



**SPI 250**

# Stories of Failure that Turned Into Something Great

January 25, 2017

- Pat Flynn: This is the smart passive income podcast with Pat Flynn, session number 250. (Singing)
- 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. His content is on fire. Pat Flynn.
- Pat Flynn: What up everybody Pat Flynn here, welcome to episode 250. Oh my gosh we are a quarter of the way to 1,000. Thank you so much for listening in, for subscribing, for all of the amazing reviews so far. I just can't thank you enough. Now to celebrate episode 250 I thought we'd do something special. This is sort of related to what we talked about last week when we interviewed Jenny Blake who wrote the book called "Pivot." In that interview we talked a lot about how Jenny and I both have gone through many different pivots during our online business entrepreneurial journey. I thought it'd be fun to actually ask many of you, the people in the SPI audience, the listeners, the readers, for some of your stories of failure that turned into something great or a time in your life when you had to make a change that was sort of not something you expected.

For me of course for those of you who have been following me for awhile, this happens all of the time so the first one I think that is most known in my story's is when I was an architect and then I got let go. That opened so many doors, but at the time of course it felt like the worst thing to ever happen to me. My first reaction was trying to get back into the architecture industry. Luckily they were not having that because nobody was hiring any designers at the time so I had to find my way into online business. I took risks that I wouldn't normally have taken and I pivoted my life essentially into working for somebody else to working for myself, becoming the CEO, becoming my own boss, and I can't thank the world enough for making that happen.

There are many other smaller moments in pivots in time as small as learning from my mistakes when I send an email out and there mistakes in there. That happens every once in awhile, but as long as you learn from your mistakes of course you can make better

changes for you and yourself in the future.

Going back to this episode I don't even know how many I'm going to include in here. However many it just seems right for the amount of time that's here. We've had a number of submissions from people who have submitted to SpeakPipe.com which is the tool I use to collect voicemails from my audience, from you, for my show AskPat, and I figured hey it would be kinda cool to collect everybody's answer to this question which is, hey tell me about a time, or when during your life have you experienced a pivot, and share that story really quick. I thought it'd be fun to actually play those for you here today and show that you might be going through some of the stuff yourself, you are not alone.

For those of you who may be going through a transition period in your life right now or maybe you're coming up to one very soon, this will show you that great things can happen from the things that we may at the moment feel like are just terrible things that have happened. There's always light at the end of the tunnel and I want to thank all of the people who have submitted their quick stories here for us. I wasn't able to include them all, but I included as much as I could and so here we go. We're gonna start off with the first one, I'll follow up with some comments, and then we'll go to the next one. That's how the rhythm is gonna be. Let's get started. Here we go.

Jeff:

Hey Pat this is Jeff Rose from Goodfinancialcents.com and a huge failure for me was right after I became an independent financial advisor. What that meant for me was I could market myself differently in other financial advisors, I can also engage in new and exciting business opportunities. The first business opportunity that I got excited about was an \$8,000 investment as I told myself into this new business venture that I was just super excited about. As I learned more about this investment into this business opportunity, I realized that it was a lot more work that was really interested in and I just didn't really care about it as much as I thought. That failure though made me realize that the next thing that I do, I better be excited about it, I better be passionate about it.

The next thing, the very next thing that I stumbled upon was another site that I launched that I was able to generate over \$100,000 of revenue in that first year. When I look at that \$8,000 dollar loss, investment, however you want to classify it, it was a huge lesson for me. A huge business lesson to make sure whatever the next thing that I approach and get invested into that it is something that I can rally around, something that I'm passionate about, and something that I just know that I'm going to crush it. That's my failure that turned into a huge win.

Pat Flynn:

Thank Jeff for that. Again that was Jeff from [goodfinancialcents.com](http://goodfinancialcents.com). Jeff and I are actually really good friends. He and I were in a mastermind group together for awhile, we've seen each other and have hung out at conferences and what I love about Jeff is not only his infatuation for the burger chain In-N-Out, he just obsesses over it every time he comes here on the west coast he's just talking and talking about it so much, but I also love him because he's such a genuine friend. What's cool about this lesson is it's important because I have gone through many of the same kinds of failures where it just seems like there are some good opportunities out there and you might jump on them because they're right there in front of you, you don't want to miss out on something, and I love how Jeff sort of ... I can sort of see him air quote investment when he was talking about that \$8,000 investment that he did. Even though he didn't really explain what it was, it was kind of obvious that he was chasing money and that was something that I've done many times in the past. Any time I've chased money first, I've never been rewarded for that. Now Jeff has learned that making sure it's something that is something you're gonna be interested in is obviously really important.

Also along those same lines I just wanted to expand on that based on my own experience. Whatever you end up doing should not only be something you're interested in, but also something that is not just for the sole purpose of generating an income. I was chasing some dollars back in the day as well which turned out to make me lose several thousand in similar fashion as Jeff. Yeah great lesson. Thank you Jeff.

Okay let's go to the next audio file that came in. Here we go.

Ramon:

Hi Pat. Ramon Smothers from RamonSmothers.com. Listen man I love the show, I love your brand, I love your business that you built in the past eight years. I've been listening avidly for the past three or four months and when I first started, I started at episode one. Not because I wanted to rip out all 241 episodes, but because the young Pat, the guy who was just starting. The guy who was new to podcasting and didn't where this journey was gonna take him. I'm a newbie myself and this is where I feel like I can provide value to your listeners in the form of inspiration, motivation, determination, and the story of all . . . I feel a lot of the new episodes feature highly successful and highly established brands and people, which is amazing, but they're not relatable to the guys like me who's just getting started and having trouble seeing five or eight years down the road. Pun intended. That's where I come in as the new guy. Here's my quick story.

Six months ago I was married, robbed, and laid off all in the span of two weeks. Instead of going back to work I chose entrepreneurship full time. Since then I own two units in real estate which brings in passive income. I fun a small rental car business that also brings in passive income, all while building my site. It's scary, it's exciting, it's new, but hopefully it can be an inspiration to your listeners. I'd love the opportunity to talk. Thanks Pat.

Pat Flynn:

Hey thank you Ramon. Again that's Ramon Smothers from ramonsmothers.com. Congrats on all your recent success. I think it's really cool that you came on and wanted to help out the other newbies out there because there's definitely a lot of them out there. I think one of the important lessons that you shared is that there are gonna be times in our lives when it just seems like everything is falling down on us and things are going just completely wrong and in an unplanned fashion. From that we can make a decision whether or not we want to come back out of that even stronger or go back even deeper into that hole. It was obvious that you chose entrepreneurship to inspire you which I know many people listening this is what they're choosing as well and now you own a couple real

estate units, a rental car business, you're building your site. That is so cool and it's so awesome. I can't wait to connect with you in the future to learn more about you and again I want to thank you for keeping the newbies in mind here.

Just so you all know I will be interviewing many many more people who you probably have never heard of before who have their own success stories or who are even going through the process of building and creating their success story right now. 2017 is gonna be more of that and less of the, even though there will still be some experts and influencers on the show that you've probably heard on before, I can't help but continually have those kinds of people on the show, but I think many of you have also requested that there be more people who you can relate to who are just a couple of steps further ahead as opposed to a couple hundred steps further ahead. Again thank you Ramon. Let's get to the next one. Here we go.

Marc:

Hey Pat I just want to say first off thank you for all you do. You're a huge inspiration to me and obviously tons of other people. I just want to say thank you first and foremost. For me, obviously I have only 90 seconds, I'm a DJ and music producer and entrepreneur and I'm an avid blogger and YouTuber as well. Basically in 2014 I traveled around the country in the United States for 10 months and produced 10 songs in major cities of the U.S. This entire journey I did while living completely out of my car. There were, not exaggerating this, days where I went without eating, my skin changed color at some points, I woke up a few days shaking. I was so malnourished I actually went to Starbucks and stole some of their honey packets and that was my food for that day. I swear I'm not making any of this up. I put everything I had to music, producing songs . . . living completely out of my car obviously was a very tricky journey.

I ended up doing this entire 10 month thing. Ended up getting featured on the Huffington Post, performed at major EDM festivals along huge idols like Basenector, Krewella, and Zed, if you've ever heard of them, and turned amazing. Overall since then I've been . . . Music's in a completely different area right now in an awesome



way. Yeah obviously it was very struggling and very difficult while I was doing that, but now things could not be more amazing and a lot of times things seem like they're extremely bad, it's only time to get better.

Pat Flynn: Hey Marc thank you so much for the message there. I think we're noticing a common theme here that out of the bad can come some very great things, but it's not gonna be easy. Marc was in his car and he just kept going. He got his break after getting featured in Huffington Post and a lot of other things happened I'm sure to help you get to where you're at today. I checked out your YouTube channel, I checked out your music, it's great man. For everybody that wants to check him out it's MarcFreccero.com. I think I'm saying that right. Sorry if I'm not. MarcFreccero.com. Of course as always the show notes will have the links to all of these amazing websites and stories at [smartpassiveincome.com/session250](http://smartpassiveincome.com/session250). Marc thank you so much for sharing your story. Keep up the great work and again thank you.

Nina: My Name is Nina Noelle Holmes and I have a company called Inspirer that I started with my fiance. When I looked back at everything that I went through in order to get to this point where I do have a successful business, I realized the golden thread through all of it is failure. Massive failure. I struggled so much with trying to start businesses that were not successful and all of these different aspects of my life, but when I look back at what I actually was doing I was learning, and I was developing skills, and I was figuring out how to become a great marketer, and how to become a great designer, and how to build websites, and all these things that help you start a successful business. Now I'm able to work with the person I love on a business that brings so much value to people's lives. I get to work with former NBA players, and politicians, and small businesses, and large businesses, and just regular people who want to do something amazing to change the world. It's been the most amazing experience, but when I look back on it it was struggle after struggle after struggle after struggle.

Pat Flynn: That's Nina from inspirer.com. That's inspirer.com. You can check

them out there. Nina thank you for that message. I think the important lesson there is that failure is learning. The ultimate failure is giving up which you didn't do. For me I always say to myself, to my audience, and to my children that experience is the best teacher. We could all listen to a billion podcast episodes, read every single book out there, watch every single YouTube video and we could get this information and consume it, but true learning comes from doing in my experience.

When you think about it, I don't know about you, but when I think about the education that I learned versus what I apply today, even back in architecture school versus architecture career, what we did in school was very different than what I did in my career. Most of what I have learned that was actually applicable in the space, in the architecture niche, was figure it out when I started my job. Yeah so sometimes you just gotta pull the trigger. You gotta go and you gotta do it because you can prepare yourself for anything as much as you'd like, but truly you'll never know what'll happen until you just go.

Obviously preparation is important and giving yourself the best chance to succeed is important, but for those of you who are waiting for the right time, for that thing that's probably in your head right now that you know that you need to do, but you're kinda just waiting for that right time, well I'm here to tell you that there's never gonna be a moment where you're gonna be comfortable. There's never gonna be a moment where you're gonna say, oh yeah now's the right time. The right time was yesterday so get at it. Thanks Nina. All right let's move on to the next one.

Vincent:

Hi my name is Vincent. I'm with Green Joe Coffee truck. We're a coffee catering company out of Albuquerque, New Mexico. I also sell a ebook online The Ultimate Guide to Building Coffee Trucks. I started listening to Pat probably about three years ago. I used the ebook The Easy Way to Build My Ebook. Got into FoodTruckr for some tips on my coffee truck. Basically when I started I was working as a paramedic and I just got tired of that line of work. I wanted something different. With the coffee truck when I first got it it was



stolen and had to be recovered and then my engine blew so I had a bunch of setbacks there. When I was building out my ebook, my Mac the hard drive took a dump and I lost my data. That was another interesting hiccup, but it all turned out. We've set up coffee at a Rolling Stones concert, Paul McCartney, The Who, Pink Floyd so we've had an awesome time. Last month we grossed about 22k which was awesome. It's been our best month yet.

Pat Flynn:

That's Vincent from Green Joe Coffee out of Albuquerque, New Mexico. Vincent thank you for sharing those crazy moments in the journey that you've had so far with us. I think we all have moments in our business where our engines explode, as sort of an analogy. It's happened to me many times. For example, I remember when my business was chugging along, it was doing really well, and then all of a sudden I get a letter from the United States Green Building Council, this is related to my online exam business over at [greenexamacademy.com](http://greenexamacademy.com). It was going very well and I got this letter from the United States Green Building Council, actually it was an attorney who represented them, who basically told me to stop what I was doing. This was a crushing blow to be because I didn't really know what was happening. I hired an attorney after the freak-out period ended and I basically found out that the domain name I was using was a no-no. I was using the term lead in my domain name which was a trademark that they owned. Again I didn't know what I was doing and I felt like that was a moment when my engine exploded and I just felt like everything was gonna go downhill.

Luckily I connected with some professionals who helped me redirect the domain name after I got a new one and do it in a way with something called the 301 redirect, a permanent 301 redirect which allowed Google and all the keyword rankings that I had to stick even with the new domain name. It was interesting because even after that redirect they came back to me and sent me another letter that said, by the way you can't do a redirect. You just have to get rid of that URL or completely shut it down. By that time luckily Google had transferred the keyword power and search engine optimization over to the new site.

Anyway, there are many experiences. I think if you ask any successful entrepreneur out there if they have gone through failures in their life, if they say no they're lying to you. Every entrepreneur has gone through failure. I think it was John Lee Dumas, I don't remember where we were I think we were on a webinar or something together and did this is John Lee Dumas from Entrepreneur on Fire another great podcast you should check it out if you haven't listened to it yet. He said a quote that's stuck with me and that is, every master was once a disaster. Every master was once a disaster. If you're going through that disaster period right now, just like the previous call from Nina, these failures they teach us. They teach us what we need to know so that we don't make those same mistakes and so we don't get our trucks stolen again, so we can have backups for our computers and all that stuff. That way when we move forward we have the right information and we can move forward and become more successful.

Vincent thank you so much for that. Let's move on to the next one. These are great.

Jennifer:

Hi Pat. My name is Juguilon-Hottle and if you're wondering about why the Hugalwan, yes I'm half Filipino. I was raised that you go to school, get a job, and you retire. There was never the idea that you could have a second or even a third act to your career. I've been working for the same employer for nearly 18 years and even achieved an MBA during that time. For all it's ups and downs I was feeling pretty content until two years ago when things in this business started to go south. The company was struggling financially and it got to a point of talking to a bankruptcy attorney. Thankfully after working out a recovery plan with the attorney, the company did not have to file for bankruptcy, however part of that plan was letting me go. As devastating as that was especially because my husband and I have three small children to support, but it was the best thing that could have happened to me because it forced me to look outside of my comfort zone for a solution.

My aha moment came when I stumbled across two articles. One about Mike Michalowicz and his book Profit First, and one about

Kimra Luna and her journey from welfare to millionaire. Both of those articles opened my eyes to a world of possibilities about being an online entrepreneur, I didn't even know there was such a thing, and sparked my desire to help other small business owners never have to experience going to bed and waking up with knots in their stomach. After a year of unemployment and welfare and the love and support of my amazing husband, I have a second act to my career as a business coach, college professor, conference speaker, and soon to be podcaster and blogger. I know I still have a long way to go, but I'm amazed at how far I've come and for the first time I'm genuinely excited for what the future might hold.

Pat Flynn:

That's awesome Jennifer. Thank you so much. You can find Jennifer and her company at [J2HConsulting.com](http://J2HConsulting.com). Super cool that you mentioned that you're Filipino too. That's awesome. What's cool about your story is it's very similar to mine right. I had gotten laid off in 2008 just like you had gotten laid off and for the exact same reason I think I became successful too. What I mean by that is our layoffs pushed us to do things that we wouldn't have normally done. Things that were outside of our comfort zone. Things that we just had to do to survive and figure things out.

I guarantee ... And people always ask me this, they say, Pat if you didn't get laid off do you think you would be doing what you are doing today? I guarantee that the answer would be no. I know for sure because I was happy with what I was doing, but after getting laid off I finally was able to discover this world of passive income, entrepreneurship, online business, being your own boss, and serving many other people around the world through this fashion. I didn't even know this stuff existed until I got laid off and until I took certain actions that I wouldn't normally have taken. Until I finally mustered up the courage to talk to other entrepreneurs which I would have never even thought of or dreamed of doing, and now I look toward that fear because there was a lot of fear during that journey when that layoff happened which I'm sure was the same for you Jennifer, and that fear is now something I see as a sign that that's what I have to do next.

This continually pushes me to move forward and think bigger and raise the bar. It started when I started online business, when I wrote my first ebook and published it, and marketed it, and sold it to when I started smartpassiveincome.com to when I started the YouTube channel in 2009 to the podcast in 2010 to starting to speak in 2011. All those things. Fear was there with me the entire time. I was outside of my comfort zone, but because of that amazing things happened. I'm not saying that for those of you who have a job that you should quit or hope to get laid off, although I think many of you maybe deep down maybe you hope you get laid off one day so you can do this, but I think that's just a sign that you need something that will drive you. Something that will push you toward that place outside of your comfort zone. Try to think of devices, strategies, things you can do to push yourself outside of that comfort zone because like I said that's where all the amazing things happen.

Jennifer thank you so much calling in. Let's move on to the next one.

Seth:

Hey Pat. This is Seth Williams from the REtipster blog. I just wanted to let you know about a project that I was working on a few years ago that at the time it felt like a total failure, but it actually turned out to be a great success. It was few years ago I was putting together this really detailed, in depth blog post about how to create a compelling real estate listing to sell properties that you own. I had just poured my heart and soul into this. I just had a great level of instruction and just direction on how to do this and do it well. I even put together a \$29 product that I was gonna try to sell with it showing people how to do this on a much deeper level. When I first published it and put it out there it was just crickets. Nobody cared about it. Nobody commented on it. Nobody bought it. It just felt like I had totally wasted my time. The funny thing was about six to nine months later people started buying it. Transactions started happening again and again and even to this day. I sold one of these things just about every day.

It just kinda goes to show that you can't necessarily judge the success of a product based on the following day or even the launch week that you do it. Sometimes it just takes time for Google and

all the search engines to pick up on it and start sending traffic your way. Just wanted to let you know that was one example that I thought was worth sharing and I hope it's helpful to your audience.

Pat Flynn:

Seth very helpful indeed. Thank you so much. You can find Seth at [retipster.com](http://retipster.com). I think that's for "real estate" [tipster.com](http://tipster.com). Very cool story. I'm glad you shared that because I think a lot of us go through the process of spending a lot of time on things and putting it out there and then hearing crickets or shouting from the rooftops like, buy my thing, and then nobody buys it and then we're kinda left wondering why. You're right. A lot of times these things need a little bit of time to sort of marinate out there, to get in the world, to have Google find it and whatnot, to be able to sort of finally get to that tipping point where people are going to start to enjoy it and buy it and get value from it.

I wish I could continue to ask questions about that and I think that's the one thing I'm learning about putting together this episode. It's kinda cool that I could automate the process of collecting these answers from you however with each of them so far, and I think for maybe those of you listening maybe you would agree with this, you want to know more right? You want to know the backstory and how these things happened. Maybe this is a good intro to some of these people. We can follow up with them later. The one thing I learned is that perhaps instead of automating the process which yes does save time, I'm able to collect these questions or excuse me answers and then compile them on my own time, but I think short five minute conversations would be really useful to dig deeper where I could follow up and ask why or how.

That's the one thing I want to do, so Seth or anybody else who gets featured on this particular show and has an answer to share, please come in the comments section and talk more about it. If you're listening to this and you head on over to [smartpassiveincome.com/session250](http://smartpassiveincome.com/session250) and you have questions you want to potentially have answered by these people or myself, please leave a comment and ask your question. Also do you agree with me? I think this is useful, but I think I could go one level deeper in the future. This is



all experimental so I want to thank you for listening in. I think this is really cool that we can hear all these different stories from people in all different kinds of niches. We had a coffee truck, we've had people doing business consulting, and now somebody in real estate.

Let's keep going. There's a lot more of these and I'm gonna get to as many as I can and try to the 35 to 45 minute mark because I think we all kinda understand what's going on here. Failures happen. I don't know why I said it like that. Happen. We make mistakes. Things take time, but you gotta give yourself that chance and keep going right? Okay let's go to the next one.

Brad:

Hey Pat. Brad Hussey here from Calgary Alberta, Canada. We met at Social Media Marketing World 2016. This is my story about how I took a huge challenge and turned it into a wild success and it involves you and karaoke. One of my number one goals at the convention was to not only meet Pat, but to have a normal conversation as an equal. I attended the convention alone and was essentially competing with 3,000 others for the attention of the people I wanted to meet. Now how am I supposed to stand out when so many others are doing the same things I am, and in many cases better? After a full day of learning, meeting people, we all jumped aboard a boat to network. I never really realized how much celebrity an internet entrepreneur to possess and amidst the crowds of people you'd hear whispers of fan-boys and fan-girls fawning over so and so asking for selfies. I realized that if I wanted to say hi to somebody important who's helped me in my journey I'd have to wait in line, follow them around, and hope I get a moment of their attention.

On this boat there was live karaoke. Now we're talking. If there's one thing I'm absolutely sure I can do it's perform on stage for a crowd. Guess who was in this crowd. Pat. This was my chance to stand out. I chose my song, gave it to the DJ, and confidently asked the band to bump me to the top and that they would not regret it. Bold? Yes. The intro to Uptown Funk by Bruno Mars started and it was my turn. By the end of the song half the boat was on the dance floor including Pat. I was also able to get a selfie with Pat



as an equal on the dance floor. Although Pat's moves are pretty solid. That's my story of taking a challenge that could have been a wild failure and turning it into success. It was really fulfilling. Great meeting you Pat. I hope that we do karaoke and dance at some point in the future.

Pat Flynn:

Got cut off there a little bit, but Brad dude. Awesome. I absolutely remember that evening. You killed it on Uptown Funk. That was great. I remember we chatted. We high fived. We hugged each other that evening. I remember taking the picture with you. I remember you. You definitely stand out and I look forward to seeing you again and hopefully what I think you were saying at the end there was that we could dance and do karaoke again at some point which would be a lot of fun. That's one of my favorite things to do. Brad over at [brightsidestudios.ca](http://brightsidestudios.ca). He's over in Canada.

I don't know if this is necessarily a failure, but it's something that you ... There is a potential failure involved. I think you took a big risk by going to a conference by yourself which I think is always a risk. You can always just sit in the corner and do nothing right, and just kind of hope people that come by. There are a lot of times at conferences like this where people will see somebody by themselves and somebody will come up to them and start a conversation which is really sweet and I think that's the cool thing about these kind of events. Most people are very genuine and very nice and authentic and want to meet new people, but Brad I love that you put yourself out there and that was sort of your way of sort of making an impression and playing along with your strengths.

I think that's another important aspect of this story is you knew what you could do and how you could stand out and you even took initiative and said, hey DJ let me go up and you won't be disappointing. I should have done that because I was actually on the waiting list and I had a song ready and I was like, I remember going to the bathroom to practice and stuff yeah it was getting serious, but then I came back and I was getting all nervous and then by the time that ... I don't know I didn't get to go up because the boat had docked and we all got off after that. I remember your

gig and it was awesome. I also remember Michael O'Neal actually taking over and doing drums. Michael O'Neal from Solopreneur hour, another great podcast, but anyway Brad thank you for sharing that story.

I think it's really cool and for the upcoming conference season that we're all gonna be apart of, or most of us maybe, you can also go to [smartpassiveincome.com/speaking](http://smartpassiveincome.com/speaking) to see where I'll be at next and hopefully be doing karaoke and dancing again too. I will be attending Social Media Marketing World 2017 and if you all want to check that out it's one of my favorite events. Rather large event, but really cool. A lot of great people. Amazing information. It's definitely a great experience. Plus it's in my hometown of San Diego. You can all check that out at [smartpassiveincome.com/smmw](http://smartpassiveincome.com/smmw). So [smartpassiveincome.com/smmw](http://smartpassiveincome.com/smmw). That is an affiliate link I get like a \$50 commission, but it's at no extra cost to you. The earlier you get in the better because they raise the price I think weekly or monthly or whatever leading up to the conference. [Smartpassiveincome.com/smmw](http://Smartpassiveincome.com/smmw). I will be there and hopefully you'll be there too Brad. Thank you for that. All right let's move on to one or two more. Here we go.

Jacques:

Hi Pat. This is Jacques Hopkins from [pianoin21days.com](http://pianoin21days.com). One thing that I struggled with for a very long time was trying to crack the code on having a positive ROI on online advertisements. I've tried Facebook ads, I've tried Google AdWords and it's always been a failure. Always ended up spending more on the ads than what I generated in profit. It wasn't until I sat down and really analyzed things and actually took an eight or ten hour online course on Google AdWords, it may have even been longer than that, and really got into it and took notes and made sure I understood what was going on and applied that information and tweaked it overtime and now I've got an incredible ROI on my Google AdWords. It counts for just a ton of my business. It's spreading the word about my course and what I have to offer to just so many more people that it wouldn't have been able to reach before. Like I said, I was pulling my hair out for awhile with why I couldn't get ads to work.

Pat Flynn:

Hey Jacques thank you so much for that story. [Pianoin21days.com](http://Pianoin21days.com)

is where you can find him. What's really cool about this I think we all go through the process of pulling our hair out, except maybe Chris Ducker who doesn't have any hair, but ooh. Maybe he'll hear this or not. I gotta jab at him every once in awhile because we're good buddies, but anyway one of the easiest ways to get yourself out of that funk when you're trying to figure stuff out and it's just not working for you is to get help. That's done in a couple of ways. One, simply by asking people which is a skill that I picked up quite early in my online business days asking for help. I soon was able to get over the fear of doing that and I just found out how helpful people were and how amazing nice everybody was and that's the first thing.

The second thing, this is something I did as well, was I took a course. The first course I took was Internet Business Mastery from Jason Van Orden and Jeremy Frandsen. Which is still there and still available. You can check them out at [internetbusinessmastery.com](http://internetbusinessmastery.com). I've taken several courses to help me with things that I want to learn and master. I think it's very smart that you finally ended up doing that. When you think about it, it's sorta like a book because people put their experience into one place that you can then sort of almost download into your own brain, but a course more so than a book has typically more actionable items, has examples, has worksheets, and other resources available to you.

I've taken many courses since my online business journey has started. One of the most recent ones that I took was Michael Hyatt's course Five Days to Your Best Year Ever, which is a goal setting course. I plan on taking a Facebook ads course in the upcoming months because with the new courses I have coming out myself I'll be promoting them using advertisements. I might have to hit you up Jacques for some Google AdWords information or at least where you got that course information from because I definitely want to get this course that I'm working on and other courses into the hands of as many people as I can so I can help as many people as I can.

Anyway, great story thank you so much and yeah if you want to learn how to do something, instead of trying to figure it out yourself why don't you go get some help. It's definitely worth the investment to do that. Obviously the biggest mistake is getting too

many courses. I think there's a percentage of you out there who listen to the Smart Passive Income podcast who download and buy every single course that comes out. That's sort of the other end of the spectrum where you're not taking any action, but you're downloading all this information and potentially hoping for that easy push button solution. That never happens either. You want to be very selective with the courses that you take. What I would do is take courses that are relevant to the next thing that you're working on and that's it. Don't take a Facebook ads course if you aren't ready for that. Jacques it seems like you were ready for something that was very helpful. You implemented it and now you got an incredible ROI so congratulations.

Let's finish off with one more and if I didn't get to you for those of you who submitted your answers I apologize, but perhaps we will follow up with a second episode like this or do it in the way that I mentioned earlier where it will be a shorter conversation between you and I sort of more live or recorded in that way. Anyway let's go to one more and then we'll finish up.

Mark:

Hey what's up Pat? What's happening SPI audience? My name is Mark Stilwell and I'm calling from Redding, California. A failure turned great in my life was that of a marriage that ended in a divorce after ten years. The end was a big blow to me because not only did I lose my wife at the time, but I lost a lot of things, I lost a rather large friend at work of mine at the time. Worst of all I lost half of my time with my kids because we share them 50/50.

In that transition though I stumbled across a powerful tool that really turned my life around. I learned to forgive. I heard it said that forgiveness is giving up the future that you thought you wanted and that those hurt feelings are really nothing more than our ego's response to a situation or a person. I felt the weight dissipate when I let go of the resentment and moved on with my own life. I moved out, started making new friends, and I met and fell in love with literally the girl next door. The experience has also given me the courage to share my message and now I have a podcast called LetGo Hello where I support the journey of others toward a more meaningful life. The message is essentially to let go of what's been

holding you back because this is your journey. Thanks for the chance to share Pat. Cheers.

Pat Flynn:

Hey Mark thank you so much for the quick story there and congratulations on the turn around. What's really cool about this and the reason why I wanted to end with this one is because a lot of times the thing that's holding us back from moving forward is something in our head that we thought was supposed to go one way, but it ended up going another way. We always have a choice right? I think once you let go of those things that you said you were supposed to do ... This very much goes along with many moments in our lives.

For me it was when I got let go from my architecture position. I actually wrote a book called Let Go which is available on Amazon and that is not about not only how I was let go and became an entrepreneur, but how like Mark was talking about, I let go of what I thought was the path that I was supposed to be on. Once I did that like you Mark, it opened up so many new doors and opportunities and it's just amazing that you were able to share that. I think the tool that you mentioned, and I love that you share that as a tool, forgiveness is very very powerful. I think a lot of us can relate to that or perhaps need to hear that. How can you forgive perhaps even yourself sometimes for things or events or outcomes that were kind of unplanned, things you didn't expect? I really feel like you have to definitely let go of some of those feelings and limiting beliefs and what you feel was supposed to be the way so that you can find your way.

Mark thank you so much for that. I appreciate you. That podcast that he talked about was called LetGo Hello which are perspectives on fulfillment is the tagline of that show. We'll have a link to that in the show notes as well. I want to thank everybody who left an answer here. There's definitely a number of other ones that came in that we just didn't have time to include here on this show, but I hope this was a great episode to listen to. Like I said, it was good actually to edit this and hear it so that I can turn around and do it again in a better way. I'd love to hear all of your feedback on it. If you wanted



to go and leave feedback or leave comments and/or questions for myself or the people who have been featured on this show, just head on over to [smartpassiveincome.com/session250](http://www.smartpassiveincome.com/session250) that'll take you to the show notes and all the links mentioned.

I also wanted to take a moment to thank all of you. We are now done with 250 episodes of the Smart Passive Income podcast. You know when I started this journey of podcasting it actually started in December of 2008 and I had published a blog post where I had shared a brand new path that I was gonna be taking with the Smart Passive Income blog and that was I was gonna be starting a podcast. This was in December of 2008. I bought equipment, I did a test recording, I shared with everybody that a new podcast was coming soon, and although that was published in December of 2008, my first episode came out in July of 2010. A year and a half later.

The reason why it took so long was because I was so fearful and I was making so many mistakes in the beginning and it was totally outside of my comfort zone so I kept going back to blogging which is what I was comfortable doing. I figured you know I can always edit and I can always make things great before I hit publish before and with podcasting, yes you can still edit, but it's my own voice and I'm scared of what people are gonna say and I don't know what I'm gonna be talking about. How do I know if this is gonna work or not? The only way that it ended up working was I just finally said you know what? I'm just gonna do it and see what happens. That was in July of 2010 when episode one came out. We are now into 2017 episode 250 and many of you've been following since the beginning. Some of you this may be the first episode you've ever listened to and I hope you can join me in the next 250 episodes that come out.

I also have a show at [askpat.com](http://askpat.com) where you can listen to many other people's questions and my answers related to those questions. These are voicemail questions from you the audience and you can actually ask your own question there as well over at [askpat.com](http://askpat.com). If it's been awhile since you've been on the blog, I would recommend you check it out. There's some new stuff going on. Really cool navigation menu that was added. Search options



and things. We're trying to improve the SPI experience there for you. Head on over to [smartpassiveincome.com](http://smartpassiveincome.com) and check that out.

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Alright, I want to give thanks again to GoDaddy for sponsoring this episode too. They have the largest domain registrar, as you can probably guess, with over 62 million domain names under

management. A lot of them are mine because I use them to not only get domain names at a cheaper price, so that I can host them on my website, or excuse me, on my server, but I also get a lot of domain names to use as a utility to help myself share with you certain parts of my website that are important. For example, PodcastingTutorial.com. That is a domain I bought through GoDaddy for just a few bucks, and I use that to help people remember that link, and to help me remember that link, and it's easier to type in to get to a certain part of my website that gives you my top tutorial which is PodcastingTutorial.com. And I use this strategy all over the place: EbookstheSmartWay.com, WillItFlyBook.com, AffiliateMarketingtheSmartWay.com, all just domain names that I use to forward. And they make it really easy to manage that and do all those things. I've also registered my kids' names as domains through GoDaddy.com as well.

And right now you can get a special discount on a GoDaddy domain. Just use the code "SMART30" at checkout to get 30 percent off new purchases, with some exceptions. So once again, that's GoDaddy.com, code "SMART30" for 30 percent off.

Alright and hey, you might remember last week, I talked about John Lee Dumas' The Mastery Journal. Well, I wanted to mention it one more time because the Kickstarter campaign is up and running, there's different pledge levels where you can get involved. And seriously, it's such a cool, awesomely laid-out book. One of my favorite parts of it is the 10-Day Productivity Chart, the discipline charts you get to fill out for yourself. You actually get to grade yourself, and that's one thing that motivates me more than anything is being able to track using numbers. And this is an amazing technique. He also shares the Pomodoro technique and Parkinson's Law and other things that can help you along the way as you begin to, within 100 days, master productivity and focus and discipline. Which is exactly what's needed, right? It's important to have these goals, but unless you master this stuff, you're never going to reach your goals, or you're going to reach them a lot later than you would like to. So please, head on over to [TheMasteryJournal.com/pat](http://TheMasteryJournal.com/pat) to get involved with the campaign and help support not only John, who's a great friend of the show, but also Pencils of Promise. He's



putting some of his own money into play depending on which level he reaches for some of his pledge goals, and he's donating to build schools in different parts of the world. And Pencils of Promise is a company that I'm an advisor for, and I just love that he's doing work for this organization too. So one more time, TheMasteryJournal.com/pat. Go ahead and check it out.

Again thank you so much for listening in. I appreciate you. That's episode 250. I look forward to serving you in the next episode, episode 251, but until then keep getting outside of your comfort zone. Keep working on that next thing. I look forward to serving you next week. Cheers guys. Take care. All the best. Bye.

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