



SPI 223

Over the Shoulder: How John Lee Dumas Launched a Successful Kickstarter Campaign

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Pat: This is the Smart Passive Income Podcast with Pat Flynn. Session number 223. Here we go.

Announcer: Welcome to the Smart Passive Income Podcast. Where it's all about working hard now, so you can sit back and reap the benefits later, and now your host, he plays 5 on 5 basketball at 5 in the morning, Pat Flynn.

Pat: Hey what's up everybody. Pat Flynn here. Thank you so much for joining me today. I am so happy to share another great story with you today, and this is from somebody who we already know from Entrepreneur on Fire. That is John Lee Dumas. He is the master, the machine, and the maniac behind an awesome podcast that you can listen to on iTunes 7 days a week. Great interviews with amazing entrepreneurs. I was actually episode number 1, fun fact, but we're bringing John on today to not talk about podcasting, but to talk about his recent Kickstarter campaign for something called the Freedom Journal.

I got to tell you, I'm going to be honest, I didn't even tell John this, so you're getting a little bit of insider information here, but when he first presented this idea to me, I had thought, "Really John. Are you somebody really qualified to do this," and man he crushed it. He's made a lot of money, but more than that, he's helping a lot of people achieve their goals with this project of his, so I'm going to have him come on and tell you about what the Freedom Journal is, and I have my own, and it's great, and I'm just really excited to share some tips that you can use in your business too, when launching something, perhaps on Kickstarter, if you choose to go down that route.

We'll talk about when or when not to use it, and some of the pit falls, and some of the also benefits of using it as well, but whether you launch on Kickstarter or not, this is going to be a really helpful episode to you too, and if anything, at least it's going to be inspiring, because it was inspiring to me. I'm now having the gears turn in my head on well what could I do on Kickstarter, and I know that can be a little dangerous because I know there's a lot of other things to

focus on too, but let's just get right into the interview, and how John, and Kate, and the whole team behind the Freedom Journal raised nearly a half million dollars through Kickstarter. Here we go.

What's up everybody. Pat Flynn here, so stoked to be talking to our good friend John Lee Dumas. John, welcome back to the show for the third friend my friend. Welcome back.

John: Pat, there is no place I'd rather be than right here right now with you.

Pat: Well when you say right here right now, physically where are you right now?

John: Puerto Rico.

Pat: Puerto Rico dude.

John: I just figured out how to pronounce correctly, and I'm stoked.

Pat: How are you supposed to pronounce it?

John: Puerto Rico. I used to say Puerto Rico, but ...

Pat: Puerto Rico yeah.

John: You got to trill that R.

Pat: Well you live there now, so for sure. Congrats on the move. I saw part of the place and kind of where you're at. Amazing. Amazing. You know I'm sure people can go over to your Facebook page or listen to Entrepreneur on Fire to talk, or to learn about why that all happened, but I want to get into something that I know is on a lot of people's minds today, and that is the success of your most recent Kickstarter campaign, and your first one I believe? Right?

John: My first ever.

Pat: Your first and most successful, and probably least successful too

since it's your only one, but it did very well. Can you give us a rundown on what it is that you promoted and kick started and how much you made from it?

John: What I did, back in January ... On January 4th of 2016 was launch the Freedom Journal campaign, which is an actual physical journal, so it's a faux leather, because I love animals, gold embossed journal where I take people through process of setting and accomplishing their number one goal in 100 days. We launched on January 4th. We did it for 33 days, so we concluded it on February 5th, and the conclusion of that Kickstarter campaign was over seven thousand backers, and over \$453,000 in revenue, which actually made us the sixth most funded publishing campaign of all time.

Pat: Wow, so almost half a million dollars from a KickStarter campaign.

John: Yes.

Pat: Congratulations.

John: Thank you. Well you were a big help there.

Pat: Yeah. I know, and I have a copy of the book right here, and it's beautiful. I have so many questions, so I think I just want to start right at the beginning. Why the Freedom Journal?

John: I think this is a great question because you answered this question in a lot of ways in your great book *Will It Fly?*, which I very happily promoted as well, because it's phenomenal on every level. It's all about how can I provide value to my audience, my listeners, my fans, who I'm growing by giving free valuable consistent content over the course of months, you know, years, just build it up. I kept asking them that question. What are you, fire nation, struggling with? I would just listen. I'd kick back and listen, and it became very obvious in early 2015 that the common answer was, "John. I see that your guests on EO Fire know how to set and accomplish goals, and that's why their successful entrepreneurs, and we're struggling with that very thing. How do we set and accomplish goals?"

I listened. It was a very common pain point and obstacle, so I sat down. I said, “How can I create the solution for this, but in a unique way.” I didn’t want to just create some PDF or some app that could get lost in the computer, or that could be replicated very easily, so I decided to really sit down and create something special. I wanted it to be that, you just described, a beautiful faux leather journal that people would just be proud to have on their desks, and their night stands, take it to Starbucks, what have you, and that it would really be the bridge of that gap that people had in that knowledge. Where they didn’t know how to set a smart goal, and then accomplish that goal in a set period of time, which I chose as 100 days. It was really just a response, Pat, to people saying, “John. This is what my pain point is.” Me listening, and then creating the solution.

Pat:

I think it’s a great idea. You know I write in a journal every day. The five minute journal, which is similar in that you’re kind of meant to write things down every day. Reflect on what you’ve been doing, but I like yours, because it’s very specific toward an endpoint. That you continually look forward to achieving that goal, and day-to-day you’re kind of cracking away at it, and getting closer, and closer to that final outcome, which is fantastic. Obviously already, I mean you have a Facebook group of over 5,000 people who have picked up the book and are sharing success stories every day. It’s awesome, and so your solution is a great one, and it’s obviously providing results for people.

In terms of getting it out there, I mean you could’ve published this as something on Amazon. You could’ve just ... You have a huge audience already on EO Fire, why not just do it that way? How come you wanted to use Kickstarter?

John:

There’s a number of reasons. I can kind of maybe start with number one, which I love transparency, and you Pat were a big person that kind of showed me the light back in 2011, as I was kind of getting my head wrapped around like what it meant to be an online entrepreneur. You know I stumbled across SPI, I was like, wow. I just love how a good, genuine, family guy is providing value, and then he’s sharing his income reports. I just loved that transparency. When

I started generating revenue with EO Fire, I wanted to replicate that for podcasters and I did the same. I've been doing that now for 34 months and will continue to do that going forward as well. That's a big part of what we do on our site.

I just loved that transparency, and so I said, "How can I bring that to a really cool campaign idea," and I sat down and I said, "Well listen. I could recreate the wheel right now," because I had the opportunity, I had the web developer, we could create something like a Kickstarter that's a really cool campaign and it just shows different pledge levels, et cetera, or I could just dedicate my time, energy, and resources to the book, and to making the Freedom Journal the best journal possible, and utilize something that was already there.

I looked at Kickstarter and I said, "Man it's a phenomenal platform. People trust it. They know the name Kickstarter. They have that just belief that . . . you know, if I don't quite know John Lee Dumas, if I haven't maybe heard of him, at least I know that with Kickstarter that they're legit, and if this all falls through," they're like, "I'll get a refund or whatever." I liked that trust that the third party brought in.

Plus Pat, something that's near and dear to both of our hearts, Pencils of Promise, I wanted to bring them on board, and so I said, "Pencils of Promise. I want you on board. I want you part of this, because every time we hit a funding goal, I'm going to personally write a check on behalf of the backers for \$25,000 to build a school in a developing country," because I really wanted to be able to say Fire nation, and anybody else who wants their Freedom Journal, give yourself the gift of accomplishing your number one goal, and also give the gift of education to those less fortunate. That was really an important factor for me creating this big campaign around the Freedom Journal, and I wanted Pencils of Promise to be 100% comfortable that they were going to see the backs, they were going to see the numbers by a third party, separated, fully transparent, fully trusted.

Those were a number of the reasons that I said, “Hey I’m just going to go there. The wheels already been created. I can create cool pledge levels. Make this really fun. Everything’s transparent on KickStarter. People can watch it. They can see it. They can get updates on EO fire. Let’s do this.”

Pat: I love Kickstarter. I’ve backed, I don’t know, a dozen or so different projects, including yours, and you know, it’s just one of those places where it does come with that level of trust. Obviously you’re sharing a little bit of that income that comes in with Kickstarter to utilize their platform, but if your primary goal is actually getting the word out there and spreading the idea behind just reaching these goals and getting the Freedom Journal in people’s hands. I mean it’s definitely I think a very wise decision. Now I’m thinking about just what it would be like to come up with a physical product and promote it on Kickstarter and launch a campaign, and the first thing that comes to mind now is like, okay. You have this idea. Where do you even start with getting something physical done? I mean, I also want to talk to you about kind of the content in the book as well, but in terms of manufacturing and stuff, where would one start with that? Where did you start with that?

John: Phenomenal question, and I really think this is one of those things that when you put stuff out there in the universe you just attract things. It’s crazy. You know when you buy that new car you’re like, oh I never see this car on the road, then like all you see is that car for the next couple years. You’re like what, what was I seeing. It’s the same thing. When you just put something out there, and I was like, “Man I actually want to create a physical product,” because like you, I was a fan of the Five Minute Journal. I would write in it every single day, and I still utilize it for sure. You know my one thing with the five minute journal was I was just doing the same thing every day, and I didn’t necessarily feel like I was getting towards a goal that I was accomplished, so I said, “This is where I really fit in in a unique way with the Freedom Journal. This is what’s going to set it apart and make it a very special. That one goal in 100 days, which was really, really important to me.”

I put it out there. Said I wanted to create a physical product, and lo and behold, the next round of interviews I did for EO Fire, I interviewed a great guy, by the name of Richie Norton, who wrote this great book called Start Something Stupid. We just really hit it off, and after our chat, he said, “Hey John. I wanted to run an idea by you because I heard you mention something about a product that you want to create. Physical. I just launched, and it’s beta right now, but I just launched a new company called Proudproduct. Combination of proud and product, so Proudproduct.com, and that’s exactly what we do. We take entrepreneurs idea, and we do all the work. We do the leg work in the United States. We find the perfect manufacturer for you. Whether it be in the US or overseas. We price it out for you. All of these things,” so I was like, “Um. That’s perfect, because I don’t a thing about a physical product. Where do I sign?”

I signed up Richie onto the team. That was back in early, early 2015, and we worked together all year, and Pat, this guy just said, “Go to Barnes and Noble. Grab a bunch of journals that you like. Show me the things that you like and what you don’t. Send it all over to me and we’ll kind of Frankenstein the perfect journal together.” He sent his team over the China, because we tried to get in manufactured in the United States, and every company said, “We just can’t do this what you want. The gold edges. The gold embossed. The faux leather. We just can’t physically do this.”

He just kept getting a no, so he sent his team over to China, by the way people on his team speak Mandarin. They found the perfect manufacturing plant in China, and I got a great story about that later, and then they inked a deal, and for \$6.50 per Freedom Journal, and Pat you’re holding that thing. That is a solid big book with faux leather, gold leaf, there’s book marks, there’s straps, like I really went all out with this thing. It’s like a Cadillac of journals, and I was able to get it for \$6.50, 20,000 printed in China. Shipped to the US to my manufacturing plant ... I mean, sorry, to my distribution plant in LA, which is a great company called Shipwire, where they fulfill everything at the click of a button. Integrating with Shopify, you name it. Boom. My hands were basically off the entire project. Proudproduct took this baby home.

Pat: Geeze. That sounds amazing, but I think it goes along with what a lot of us entrepreneurs don't realize when we're first starting out is that there's companies, there are people out there, who know a lot more than we do. If we have something we want to do, and we don't know how to do it, there's likely people who do that we can connect with and work with. What were your kind of deals with them, if you don't mind me asking? I know it might be something in particular that you guys have done together, but what could one expect to share in terms of working together on a product like that?

John: Pat. It's JLD. Any question you ask, you're getting a number, you're going to get the 100%. That's what I pride myself on. Thanks to inspiration from people like you, so 100% brother. I'm going to give you the full monty right here. Richie said, "Listen JLD, we're in beta right now. We don't have any customers. This is an idea that I have. Here's my website. This is what I want to do, and I just would love to have you on board, and I know that bringing you on board, you're going to get massive popularity. You're going to have all of this media attention. Et cetera, et cetera. This is going to be huge for me, so let me handle this. All you need to pay is cost of goods, we'll do the rest. This will be a loss leader for us."

I know you've had a lot of great scenarios like that. Power people that have come to you and say, "Hey. We want to do this for you for free, because we know if we do a great kick butt job, people are going to be like Pat. How did you get that app made?" You can be like, "Well here's a great company," boom they're off to the race. That's exactly what happened to Proudct. I can tell you I do know that if you go to Proudct.com they kind of list things out, and it's going to be a percentage of the overall spend that you have. For me, it was only cost of goods, so it really was a sweet heart deal, but now, you know, Richie and Proudct are all over SPI, which is one of the best podcasts in the world, so I think it's been worth it for them.

Pat: Thank you, and I'm looking at it right now, and it sounds like a great deal. You know, that's one of the things that I was always wondering about. How do you actually go about manufacturing, getting the

stuff done, and I've heard of stories of people actually going to China and trying to, or go to Alibaba.com and trying to work it with it that way. If there's somebody else that does it for you that's great. That's Proud. PROUD. Of course all of the links are going to be in the show notes and stuff, and I'm sure there will be more links after we continue this conversation here, but you had mentioned some funny story of something that happened related to your manufacturing. Can you share that?

John:

Yeah, so basically it was all getting manufactured kind of at the end of 2016. Sorry, at the end of 2015, which is kind of around my birthday, so Richie actually went over there and he was like just standing amongst piles and piles of Freedom Journal. Just the covers and the page, like it was 20,000 copies, which totaled up to three million pages. They literally dedicated this whole manufacturing plant to just the Freedom Journal printing, because they were really getting it going so we could have it in time for our January 4th, 2016 launch. He kind of just mentioned off hand, he's like, "Hey. It's kind of crazy. It's actually John's birthday today," and it was December 16th, and apparently the Chinese people were like, "We need to do something special for this guy. He is literally keeping our plant running right now. We probably would be shut down otherwise for the holidays. This has just been a great order for us."

They all got together and they sing me first happy birthday then happy birthday in Chinese. Sent me the video, which I of course shared with my entire Freedom Journal list, which I was building up to the launch, and everybody just loved it. That's what I love. You'll hear a lot of people, and I'm sure we'll get a comment here or there like, "Why didn't you print in the USA?" Number one, we did try. We really wanted to print in the USA. I'm an army veteran. I served 8 years in the US army. I went to Iraq for 13 months. I'm a proud American through and through, and I wish we could've done it on a lot of levels, but we just couldn't do it, and getting that video, I was like man these are people. These are humans, and they are so happy to have this work that they're doing for us. Now they're going to be able to go back to their families and have a little

better holiday, because there's a big Chinese holiday right around Christmas time as well, and it just really kind of hit home and really made it special.

Pat: That's awesome man. That's really cool. Then going back to the content of the book, it's not just blanks that you fill in, there's a lot of great content in the front part of the book. How was that all figured out? Was it all researched, or was it just you came up with it and put it out there? Obviously if you're printing 20,000 books you want what you really want in there. Tell us what all went into that.

John: That was a labor of love for a year. I knew that if I was going to do this, if I was going to invest up front, by the way over \$130,000 is what I had to put into the project before we even launched a Kickstarter campaign, so it was a big leap of faith on Fire nation and on this product really being something that people needed, but I said hey, I really want this to be special. I poured everything into it. I really focused my time, energy, and effort on learning everything I could about goals, about habits, about x, y, and z. That's where I said, "Hey. I really want to make the beginning part of the book something that will guide people in setting a smart goal." That's where people fail Pat.

Let's just says it's January, February of any year, you hear people say, "I want to lose weight." The reason why they fail is because they're not setting a smart goal, which is specific, measurable, attainable, relevant, time bound. I want to lose weight is just specific. You need to add measurable. I want to lose 10 pounds. Is it attainable? Well it is attainable for me, because I'm 175 now, and I know I can get down to 165. I've been there before. Well is it relevant? Well yes it is for because I want to look better, feel better, have more energy. Is it time bound? Well thanks to the Freedom Journal it's 100 days, and I'm blocking it on for that.

I really wanted to start the beginning of the book by saying, "This is how you set that smart goal. Let me train you. Let me show you a specific example," and I actually showed an example of writing a book in the Freedom Journal of how you can do that. Setting a

smart goal. Then once you get going and set that smart goal, the next 100 days is all about guiding you in the accomplishment of that big, big one focused goal. Those 100 days. It's not just like day, night, day night, again, which I love the five minute journal, but I wanted to really structure this in a setting and accomplishing one major goal.

You start of day one with a ten day sprint, because there's ten ten-day sprint. Every single tenth day, you're accomplishing a micro-goal, so on day ten, you're 10% of the way. On day 20 you've accomplished a second micro-goal. You're 20% of the way. All the way through, so you're continuing to build momentum and to have wins along the way. Every 25th day we do what's called a quarterly review, where you look back on the previous 25 days and you say, "What worked. What didn't. How can we amplify what worked. How can we maybe adjust and tweak things that didn't work."

Then of course every single day we have specific tasks, and every single night we have great recaps with quotes, and with great affirmations. Just making sure that you are staying to task every single day. I am putting a rock solid JLD guarantee that if you set a smart goal, the right way, which again a big part of the smart goal is attainable, and you follow the 100 days of the Freedom Journal you will accomplish that big number one goal in 100 days period.

Pat: Love it. Thank you for the John. Where can people go get the book? Just shout out the link here mid-show right now.

John: Yeah. One thing that I really was excited about was during the Freedom Journal campaign, of course, we were wanting to send people to the Kickstarter of it, but as soon as it ended on February 5th, we shut it everything down. We fulfilled those Kickstarter orders. Then on March 1st, we opened up the Freedomjournal.com, which is just connected straight to a Shopify account which syncs up perfectly with Shipwire. Every single day, Pat, we're doing between 20 to 40 orders a day of the Freedom Journal, and that's not actual book sales. Those are orders. People are ordering 2 packs, 5 packs, 10 packs. We're doing 20 to 40 orders a day

through our Shopify account at the Freedomjournal.com and it is completely hands free.

Now Pat. You're Mr. Smart Passive Income. We know that, and there was no passiveness for me building up to this, but now, I've been moving to Puerto Rico for the last week. We've been doing over a thousand dollars in sales a day on the Freedom Journal, and I haven't lifted a finger on that, because it is all automatic.

Pat: Love that, but you put in the hard work up front to make it all happen of course. Let's talk a little bit about the marketing and getting the KickStarter campaign kind of started. For anybody out there who's interested in Kickstarter, what would you tell them ... What do they need to prep to really knock it out of the park when they go along, when they launch?

John: Absolutely, and I love how you just really get to the meat and potatoes in your interviews Pat. I mean it's so critical, so I'm going to get into things that really worked for the marketing of the Freedom Journal KickStarter campaign. Then if you want to we can get into what I'm currently doing now to really market the Freedom Journal now that it's just sitting there at the freedomjournal.com.

The best thing I can say number one to throw out a link is, Kate wrote a killer article on how to crush Kickstarter at EOFire.com/kickstarter. She also put it on Medium. You know how they tell you like how many minutes it takes to read an article on Medium? It says 62 minutes. This is not a short article.

Pat: I read that article. It was fantastic, so Kate, if you're listening to this, awesome job, and everybody should definitely go. EOFire.com/kickstarter if you want to check it out.

John: That's it. Those are 100% of the detail, but really to pull the highlights out, I know what my major leverage points were as the host of EOFire, and that is exactly that. That's the podcast. I mean, Pat, I launched the podcast back in 2012, and it's been the main focal point of everything that I've done since. I know for you, your

story's a little different, you've come to see your podcast as a main focal point over the years, and it's just exploded for you, and you have AskPat now, and all these great things going on, but for me it's always been the focal point. I knew that that was where I was going to focus the Freedom Journal Kickstarter marketing on.

I said, "Hey. All of January. From the 4th to February 5th, I'm going to jump out of the normal EOFire mode", which is having guests on every single day saying what's your worst moment, what's your ah ha moment, lightning round, et cetera, and I was going to bring on 33 of my top past guests. People like Chris Brogan, Dan Miller, Michael Hyatt, fill in the blanks. Just the top guests that I've had on EOFire, and every day for 33 days I was going to bring them on and we were going to talk about goals. A goal that they set. How'd they accomplish that goal. What they think was the reason they were successful for setting and accomplishing goal. To really make it that month of just that reminder every single day let's focus on goals.

It was kind of the month of freedom and the month of goal, which was really important. What was really cool is that, and this is a flexibility of podcasting that I love, a little bit of a ninja trick, Pat, something that I think you've done in the past, but you could really do pretty effectively. I went every single morning, and right before I published the episode, I did a live read where I said, "Hey fire nation, we're currently at \$10,000 and 1,000 backers," or "Hey we just hit \$25,000. We just built our first school with Pencils of Promise." Every day I would give a live update of the Freedom Journal campaign. Every single day for 33 days people were reminded right away, "oh yeah", like, "I've been meaning to get over there. Let me go check it out now. The freedomjournal.com." It just directed them over to the Kickstarter campaign, and that was so huge. That daily reminder of a live update. It was so big, but what's the reality?

I don't want people to go back to those killer 33 episodes and hear live updates of a KickStarter campaign that's dead, so I just went back. I re-edited those episodes. I pulled out that live read, and I replaced the episodes. As soon as February 5th hit, anybody that

goes back and listens to those episodes, they're not going to hear those live reads. It was just during those 33 days, so it stays very relevant, and it's not some annoying live read that's not relevant anymore. For any podcasters out there, just a really great way for you to kind of dive in and get a little ninja there. What do you think Pat?

Pat: Yeah. I've done that before on a small scale and it's something that I feel ... That I wish could be done a lot easier. I mean it's a little bit, it takes some time to do that, but it's definitely something that you can do. Whether it's changing the ads in your shows, or the call to actions if you have something else coming up, you can add a little plug in at the end for your course that's coming out over the next two weeks for example and taking it out afterwards.

There's a lot things can be done with a little bit of extra work going back into your back log of episodes and changing some things around. I love that you mentioned that there. That's a great reminder for me actually, so thank you for that John. What does somebody do if they're interested in Kickstarter and they don't have an audience like you did. What are some tips that you've learned through your research, getting into KickStarter and stuff, that have worked really well for others, for example, to really get the word out there. I think it was genius what you did, and you did it in the absolute perfect way, but do you have any tips for people who are just starting out, who have a great idea, they have a great product, but just need some help getting it out there?

John: Absolutely, and we can even stick on the topic of podcasts, because this was by far the second best thing that I did that had nothing to do with my podcasts. I went on a guest podcasting spree. I reached out to people that were podcasting for years, for months, even for weeks. In the business field, in the health field, because again, the Freedom Journal is not business specific. It's anybody that needs to accomplish their number one goal. I was saying, "Hey. How can I add value to your podcasting audience," because I just know that podcasting is such an incredible way to get to know somebody. To build incredible know, like, and trust, and

intimacy. Just 20, 25, 30 minutes. It's just unlike any other medium. I didn't even try, to be honest, guest posting at all. That just wasn't something that's my strong suit. I didn't even go down that road, but I set up 40 guest podcasting spots.

That I said to the people, "Listen. It's November or it's December, I would love to record this now, but can you please hold off and release this either January 4th or soon thereafter as you can." All of a sudden, boom. On January 4th I had all these guest podcasting spots go on, and in fact, in Ask Pat you gave me a couple of shout outs of the Freedom Journal and I was so thankful, and that was one of the things that we really focused on.

Saying, "Hey. How can we reach out to podcasters who have an audience that would make sense for me and just give value to them," so I would have some cool things like I want to provide value to your audience, here's a coupon code. Here's something that I want to do. Maybe I'll bring you on EOFire coming up in the next couple months. How can we exchange value so you'll make this happen, and that was so powerful. In fact, it launched EOFire, my podcast, into the top five in all of business podcasts for the entire month, because I was guest podcasting on so many podcasts, and Pat, you know how hard that is. With Tim Ferris and Start Up, and Planet Money, it's like impossible to crack the top five, but it propelled EOFire to the top five for that one month because everybody's like, "Oh yeah. I've heard of EOFire. Let me go check it out," and I was getting all these new subscribers. It was just this whirlwind of awesomeness, so guest podcasting.

Pat: Yeah. That's a great tip. You were very focused on this 40 days, or not 40 days, but during those few days when you were doing a bunch of those interview, because I know you like to batch process, which I think is smart. When you're that focused on something you'll get those results. I think a lot of people are just kind of are like, "Oh I'll do one here, and one there," but if you have a big launch coming up, batch them, and you need to ask them to come out with those episodes at a certain time period. Like you did with me, and like I ... This is the exact same thing I did when Will It Fly came out. I guest

podcasts.

I didn't guest blog post because it takes a little bit more time and you could've used that time with your voice and build a stronger relationship with people I feel through the podcasts that are out there. Obviously there's a lot out there. Whatever Kickstarter campaign or product you're trying to create, go out there and find podcasts who may be relevant for that particular product, and that's the thing that I think is going to help you the most. You know John and I, we both have big names in the podcasting world, so some of you listening to this might still be like, "Oh yeah, well that's JLD of course are people are going to say yes," or "Oh you're Pat Flynn. Of course if you come out with a book people will want you on your show," but if you have a product that is great, and you share that product with the podcast host. Maybe you even ... You had mentioned your book is only six bucks.

John: Right.

Pat: If you didn't have any clout in this space, I could very easily see you sending this book to somebody and saying, "Hey. I have this journal. I'd love to share it with you and your audience. I'm running this Kickstarter campaign. I'd love to come on the show and talk about goal setting for your people who are trying to lose weight," and that could go over very well, and it'd be a lot more convincing for somebody to say yes to you, especially if you show them that product at first. Even if you can't show them that product physically in hand, at least show them pictures of it and the whole story behind it. Again, stories a great way to really connect with people, and so if you're asking for something, those are some things you can share with people to get them to say yes so that you can become a guest on their show.

John: I love it.

Pat: Okay. Before we get into what the campaign was like during it. I want to talk more about that. What else you did during to kind of get more eyes and ears on the campaign. What ... Can you give us a

basic check list, for example, of things that I might need to consider before doing a Kickstarter campaign? I know you have for example the video which you did with Caleb Wojcik, who's my video guy, and he did a great job. I know you guys worked on that script for quite a while, which really set the tone for what this journal does, and it was great. What are some other things. A check list of things that people need to have, or understand, before they get into a Kickstarter campaign launch?

John:

Yeah, and just to double down on that video, it's so critical, because the first thing people see when they get to the Kickstarter is they see that video. They press the play button, and you literally have 15 seconds to draw them in. That's so huge. Caleb and I worked so hard together on that to get it under 3 minutes, because every place that I looked and read, and everybody I talked to said, "You have 3 minutes. You're not going to have someone stay longer, so get your message across in 3 minutes," and we got ours down to 2 minutes and 41 seconds. Our completion rate was actually really, really high, because you can track those things on analytics for a Kickstarter. I really do think that's a good time, under 3 minutes.

The next thing really got to focus on is your pledge levels. I had two people that were working really hard with me on my Kickstarter campaign who are both crowd funding experts. Number one is Brandon T Adams. He wrote a great book called Keys to the Crowd. If you want to learn a little more about crowd funding, Indiegogo, Kickstarter, you name it, his book Keys to the Crowd is killer. He was the main Kickstarter focal point for us. The guy that took the lead and really knew Kickstarter and just made sure we had dotted all the Is, crossed all the Ts.

Clay Hebert was another guy who has just run a ton of great crowd funding campaigns. He actually came over for four hours we sat at my computer and we went through the pledge levels. I loved what he talked about. He said, "You want people to be going down a slippery slope. You want them to get onto your page and say oh yeah. There's a two dollar PDF. The first 30 days, but what's the one below it. 17 dollars. I get the 100 days for just 17 dollars in the pdf

version, but oh I can get the whole digital pack for 27, oh then the hard cover's 39," and all the way down you just want people to be like yes, yes, yes.

You get that first yes, and you get them down that slippery slope, til, you know, I had three pledge levels that were \$10,000. Me keynoting at a conference and then a full day with JLD. I had two of each of those, which all got scooped up, so I took people down that slope. Your pledge level is really your next check box that you really want to make sure that you go down and really just get, because you want people to say, "I see the value there," and hopefully, if they see the value in one hard cover, they'll see the value in the gift pack, because you're giving a little bit more and it's a little less per book, et cetera, all the way down.

I did some really fun things too Pat. I had one where hey I'll be a guest on your podcast and you'll get five Freedom Journals signed by me sent to you, and I didn't do many signed Freedom Journals, and I'm not on many podcasts either. I really limit how many podcasts that I appear on, because like you, I just get bombarded with requests on a day, month, weekly basis, so that was really a focus of mine.

I have some really cool pledge levels like that, and it's so critical that your pledge levels make sense for your audience, for your product, and they really walk people through in a non-overwhelming way, because the moment people get overwhelmed, they're out. They'll make no decision. They'll get paralyzed, so you want people to make a decision in a clear and concise way.

Pat: Very nice. I love that. I've heard stories of people who have tried to fulfill things, or they've had pledge prizes I guess you'd call them. Pledge rewards. They just had a nightmare of a time fulfilling them. They just take over the whole campaign and it just becomes they wish they hadn't even done it. Did you come across any of those struggles with your particular pledge rewards?

John: I'm glad you brought that up for sure Pat, because it is something

you really want to think about. You got to picture yourself fulfilling every single one of those pledges, and I really did that. That's why I said I could probably five day with JLDs for 10k, and that'd be \$50,000, but man, I love having those full day sit downs, but that's a ton of bandwidth. That's exhausting. I give myself to those. It's really important, so I kept it to two. Then for keynoting, I was like I want to speak, but at a very limited number of conferences, and I want to be at Podcast Movement of course, Social Media Marketing World of course, so I don't want to just throw myself out there to the wolves and put five, so I kept it to two.

I actually just got back from Des Moines, Iowa two weeks ago for my first of the two that I'm doing, and it was a great experience, but I'm glad I only did two, because again, I have Podcast Movement coming up, where you and I are going to be hanging out in Chicago, then I'm going to be speaking at Agents of Change, where I'm keynoting with Chris Brogen in Maine in September, which Pat you're also alumni of of course.

Pat: Yep. Great event.

John: I really wanted to be focused on that, so my answer to your question is, sit there and actually picture yourself fulfilling that. I had to sign a lot of copies of the Freedom Journal, like 40 copies, and it took a while, but I knew that I was willing to sign 40, but not 4,000, and that was really key. There have been some really incredible campaigns like the Coolest Cooler. Many people have heard of. \$22,000,000 they raised on Kickstarter. It went viral. Guess what? They had a miserable time fulfilling. They have been sued. They've been in litigation. It's been an absolute nightmare for them. Don't just look at the high prices of people that are getting all this money from Kickstarter and be like wow they hit it out of the roof. They shot the moon. That's amazing.

You really have to have your fulfillment in order, and that's where I feel blessed, is that I had the finances to pre-order 20,000 copies. Have them sitting in a warehouse, so that the campaign ended on February 5th, people were receiving their journals in hand on

February 15th, which is out of control for a Kickstarter campaign. Sometimes it's six, nine months ahead, and that's okay. Kickstarter understand that, and that's the process, but I had my logistics down to a T. I didn't get any hiccups. I didn't have any problems, but that's a rarity, but if you do it right, and you read the article that Kate wrote, et cetera, you can make it happen.

Pat: Nice. Yeah. I just ... Funny we're talking about this right now, because just last week, I received a product that I backed on the Indiegogo, which was a smart luggage, and it has like a charger built in, gps, so I always know where it is, and all this other cool stuff, and I had ordered it over a year ago, and it finally just came in, but you know what, I wasn't mad about that, because they set my expectation. They didn't even have them even built yet by the time they were doing the Indiegogo campaign, which is the case for many of those types of ...

John: The norm actually.

Pat: Yeah. It is, and so you're going to have to expect a little bit of a delay, and if you are producing a campaign like that you have to set that expectation, and they did for me, and of course along the way, they were keeping me up to date on everything. From the manufacturing, from when they shipped their first ones out, and how many more they had to ship until it was getting into my turn, and it kept me happy even though I was waiting over a year. Even though I had paid hundreds of dollars for that, because they kept me up to date, and they set my expectation. There was no problem there.

I can definitely see cases, and I've been a part of some campaigns, where they say you're going to get something and you don't, and there's just no communication. That's another important thing you have to realize that comes along with these crowd funding campaigns. There's going to be a crowd there, and they're going to wonder where their stuff is. Another thing that comes to mind ... Is it ... Did you do like t-shirts or anything for pledge rewards or no?

John: I did not do that.

Pat: I know a lot of people who have, and have had trouble with fulfilling even just t-shirts. I think a lot of people say, “Oh well you know we’ll just put a t-shirt in this pledge level because it’s easy,” but when you think about it, it’s actually not that easy, because you still have to get the t-shirts designed, then there’s all the different sizes, and it’s just ... I guess the big lesson here that JLD is talking about, and that I want to mention also, is you just don’t want to throw random stuff in there. You want to make it relevant, and yours were very relevant and lucky, for the kind of product you had, you also had some pledge levels with just digital kinds of downloads, which not everybody has access to, but you were very smart with it, and I think you guys took a great approach, and so I’m very happy to see that. You were quick to fulfill also, which is awesome.

John: Thanks Pat.

Pat: Yeah. Absolutely. What were some of the big kind of unknowns, or mistakes that you made, or things that you weren’t expecting?

John: Here’s a big mistake that I made, and it comes all the way at the end of the Kickstarter campaign. We did this great Blab. It was a four-hour live Blab where we got hundred, I think we even actually broke a thousand total viewers on this blab, while we were going over these four hours. We would have people come on and we would say, “Hey. I’m asking questions about goals about anything,” like an open Q and A, let’s hang out. I was bringing people in and talking about their purchase of the Freedom Journal, or any questions they had so I could remove barriers, and we did so many sales in that last four hours. In fact, one of my day with JLD sales, \$10,000, came on that live Blab.

That was a huge win that is not my hugest failure that I’m about to get to in a second here, but that’s something to definitely do guys. Have a live Blab or a Hangout, or do something where you’re there answering questions, removing complaints, because people might just have this one tiny barrier that’s holding them back. Like they

might say, “Oh can you ship to Europe,” and I’m like, “Well of course I can.” Yeah. Okay. I’m going to buy ten. I was like, “Sweet.”

Like they just didn’t know that. Maybe it was on our page, but we didn’t make it clear enough, so just having these live Q and As were so huge. Removing barriers, and just getting the momentum going, and me being able to thank people and knowing that I was going to shout them out if they actually bought, and I saw the pledge come through, like it was just a really cool experience. That was a big win, but then we had this big 20 second countdown. Kind of like the ball dropping, and then the Kickstarter just ends, and it’s over, and it’s so funny how like the rush came in during those last 20 seconds. How people were emailing me and being like, “John. I just missed it. Oh my god.” I’m like, “Where were you the last 33 days. Did you really have to wait til right now.” What can you do for me? I’m like, “I have no control over this.” It’s Kickstarter. The door’s closed. We’ll let you know when the freedomjournal.com comes up in the beginning of March. That’s all I can do for you. I’m sorry.

One thing that I didn’t know is when the door does shut, it actually shuts for the actual campaign host as well. What a lot of smart people did, who had experience, and again, I put a little bit of blame on my campaign managers there who supposedly knew KickStarter and should’ve been alerting me about this, but of course, I take all the full brunt of the responsibility, because that’s what you need to do as an entrepreneur my friends, but the reality is, when the door slammed closed, you can’t adjust anything on that Kickstarter page.

A lot of the smart people had right before changed their image to, hey the Freedom Journal Kickstarter campaign’s over, but go to the freedomjournal.com and you can order yours today. You have like this book mark that people can just go to and always know, “Oh it’s not just over, over forever, but now I can go to the freedomjournal.com and just it regular,” so it’s like this amazing bookmark that’s just there for people, because there’s people every day Pat, that are searching through the top publishing campaigns, because they want to see what the best campaigns have done, and so they’re coming to my campaign every single day, and like, “oh that’s

actually a pretty cool product.”

This is by the way one reason why I love Kickstarter for this evergreen type of thing. Oh that’s a pretty cool product and it’s 39 bucks. I’ll go snag one right now, but it’s like, “oh the Kickstarter campaign’s over,” and I didn’t give any follow on information there. You got to get an image inserted before the campaign closes that says, “Hey this Kickstarter is over now. Visit this URL. Order yours today.”

Pat: The image would go in the place where video is typically located.

John: Exactly.

Pat: Can you even change the text on the body of the campaign?

John: You can only do updates at this point, so everything is frozen in time forever.

Pat: I guess they want to preserve what the campaign was essentially, which makes sense, but you’re right. If you’re smart about it, and you know this was your first time, so I don’t blame you, but maybe I do blame your campaign managers who have done this before.

John: I got all the responsibility in my shoes.

Pat: Yeah. That makes sense. That’s a great little tactical tip for people.

John: That’s huge.

Pat: When you were researching Kickstarter, again, kind of going back a little bit, were there any reservations about going this route? Were there any doubts? Were there any sort of the imposter syndrome setting in, like am I really somebody who is meant to do a book on goals, like you’re not educated in goal setting, but here you are actually literally changing peoples lives now. Go through what was going through your head before you launched Kickstarter, because I know a lot of people out there are now excited about Kickstarter, but as both you and I know, sometimes that excitement turns into

doubt once we start to put in the work, so what can you tell those people who are excited about Kickstarter, but then those doubts start setting in, like I don't know if I should do this or not, or I don't know if it's going to work. Did you experience that, and what advice would you give to those people?

John:

100%, and I'm really glad you brought that up, because the imposter syndrome will always live within us all. I don't care if you are Richard Branson all the way down to some entrepreneur who just launched their first thing ever, it is going to be there, because it's part of being a human being. It will live there, and no. I was not traditionally educated in goal setting. I was definitely self-educated. I spent a ton of time, energy, and effort getting myself educated in goals, and habits, and all of these things. There's some great resources for that for sure, but I didn't have a PhD in goals. Here I was saying, hey. People are going to put their trust in me in this book, to accomplish their big goals that could change their minds, and if screw it up, I mean what does that say about me, about my business, about what I stand for.

There was a lot of fear that was going in there. There was a lot of trepidation and doubts. Where I was saying, "Man I know that Fire nation's here and they're telling me that they want it, but do they really. I mean I'm going to go out there, and it's going to be public," I mean again, one of the beauties of Kickstarter is that it's public, and that's what I wanted, because it's going to show the numbers, and it's going to show the backers, but it's also going to show zeroes if you get crickets, and that is terrifying, because I've had a lot of success with EOFire, and I've gone from strength, to strength, to strength, with many failures mixed in there for sure, which we love talking about on the income reports, but it really has been a pretty straight line up. Is this going to be just something that wipes that all away? The last thing that people remember that I've done is this Kickstarter campaign that just flops.

There is all of these fears. No matter how many people listen to EOFire. No matter how many people were signed up to the Kickstarter email campaign that I set up. I was still like, "Man. Is this

going to work?” I was so nervous. I can still remember I woke up at 3:30AM because I was on the Pacific Coast, and I wanted to launch us at 7AM in the east coast, so I was like about to press the click button, and I’m just shaking, and I clicked it. Then it was like live. You are live, and I was like uh oh, and then I just remember looking at the screen, and I was like is anybody going to know. Is anybody going to care? Then that first sale came in for \$17. Somebody bought the 100 page pdf, and I was like, and so it begins.

Pat: And so it begins. Nice, nice. That’s awesome. Can you take us through, okay now that the campaign’s launched. You clicked that button. You’re live. When were the sales coming in a lot, and when there those kind of like dull moments where you’re like uh oh, maybe it’s done.

John: Yeah, so great question. This is going back to the analytics that Kickstarter provides, which by the way are killer. I don’t know how good they were back in the day when they launched, but they have definitely focused on this over the last number of years, because you get killer analytics. You know where you’re traffic’s coming from. You know how many sales are happening per day. You know the dollar amounts per day. It actually gives you a trend about what they think you’re going to close at. It’s incredible these analytics that you get. It’s almost too incredible because it’s like so much fun to just keep hitting refresh and to see the analytics adjust. You’re like, “Oh my god. Am I going to do anything else for 33 days.”

That was so much fun to see just the numbers come in and to really focus on the analytics, and to say, “Hey. What are going to be the levers that I can kind of push to amplify these things up, and what are going to be the things that just aren’t working that I thought might work.” There were some things that I really was kind of banking on that were going to work that just didn’t. We can definitely talk about some of those things, but Pat, what was your specific question again?

Pat: The question was about, okay, like when were the big rushes of sales and then like the dull moments?

John:

Yes. Totally. The big, big rush at the beginning. We did \$25,000 in the first three hours, and I'll never forget that because that was our first pledge level. I said the first \$25,000 that we have come in, I am writing a check to Pencils of Promise for \$25,000 on behalf of the backers. That first 25k is going straight to Pencils of Promise to build a school in developing countries. That was a huge milestone, and the first day was massive. We almost got to \$100,000 by hour 48. This big rush came, and then everybody that was there, your biggest fans, they rush in the first 48 hours, then you literally go into this nice little plateau.

I do say nice little plateau because for some people it's not nice. It goes down to near zero, but because of the podcast interviews on EOFire, because of my guest podcasting, something else I haven't mentioned yet, but I love emails. Pat, you love emails. I know you're a big fan of ConvertKit and they're amazing, I was doing an email every single day to my email list. Not just pumping the Freedom Journal. It would be 95% of just great killer content. 600 to 800 words of killer content on one topic. Then at the end I'd say, "Hey by the way. The Freedom Journal campaign is happening. Click here to check it out." For 33 days I would have the emails go out, so because of that, we definitely hit a valley, but it was a nice valley.

We were still getting 100 sales a day, 200 backers a day. A thousand, two thousand, three thousand dollars were coming in, like it's this nice steady valley. Then at the end we really ramped things up. We ramped up our Facebook ads, which was something else that we did really effectively marketing wise. We did some killer Facebook and Instagram ads, and then you'd see the surge start again. It's really like this bell curve that just starts up high, goes down, levels off. What can you do during that valley to keep things going, and all the things that I mentioned, plus other things, were things that we were doing every single day. The live Blabs. The Hangouts. We did multiple of those, and then the surge came at the end. It was really this big U that was shaped up, and that's where you really have to focus your energy and just say, "Hey. I know there's going to be a valley. I'm not going to give up. I'm going to keep pushing hard, and I'm going to get all the way to the finish line."

Pat: It's definitely not a launch and just kind of a set and forget it type of thing.

John: No, no. Every day I was pounding the doors. Boom. Boom. Boom.

Pat: Awesome. Man JLD. This has been a fun ride to hear about this whole journey. I know that ... I read that post with Kate, but it was nice to hear it from your voice and just hear the whole progress, and some of the struggles, and a lot of the wins obviously. I want to thank you for coming on and sharing the Freedom Journal and it's journey with us, and it's definitely not over, because what are you doing now to kind of market the Freedom Journal now that the Kickstarter campaign's done?

John: Right now we are just living and breathing the Freedom Journal because it's something that we love. We are seeing incredible results from people that are getting close to their 100 days already. It's insane that people have already gotten their journal and are now almost at the end, and they're like, where do I order my next one. I'm like, "Yes. You want another one. Hit that next big goal. I love it." Another reason why I like the strategic 100 days, and so we're marketing it in some really great ways.

Number one, going back to my podcast, if you go to EoFire, you're going to hear in the intro and the outro, there's going to be a call to action for the Freedom Journal. Not every single day. Once every five or six days, because again I have a daily podcast, so that's spaced out pretty good, so that's huge. Something else that we're doing really, really effectively is we're bringing in an affiliate program. We're using a great program called GetAmbassador, and it just allows people to come in and become affiliates. Now we're only going to be having a set of VIP affiliates for that of course, but when we set that up, it'll probably be like in mid-summer to the fall. I'm going to approach people that really feel like they have value with the Freedom Journal and say, "Hey. If you want to make this part of your marketing plan, if you think that you have clients, or customers, or fans, or followers that it would make sense for them to accomplish their number one goal, I'd love you on board for this."

Now of course it's a physical product. There's a lot of cost up front. We can do like your traditional product 50, 50 split, but when we get this affiliate program set up, it's going to be something that we're really going to be able to have some key partners in to keep building that up, and that's something that we're really looking forward to getting implemented as soon as possible for sure.

Pat: Nice.

John: Emails. Emails are so important. Every time we send out an email, I'm giving some call to action. Where I say, "Hey guys, by the way. Today is the day where you could be starting to accomplish your number goal if you haven't already," and it's not the first thing that's on an email, or the middle, it's in a very gentle nudge reminder that have read the entire piece of content and gotten some great value, and now they're moving forward. We're doing the same thing on social media. Really interspersing it. Just making it part of our overall content marketing plan, and Pat, you're the master of this. Your new site launched, and it's just beautiful.

Pat: Thank you.

John: On how you are now interspersing things that generate revenue for you. Provide value to your customers, to your followers, to your listeners, to your blog readers, on a very value-first basis.

Pat: Yeah. Awesome. Man it sounds like it's just getting started actually, so even though ... I mean that's really what Kickstarter's all about. Just launching with a splash, but then ...

John: Validating.

Pat: Validating, and you're doing the right things to keep it going I think. The affiliate thing especially. I don't see a lot of Kickstarter people doing affiliates, so I think that's cool. I've used get ...

John: Let me kind of jump in here real quick Pat, because there's really something interesting that while you're doing your Kickstarter

campaign, there's a great company called Kickbooster, that allows you, with just a couple clicks of the button, you set up an account, and now you can share affiliate links with anybody that you want to actually promote your whatever Kickstarter product that you have. You can get a team of affiliates now during Kickstarter.

Pat: No way.

John: It's something that I learned about a little late unfortunately, but I had the company reach out to me. I actually interviewed their founder, and they make it so simple. You can do it intra-campaign now. Kickbooster.

Pat: Kickbooster, and you can actually have them track the sales and where they're coming from?

John: Totally, and it's a flat 10% is what they do.

Pat: Wow. There's a lot of new businesses coming about related to KickStarter, Indiegogo. This is really cool. Again John, thank you so much. Where can people, once again, go and check out the Freedom Journal. Obviously they can go to Eofire.com to get your great content, and you're still podcasting 7 days a week and doing some amazing stuff there, but where can they go get the Freedom Journal?

John: For the Freedom Journal all the magic happens at thefreedomjournal.com. Head on over there. We've got a killer video. The one that Caleb created. It's waiting there. Some great details on that page about exactly what you get, because you still get the complete digital pack when you buy the Freedom Journal. You get the app, you get the pdf, you get the audio book, you get a lot of great things bundled in with the Freedom Journal. We have different packs like the 1, 2, 5, 10 pack, et cetera. Plus we really go into details about our partnership with Pencils of Promise, which is near and dear to my heart, and I know yours as well Pat. In fact, I'm looking forward to seeing at the gala that's coming up in October in New York City. It'll be a blast.

Pat: It will.

John: Yeah. We've already built three schools through Pencils of Promise, which is so exciting that, again, we are allowing people to give themselves the gift of accomplishing their number one goal in 100 days, and then give the gift simultaneously of education to those less fortunate, because if there's something I'm passionate about it's how education can really just be that spring board for anybody anywhere, if they can just get that. That's where they can go. [Thefreedomjournal.com](http://thefreedomjournal.com).

Pat, of course, I'm a huge Flynnatic myself. I love SPI nation on every single level, so I do a pretty killer opportunity for your listeners that I really think they're going to take a bite out of, because it's pretty cool, because you mentioned earlier that we have this great Facebook group that's over 5,000 people that are a part of it. It's so active. People taking pictures, and videos, and hitting their 10 day sprints, and their quarterly reviews, and it's just so much fun in there.

We had this thing that kind of just went viral in the group the other day which was, what is your definition of freedom, because we all have different definitions, rightfully so, of what freedom is, and I think if we can really define what our sense of freedom is, it's going help us, number one, set the right goals to get there, but number two, it's just going to give us that compass in life which is so critical. I am going to be committed this Flynnatics, if you're listening, I am going to be giving 10 hardcovers of Will It Fly, and 10 hardcovers of the Freedom Journal to people who do the following. Go into the comments section of this podcast, and give us your definition of freedom. Keep it to 30 words or less, because I want people to be concise. It's harder to be concise, so it'll really make you think, so keep it to 30 words or less. Give me your best definition of freedom.

This would be a great exercise for you too, believe me. If you can really just define what freedom is for you, do that. I'm going to be all over the comments, and Pat, when is this going to be going live about?

Pat: This will be going live in July.

John: Okay. Let's say by September 1st, so get in there. If you're hearing this before September 1st 2016, get in the comments. Give us your best definition of freedom. I'm going to be in there. I'll be responding to you. Absolutely. We'll have a great conversation in the comments, and I'm going to choose 10 of the greatest responses that I see fit, and I'm going to mail you, again, a hard copy of Will It Fly, and a hard copy of the Freedom Journal to your door.

This is for international people, so no matter where you are in the world, this applies to you. I will send it to Siberia, if you're the winner, and it's just going to be great for you to define freedom, and again, I'll be all over those. We'll choose 10 and we'll announce it on that same comment section, and for sure, and one last thing, because there's only 10 that I can actually physically mail to people that we're doing for this, I also do want to offer, and this is going to be limited time, but completely free shipping for those people who live in the USA.

I wish I could do it for everybody around the world, but shipping is insanity, so we're going to do free shipping for those USA residents. Just use the promo code SPI, all caps, at checkout, and you'll get free shipping to your doorstep. For those international people, just shoot me an email, and I'll give you a different promo code for a discount, and we'll make it happen, and so it'll help deflate the costs, but that's SPI, all caps. Get in there.

Pat: Awesome. Thanks for doing that John. I appreciate that, and before I let you go, can you define what freedom is in your terms?

John: The ability to wake up every morning, look at my calendar, and say, "Every single thing that I've put in that calendar was choice of mine. Including this conversation."

Pat: Nice. Thanks JLD. I appreciate it. We appreciate you, and a great job on the Kickstarter campaign. I look forward to hearing

everybody's definition of freedom. I'll mention the show notes link, and the link that you can go to to comment right after I hang up with JLD here, but John, thank you so much for your time. We appreciate you.

John: Pat. You rock brother.

Pat: All right. I hope you enjoyed that interview with John Lee Dumas from Entrepreneur on Fire, and of course Thefreedomjournal.com, and for those of you in the US who want to get free shipping on your Freedom Journal, just go to the thefreedomjournal.com and use the code SPI to wipe out the shipping cost, and like John said, if you're international, just head on over to his website Eofire.com, and send him an email, or shoot him a message, and he will be able to give you a different promo code to help out with the cost. Of course this is limited time only. I don't know exactly how long that'll be, but as soon as you hear this, jump onto the website at the show notes, and we'll have information there.

Just go ahead and go to smartpassiveincome.com/session223. Again, that's smartpassiveincome.com/session223. Of course if you try the discount codes and it doesn't work, perhaps the promotion has ended, but anyway, thank you so much John for coming on. As always, we appreciate you, and your fire, and your support, and just all of the experimentation that you do, and the way that you share what it is that you've learned. I mean that's what I do. That's why you and I, and we're great friends, and that's partly reason why. Also, because you have cute rosy cheeks. Not really. That's weird. Should I leave it in there. Yeah I'll leave it in there. No I'm going to take it out. No I'm going to leave it in. Okay. Anyway. Guys thank you so much for your time and attention today. I appreciate it. Head on over to the blog smartpassiveincome.com. If you haven't been there in a while, new website design. Actually, new things are being added all the time, and yeah.

Just keep coming back, and I look forward to serving you next week. We have a great episode with a man named Mark Barnes who talks about how to hack teaching, because a lot of us, most of



us, teach online. Well how do we hack that? How do we really get our students to succeed? Well we're going to talk all about that, and education, and getting results with Mark Barnes next week, but until then, keep pushing forward, keep moving the needle, and keep working on one thing at a time, because that's how you get there. That's how you get there guys. One thing at a time, so what's your next thing? If you don't know what that is, well figure that out before you do anything else. Thanks so much. I appreciate you, and I'll see you next week. Bye.

Announcer: Thanks for listening to the Smart Passive Income Podcast at www.smartpassiveincome.com.

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