



SPI Podcast Session #006 - 6 Hurdles I Encountered When Starting My Online Businesses and Exactly How I Overcame Them

Show notes: <http://smartpassiveincome.com/session6>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #6. Run it.

Intro: Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he used to play pogs in middle school, Pat Flynn!

Pat Flynn: Hey everybody, what's up? Welcome to the sixth session of the Smart Passive Income podcast. Thanks for joining me today. And to commemorate the sixth session, today, I'm going to talk about six hurdles I encountered when starting my businesses and exactly how I overcame them.

I know when we all start businesses online or starts blogs or whatever, we're all going to come across different obstacles, different hurdles that we'll have to jump over and I hope that after listening to this session, you'll have a better idea about how to avoid certain problems that you might encounter or how to react in certain situations based on my experiences with my online businesses. So let's get right to it.

Hurdle #1: Getting Started

The first hurdle is just actually just getting started at all. Getting started with anything can be one of the hardest things to do. Have you ever watched the *Strongest Man* competition on ESPN? I haven't actually seen it in a while but I used to watch it. And it's this huge guys doing crazy things like lifting huge boulders, flipping monster truck tires, and competing for the strongest man in the world.

Well, one of the things they do, one of the competitions is using a rope to pull an 18-wheeler, those huge trucks you see on the freeway. They pull those with a rope from the neutral position. And if you've watched this before, you can see that the hardest part is just getting the darn thing started. It takes so much energy and force to move an 18-wheeler when it's at rest. But once it gets going, it seems to be much, much, much easier and it's just like they're walking a dog. They're just pulling this 18-wheeler behind them.

Even though they're pulling the same amount of weight, it's the momentum that keeps them going after that initial start. So that's what it's all about. It's just finding a way to figure out what energy is needed, what force is needed or kind of just forcing yourself to get started so you can build on your momentum and use that momentum to keep you going.



And that's exactly what happened with me. One of the hardest things for me to do was actually write my first eBook. And if you follow my story before, you'll know that writing my first eBook was probably the most successful thing I've ever done in my first month after launching it. I had made \$8,000 and have been making a lot more since then. But it wasn't easy and I didn't want to do it.

I had gotten the idea to write an eBook for my LEED exam website through a mastermind group but I wasn't quite sure if it was such a good idea. I knew it would be a lot of hard work and what if it didn't sell any copies? I was just making excuses not to do it because I didn't know how it was going to go and I didn't even know where to start. And that's probably what scared me the most was just I didn't know what to do, how was I going to sell the thing, what should I include in it? I don't know.

So what finally got me off my butt and started me writing my eBook was one of my website visitors left a comment on my blog and said – she said, "Pat, you should write a LEED for dummy's guide or something like that. I'd pay for it." And that right there – I mean someone telling me straight up in my face that they would pay for something if I created. So that right there was exactly what I needed to get started. That was the push I needed.

And I didn't have a plan. I didn't have a hundred percent plan of how I was going to format the guide or how I was going to sell it or even how much I was going to sell it for. I just knew, and this is the key, I just knew that no matter what, I was going to have to write. So that's exactly what I did. I just started writing.

I used Microsoft Word and some mind mapping software to get me started. If you don't know what mind mapping is, it's kind of diagraming your thoughts into – on a piece of paper, on a whiteboard or something and using a bubble for your central thought and branching out with different thoughts and ideas and just creating this whole spider web of ideas based on one central topic. And that's exactly how I got started with my eBook. And if you download my free eBook guide at EbookstheSmartWay.com, there are some examples of my mind maps in there for you so you can see exactly how it works. It really helps.

And what happened was after I started mind mapping and just writing in word, it was really easy to see what my ebook was going to look like. Each bubble in my diagram became a chapter of my book and each bubble extending out became a sub-chapter or a section. It just kept going from there and it just started to take off. And I just started writing.

Again, I didn't know what I was going to do with the book afterwards or how I was going to sell it but I knew that no matter what, I needed this document to be finished. And that's exactly what I did. I wrote maybe three to four pages a day, sometimes more. And after a month and a half, I had an 82-page Word document that was just sitting there. And that was really motivating for me, just seeing this document on my



desktop, collecting digital dust right smack out of in the middle of my screen every day that forced me to dive even further into my research and figure out exactly how I was going to sell it.

And that's when I learned about E-junkie, E-junkie.com. That's the service I used which allows you to store your digital files, your digital eBooks, your audio guides or even videos and sell it using the shopping cart. And what they do is they automatically deliver the orders via email which was totally awesome for me. I never knew anything like this was possible. And I set it up. I bought my own eBook just to test it out and it totally worked. So I have a credit charge from me to myself. I lost a little bit of money because of PayPal fees but I just wanted to make sure it was OK.

Looking back, I now know that you can create coupon codes in E-junkie and I should have just created a coupon code. So I bought my book for one cent just to make sure things worked but that's what I do now when I test things. But there's a little tip for you. And I just launched it on my website and like I said, my first month, I made \$8,000. And it all just started from writing and brainstorming and just – and me stop complaining about how am I going to do this, how am I going to do that, how am I going to do this. Just get started and that momentum totally build on itself. And it can get you to where you need to go. Like I said, just getting started is the hardest part. But figuring out what your first steps are and just doing those, not even worrying about the steps later, you will be motivated to finish your project.

Hurdle #2: Technology

All right. So moving on to hurdle number two. This is a big one for a lot of you out there, I know, and that's all the technical stuff that goes on behind the scenes of a website. Now, it's sad because I know a lot of people out there who have great ideas who would be able to create really awesome blogs and really great info products but they are just scared because they see HTML and code and PHP and they just stare at the screen because it's like a foreign language. Honestly, it really is a foreign language.

And the thing is, it's totally OK to be scared about all the technical stuff. I still am sometimes. But you shouldn't let that hold you back from succeeding. And honestly now, it's much easier than it ever was to start a website or monetize your website or sell an eBook and any of that stuff. And there are a lot of resources out there to help you. I wish I knew about Elance.com when I was first starting out or oDesk.com or [RentACoder](http://RentACoder.com). These are places you can go to help – to find help to take care of all that technical stuff for you at a really, really reasonable price.

And if you can't afford that stuff, ask a friend. Find someone online to help you. There are tons of people online that are just willing to take a second out of their day to help you. Obviously, they're not going to build an entire blog for you but they might do something little like move a piece of text or an image to the other side of the screen for you which I would literally spend 8 to 10 hours a day trying to figure out on my own how to do back when I first started.



But it gets totally easy now. All you have to do is go to a place like Bluehost or HostGator. Go into your control panel and click on WordPress and you click a button and then bam! You have a blog. And you don't need to know any of that technical stuff, about HTML or PHP or coding or CSS styles or any of that stuff.

I mean when I set up my blog, all I did was just start writing content and then three or four months later, I found out that people all over the world were reading my site who found me through Google. Pretty amazing stuff that can be done. And again, it was that momentum after I got laid off, that momentum of seeing people coming to my site that forced me to figure everything out on my own.

And again, I wish I had learned about those resources that I had just mentioned earlier to help me get things done faster because honestly, and I've calculated it out before, if I started two months earlier, I might have made another \$100,000. Yeah. It's pretty crazy.

But you can't think about the past like that. You just have to think about where you are now and what you can do in the future. Stop kicking yourself for not starting now and just start. That's what I eventually learned. And I don't hate myself for not writing that eBook when I wanted to. I just know now that if I have an opportunity to do something like that, I'm going to take it.

And even though – and I must say this, even though I had wished I learned about outsourcing and getting help from others earlier, I'm really glad I went through the experience of doing it all myself because now I know how it all works and I can help other people out. And it makes it a little bit easier for me to guide someone who is doing work for me so I can speak their language too.

So if you have the time and you're kind of just doing this for fun, I would recommend kind of just trying it out on your own and trying to figuring out and doing it for fun. If you do it and you get frustrated then obviously, you're not – it's not doing anything productive for you. So try to learn a little bit. That's what I did. And it's actually worked out pretty well.

But again, if I knew how much money I could have made if I had just started earlier, I would have definitely outsourced. That's what I do now for my iPhone app business. My partner and I, we just come up with ideas and we outsource the ideas to people who are experts at building iPhone apps. I mean my partner, he's a programmer. He knows how to design iPhone apps but we just chose not to because we know we can get a lot more done at the same time of utilizing developers out there.

And I'll talk about my iPhone app business in another session later. I know a lot of you people out there are interested in that.

Hurdle #3: Scumbag



All right. Next, we got hurdle number three. And this hurdle I like to call, scumbag. And I'll tell you why in a second. But one of my favorite movies of all time which I've literally seen hundreds of times is *Back to the Future*. And in it, Michael J. Fox's character, Marty McFly, he loses all sense of control when people call him a chicken. And this is a recurring theme in all of the *Back to the Future* movies, part 1, part 2 and part 3. And each time someone calls him a chicken, he gets into trouble.

So this is kind of talking about taking criticism and being called names because this is something that happens a lot online especially when you start to grow as a blogger or business and especially nowadays with Facebook and Twitter and everyone really happy to speak their mind and share it with everyone. It's not all that uncommon for a company or even a single blogger, a person to find someone badmouthing them about what they do or what they wrote or whatever.

So my story is that one day, I think maybe around a year ago, I was checking the stats of my blog and found that I had a link coming over from a forum on Amazon.com. It was a thread that was actually about making money online through the Amazon Associates program which is their affiliate program. Someone dropped in a link to my blog saying how they were impressed by the numbers that I was showing on my income reports and people should look to create their own products in addition to selling items from Amazon, which has a really small commission at about 5 to 8% depending on how many you sell. And I totally agree. I mean creating your own product is great because you almost got a 100% commission on each product you sell.

Well anyways, scrolling down, obviously, I was curious about what people are saying about me and my blog. So a lot of people responded mostly positive but there was one person in particular that responded with disgust. I mean disgust. I mean she said that I was a scumbag who is just taking money from naïve people who are looking for a quick way to pass the LEED exam. Again, which is the exam I wrote a study guide for. And she went on and on about me and it totally upset me because she knew nothing about me or what I did. She just assumed that I was a scammer because I was making large amounts of money online.

And that just pissed me off. That really upset me because that was not true obviously. Number one, that was not true. And I knew I was helping a lot of people pass this exam and I've helped people save a lot of money on other study guides that charge an arm and leg even though I could have charged with arm and leg, I don't because people had to pay hundreds of dollars just to take this exam in the first place. And I spent a lot of time on my material, making sure it was the best.

And number two, what actually upset me even more was that, is this the view that people have about making money online? The first thing that they think about when someone sees someone making tens of thousands of dollars online that it's a scam. If this is the case then obviously, those people will never get to that point themselves.



They're holding themselves back and they're always going to be stuck in that mindset of earning little by little.

I mean this person obviously knows about something – obviously know something making money online. They're in the Amazon affiliate program but she's only making 5 to 8% per sale. And I couldn't believe what she said. So what did I do? Normally in this situation, the best thing to do is nothing and just ignore all the trolls out there. That's the best advice that most people give. But that's not what I did.

And I didn't go out there and hunt her down and like punch her in the face or anything like that. But instead, and I'll share why I did this in a second, but what I did was because I knew she was wrong and I was so sure about my business model and what I did and how I did and how honest I was about it, I wanted to show her exactly what was possible for making money online and that it was possible doing something totally honest, totally transparent and not scamming at all.

So what I did was I replied to that thread and I told her exactly what I did, my whole story about how I got started. And then I included my email address and told her to email me so I could talk to her more. I wanted to talk to this person and convince her that she was wrong. And what she did was she emailed me back with more of her thoughts about scammers and people doing business online. So then I gave her my phone number so I could talk about it with her even more because I believe in what I do so much that it just – it really upsets me when people are hauling at someone's back like this. It's not fair to me and everyone else who is trying to make an honest living online too.

So eventually, she came around. She didn't call me but she sent another email and she said she was impress by the fact that I got this far to convince someone and that she began to believe my practices. She went through my website and saw that what I was actually doing. She just assumed that I was a scammer. But I'm not and she eventually found that out. But eventually, she left a comment back on the thread apologizing for her misjudgment and then that was that.

So score one for Pat. Now, maybe I shouldn't have done that. Maybe I could have gotten myself into trouble if someone was more passionate about how they felt about that topic. But what helped me decide to go this route was Gary Vaynerchuk who was the author of [Crush It!](#) And what really impressed me about him was he actually goes into his Amazon.com ratings for his book, *Crush It!* and responds to every single negative comment.

And if you go to Amazon.com and look at the reviews for *Crush It!*, you'll see him there especially for the negative ones. You'll see him respond and you'll see him offer his phone number, his email and then people responding later saying, "Thanks for the chat. I really believe in what you're doing. It's just not right. It's just I don't believe in it," or "that you've really convinced me or whatever."



And that really impressed me. And that's actually what got me to buy his book because just watching that from the sidelines showed me how passionate he was and what kind of person he was. Like nobody does that. Just imagine if every author on Amazon did that and responded to negative comments and talked about their book like that? That would be amazing. So I kind of took his model and did that there and showed everyone else who was on that thread exactly what I meant.

So I felt really good about what I did. I'm not saying that if someone badmouths you, to try and get to them on the phone with you. It might not be such a good idea. But in that particular situation, because I knew I was right and this wasn't a debatable topic for me, it's just the truth, I knew that I had something to prove to her and it worked out.

Hurdle #4: Trademarks

So hurdle number four, the next hurdle has to do with trademarks. Doing business online, there are obviously a lot of legal things you have to worry about. And one of those things is dealing with trademarks. And many of you, who have been following me since the beginning of my online career, actually know that GreenExamAcademy.com which is the website that I have now, again, that sells my LEED stuff and talks about how to pass that exam, it actually started out under another name. It was IntheLEED.com, In the LEED. This was obviously a more preferable domain name for me because it had the word LEED in it which helps for search engine optimization. And also, because it was catchy. I thought that was pretty clever, get in the lead.

Anyways, so my site was IntheLEED.com for over a year making good money. I was ranking super high in the search engines until I got a notice from the USGBC, which is the United States Green Building Council asking me to stop what I was doing. That notice was a Cease and Desist Letter which basically gave me a warning to stop what I was doing or else further legal action will be taken.

Obviously, I was scared at this point. I had begun this website just as a blog for myself. It turned into a business. So I never really thought about the trademark issue at the beginning when I first started it because it was more of a personal blog for me. But then I got this letter and I guess once it started getting popular and ranking high in the search engines, they found me and tried to shut me down.

Now, the legal reasons for this particular Cease and Desist Letter were simply because using a trademark in a domain could possibly lead to public confusion about my affiliation with that company, which is a pretty common reason to try and get people to stop using trademarks in their domain names. That's understandable. They're just trying to protect their name by controlling the people who are using their trademark. And I get it.



But I was helping so many people pass this exam. That's what I just didn't get. Why me? There are a ton of other websites out there that weren't doing anything at all or were just – had crazy amounts of advertisements and no content and I was actually helping people, which actually helped the USGBC also. Like I was drawing people into this exam, helping them figure it out which ultimately got them to pay to take the exam and help the environment ultimately.

But I guess what happened was there's a lot of – there were a lot of other LEED websites with LEED in their domain. And in order to shut those down legally, they have to shut every – all of them down, which included my website or else if they didn't shut mine down, then those other websites could use that as a reason to not shut theirs down also.

So what I did was I hired a lawyer, I actually hired a lawyer. And they corresponded with each other, the USGBC and my lawyer and I really tried to keep the domain as much as I could because I knew how valuable it was not only for the search engines but for people who were just using my website on a daily basis to pass the test. But gosh, legal fees were crazy and it was just getting way too expensive and it wasn't worth the fight. And I did have an argument but it wasn't worth it.

So my lawyer worked out a deal that I could change my domain name. I didn't have to stop doing what I was doing. It was just the fact that LEED was in my domain name. So I got to change the domain name to GreenExamAcademy.com. I used the 301 redirect, which is kind of a fancy term for permanently forwarding people who visit IntheLEED.com to GreenExamAcademy.com, and at the same time tells Google about the switch. It tells Google that I'm officially kind of changing my domain name so they can transfer all that link juice and search engine optimization and keyword optimization for the new site.

And after 30 days, things were good. My website, the GreenExamAcademy.com was getting just as much traffic as IntheLEED.com was because people were getting forwarded. Well, they contacted me again and they said, "Well, you can't do a 301 redirect anymore because you're actually technically still using the website." So gosh, I had to kill it and luckily, 30 days was enough to let Google know kind of behind the scenes that and again, using this 301 redirect that my Green Exam Academy was the new website.

And then after it went from – after a month, GreenExamAcademy.com was a PR0 website, a page rank zero website obviously because it just started and it went to a PR5 site. So obviously, all that link juice and search engine optimization stuff transferred over to the new site.

So after hearing that story, you could believe how much of a hassle that was for me and how crazy it was and how much money I paid just to figure everything out. And the lesson there is, just don't use trademarks in your domain name. I mean there are a lot



of companies out there that will let you and they'll never bother you but the thing is, at any moment, they can change the rules and you don't want your website or business to be affected by it. Like why put yourself at risk?

eBay for example is another company that went hardcore on getting rid of all the sites out there that had eBay in the domain. I know a few people myself who had businesses that died because of that, just because of that. So honestly, it's better to stay away from that thing.

And if you really, really, really want to try and use a trademark in your domain name, check with that company first to see if it's OK and have them give you a written agreement that they won't change the rules on you specifically or you can actually pay the license of trademark. Some companies will actually let you do that and use it on your domain. I tried this with IntheLEED.com before it died and they said no. So my only option was to get rid of it and do a 301 redirect to GreenExamAcademy.com

So now, I haven't really gone into that much detail about that story with anyone before but I'm happy to share it with you because I hope you can understand how ridiculously crazy that process is, just to change everything over and all the legal stuff that goes along with it. Just don't get into that. Just don't put yourself in that situation. It's not worth it.

Hurdle #5: Too Many Emails

All right. Moving on to hurdle number five. We're closing in on the end here. We got to more left. Hurdle number five, too many emails. This is – when my exam site was at its height in early of 2009, it was earning about \$20,000 to \$30,000 a month. And yes, most of it was passive. I didn't have to be there in order for transactions to take place.

Around that time however, I did get more emails than I ever did before. Every day, I was selling 25 to 40 eBooks and each day, there were a few people that had trouble with the download or didn't get the email they were supposed to get or had trouble opening the files. And of course, like a good business should, I had a customer service email address on the page they visited after the purchase. And I said, "If there's any problems, feel free to contact me and I'll get it straighten for you right away."

Well, even though the business I had was pretty much hands off, I still receive all those emails and thought it was super important to answer them all with as much detail as possible because I mean these people paid me money. So the least I could do is help them get their product or help them figure it out if there were any problems. Honestly, all the problems were on the user end meaning that E-junkie, the service I mentioned to you earlier that automatically takes care of the payments and delivering the digital products, that was never the issue. It was always something like, "I don't know how to unzip a file," which yes, people don't know how to do that still or, "I never got the email," which was caught by their spam filter or, "How do I print a PDF file?" all stuff like that.



And the thing was, I get the same questions over and over and over again. And I actually had a notepad file that whenever it was time for me to answer customer emails, I would open that notepad file and in more cases than none, I would just copy paste and answer and put it in there. And that actually saved me a lot of time.

But that's not the tip I want to give you because there is something you could do to take it even further. What I did was in February 2009 at the height of all this, when I was getting all those emails, I decided to create an FAQ page on my site, a frequently asked question page that the people who paid for my material would get access to. It answered everything that people have already asked about which was really easy for me to do since I had all that information in a notepad already. And whenever I got a new question, I simply added it to the FAQ.

So on the page they got to after they purchase an item, I tell them to first look at the FAQ if they have any questions and then email me if their question was not answered. And guess what? The next month, in March of 2009, my emails from customers were cut down by 85%, 85%! That's huge. I mean if each email took me about 3 to 4 minutes to write which is a conservative number, I literally saved 20 minutes a day on emails, which is over the course of the an entire month is like 10 hours of time.

And the thing is, it's 10 hours on paper but it's actually more because you take time away from what you were doing to answer emails and then it takes you more time to get back to the groove after you hit that send button only to be interrupted again with another email. So it's a lot more than 10 hours that I saved.

And what's cool is March of 2009 which happened to be my most profitable month ever, over \$30,000 that month, half of that month was spent in Hawaii on my honeymoon. And I only answered maybe four or five emails while I was there which was perfect. I mean I'm so glad I did that FAQ. I don't know why I didn't think of it earlier. And hopefully, when you start your own businesses or if you have one already, you have one set up for you already. So yeah, utilize an FAQ if you're getting a ton of emails about the same thing over and over again.

I did something similar with the Smart Passive Income blog. For example, I would often get emails asking simply, how do I start a blog? So what I did was I created a YouTube video that shows you exactly how to start a blog from scratch and I link to that in my reply. And I get that email almost every other day, which is crazy. So all I do is put that link in there and say, "This will give you everything you need to know." And it actually walks them step-by-step how to go through the host and set up a blog and customize it and write your own – write your first blog post.

Honestly, I kind of put a hook on it. The title of the video is [How to Build a Blog and Write Your First Post in Under 4 Minutes](#). So I actually timed myself on the video so it's actually a little more fun to watch and a little bit more engaging. But that's a side thing that I just want to share with you.



And also, there is an affiliate opportunity in that video as well for the host that I recommend and on top of that, I'm also taking advantage of YouTube traffic. So I host this video on YouTube and then I just send that YouTube link out to people and a lot of people have found me through that video too. I think it almost has 2,500 views or something like that.

And just talking about this now, like I don't know why I don't do that with all questions that I get. I should answer every question I get on video and post it on YouTube for those exact reasons, as an FAQ helper thing and also, to get traffic, and also for affiliate opportunities both for the person who I'm answering and from people from YouTube. So I think I might do that in the future. And of course, you want to get permission from the person who emails you to use that and maybe you don't even want to use their name. Yeah, there's an idea for you. So that's pretty cool.

Hurdle #6: Being Uncomfortable with My Voice

Number six, the last hurdle, it was actually this podcast or in other words, being comfortable with my voice. And if you've listened to the first session of the Smart Income Podcast, you know that I wanted to do this podcast ever since November of 2008, which is almost two years ago now. It's September now, it's first day of fall so it's almost November of 2010. Yeah, two years ago.

And the primary reasons why it took me so long was well first, I didn't have the right equipment which honestly, I could have gotten right away so that's not really a good excuse. But the main reason number two, is just because I was scared. Although I could easily write blog post, I was good at writing blog posts and I was comfortable with that medium, getting behind the mic was – I was just really scared to do.

I had this fear and I don't know what the fear was. It's just I don't know what I was so scared about. I think it was just because it was something I was unfamiliar with. I think that's what it is for a lot of people with a lot of things in their life. It's just that they're just unfamiliar with it. That's why I'm scared of oysters. I don't want to eat oysters because I've never tried it before. I know that's kind of a random thing to say. But I think you know what I mean. Unfamiliarity is scary.

Three Methods to Overcome Fear

And fear is the last thing I want to talk about today. I want to talk about three methods you could do to overcome fear. This goes back into the archives of the SmartPassiveIncome.com, a blog post that I wrote way back in the day which I'm really proud of that. I just want to share with your real quick, Three Techniques to Slap Fear in the Face and Laugh.

#1: Ask yourself what's the worst thing that can happen?

And the first technique, again, it's OK to be scared but these things you could do to overcome those things. The first thing is just ask yourself this simple question, "What's the worst that can really happen?" When I think about my podcasting example, I think about the worst thing that can happen starting a podcast would be I'm on the mic and I stumble with my words and accidentally a swear word comes out and then the FCC



comes and gets me then I go to jail and then my son hates me because I'm in jail. No, that's obviously not going to happen.

What's the worst that can happen really? Well, I just have a bad show. That's probably the worst thing that can happen. Well, that's it. That's not that bad. I mean obviously, you want to work to have a better show which I have been working to do. But the worst isn't really as bad as you probably think it is. So that's one thing you could do when you're thinking about something that you're scared of. What's the worst that can really happen? It's probably not as bad as you think.

#2: Know what to expect

Next, know what to expect. Again, like I said, part of the reason we all fear something is just because we're unfamiliar with it. So getting to know all about it will help you overcome that fear. And that's actually what helped me get over podcasting was just playing with the microphone and getting used to speaking on YouTube. Actually, I used YouTube as a great a launch pad, to help me get used to being on the microphone which now I feel very comfortable with. And obviously, I have a lot more work to do. I say things like "uhm" and stuff all the time.

#3: Just Do It

But that's why I'm doing this and that goes along with number three which is just do it. Just freaking do it.

Like my friend, Jason Van Orden from [Internet Business Mastery](#) podcast, many of you probably know Sterling and Jay from that podcast. Well, Jason has a really good quote about just doing it. And that is, "Breaking through to the next level always takes a leap of faith. You calculate ROI as best as you can then make the jump." That's what it is. You just got to make the jump. And that's what's gotten me very comfortable with being behind the microphone and overcoming my fear of being on a podcast is just doing it. And I'm getting more and more comfortable every session. And I hope you could tell that just from listening and I can't wait to do more and I never thought I would get to this point and I'm really glad I took that leap of faith.

And again, going back to hurdle number one, just using that momentum from session number one to keep pounding through and going six sessions in now. And I don't plan on stopping.

So again, just to recap how to overcome fear, ask yourself, what's the worst that can really happen? Two, know what to expect. Get familiar with what you're unfamiliar with. And three, just do it.

So yeah, those were my six hurdles that I overcame since starting my online business career. And I hope you learn something from them. Hopefully, they will help you understand what to do if you encounter similar situations.

Before I go today, I want to share a quick resource with you and I would like to thank Erica from Erica.biz for letting me know about this. It's a free video player that plays



any type of video. And what you could do is you could speed up the video. So it's called [VLC Player](#), V as in victor, L-C. And what you can do is speed up videos that you're watching.

So if you're doing any online courses or you're in any membership websites that have videos, sometimes those videos are just really, really slow. And what you can do is you can speed them up, up to four times and actually do it faster with VLC. But up to four times to be able to listen to everything correctly. And you can finish the video four times as fast and get all the information just the same. It has saved me so much time with a lot of the online courses that I've been taking.

So, I definitely recommend that. Again, it will be linked to on the show notes on the [SmartPassiveIncome.com](#) so feel free to check that out. Again, it's a free video player, VLC Player. It's awesome.

So yeah, that's the end of this session today. Thank you so much for spending time with me today. And honestly, thank you so much for all of your support. I really appreciate it. You guys are motivating me to keep doing this. And so far, I'm loving it so thank you for that.

And if you haven't yet, pick up my free e-book at [EbookstheSmartWay.com](#), it will help you learn how to publish, market and automate a killer e-book. So check that out right now for free at [EbookstheSmartWay.com](#).

Thanks so much. Have a great week and I'll talk to you in the next session. Take care.

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