." Of course, my brain is like, "Okay. What's my audience going to say? What are the questions that they're going to ask?" Which is why we're having this conversation today. The whole point of this podcast episode and the reason why it's sort of in the middle between two normal podcast episodes is because it is a big announcement.

A lot of my audience uses Seva and will continue to use Seva. Some may also start to use Seva very soon and I think perhaps now knowing even why you're doing this and where you're going, others who were kind of on the fence may want to join in, which is great and we'll have links and all that stuff in the show notes for ... My affiliate link and what not, if you want to check it out. Some other questions to ask you if you have a few more minutes, Nathan, if that's cool?

Nathan Barry: Totally.

Pat Flynn: Brand name changes aren't an easy thing, and not just for the psychological, and the audience, and getting everybody on the team on board, and that sort of thing, but literally ConvertKit is sprayed out everywhere on the internet. It's even in-

Nathan Barry: Every one of our affiliates.

Pat Flynn: It's on hundreds of places on my website. It's on YouTube. It's everywhere. You have the brand assets for that already. What were the things that you had to ... First of all, two part question. Number one, tell us about ... I'm just curious, the brand change, not just the name, but the mark and the design. How did you do that? Was that internal? Was it external? Did you hire somebody? We'll start there.

Nathan Barry: Okay. The brand change, coming up with the new brand, we hired a design firm out of Florida called Unfold. They're some really, really talented designers that we've worked with in the past. They helped us with the logo. Then we got three designers on our team in house, none of whom specialize in logos, and so that's why we wanted to hire it out. But then we ended up working on all of that together. It was quite the process. It sure helped to have the announcement date of July 1st already set and then that way we had to make decisions, because it's such a big change that we could've talked about it forever.

We would've been like, "Yeah, but what about ... " Having the deadline coming up, I'm like, "Hey, this has to go to print and this has to be announced at this point, and do you have that landing page done yet?" "No, I'm still waiting on a logo." All of that has to come together and so having the deadline really, really helped. The other thing that's interesting of like calling up our attorneys and the Security of State to say, "Hey, what happens when we change the name of our company on the legal side? Who do we have to let know? Oh, you have to talk to all the banks, you have to ... " There's a whole bunch of stuff that goes into that. But, it turns into ... It's just a really long to-do list and no individual item is that difficult. It's just like, it's a lot of work. Then, if we didn't believe in the new name so much it would make you second guess it, right? Because it's like, "Wait, why are we doing this again?" As you're reaching out to the 97th integration partner asking them to update their documentation, to change the name in their URL. But it's worth it.

Pat Flynn: Then the other question that I was going to ask was related to, it's everywhere on the web, how do you let affiliates know and how do you start to actually get people behind it who have already been behind ConvertKit before?

Nathan Barry: Yeah, that's a good question. I mean, we have a whole plan and luckily we can reach all the affiliates through email and we can tell this story, right? I think the biggest concern would be with reaching out to our affiliates and they're going, "Hey, I trusted you. I recommended you to thousands of people and now, what are you

doing?” It matters so much that our affiliates get the mission behind this and they understand why we’re doing it and how it makes us even more closely aligned with their mission, right? Because we’re not just another company out there saying, “Hey, here’s how to make the most money, offer your affiliate commission or whatever.” It’s like, “No, no, we’re 100% aligned with the people you send us,” making them successful. That’s now baked into the brand in a way that it never could be when the name is ConvertKit. The affiliates have to get that and I’m a little nervous about it. We’re going to record more videos, we’re going to really try to explain the story as much as possible. I trust that the more people understand the story and the more people hear from us, they’ll understand the intention behind it and then they’ll be all about it for the next 10 years.

Pat Flynn: Yeah, that makes sense to me and I think you’re doing it the right way. I wouldn’t be happy to make all these changes on my end if it weren’t a great product and I didn’t have a great relationship with you. This all kind of started years ago before even the brand name change was a thought by how you approached who you wanted to work with and why. Just the kindness that you’ve had for all of them. I think a big lesson there is you never know what might happen in the future. Always treat people with respect and care and always get people to understand why you’re doing something, because you could’ve easily just made this change, sent a video to all the affiliates and go, “Hey guys, all right, we’re dropping this big bomb on you now and go make all these changes,” but no. You’re caring about us, which is great to hear. What about the audience? What about your existing customers? How are you going to announce to them? Not everybody’s going to be at the conference.

Nathan Barry: We filmed the video with Caleb who does all your video productions as well.

Pat Flynn: He’s all right.

Nathan Barry: Yeah. He probably won’t listen to this so we can say whatever we want about him. He’s fantastic. Caleb, we love you. We shot a video, really casual conversational style, to just try to share a lot of

our heart behind this change and why it matters to us. The more we do that, the more it will resonate. I'm sure everyone listening can hear maybe a little bit of the nervousness in my voice of like, this is going to work. Right? You guys are going to get this, right? I really think that all of our customers will and that everyone listening will understand it. I guess the ask that I would make is if you don't understand it, just ask me.

We'll jump on a call and talk about it. Who knows? We might record it and share that or something like that, rather than ... I think the fear that I have is people would jump to Twitter or something like that and start saying, "What's ConvertKit doing? What's Seva doing?" This is ... I'm jumping ship or something like that if they don't understand where we're headed and why. If they don't truly understand that this is what we've already been doing and this is how we've already been living out the values of the company, we're just finally putting a name that matches it on there.

Pat Flynn: I'm fully in support of the name and the Sanskrit word meaning, which is selfless service, which is exactly what I practice and that's why it was just such an easy thing for me to get behind. How are you going to let your customers know about this? Shot the video. I'm imagining there's going to be mechanisms by which to show this in front of people. Are you going to force them to watch it? How does, like just mechanically, how does that all work?

Nathan Barry: Yeah, so we're going to do two things. We're going to email it out to our whole list. All the customers are included in that. Then we're also going to put a banner across in the app, so as people log in they'll see something, "ConvertKit is becoming Seva." They'll still be on ConvertKit.com. We're not going to switch it right away. We'll have about two weeks or so where there'll be banners up and stuff like that pointing to Seva.com. There's a letter on there to go along with the video explaining the change and all the details there. Then after about two or three weeks we'll start switching over the marketing site, so then ConvertKit.com will redirect to Seva. Then have a banner that says ... I don't know what you'd say.

- Pat Flynn: Like formally known as kind of thing?
- Nathan Barry: Yeah. The artist formally known as, so to explain that. There's a lot of companies that have made these sort of name changes over the years. I hadn't thought of it so much until we launched on this process. There's really a lot of them. It's just interesting seeing like ... there's a tool called ZenPayroll in the business management space that branded to Gusto. There's one called eShares that changed to Carta. You just kind of watch how these brands did it, and they just casually explained it over time. Later this summer we're sponsoring Podcast Movement and so we'll be there. That will be one where as everyone comes up to our booth they'll be like, "What's Seva? I've never heard of it." I'm sure there is someone who'll be like, "I'm never heard of Seva. What do you guys do?" We're like, "Oh, we're known as ConvertKit. We used to be called ConvertKit." People are like, "Oh I use you." There'll be some interaction like that where we'll have to explain it and we'll have a sign up that says, "Seva, formerly known as ConvertKit." That'll take us like a whole year to get through this.
- Pat Flynn: I mean it's going to be something that down the road nobody will even give a second thought to this event, but it is a big change. It is something that I'm thankful to have the opportunity to share to the audience here, not to get people into Seva if they aren't already, but just to be a lesson and to be kind of an example for a company who's looking to grow bigger and do it in the right way and really follow their heart, which is what you guys do.
- I read a book called Shoe Dog. Have you ever read Shoe Dog?
- Nathan Barry: I have, it's so good. The audiobook in particular is fantastic.
- Pat Flynn: Oh that's a good ... I only read that book. I didn't listen to it, but I'll check that out again because it's a great story. It's about how Nike was founded. I just looked this up. Nike was founded in 1964 first as Blue Ribbon Sports. Nike was a four letter brand name that was after a company name from before. There you go. The Nike of email service providers.

- Nathan Barry: You know I like it. Let's start using that. Pat maybe when we make the push into athletes later this year.
- Pat Flynn: Sure.
- Nathan Barry: We'll go that. Once you and I work together to get staff on board, then that'll be great.
- Pat Flynn: Oh man, well I love it. Thank you so much for coming on and sharing the news with us. Congratulations to you, the entire team. I know some of you are listening to this. I appreciate all of you. You guys make me feel like family and you make your customers feel like family too. I appreciate it. It's going to take me a while to get used to it. It's just one of those things like the change of any year I'm always writing the old year. After a while it just becomes normal. I think this is a good new normal that's going to happen and a great new normal that's going to really represent what the company's all about. My prediction is it's going to allow for you to access new and fun ways to still obviously be that email service provider that you are, a great one, but it'll open up more possibilities for you to do different things that you can do to help us even more. I think that's the cool part.
- ConvertKit did its job, and so I don't know if I'm going to play some sad like trumpet music in the background right now to say goodbye to ConvertKit, because ConvertKit was a great name and it did its job. It's evolving into something bigger and better. There's a whole bunch of analogies in the Pokemon world I don't want to get into right now because that'll show how nerdy I am, but I appreciate you Nathan. Thank you so much. Any final words to those who ... a lesson for people who are growing their business? This isn't about Seva. This is about growing a brand and building a business that serves customers in the way that you want it to. How do you grow and deal with all these changes that may have to be made in order for you to get to where you want to go?
- Nathan Barry: Yeah, I think those two biggest things are if you're in it for the long term and you're looking 10 years down the road, then a year of

causing people to say ConvertKit, no, no, no, Seva, is not that big of a deal as we're looking 10, 20 years down the road, so have that long term focus if you're going to build something big. Then just don't be afraid to reinvent yourself. It's not too late. Jeff Bezos has this whole thing where he talks about how it's always day one, where they're just saying, "Look. It's day one at Amazon." Any idea, anything they're trying to do, they're just continually reinventing themselves and saying, "We're just getting started." Everyone says, "You know if I were starting over I would do it this way."

Everyone says that in some way about their business. It's like great. Well you're in charge so it's day one. Reinvent yourself. Kill off your existing product lines if you're going to be the one to replace them. Yeah, then who knows what will happen? Maybe when this episode comes out it'll be terrible advice, but right now I'm pretty pumped about it.

Pat Flynn: I'm stoked too man. Thank you again. Congratulations and we'll talk to you soon. We'll check in with you later because you always have great advice here on the show. We'll talk about kind of how it was responded to and you're all welcome to share your thoughts in the comment section. I'm not going to have this be one of those closed comment blog posts on the show. Just thank you for listening all the way through. Nathan, thank you. Appreciate you. Good luck with everything.

Nathan Barry: Thanks.

Pat Flynn: You know I'm really glad we did this episode together. Not just to kind of make this announcement and to share these lessons with you, but we've kind of gotten the full story of ConvertKit, now Seva, and where it's come from in episode 244, which was actually one of the most popular episodes that we've had in the past. Nathan came on, not to talk about ConvertKit, but how ConvertKit got started. How he bootstrapped the whole business, so we'll link to that in the show notes. The easy link for you will be SmartPassiveIncome.com/Rebrand. R-E-B-R-A-N-D. SmartPassiveIncome.com/Rebrand. That'll take you to the show notes for this episode where you can get the



link to the very first episode where we talked about ConvertKit and its start.

We'll also show, when it becomes available, the very personal announcement that Nathan made to ConvertKit customers and the video for that so you can kind of get understanding of how you can handle similar situation in the future and hopefully aspire to grow bigger and beyond what you thought was possible. Congrats to Nathan and the entire Seva team. I'm happy to be a part of it still. For those of you who are interested in getting involved with Seva and email marketing that's going to really help you take your business to the next level, all you have to do is go to SmartPassiveIncome.com/Seva. S-E-V-A. You can check out the special deals we have available for you there for a free trial and what not. SmartPassiveIncome.com/Seva.

One more time the show notes for this announcement and all the things we talked about, SmartPassiveIncome.com/Rebrand. Cheers. Thanks so much. Look out for an episode this coming Wednesday. Cheers guys. Bye.

Pat Flynn: Thanks for listening to the Smart Passive Income Podcast at www.SmartPassiveIncome.com.



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