



SPI 272

Starting and Running a Business as a Couple Featuring the Bakers

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- Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number 272.
- 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. Now your host . . . He wakes up with bigger plans than the day before . . . Pat Flynn.
- Pat: Hey. What's up everybody? Thank you so much for joining me in this session of the Smart Passive Income Podcast. I'm really excited because we're featuring two guests on the show today, a husband and wife combo, and that is Bryan and Erika Baker from TheBakers.tv. It wasn't too long ago, both on Twitter and on Facebook, I had said, "Hey guys. Do you know any couples or partners who have created a business together?" I got a number of suggestions. All great, actually. I looked into them, and the reason for this is because I wanted to know what it was like to interview somebody who was working with somebody else and building a business together. For me, it's just me, and I started this thing on my own. I wanted to see what it was like to have two people who started something together, and so of course there were a lot of people who had friends working together. There were people who had just business partners who . . . they literally found each other because they wanted to start this business together, and then they became friends. And then there were the Bakers, TheBakers.tv.
- I had about 100 tweets and emails and Facebook messages from people who were saying that I had to have the Bakers on, so Bryan and Erika. Then I followed up and I asked, "Well, why?" They said, "Because they're so real, because they're so transparent." What do they do? At TheBakers.tv, they help people make sense of relationships, and they do this by connecting, truly, in a very transparent and authentic way, with their audience. They've built this massive crowd of raving fans by doing so through a number of different channels, specifically livestreams for a lot of things. They just share it all. Even if they're going through a fight or something, they share it and they talk about communication, and they really built a lot of trust over time with their audience. Of course, being

a husband and wife combo, they built this business that they now have together.

They also have really smart ways of actually getting people on their email list, and, again, they're talking about relationships and communication. We talk a lot about that in this episode too, so not just how they started their business together, but also I wanted to gain some tips from them in terms of, "Okay. If you have a partnership, or you're thinking about starting a partnership, or no matter what kind of partnership you have, even if it's outside of business, maybe it's for a relationship that you have with somebody, how can you best communicate so that you can work things out?" That's where this show will come into play. I'm really excited to feature both Bryan and Erika Baker from TheBakers.tv, so let's get right into it. Here we go.

Hey everybody. I'm so happy to welcome Bryan and Erika Baker to the show today. Bryan and Erika, thank you so much for being on the Smart Passive Income Podcast today. How are you guys doing?

Erika: We're doing great. Thank you, Pat, for having us.

Pat: Absolutely. I had asked this question to my audience not too long ago: "Hey, do you know any couples or partners who started their businesses together and who're doing amazing things?" I've got a lot of people who answered, "Oh this person," or, "This company," but I had gotten about 50 different people say, "You got to interview Erika and Bryan Baker." I was just like, "Done." That's social proof at its finest right there. We'll get into how that happened, but Erika, why don't I start with you? Tell me about what it is that you guys do. Why do you have such raving fans right now?

Erika: We work online with men and women with a desire to create easy communication and deep connections in their relationships. So we do that through our blog. We do weekly, at least weekly, live Facebook videos. We have an online course. We do private coaching, and we'll be launching group coaching and doing some speaking engagements.

Pat: Wow, and so this is all surrounding the idea of just helping. Is couples your avatar, Bryan, in terms of who it is you're serving here?

Bryan: I would say that most of our followers are in romantic relationships, but we've had a lot of people that have reached out to us, and they follow our live videos and everything and they're like, "Hey. I'm not in a relationship right now, but the things that you are sharing are really speaking to me and are preparing me for a romantic relationship someday, as well as friendships and work relationships and all that." We've kind of switched gears to open it up to prepare people for any kind of relationship.

Pat: Oh, really interesting. Bryan, what's the URL where people can find out where you guys are at?

Bryan: TheBakers.tv.

Pat: TheBakers.tv. Okay. Erika, talk about the origin story of TheBakers.tv and how this all got started here.

Erika: We always had a desire to serve others. That was our most important thing with Bryan's background in ministry. We knew that there was something that we were meant to do in particular, but we just never seemed to fit in that box that we were always just trying to find our space in in the corporate world. We kept searching and just basically doing personal development, trying to figure out what gifts we had, and finally someone asked us, "Well, what do people come to you guys naturally for?" That main thing was relationship coaching or counseling. When Bryan was a pastor for almost five years, that's when people started seeking guidance, and then we started combining our views.

People really liked that. Instead of having just one person talking about what you should or shouldn't do, we talked about us from our relationship standpoint, where we came from. We've always struggled with relationships. We've always struggled with communication and our identity and how that impacted our relationships. Quite frankly, we barely got married because our

relationship was so awful. We bickered all the time. He would get offended because he would feel like I was saying that he was stupid in whatever I was doing, and then he would shut down and I would get offended because . . . It was like a vicious cycle. It's just what we knew. We had to dig our way out of that. That's a habit that we had formed, and so we, being the people we are trying to self-better, better ourselves, we got mentors. We read books. We tried to figure out and navigate what this looks like for us to have a real working relationship with communication. It doesn't come natural, and it's something you have to work at. Once we started doing that, we were like, "I think that we can make this into a rhythm that other people could utilize as well."

Pat: Love that. I love that. Bryan, would you mind sharing . . . I want to pause on that topic of, just, better communication, better relationships in a couple minutes. Can you give us some good advice? Like if somebody is going through what you had just described, some of that miscommunication in a relationship, bitter feelings toward another, how could one even begin to start, or at least put themselves in the right direction of sort of getting out of that and starting to communicate better with each other?

Bryan: I would say a lot of what we do kind of starts with just discovering who you are, and that's the basis for the issues that you have in relationships and, a lot of times, the reasons you're not getting along. We developed something called The Core Needs Quiz that helps you develop what you need from a relationship, whether that is someone to just let you know that, "I believe in you" or "I am always there for you." From there, you can figure out what you need and the way that your partner, your friend, your coworker, whatever can best help you walk through that. From there, I would say to you, "Just work on some basic steps in communication." That's the next thing that we usually walk people through. We have something called Six Steps to Easy Communication, and it's just starting out and creating a safe place. You take a break from each other if you need to.

Erika: That's like a 30 minute break. It's not a . . .

- Pat: Okay, okay.
- Erika: It's not like a run away break. Taking, like, that space to calm down.
- Pat: Mm-hmm (affirmative).
- Bryan: Then just kind of remind each other that you love each other and reestablish the fact that you are there for each other, you're on the same team, you are in a relationship for a reason, and be re-centered to the fact that regardless that we're not on the same page right now, we are working towards the same things, and we want to get through this together.
- Pat: I love that. I think that applies to all kinds of relationships, not just romantic ones, but friendships and, obviously, business partnerships too, which we're talking a lot about this month as well. A lot of people compare business partnerships to, well, marriages, and so hopefully that helps people out who are perhaps at this moment going through some tough times.
- I want to continue on your story in terms of . . . you've had these struggles, but then you fought out of that. You dug deep. You had mentors and coaches and counselors, like you said, and then you had this idea of, "Well, maybe we can bring other people on with us and help people and serve others." I'm curious, were there any sort of doubts when deciding to go down that route, almost questions like, "Wow. Who are we to actually teach other people this stuff?" Or was it just you felt like this calling or could feel it and just had to do it? Either of you can take that question.
- Erika: Yeah. I think a lot of entrepreneurs, I feel like, question themselves constantly on their journey. It's that whole imposter syndrome that we're starting to hear more and more about. I know Nicole even, Nicole Walters, even wrote a article on that. It's basically feeling like you're just not good enough to talk about that, and we've felt that a ton. I think that we just need to re-center ourselves the fact that . . . we even put it on our website, we're not certified counselors and didn't get our degrees in psychology, but we can bring to the

table is our personal experiences and how we worked through it. It's not going to be the same for everybody, but I know a lot of people resonate with us, and that's why we've decided to share our journey.

We are okay with completely being raw and real and open about everything. We have a lot of things that aren't easy to talk about that we've gone through in the past. We've been on welfare. When we had our first two kids and I was pregnant with our third, we actually didn't have jobs or a home, so there are a lot of things that we've gone through that maybe people can relate to only parts of our story, but it's just re-centering ourselves that we're just telling our story to help encourage people that we do have a way that could possibly help you.

Pat: Mm-hmm (affirmative). Bryan, how did you start telling your story together to the world?

Erika: Nicole.

Bryan: Yeah. I would say Erika connected with Nicole Walters. She's always been . . . Erika's always been really eager to seek out mentors and find the people that have what we want, so she kind of took a leap of faith and she's like, "I love Nicole. She's amazing. I want her to be in our corner." She reached out to Nicole and said, "How do I connect with you? How do I become what you are?" Nicole reached back and called her, and we were both super excited about it. She just walked us through, like, "If this is what we want to do, how do we begin this process? How do we turn this into not just a passion, but a way to change our lives, to change other people's lives, and to make a business from it?"

Erika: Yeah. We went through Nicole's 1K1Day initially when we started having her as our mentor, and that's how we started on the journey of, like, taking this passion that . . . it's very vague and not sure how to tell our story to what we have today. That, Pat, that only started last August.

Pat: Wow. Not very long ago. That's less than a year ago at this point.

Coming out of that, what was the big realization? What was the “aha” moment for you that came out of that program that really helps you get the right foot forward?

Bryan: I think a lot of it was . . . I think the biggest “aha” moment was what we already mentioned earlier. It’s just kind of these are the passions that we have, these are the things that people are coming to us for, so we were struggling with, “How do we find our place?” That’s what we decided to step into and decided to monetize that.

Erika: Mm-hmm (affirmative), and that it was okay to monetize that. That it’s okay to earn a living from something you’re passionate about, that you want to serve others in.

Pat: Mm-hmm (affirmative). How did you even begin to monetize it? What platforms were you using? How did that even start?

Erika: How we started doing that was just . . . Facebook Live videos is our biggest following and how we are just showing consistently and listening to our audience, and what they’re wanting to hear about and constantly asking them what is going on in their lives that you would want us to talk about. Then showing up, interacting with them, making sure that they understand that they are the reasons that we do everything. From there, we created an online course, and that, right now, is our main, but we also have affiliates and Amazon store with personal development books. We have our online course, Six Steps to Easy Communication. We have another one on the way. We also do our live coaching. Everything’s done online, so it’s via video.

Pat: That’s cool. Let’s talk about Facebook Live really quick. Tell me about your process for going live, Bryan. Like, how often do you guys go live? What’s the setup like, so we can get a feel for what this interaction’s like with your audience.

Bryan: Yeah, definitely. We try to keep it pretty consistent, every Monday night at 8:00. Sometimes life gets in the way, and we both work full time jobs and we have three kids, three, two, and one years old,

so it doesn't always happen, but we try to stay consistent with that. We just use content from the feedback that we've gotten from our followers, the things that they are struggling with or want to know more about, as well as the things that we've learned from our own relationship and have seen over and over this is a problem, and these are the ways that we have come to resolution in those areas.

Erika: Some of the stuff that we talk about, too, is the stuff that people are uncomfortable to talk about. We decide to try to tackle those and sit in that uncomfortableness, if that's even a word, with them. Because a lot of people want to know, like, the fifteen best date nights and stuff, and we can talk about that, or being on a budget and talking about finances. But there's things or topics that people don't want to talk about, like feeling like you're a horrible parent when you're trying to create a business, how to create boundaries when you're building a business between you and your spouse, whether they're in the business with you or not, which . . . I had actually started a business by myself before we did this one together, so we've experienced both sides. Even things like sex from a guy's perspective. Bryan actually was just featured on Elephant Journal for a blog that he wrote that got over 94,000 views. It's because we're talking about subjects that people are afraid to talk about.

Pat: Mm-hmm (affirmative). You're able to build this community. People are coming and watching you live. Do you direct them anywhere? How are you getting them to come back to the website? Are there any call to actions? Are you selling on each of these live videos? Walk me through sort of what happens after these videos are done each week on Monday.

Erika: Yeah, there's always a call to action. It varies week to week. No, we are not selling them every time. I personally am not a huge fan of that, but I do want to make sure they know what resources are available if they choose to go that way. We also do emails with our blogs to everybody because we have a weekly blog that's released as well that is derived from our Facebook live video, as well as quotes and things like that that are sent out on our Facebook page throughout the week, correlating with the theme that we talk about.

Then we have a call to action for them to either, we have a free thing that they can have access to, or a discount, or a promotion, on one of our courses, or a promotion on wanting to have a live session with us. There's always something to do. Sometimes it's just reading a book that we've suggested is the call to action, which we'll have link on our page for. We're really starting to interview people as well during our live videos, so that's another way that we've been having people interact with us.

Pat: That's very cool. As you're building this business, and, again, it's just kind of taken off now, which is fantastic, what are some of the struggles that you guys are having together or with the business in terms of the way it's growing? Are there any things that you wish you had done differently, or are there any parts that you wish could be done a little bit easier?

Bryan: I'd say the biggest struggle that we've had has definitely been schedule, especially. We talked about it already, the fact that we work full time jobs and have three kids three and under while we're raising this business. It's taken a lot of intentionality to make sure that our kids still . . .

Erika: Have parents.

Bryan: . . . have parents, stay alive, and know that we love them. We have to make sure that our relationship stays together because if it falls apart, the most successful business in the world is not worth it in our eyes. We have to make sure that we make time for each other. For us, every Thursday night, we just turn off our phones, turn off everything, and say, "I know that we're busy, I know there are a million things that we could be doing right now, but right now, it's our date night." We will just spend time together, check in with each other, see how things are going.

Pat: Yeah. That's so important. I do date night as well, actually on Thursday nights too, with my wife, and it's incredible just how much even just a few hours together with everything turned off, like you said, is just to reinvigorate the relationship, to get motivated again,

to continue to love each other, and just crush it for each other.
That's fantastic.

Erika: We actually created a box that we call our “disconnect to reconnect box” because I was struggling with seeing my phone and not checking it because I know that there would be something that I'd want to respond to. Out of sight, out of mind. And so we created this box that we know, when it goes in there, it can charge while it's in there, and we don't touch it for the rest of the night. We actually did not know that you had responded to our Twitter post saying that you wanted to set up a time to interact with us and interview us because we were actually on date night and our phones were in our box.

Pat: Oh that's so funny.

Erika: Everyone thought it was hilarious that they all knew before us and we didn't know until the next morning.

Pat: You have an amazing community. I want to talk about them really quick. If you could answer this on their behalf, why are they so raving about what you both do?

Erika: I think it's because we bring an element of realness and genuine. They know that we're for them, and we know that we want to see them succeed in their relationships, and that we're not going to feed them a bunch of fluff, that if they're going through hard times, that we create a safe place for them to talk about it and not feel bad about it, but actually feel good that they're even trying to better themselves in their relationships. We make them know that they're not alone.

Pat: Bryan, do you have an answer as well?

Bryan: I was thinking the same thing that she was. I would say that it seems like people are really impressed with just how much things have grown and the fact that we don't just talk about wanting to serve and talk about wanting to grow the business, but because we're so passionate about this and because we want to see relationships

restored and we want to see this really do well, we're putting the work in and growing the business. It's only been a couple months now, but we really been blessed to have the community help out in the ways that it has and grow it to where it is today.

Pat: Yeah. I think that speaks so highly to how you're building this community. There's level one, which is people following you and finding you on Google or blog posts, and they only get a little bit of a sense of who you are, but you're moving it all the way up to live video, which is just . . . That's real life, and it's the real, raw you. I think that your community speaks so highly to you guys because of just how much you're letting them in on who you are and the types of people you are. I think it's fantastic. We've heard it over and over and over again the last couple months now. Live video is absolutely huge. Were you guys always comfortable getting on live video, or was that weird at first for you?

Erika: I can speak for myself first, so then Bryan can talk about it.

Pat: Okay. How about you, Erika?

Erika: I got used to live video a little bit with my past business. I was in a MLM as a beach body coach, so I started being more comfortable sharing through that. It was a little bit of a safer topic because I feel like everyone's open to talking about losing weight, or at least sharing someone's journey on it. That's where I started, and then I saw the freedom that came from that. I saw the power that it had to encourage others, and so I kind of got addicted to it and put my insecurities to the side so that I could help serve them the best I could in the way that I was given. That's how I got comfortable with it. I still get nervous, though, because recently we talked about going live, impromptu, off the cuff, which is what I used to always do, but at such . . . as, like, when we have a fight. We have talked about it and then going live afterwards and being vulnerable in that moment of, "This is kind of what we deal with." That's hard. That's really hard because it's in that moment. It's a little bit easier if you're like past it. Right?

- Pat: Right.
- Erika: In that moment of sharing that, that makes it difficult. What about you babe?
- Bryan: I am getting more comfortable with it.
- Pat: Sounds like it was something that maybe was a little difficult for you to get started with.
- Bryan: Yeah, definitely. It's weird. If I'm, like, one on one in a conversation, I'm usually fairly comfortable, and then like in a group setting, I'm super awkward, and then Facebook Live, for whatever reason, I'm super awkward, at least when I was starting out. I walk on a stage and I'm completely fine with it, but there's something about Facebook Live and not having an audience that I'm looking at, I guess. Just super uncomfortable to not have that instant feedback and not knowing, like people might think I'm crazy right now and I have no idea.
- Pat: But you're still doing it anyway. I want to ask you why.
- Bryan: Yeah. Because I believe in what we're doing. We've seen the benefits in our own relationship, and it doesn't just affect your relationship. When your relationship is terrible, everything in life seems like it's terrible. When you don't have those people in your corner, whether it's great friends or a spouse or someone you're dating or whatever, when you don't have that person that's in your corner that's going to love you and take care of you, and especially when it's on the opposite and you go home to someone that makes your life more difficult, it changes everything. We've seen the power of it in our own relationship, and it makes it worth it to face your fears and go out and do the things that you're not comfortable with, and talk about things that nobody wants to talk about because we've seen the power in it, and we want to share that with other people.
- Pat: I love it. Now I want to ask you, again, talking about the relationships and working together. How did it start when you're

both, “Okay. We’re going to turn this thing into a business. We’re going to serve many people. We’re going to go online. We got scheduling to do. We got stuff to take care of.” How were you able to work together in that way? What devices or tools or strategies do you use or implement to make sure that you guys work well together? I’m just curious to know what the dynamic is like.

Erika:

Yeah. When we first started, Bryan wasn’t quite sure what his role was in it, other than obvious the content because that’s what he basically did as a pastor is the main content piece. I was used to creating a business previously, so I was trying to involve him in every aspect. He’s, like, sitting there, and we would have arguments over it, like, “Why don’t you want to be here? Why does it seem like you don’t want to participate?” We finally talked about it. It wasn’t that he didn’t want to do the business. It’s that he didn’t feel like he was bringing value. It was stuff he wasn’t good at. We learned that it’s okay to not be involved in everything together, that there’s things that he’s good at, there’s things that I’m good at, and there’s things that we’ll do together. Just talking about that and trial and error, figuring out what those are if you don’t know right away, was huge for us.

I would say the systems that we use . . . We highly, highly, highly rely on our calendar. If you aren’t scheduling and time blocking everything, balls will get dropped. That is probably the biggest thing. We had to sit down the other day and schedule in rest because you can keep going and going and going, but if you aren’t scheduling time for rest, you’re not really able to help fill up anybody else if your cup’s empty.

Pat:

Totally, totally. I schedule in my morning routine a lot of things that help me stay focus and have breathing room, like meditation and journaling and all the stuff, the Miracle Morning stuff that I’ve talked about on the show before.

Erika:

Exactly.

Pat:

When times get tough, especially in around the work arena, and,

like you said, sometimes we get into fights with our business partners or whatever, what's the best way . . . ? Or how would you recommend, or how do you both approach solving those problems and putting those fires out so you can continue on and get stuff done, but also be in a good mood again?

Erika:

Yeah. I think sometimes you just need some outside perspective to help ask questions because, Bryan can articulate on this, but everything stems back to, if you're having an issue, it stems back to some type of core need or wounding that you have in your history that is giving you some feedback that either you're not good enough, you're not cared about, your voice doesn't matter, no one cares, you're invisible, you're stupid. There's a lie that you're believing in that is causing you to react usually. If you have that visceral reaction, there's something else going on.

That's usually the type that you can't communicate through and you struggle with, so taking a step back, having someone else come in, ask questions to try to figure out what is going on, or when you start figuring out what your core need is, you can start figuring out why you're reacting to things that you are. Then it's not you versus them anymore. It's you're together collaborating, not compromising, because there is a difference, collaborating together towards a common vision or a common goal.

Pat:

I really like that approach because I know a lot of people who have multiple business partners, and a lot of times when even just one thing is going wrong, it messes up the whole ship, like what you were saying earlier, Bryan. It just puts everything in a bad place. How do you approach, or what's the mindset one should have when coming across these hurdles when it comes to relationships to hopefully get out of that rut sooner than later?

Bryan:

I would say to remember . . . Erika just talked about kind of what's going on in your own mind and recognizing that there are wounds that you're dealing with, but I think that you have to go into those tough conversations recognizing that the other person's dealing with the same thing. A lot of times, we look at the symptoms and,

“This person is frustrating me because they’re not getting stuff done or they’re fighting me on everything”, and recognizing that there are things going on there deeper than just what you’re butting heads on. Never walk into a disagreement looking at the symptoms. Try to dig deeper and figure out, “When you did this, what was your goal? What were you trying to accomplish?” It’s never just, “I wanted to make you mad. I don’t like you.” At least, 99% of the time it’s not. When we dig deeper and figure out the reasons that people are doing the things that we do, we see them as a person instead of just as someone that is making us mad. Just completely re-frames the conversation and makes everything go more smoothly from then on.

Pat: Love that. Thank you, Bryan. A couple final questions for you, Erika. Can you speak on, you had mentioned this earlier, making sure that you guys are still parents to your kids despite both having full time jobs and then also working on this online business? I know a lot of people who are working full time who are also starting to do something on the side who also are very worried about the fact that, well, when are they actually going to have time for their families? What advice would you have for people who are in that world?

Erika: Yeah. One of the biggest things that we had to do, and I hate to keep going back to this same thing, but it really stems for everything for us, is the intentionality piece, whatever that is for you. We make sure that we have two full Saturdays a month on the weekends that is solely dedicated to family time, and we’ll do something fun during that time to build the memories that we would like. We also make sure that the kids, even though at night, they go to bed at 6:30, so I’m usually home for a half hour, we eat dinner, and then it’s pile into bed, and we make sure that we let them know how much we truly care about them, even though we only have a half hour every night with them. We started doing this thing where we do positive affirmations with them every night. It started out with just one or two, and we didn’t really know what we were doing at the time, but we would tell them like, “I love you so much. You make me so happy.” Then the next night, or a few nights later, I forget when it was, Liam, our oldest, who’s three, he started finishing our

sentences. I'm like, "Dude, he's listening to us. Actually paying attention." Then I started thinking about it and talking about it with Bryan. I'm like, "I remember these sayings that my mom used to say to me, and she said it probably off-handedly a few times. What if we sat here and told them, just like how we're trying to have positive affirmations that we speak into our own lives, if we speak these into our kids and let them know that any time that we're dealing with anything, they know these solid truths and they've been ingrained in their hearts?"

Now we have like a list of 20 things that we tell them, and they finish each of those sentences. I feel like even though we might not have a lot of time, that half hour that we have every night is quality. Paying attention that it's quality not quantity and making sure that when you are with your kids, you focus on solely them.

Pat: For sure. If they're going to bed at 6:30, I'm curious, what time are they waking up?

Erika: 6:30.

Pat: 6:30? Nice. Very cool. It's definitely so key to just take advantage of whatever time you have available. I know that I'm in a unique position because entrepreneurs, a lot of people who are their own bosses, they have a little bit more time, but even though they have that more time, sometimes they don't even spend it very wisely. Is your goal to, at some point, remove yourself from the full time job to open up more time for your kids and to go more full time with the business? Is that a goal of yours, Bryan?

Bryan: Yeah. We definitely love the idea of having more freedom, not just financial freedom as we grow this, but freedom to do the things that at least I was never able to do growing up, being able to travel overseas and really make memories with them that will stick with them forever.

Pat: Love that. Erika, do you want to speak on that in terms of like where are you guys going from here?

- Erika: Yeah. Is my current employer listening? I love where I work right now, but it would be ideal and what our vision is when we're doing our vision casting, what we want it to be. Our first goal is to retire Bryan so that he can work on this full time. Right now, he's a teacher and an athletic director, so it'd be easier to replace that income. That's our first step. Ideally, we want to go around and speak at events and be able to share our story, the nitty gritty, help people via mentoring them, coaching them, and continuing to do what we're currently doing, just on a larger scale. That's the end goal. We just got to figure out the timeframe in between now and then and what that looks like, and make sure that we still stay rested and don't go crazy between now and then because both Bryan and I would work every second that we could.
- Pat: It's obvious that you guys are very passionate about what you guys are doing here in helping others and serving others too. I know you have a show on Monday. Do you want to share a little bit more specifically where people should go to find out more information about you, and where you guys go live and the whole deal?
- Erika: Yeah. Our Facebook business page is @thebakerstv. People can find us there. You can also find us on our website, TheBakers.tv. That's where our blog is, as well as all of our services and the Core Needs Quiz that we actually created. We have a special link for you, Pat, and your followers. It's TheBakers.tv/pat. They can access that there. We have a couple goodies specifically for Pat Flynn followers.
- Pat: What is that quiz for exactly? Just so people know what to expect when they get there.
- Erika: Yeah. When you go there and you take the quiz, it focuses on the four core needs that you could have. It matches you up to see what your core need is. Everyone probably has a little bit of all of them, but there will be one that stands out. The results show you, and it's something that you can actually download, to show you, "Okay. These are the things that I know," so you have self-awareness about yourself of what your need is, and then how to communicate that during an argument or after an argument, things to avoid, things that you need. A lot of awareness is going on when you get those

results. It's shareable, so you can share it with if that's a significant other or a friend, ask them to take it, because that's step one really, is creating that awareness, gaining awareness about yourself.

Pat: I love that. By the way, I'm just curious, what tool or software are you using to host that quiz? Because I think that's a really cool way to introduce kind of what you have to offer to people. I think it's a fantastic idea. I recommend everybody to check it out, but also, what kind of technically are you using to help set that up?

Erika: We used to do Qzzr. We just changed to Thrive Themes, their quiz. We're actually just implementing that currently. Our team is working on it right now. It's nice because it has a decision tree, so it's not just a straight up quiz. We can tailor the results too. If somebody's single, then their results are going to be a little bit different than somebody who's in a relationship.

Pat: Ah, right. That's really cool. Thank you for sharing that. We'll have to link that our for everybody who's curious on how that works. Guys, thank you so much for your time today. We really appreciate it and all the advice. We want to wish you all the best. I look forward to following up with you guys in the future to see where you're at.

Erika: Yeah. Thank you so much, Pat.

Bryan: Thanks, Pat. It's been fun.

Erika: Yeah. You're amazing.

Pat: Thank you.

All right. I hope you enjoyed that interview with Bryan and Erika Baker from TheBakers.tv. Actually, you can go to TheBakers.tv/pat and you can start your quiz there just to kind of see what your core needs are for your relationship. I think it's really important to understand what those things are so that you and you partner or partners, whether it's business or your personal life, can understand each other and better communicate with each other. Again, that's TheBakers.tv/pat. Of course, the resources and links, including that

one I just mentioned, are on the show notes on the blog, which you can find at smartpassiveincome.com/session272. Again, that's smartpassiveincome.com/session272.

Super stoked that you're here and listened all the way through. I appreciate you so, so much. I got a really fun episode to let you know about that's happening next week. This is with a woman who had been following the blog for a while, and she was at the point at which she was actually pretty close to quitting, but we had a coaching call together and I recorded that coaching session. That's what you're going to hear next week in episode 273. If you aren't subscribed, make sure you subscribe to the podcast so you can get that and all the other future episodes. We got a lot of great ones coming up. You're going to love it. I'm not even going to share what they are right now. I'm going to have the surprise of just what happens on a Wednesday when you see the new episodes come in. Really, really inspire you.

Look forward to those episodes coming up. Until then, keep moving forward guys. Keep being open and honest with each other. I look forward to serving you in next week's episode. Again, thank you and welcome to all the brand new students to my new course, Smart From Scratch. The enrollment period has already ended. However, you can still get on the wait list for the next one. I'm currently working with the current batch of students to help them with the start of their business journey, and it's so exciting. Again, SmartFromScratch.com. That's going to reopen again later this year, but until then, I appreciate you guys. I look forward to seeing you next week. Cheers. Bye now.

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



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