



SPI 298

**Before Your
New Year Begins...**

December 27, 2017

Pat Flynn:

Page 233. “If you could have a gigantic billboard anywhere with anything on it, what would it say and why? Courage over comfort. Just a simple reminder that there’s nothing comfortable about being courageous. Everyone wants to be brave, but no one wants to be vulnerable.” Brene Brown, featured in “Tribe of Mentors” by Tim Ferriss. This is the SPI podcast, episode 298 and the final one of the year. Keep listening.

Hey. You still with me? Great, because today I wanted to just have a conversation with you. Although I know that I won’t be able to hear your responses when I ask you certain questions, I’ll be able to feel them. I want you to feel like I am there with you, just you and me. If you happen to be in a car or somewhere where you’re listening to this with other people, maybe those of you who are also listening to this at the same time, in the same room or in the same car or wherever, you can participate as well. I would encourage you to do so because since we are closing in on the end of the year, this is always a great opportunity for us to reflect on the things that we’ve done, the things that we did well, the things that we didn’t do so well, the things that we didn’t do that we wish we had done, and the things that we are going to do come the next year.

For those of you who have listened to the Smart Passive Income podcast before, you’ll know that this episode’s introduction is very different than what I normally do. Thank you for allowing me to experiment. I just love trying new things. What better time of the year to start trying new things than before the actual new year starts? Hopefully you’re already thinking about what’s coming in 2018 for you and the kinds of things you’re going to do. Hopefully you’re going to attempt to experiment and try new things and become a little vulnerable in the process.

I had mentioned Brene Brown earlier who was featured in Tim Ferriss’s epic book “Tribe of Mentors”. She talks about vulnerability. She’s somebody who has had one of the top five TED Talks of all time. I’ll definitely link to it in the show notes for those of you out there that want to check that out. Experimentation is not easy. It’s not easy because we don’t know often what the results are going to

be and because a lot of the things we do nowadays are very public on social media, on our blogs, on our podcasts, on our videos, with our families, with our friends who are around us, which can often lead us to retreating, to going back to our security blankets, the things that we know and the things that make us feel comfortable because that's just what we're used to.

You know this, that change happens outside of the things you normally do. If you are expecting different results by doing the things you've been doing, then you're crazy. I think it was Einstein who said a quote that was very similar to that. It's true. I need you to commit to being vulnerable next year in some way, shape, or form to help you with your online business, to help you achieve the goals that you've been trying to achieve. That's what this episode is all about, to set you up in your brain, in your mind for what is to come in a few days when 2018 hits the calendar. Maybe you're listening to this in the future. Maybe it's July of 2018 or maybe you're listening to this far into the future. Maybe it's August of 2023, but still, these principles, these strategies, the mindset that you need to succeed will always apply to you moving forward.

I wanted to set you up with an episode that was a little bit different to interrupt that pattern perhaps that you've just gotten used to when listening to me. If you haven't ever listened to the show before, please subscribe because we got a lot of great content coming in 2018, a lot of great experts and people who have succeeded in the online space that are coming your way to share their expertise, their story about how they got started. I have a lot of solo episodes where it's just me teaching you based on something that I've actually done myself, because that's what I do here. I try things, I experiment, and then I relay back the information I learned to you one way or another, whether it's a win for me or a fail.

It's always walking the walk and sharing my results with you so you can learn and be better off than me trying something brand new cold without any knowledge. Of course, when I do something, I research, I try, and I experiment. Experience has always been my best teacher, but I also know that somebody else's experience

can be your teacher too and that's where I come into play. Please subscribe to the podcast. Get yourself set up for success in 2018 by doing that, but also by getting your mind right for what's to come.

I wanted to introduce a little thought experiment to you to start out. It's something that I practice every time I have a really important decision to make. You're going to make a lot of important decisions, of course. It starts with a café. Just like that, we're in a café. Welcome. This is where I go every time I need to make a very important decision. Let me set the scene for you. You can hear the glasses clinking and the people having conversations in the background. When I enter this space, I don't enter as a physical person in this space that people can see. I'm actually not physically there. I'm more of an invisible being, if you will, that's able to fly around and hone in on certain conversations.

There's one conversation that's happening between two people that I'm very interested in. It is my son and my daughter when they are my age right now. This is almost 30 years into the future. They have a great relationship. They go out and get coffee sometimes and they often chat about their mom and dad and how they work. I'm not there with them physically, but I'm able to listen in on their conversation. I'm hearing them talk about this decision that I had made 30 years ago, this decision that I'm making in real time right now that I am going to make. I think about how they might talk about that in the future.

This is a really important exercise for me because one of my life goals is to set a good example for my kids so that they can take what they learn from myself and my wife and pass it onto their kids. My best friend, Chris Ducker, he says that a brand is what people say about you when you're not there. I feel like a great parent is reflected by how the children talk about you when you are not there. I use this thought experiment, this café that you're in with me right now ... Actually, sorry. I took you away for a second. Right now. There we are. To play out these scenarios.

This has been used many, many, many times in the past, from

certain business decisions that I've made to where my wife and I selected our home to be. How would the kids talk about our selection for where our house is and where we move to, the school that we choose to put them in, the activities that they participate in? Yes, there is no way to know for sure 100% exactly how they would react to something, but what this does for me is it allows me to make sure that my decisions are carefully thought about and are in alignment with my goals.

How can you utilize the café thought experiment here for yourself? Whenever you're coming across an important decision that you have to make, place important people in that booth who are having a conversation about the decision that you are about to make. For me, it was my kids. For you, it might be a significant other or other loved ones, perhaps your boss, if it's relevant to your work, or anybody else relevant to the decision that you are going to make. Keep that in your back pocket for later, likely very soon. I guarantee if you use this thought experiment in the future when you're making a decision, it's going to give you a lot of really important things to think about. As we move away from the café, as we fly away into wherever, I just want to say thanks for letting me share that with you today.

At this point, I want you to think about this past year that we've had together and I want you to think about some of the great things that have happened. When I think about my year, a lot of amazing things happened, a lot of big milestones were accomplished. Business wise, we created a lot of new online courses that have generated over \$1 million in sales, but more importantly, it's generated a lot of results for people who have been looking for results for such a long time. The reason this is such a big deal to me is because I was holding off on creating online courses for so long because I wasn't sure if that was what I was meant to do. I wasn't sure if by doing so I'd actually be letting people down because I would think that maybe they would think I was just trying to make more money, when really, when you come from a place of serving, like I've learned that courses can do ... Yes, you can sell and serve at the same time.

Hold up. I just needed to stop that music. It was getting way too cinematic and this isn't meant to be that way. The beginning was great, the kind of reflective music. We're having fun here today guys. I want to go back to the important thing I was saying. No music behind what I'm about to tell you. That is, the big thing I learned this year is that you can sell and serve at the same time. By selling something, you're not actually taking anything away from anybody. You're only offering additional services, tools, products, courses for those who want to go deeper with you.

The reason I wanted to bring this up right now is because I know many of you have started your online business but haven't started selling. You're building your audience. You're building your authority. You're building your content platforms. You're putting the pieces into place, but you are still yet at that point where you are comfortable selling. I get it. Maybe you've tried selling a little bit and you had a few promotions for some new courses or maybe you tried to validate something and it didn't go so well, but you're still scared during that whole process. When you are not confident in what it is that you're selling and what it is that you're doing, it's very hard and unlikely for a person on the other end, a potential customer, to be confident in what they are about to purchase too.

I want to instill in you not just vulnerability for next year, for trying new things, but also confidence in yourself and what it is that you're doing because you are a very unique person. Nobody in this world is like you. That is your advantage. This experience that you have and this stuff that you're teaching to your audience, the tribe that you are building, there is none other in this world like it. You have that opportunity to create something amazing for people. I just want to instill in you the confidence moving into 2018, something that we all need if we want to succeed in online business. Actually, before I go on, really quick, one sec. Yo, DJ. New song. No, no. Too loud right now. Try another one. Okay. I can get with that.

This will set up nicely what's coming next, something I started just at the end of the year here, and that is a dive into the video/YouTube space. Again, make sure you subscribe to the channel,

youtube.com/smartpassiveincome. I'm trying it out. I want to test the new waters, something that I had never done before really with full focus. Yes, I've had a YouTube channel for a while, but I haven't really put full attention into it to see how I might be able to actually start to rise in the rankings for certain videos and certain topics in that particular space. I attended a couple conferences this year that were video related. I built a lot of relationships with people in the video space too. Met a lot of great creators who I'm looking forward to collaborating with in 2018 also.

Am I still going to have the podcast? Absolutely, 100%. It is still, by far, my primary means of building an audience, building a relationship with you, obviously experimentation, but the video thing, it's also allowing me to be a little bit more creative and it's very challenging. This is not going to be easy for me. If you want to follow me on my journey and see how I might be able to tackle the YouTube space and get in front of an even bigger audience that I have yet to get in front of, you can check me out at youtube.com/smartpassiveincome.

My goal for next year is to hit 250,000 YouTube subscribers, but also something more important than that. Yes, 250K is a great number, but that's just sort of growth perspective. I need something that's going to show me that this is going to impact my business in some way, shape, or form. I'm actually going to be tracking quite heavily the email addresses and how the YouTube space impacts my bottom line related to these courses. You're going to notice in a lot of these videos certain lead magnets. I'm going to keep track and make sure I can discover the best practices for how to utilize YouTube perhaps for driving business. I'm excited. I'm just really excited about that. As always, what I discover I'm going to be sharing with you on the blog and here on the podcast as well.

Speaking of podcast, there's going to be a little bit of a new direction for my other show, AskPat. Many of you who are subscribed to that show already know what's happening. Here's the quick story. AskPat reached episode 1,000 in November, last month. It was epic. It was an amazing run. It's not going away, but it is going

to change. The reason why it's changing is because after 1,000 questions answered and over 4,000 questions submitted, literal voicemail questions from people like yourself, I've noticed that a lot of the questions have become very similar over time. I've answered over 1,000 of them. There's only so many questions to answer that are like that in the space of online business and entrepreneurship.

Also, I've realized that I was getting a little bit frustrated by not just hearing the same questions over and over and over again, but also by not being able to have real conversations with people. I know a lot of times the real pains, the real problems, the real concerns related to people's online business journey is not just from that initial question they are asking. It is much deeper than that, so that's what the AskPat version 2.0 season is going to be about. However many episodes it becomes, I don't know, but starting in February of 2018, AskPat still lives at askpat.com. It's going to be the same URL. You can still find it on iTunes. It's not going to be a different show.

It's the same show, but starting in episode 1,001, it'll be structured like this. It'll be a 20 to 30 minute conversation with a real life person who is going through struggles in their business, who is looking to grow or scale in some way, shape, or form, who has a problem or a pain that I can help discover what the root of that problem is to help them and thus, for the listeners who are also listening in, to help them to. I'm able now to, through these conversations, dig a little bit deeper and coach this person or these people through that process. If that sounds interesting to you, make sure to go and subscribe to that podcast. You can look it up, AskPat, on iTunes, or just look up or go to askpat.com and you can subscribe and check it out from there.

That's also where you go, askpat.com, to fill out an application to potentially be coached by me and have that run as one of these episodes that are going to come out starting in February. Actually, I've already started to run a number of these interviews and they've been fantastic. I cannot wait to share these coaching sessions with you. I've actually tested this already. Like I said earlier, I love using this podcast as a testing ground for things. In a few episodes in

2017, I tested a couple coaching calls with you.

You might remember Amy Torres who came on. She talked about her business and I helped coach her through a particular process. She's doing amazing now. I want to do that more often. That feedback from that episode gave me the confidence of moving forward in this direction for AskPat. It's still on AskPat, still lives under that brand because really it's myself coaching you. If you want to apply for coaching and to be featured in an episode of AskPat ... It's going to be weekly instead of five days of week because it's going to be a little bit more effort to produce. My team's going to get behind it a little bit more to make them fantastic for you and be more than just a surface level answer to a surface level question, but really deeply routed coaching.

Go ahead and apply at askpat.com if that sounds interesting to you. No matter where you're at in your business. Hopefully you have some sort of business up and running if you want to apply. If you're just starting from scratch, I would recommend picking up my book "Will It Fly?" at willitflybook.com, or you can build your brand over at BYOB, which is my "Build Your Own Brand" course that came out this past year as well. It's free, totally free to use. It's going to help walk you through the process of discovering what your brand is, how to define it, how to understand what domain name to pick and what the branding elements are going to be like, and also literally walk you step by step how to build your website. You can find that at smartpassiveincome.com/byob. That's B as in boy, BYOB, "Build Your Own Brand". That's AskPat and that's how you can apply to get coaching.

A lot of cool things happening next year. I'm excited to share a lot of it with you and share the progress with you along the way, to share the results with you in maybe an episode similar to this one in about a year from now, but I hope you will follow me closely as I test and experiment with new things because I'm definitely going to be sharing my progress along the way.

Personally, a lot of great things happened in 2017. I want you to

think about some of the personal milestones that you've had in 2017 also. A big one for me and my wife April was that we've had both kids now in the same school at the same time for the first time. This was huge, especially for April who has been home taking care of the kids, which is like the hardest job in the world. Big shout-out to all the stay at home moms out there, especially the single moms. You guys are just superheroes. Really.

April's been watching the kids and just doing that, not focusing on anything else but that, and now she has this extra time during the day to focus on herself and her own thing. She deserves it. Honestly. She was working much harder than I was being there 24/7 with the kids really. Of course, I'm at home too, but I'm also working. I'm also traveling, which makes it harder on her at the same time when I'm out. She's amazing. She is the unsung hero of Team Flynn and definitely helped with the progression of everything that has happened in my business this year too, so thank you, April. If you've listened to this, which I know you will, but if you do at some point in the future, I love you. You're amazing.

Also, big personal milestone this year was related to travel. One of my life goals was to travel to Europe and I hadn't traveled to Europe until I went and spoke at a conference called DNX Global in Portugal in September, which was just a blast. It was my first time in Europe ever. I was able to capture that experience through a vlog on my YouTube channel, so you can check that out there. We'll link to those specific vlogs related to my travels in the show notes for this episode.

Also, related to that, a big shout-out to my book coach, Azul. You can find him at coachazul.com. He was the one who helped me plow through "Will It Fly?" and helped make that all happen really. We met up in Europe and he was showing me around Portugal. It was just really great to have a friend in a new place like that, so thank you, Azul. I appreciate you. Also, I recommend everybody go check out Azul's podcast. It is about writing books. It's going to help you like he's helped me. He's an amazing coach. His podcast has been up for a little bit and it's brand new. He's a student of my

podcasting course, poweruppodcasting.com. We'll link to his new podcast for you in the show notes too.

I also went to London. I had never gone to Europe before 2017, and then by the end of 2017, I can say that I've been to Europe twice, once in Portugal and another time in London for Youpreneur. A big congratulations to my buddy Chris Ducker who I mentioned earlier for putting on the inaugural Youpreneur summit. I closed down the show, the closing keynote. There was some drama related to my voice being lost right before the keynote happened. Wow. Sneezed, and we're going to keep that in there because those are kind of funny sometimes. My voice was gone and I was able to get it back right before I got on stage. I was able to vlog that experience too. Anyway, like I said, all that stuff will be in the show notes for you.

Just a big shout-out to Chris Ducker who has a book coming out also called "Rise of the Youpreneur." It's coming out in February, so we'll get a link for the presale page for that if there's one available. If not, you'll hear about it, I'm sure, in the near future. You can join my book club at patsbookclub.com. I'm kind of giving you just a resource list now. Of course, that resource list will be conveniently available to you on the show notes, smartpassiveincome.com/session298. We just got a couple more episodes until episode 300. I want to tease a little bit of what's coming for episode 300 because we have a number of guests on the show. Some have been on the podcast before, some have not, but I speak with these guys every single week. In episode 300. Episode 299 is something different too, so get ready for that.

Subscribe so you can get 299, but also because 300. It's a big, nice, round number. It's a milestone episode. I wanted to make it a big deal and make it something super valuable for you, so I have all the guys from one of my mastermind groups coming in to not only just introduce themselves to you, but also talk about what they've learned and how they've grown their businesses too. That'll be a really fun vibe because we've all known each other for years now.

We always meet up every year at Social Media Marketing World,

which reminds me, if you haven't yet done so, get your ticket for Social Media Marketing World because not only it's my favorite event, it's in my backyard of San Diego. I hold a meetup here for everybody who comes to town. I'm actually doing the closing keynote this year in front of about 5,000 people. How awesome is that? I'm so excited for this opportunity. We are already putting things into place to make this a show that is one to remember. I hope that you will be there too.

If you want to go through my affiliate link, which means I do get a commission if you go through this link at no extra cost to you, go ahead and go to smartpassiveincome.com/smmw, Social Media Marketing World. [Smartpassiveincome.com/smmw](http://smartpassiveincome.com/smmw) to get it at the current price, which is always the cheapest price before they knock up the price as the day gets closer, so make sure to get it now if you haven't already. Then you're going to hear more information from me related to this meetup that usually happens right before.

It just so happens that Social Media Marketing World starts, remember I'm doing the closing keynote, so it's on the last day, but the event actually starts on the last day of another event that happens right before it called the Traffic & Conversion Summit. That is run by Ryan Deiss and the team over at Digital Marketer. I'll be speaking there too. Not doing a keynote, but doing a breakout session on affiliate marketing. I believe that's my topic. Anyway, you'll have to go and find out or maybe hear about it later, but that's a great event as well. You can make a doubly whammy trip. Hit both conferences, Traffic & Conversion Summit and Social Media Marketing World, if you wanted to. I will be there holding a meetup and in and around the hallways to meet people. I will likely be videotaping, even though we don't use tapes anymore, recording, I'll be vlogging that experience because my YouTube channel will just be up and running and brand new. I'm excited. It's going to be a new year, and I hope that you are as excited for it as I am.

I want you to, after we finish this episode, to take a few moments to think about some of the big goals that you want to accomplish for next year too. I'm very thankful to have in my corner a number

of people who are there to help me achieve my goals too. For example, not just my wife, who's always there, but my mastermind group, who you will be introduced to in episode 300, a number of friends and colleagues, my fans, my audience, you guys, the podcast listeners. I love you guys. Thank you so much for the support. More than that, I have some mentors, virtual mentors, people who I connect with who specifically help me with goal setting. For example, Michael Hyatt. I'm taking his course "Best Year Ever" right now to help prepare myself for what's to come.

I hope you have some goals in place that you can look forward to achieving next year too. Then you put a plan in place to make that happen. You don't have to wait until January 1st to actually get things done. That was the big thing I learned from Michael actually. Why not start on your goals now? The moment you finish this episode and you consider what those top priorities are and your goals are for next year, start taking action on them now. Start outlining that course that you wanted to create. Start actually putting the pieces into place to get your podcast together or whatever it is that you want to do.

You don't have to wait, but you do need some people in your corner. I want to tell you, even though we might not be able to have a one on one conversation at this point, I want you to know I'm here for you. I'm in your corner. The SPI community is here for you as well. If you haven't done so already, there's over 30,000 members of the SPI community who are talking and conversing and actually helping each other out, asking questions, answering questions. They are all there for you. You can find them and join that group. It's a closed Facebook group. You can find it at smartpassiveincome.com/community. I'd love to have you as a part of that. You have me in your corner, you have them in your corner, the other listeners of this podcast, and we are going to rock 2018 everybody! We're going to make it happen. It's going to be the best year ever.

I hope you'll follow me and my progress because I'm curious about you and yours too. Let's do this together. Smart Passive Income, thank you for listening. I'm going to close out with another song.

By the way, I'm getting these songs, because I know I'm going to get a lot of questions, "Where'd you get these awesome songs?", these are royalty-free. If you use songs in your show or on YouTube or on your podcast, they need to be royalty-free unless you get permission or a license, which can be very expensive. Anyway, we'll get into all the technical details of all that later, but I'm getting them from artist.io. A-R-T-I-S-T-I-O. It's a pretty cool service that you can use. This is not a paid endorsement. I'm just mentioning it because it's awesome. This is where I get all these songs. Independent artists who upload their songs there knowing that people are going to use them. I just pay an annual fee to get access to as many songs as I want to get, so let's finish this episode with one of the songs that you're probably hearing right now that I added in post-edit. That's the magic of editing.

I want you to take the rest of this song as it plays out to do a couple things for me. Number one, to make sure you subscribe to the show. If you haven't already, click Subscribe on your device or make sure you get over to a device so you can subscribe to the show. Secondly, take the rest of the time to reflect on the one or two goals that you want to accomplish for 2018. As this song is playing, and playing all the way through, what are those goals and what are the things you could start doing now to achieve them? I'll leave you with that.

Actually, hold up. Let me start over again. I love thought experiments, like we did the café one earlier. Here's my final one for you that'll help frame your mind around this idea of what are your goals going to be for next year. We're going to start the music again in just a minute, but I want you to imagine you're in a movie. Have you ever kind of walked through life and there was some music playing or maybe you put your earbuds on and you just imagined you were in a movie? You're listening to the soundtrack of your movie. You're going to listen to the soundtrack of your movie right now. This is the movie of your life. It is playing right now. As the music goes, the audience is watching you because this is going to be a moment where you decide what it is that you're going to do to pivot, to make changes, to make decisions, to take action. This



SHOW NOTES: <http://www.smartpassiveincome.com/session298>

is going to be the moment. The audience knows, so it's up to you to make this is a movie worth watching and worth writing a great review about. It's on you.

- RESOURCES:
- [Brené Brown - The Power of Vulnerability](#)
 - [SPI YouTube Channel](#)
 - [AskPat Podcast](#)
 - [Will It Fly?](#)
 - [BYOB \(Build Your Own Brand\)](#)
 - [Pat's Vlog](#)
 - [Azul Terronez](#)
 - [Born to Write](#)
 - [I Lost My Voice Before My London Keynote](#)
 - [Pat's Book Club](#)
 - [Social Media Marketing World Tickets](#)
 - [Traffic & Conversion Summit](#)
 - [SPI Facebook Group](#)
 - [Artlist.io](#)

