



**SPI Podcast Session #74 –
The Power of Relationships, Masterminds,
Meeting in Person and BFFs
with Chris Ducker**

show notes at: <http://www.smartpassiveincome.com/session74>

Pat: This is the Smart Passive Income Podcast with Pat Flynn, session #74! This is literally the first time I've had an IN-HOUSE guest.

Guest: You do mean li-tra-ly, don't you?

Pat: No, li-ter-all-y.

Guest: No, LI-tra-ly.

Pat: Li-ter-all-y.

Guest: It's three syllables, li-tra-ly.

Pat: Li-ter-all-ly. Four.

Announcer: Welcome to the Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later!

And now your host, who plays with his son's toys more than HE does--Pat Flynn!

Pat: Hey, what's up? This is Pat Flynn and welcome! Thank you so much for being here and we are not alone. We are here with a really, really good friend of mine, who is right here sitting next to me in my office! You may have heard him in the intro--actually, I'm sure you did. He is my brother from another mother, Chris Ducker from ChrisDucker.com. What's up, buddy?

Chris: Hey man, how you doing?

Pat: I'm doing awesome. Chris is here in the US from the Philippians on...I don't know, what are you doing here?



Chris: I'm on a mission of mercy. Bringing a little bit of the British clout to America! No, I'm here on business. We were in town for Portland Chris Guillebeau's World Domination Summit.

Pat: Yep.

Chris: And then we came down here, we did our one-day Business Breakthrough, which I guess we're going to talk about in a little while.

Pat: We will.

Chris: And then after this, I'm doing some Masterminds in LA and New York and then I'm speaking at the National Speakers Association Conference in Philadelphia.

Pat: Congratulations.

Chris: Thank you very much.

Pat: We should talk about, really quick, maybe just a brief overview of what we're going to talk about. I know people are going to want to know about what the whole literal, literally thing is.

Chris: Li-tra-ly.

Pat: Yeah. That was just--a big running joke between us recently, just the differences between how British people say stuff and how people in the US say stuff and, I don't know. It just became a running joke.

Chris: Yeah, it's like, you know, I say ah-loo-MIN-um, you say...

Pat: Ah-LOO-min-um.

Chris: I say to-mah-to, you say...

Pat: To-may-to.

Chris: That's ridiculous!

Pat: No, YOU'RE ridiculous!



Chris: [laughs]

Pat: As you can tell, Chris and I are really, really good friends, and I think that this is really going to tie into what we're talking about today. The importance of relationships, on many different levels.

You have the relationship you have as a blogger, as a business owner, with your audience, your customers and subscribers, right? And then you have the relationship that you have with other people in your industry, and those are really important.

But then beyond that, there's the relationship that you have with people in, perhaps, Mastermind groups. People who have the same values as you, who you're working together, and you're going to be there for each other and hold each other accountable. But even beyond the mastermind level, there's that sort of top level, really personal--I don't know. We were trying to figure out the term for this. I want to call it...you know, your BFF, right? Your Business Friend Forever, but that's kind of corny.

Chris: Yeah. And...yeah, it is. [laughs] It doesn't sound right--people have actually said that we have a "bromance." Do you know that?

Pat: I know that. And--heh! Don't look at me like that! [laughs]

Chris: But, no, I mean...you're right. It is--it's something more than just business, it's also personal, but it's also about being there for each other and almost holding each other accountable, being that sounding board when you need it with ideas. I mean, how many hours do you think we've spent on Skype in the last three years just brainstorming stuff? I mean--

Pat: Hundreds, I would think.

Chris: It's got to be close to it, yeah.

Pat: We chat with each other every week just to check in.

And you know, I do the same thing with my mastermind group, but it's just different when it's one-on-one with my buddy, who I know is going to be 100% honest with me, who's going to look out, because he cares about me and my family and I do about him and his too. And there are a few people where I have this similar relationship with



online, and each and every one of those is so important to the success of my business and where I'm going and keeping me going down the right path.

And I think of other successful people out there--I mean, they all seem to have that one or two people that they just go together. I'm thinking of Michael Hyatt and Ken Davis. I met them both at the Platform Conference, and you could tell they were buddy-buddies and they were joking with each other but they were also going to be there for each other always and help support each other throughout business.

I'm also thinking of J.D. Roth from Get Rich Slowly and Trent Hamm from Simple Dollar. They both started their personal finance blogs at the same time around the mid-2000s and they both sort of rose to the top together in that industry, and they would always link to each other and I'm sure they had a really, really deep relationship beyond just the industry comrades and even beyond mastermind level.

Chris: And I think, you know, it also is important to understand that this kind of relationship is, you don't both have to be in the same industry. You don't have to be in the same bed of roses, you know what I mean? Because we're not. I mean, you know, I'm very much a B2B kind of guy, definitely an off-the-internet sort of guy.

Before, not so much now, that is. I'm more active online now, but a lot of the reason why I am more active online now is because of you and the relationship that we've built up over the last few years, but--you know, very brick-and-mortar business owner, three different businesses, whereas you're the guy, you're the online dude! And I think, you know, we both bring different kind of barometers to that relationship in regards to our backgrounds and our experiences and that's something we can also bounce off each other as well. And it's important to have that difference, right?

Pat: Yeah, definitely. Thinking about some of the conversations we've had in the past, I mean, we've talked about things from what we thought about the name of a certain product we were going to come out with to what direction we should take in our business or...and we just understand that when we ask each other a question that we're going to be completely honest and blunt with each other.

But at the same time, it just keeps it fun, too.

Chris: Yeah. I mean, we've both come up with some pretty bad ideas, and we've both shot them down immediately. Like "Dude, what are you thinking of?"



Pat: "Uh, yeah, don't do that."

Chris: Yeah! Heh! But you know, we literally--I'm going to say the word, li-tra-ly!--we had our one big business breakthrough during San Diego just yesterday, 24 hours ago, and that was something that came out of you and I just wanting to do SOMETHING together. We didn't know what, exactly.

Pat: Yeah.

Chris: And somebody asked me, yesterday actually, one of the attendees asked me, why a live event? Why did you do THIS? And my--I didn't have sort of a predetermined answer for that question, but it came to me very naturally when I said that during something online together like a product or something like that didn't feel right for me, and for our relationship. And I didn't even really realize that until I was asked that question.

What do you think about that? I'm curious, because I haven't discussed this with you.

Pat: No, we haven't actually, and this is a really interesting question. There's just something about meeting people in person and being able to shake their hand and look into their eyes, and when you're asking them a question or they're asking YOU a question, and you give them a true, real answer--I mean, we always talk about how close to real life doing a live webinar is.

You know, you can actually have that live interaction with people, or video even, because you're actually seeing people's faces and you can hear their voice--again, on video, or on a podcast--and those are great ways to build relationships, to deliver a message, to interact with people. But there's just nothing like doing something in person.

And that's why I always recommend to go to conferences and put yourself in the environment that you're in, or that you want to be in, in your industry. And it was hard because I started to go to conferences kind of late in my blogging career. You know, three years after I started, 2-3 years after I started, and I wish I'd done it sooner.

Because the moment I stepped into a convention, the first one I went to was BlogWorld Expo which is now New Media Expo...you know, I was just surrounded by all these incredible people on the same level as me, way above me and even below me. And it was just, you know, the relationships that you build--not just in the business setting but



outside of the business setting when we're having drinks or sitting down for dinner and you're just having a chat--that's the stuff you can't get in a webinar or in a podcast or a video. The afterhours type stuff.

Chris: I agree. Absolutely. And that conference, actually was the first one you and I met face-to-face, right?

Pat: It was!

Chris: And we'd known each other online for about 7-8 months or something before then, and then we met face-to-face and I kid you not, the guys and girls tuning in right now--we saw each other and--this sounds like Gone With the Wind sort of stuff--

Pat: What? What are you going to say?

Chris: But we saw each other from a distance, and then there was that instant "THERE'S PAT!" "Oh, there's Chris!" And we just went up and--

Pat: Because we knew what each other looked like.

Chris: Right, exactly.

Pat: I mean, it's hard to miss...I'm not going to say it right now.

Chris: Pssh, say the words, man. It's hard to miss WHAT?

Pat: Your bright, shiny head. [laughs]

Chris: [laughing] Yes. But...mm. [laughs] But let me say, though. I mean, there was no sort of shaking hands, there was a hug right there, like right out of the gate.

Pat: Yeah. And that's something important to think about too, just the kind of relationships you CAN build before you even meet in person.

Chris: Right.

Pat: And if you're an introvert, if you're afraid to go out there and put yourself out there where you're actually talking and conversing with people you're doing yourself a disservice. You're making it really hard on yourself to build these relationships which



will help you succeed. And it just makes you feel better as a person. A lot of my best friends now are people who I originally met online.

Chris: Yeah.

Pat: Like you.

Chris: Likewise, likewise as well. So let's talk about yesterday a little bit, because--

Pat: Sure, yeah. You said One Day Business Breakthrough--a lot of people listening might not know what that is.

Chris: Yeah.

Pat: Like Chris was saying, we've both been talking forever and we've always wanted to do something together. I learned that Chris was going to come to San Diego after World Domination Summit here in July and we were like "Let's do something!" And we were like "Okay, well what are we going to do?"

Chris: It started like, HUGE, remember?

Pat: Oh, right...

Chris: We were saying that we were going to get 250 people and rent a huge conference room--

Pat: 20 guest speakers!

Chris: Yeah, yeah! [laughs] We realized then that we needed more than 4 months to prepare for something like that.

Pat: Right.

Chris: It didn't take too long to shoot down that idea.

Pat: No, but it's great to think big and it might go there eventually. But you know, thinking about the sort of lean startup model and starting small, just testing--I mean, I never--I knew that we were going to work well together, but...when we actually would



do something together, it's good that we tested sort of a small environment first just to really see what it would be like.

Chris: And there's something to be said for that small environment. I mean, this entire episode is about having those relationships that can further your entrepreneurial growth.

Pat: The close relationships.

Chris: Correct, exactly, and I think it's important that you get out there as an entrepreneur, or even a one-erpreneur, even if you haven't broken away from the shackles of 9 to 5 yet and you're still sort of wanting to start and go out there--it's just as important to find that person, that one person that you can connect yourself with and bar anything really horrible happening in the relationship, you'll just be connected with each other for a long, long, long time, to make sure that both of you become successful. You know what I mean?

Pat: Yeah.

Chris: And regardless of how that actually happens, it doesn't matter. One of you could be successful online, the other could be successful opening up a ton of franchises. It really doesn't matter. But it's just holding each other accountable and stuff like that.

And yesterday, we had 25 fellow entrepreneurs at [Co-merge](#) with us here in San Diego.

Pat: It's a coworking space.

Chris: Which was great.

Pat: Yeah. Shout out to Co-merge if you're listening. We're definitely going to use that venue again if we do this in San Diego again.

Chris: Oh, without a doubt!

Pat: But we got 25 people in a room, Chris and I up front just leading this mega mastermind group. And it wasn't a Pat and Chris show all day, and in fact a lot of the best information that came out of the day was from the attendees.



The way the format worked, and if you wanted to hold your own event, this format worked REALLY well for us, so feel free to take it and use it for yourself, too, if you're in an industry where this might be possible for you--Chris and I lead the conversation, we started the day at 9 o'clock with a brief getting people fired up and what the day was going to be about, and then we went to every person individually, one by one, for 50 minutes each, and we had them do a one-minute elevator pitch to everybody else about what their business was about and what they were trying to accomplish. And that was a great exercise!

Chris: Right.

Pat: Because, I mean, there wasn't very much time to present, and I think we did a good job of prepping people beforehand and getting people to know each other BEFORE the event happened. I mean, the event was on July 12th, but the interactions happened for a month or two.

Chris: About a month, yeah.

Pat: So this is a great tip for those of you that are holding these small community events. A lot of people start these Facebook groups, which are, you know, those are great, but I wanted to get the interaction to be a little bit deeper and on a Facebook group it's hard to keep track of everything people post.

So I created a [Ning](#) group, a Ning sort of social network, for One Day Business Breakthrough attendees. And you know, I'd send them a link and they'd sign up for their profile, and actually I as the creator of this Ning site, I could have people fill out their profile questions.

So they filled out their name, where they're from. I asked them to share a cool little--like, what your hobbies were, what your interests were, and then it was what's the business that you want to talk about, what's the URL so it's easily clickable when people view their profile and questions like "What are you struggling with the most? What do you want to get out of One Day Business Breakthrough? And in a perfect world, what would you walk away with?"

Chris: Yeah, and I think that last question was the most useful for us as the organizers as the event, because we already knew prior to the event exactly what each of the attendees wanted to achieve by the end of the day.



Pat: Right.

Chris: So we were able to--and you know, let's backtrack. After that one minute intro, that elevator pitch that they gave us, once their turn arrived, their website had already been pulled up on the large screen, so everybody in the room could see what their business looked like online, which was really helpful.

Pat: Super helpful.

Pat: Super.

Chris: And it really helped create that conversation flow as well. But we already had our notes on every single attendee already written down. We're not even talking like 5 or 6 bullet points, because we didn't want to have a monopoly on the entire time. We wanted the group, we wanted the room to come up with lots of different ideas. Because nobody has a monopoly in good ideas, right? And it just worked SO WELL.

Pat: Oh my gosh. Everybody contributed to everybody else's success. Like "I think you should do this!" or somebody would have an idea and then "What do you guys think of that?" And everyone would be like "Yeah!" totally behind it, or they were like "Ehhhhh, maybe not." And you'd get that immediate feedback on these ideas that people were throwing out with, or the ideas that you and I had, Chris, and it was just instant. And everybody's face lit up and they were just so excited about these breakthroughs that people were having.

Chris: Well, that was the whole thing. The whole thing was to have at least that one big breakthrough by the end of the day, and I know that we, the organizers, helped them achieve that. there's no doubt about it.

Do you remember the one--I can't remember who exactly it was now. "Do you think I should stop doing that?" and the entire room just screamed "YES!" Right? It was an absolutely unanimous decision that they were utterly wasting their time on this one activity that they were doing and they were like "Okay, if you say so." It was GREAT.

Pat: Yeah, it was so cool to have 25 other people do that, right then and there, and get that immediate feedback. And we're not trying to pitch One Day Business Breakthrough right now, we're just pitching the idea of the importance of having other people out there to help you and guide you along the way.



This may be something we do again in the future and if we do, it would be great, but I hope those of you who are listening can take away just how important it is to share your ideas with other people and to get that feedback and to not be afraid to get it because it's only going to help you. Whether it's good or bad, it's going to help you.

Chris: I agree.

Pat: Talking about the Ning site again, I think to just reiterate how important that was, not only did it help us understand exactly who was attending, sort of get us to know who they were before hand, they put their profile pictures on there, so immediately when we saw them for the first time, we'd be like "Hey what's up, Gary?" I knew it was Gary because we'd seen his profile picture.

I mean, it was only 25 people so it was easy to recognize them and call them by name right away, which I think helped them feel more comfortable right off the bat, but the Ning site was just great because we required the attendees to include a blog post which shared more information about their business and their goals, and what ended up happening was all of the other attendees would get notified when new people joined and when they wrote these short of blog posts that answered these questions.

And everybody had everybody else in the group respond and say "Wow, that's such a good idea!" or "I can't wait to go to Business Breakthrough and dive into your site even more, because I think I can learn so much from you."

And speaking of that, I talked to a few people during the lunch breaks who hadn't had their business in the hot seat yet who were like "I've already learned so much from reviewing these other people's sites. I've gotten so many good ideas and I haven't even gone up yet." And that was the beauty of it, I think.

Chris: And you know, there were several things that were a reoccurring point.

Pat: Oh yeah.

Chris: That we wanted to bring up, right? It just goes to show you that there are-- running a business online is not as easy as a lot of people think that it actually is. You're a big, you know, believer that you've got to work hard and you've got to put in--and me too. If you don't hustle, you're not going to get anything. Plain and simple.



So there were a lot of, at least 2 or 3 things that were evident over and over again, such as either a lack of an opt-in magnet or an opt-in form, or, you know, there was another one where you know, sign up for updates kind of thing. These were the sort of things that we were seeing [inaudible]--tell me WHY I should sign up for updates. What are you actually going to give me for me giving you the most important piece of information in the world for me, which is my email address. You know what I mean?

Pat: Right. Yeah, that was funny. I think maybe 75% of the businesses that showed up needed help with their opt-in form. We all want higher conversions, of course, and most people weren't really doing a good job of really enticing people to sign up for those lists. And you don't have to give away, necessarily, an eBook or a course. That's a great way to get people into your email list, but you can give just updates, but you still have to tell people why those updates are important.

And the example we brought up was, for instance, Derek Halpern's site, SocialTriggers.com. He doesn't give away a lead magnet or an eBook, but the way he phrases what you're going to get when you get those updates is really good. So check out that site, if you don't necessarily have a lead magnet yet for your email list.

A few people didn't have an opt-in form at all, or weren't building an email list, and some people were doing it correctly. I mean, it was cool because there was so many people on different levels.

Chris: Right, I was just about to say, it was like there were some people that were absolutely crushing it financially. They're making over half a million dollars a year. Then there's some guys who are just starting out.

Pat: Yeah.

Chris: And I love that. I love that diversity.

Pat: Yeah. And the people that were crushing it still got a lot out of it, because you get 24 other people's perspectives on things and those ideas that you could never think of on your own, which was really cool.

Chris: The other thing that came out quite a bit was that people's about pages were truly about THEM, rather than about the resource and why people should be reading that page in the first place, or why they should come back or subscribe or whatever it is. It's kind of, you know, it's kind of attached to the whole opt-in, subscribe thing. But



there was a lot of stuff, you know, "Welcome to my site, I am XYZ, I do blah blah blah blah blah." But I'm not interested in that. I need to know what's in it for me.

Pat: Yeah. What's in it for your reader first, and then qualify yourself after.

Chris: Yeah. You've got to tell your story. Everybody loves a story, but I also want to be convinced about why I should stick around in the first place.

Pat: Right. Another reoccurring theme that happened, and hopefully this is useful for those of you listening, because you might have the same sort of dilemmas at first, and you can take action from here, was the fact that a lot of people's websites didn't portray the core message of that website immediately.

There was something on the site that mentioned it, maybe on the about page or down below, but a lot of the sites didn't really understand exactly what they were about right off the bat, and that is so important, especially nowadays when people, you know, they spend 5 seconds on the site, and if it's not what they want right away, or if they don't know it's what they want, they're going to leave.

Chris: Yeah. I mean, you never get a second chance to make a first impression. Never. Never!

Pat: No, that's just...no.

Chris: Li-tra-ly.

Pat: Okay, let's not start that.

Chris: [laughs] No, but you don't. And I think it's important that when you're in the process of developing your brand or wanting to build out your online home for your business that you take this stuff into consideration. It's not just about how great you are and how amazing your widget or your project or your service is. It truly is about the people that are visiting your site and wanting to do business with you. The focus should be on them, really.

Pat: Definitely. I mean, some examples--a lot of people just need to work on their tag line. And we actually did a couple brainstorming sessions with people whose--that was the major issue. And the whole group was throwing out ideas and words and--



Chris: You couldn't write fast enough on the white boards! It was great!

And I think that's--getting back to the core message of this is that the other thing was, not only did I see relationships beginning to be formed right there in that room as the event was going on throughout the course of the day, after that we had some cocktails and then we had dinner and you could see the same people that were sat next to each other, or close by each other, during the day had chosen to sit next to each other at dinner. I don't know whether you noticed that.

Pat: No, I did.

Chris: I certainly did. And it was great to see those relationships start to form, and I was over--not that I was eavesdropping, but I was overhearing people like "Oh yeah, you know, let's get on Skype next week and do this and do that."

Pat: Yeah, so cool!

Chris: Oh my God, awesome stuff, right? And it just goes to show you, it's just a day. It's one day out of many going forward and you can't put a dollar amount on having that kind of relationship come out of an event like that.

Pat: No, seriously. I mean, really, it COULD, and I think it will, change a lot of those people's lives. It may not seem like it right away, but over time, especially from the relationships that have been built.

And I was overhearing a lot of the same stuff, and I saw a lot of people who were in similar industries talking with each other and helping each other out, or people who had--there were a couple of people who were good at selling, and pitching, and there were other people who weren't good at that, and that was their issue, who were great at building software and things like that, and they were working together. Just incredible!

Chris: There was a young guy there also that--I'm not going to turn this into a full-blown review of everybody that was there! But just to show the diversity of these kind of groups, there was another young guy there that was scared to ask for people's money. Like, he was providing a really good service in regards to web marketing, but he was scared to actually ask for people's money. And when he did, and they said "Can't you do it for free?" or "Can't you give me a crazy discount?" He'd just say "well, okay. No problem."



That's a problem, because once you start discounting your services like that, you're beginning a very slippery slope. You really are. I kind of kicked his butt a little bit, right? I said "No, you've got to stop doing stuff for free, because the moment you do that in the first place, people are going to start expecting it."

Pat: Right. That was a big theme for the day, was a lot of people trying to decipher what to give away for free versus what to actually charge for. I did see that a lot, not just with that person that I know you're talking about, but with a few people, who were just having a hard time wanting to sell something. And when you have something that can change somebody's life, or add value to somebody that--you have to know that it's worth something, and worth charging for.

Chris: Absolutely.

Pat: You'd actually be doing yourself a disservice, and...yeah, I don't know where I was going with that.

Chris: I'm curious to know--what was the biggest take away from you from the event as one of the co-organizers?

Pat: I think the biggest takeaway for me was just how great it was--there's a bunch. This is a huge question!

Chris: And I didn't tell you I was going to ask you. [laughs]

Pat: No, thank you. No, no, I think the biggest takeaway for me was--we put a lot of time and effort into this. It wasn't thrown together in a day, we spent a couple months working on this. I really want to make sure everything went well, that the attendees got all they wanted out of it.

But first of all I just want to give a quick shout out to Jared Easley, who volunteered his time--

Chris: Rock star!

Pat: To--he found the locations, he set up the dinner, he got the lunch together for us. I mean, without Jared this definitely wouldn't have happened. So thank you, Jared, if you're listening to this.



But going back to this sort of big thing that I picked up during the day, which is--you know, how, these breakthroughs that the attendees have, and the relationships that they're building--it wouldn't have even happened if we didn't put in all this work. And to me that just is so fulfilling. And I feel like if we didn't do this, maybe--I don't know. I think we really helped people really change their lives yesterday. And not to sound big headed or anything, but without us putting in this work, that wouldn't have happened!

And it was really interesting because after the event--and this always weirds me out, when people come up and ask me to take a picture with them, you know? I'm never going to get used to that. It's always weird! But, I mean--you and I took 25 photos with all the attendees.

Chris: I actually felt like Tom Cruise, just for a brief second. I don't know about you. But who asks for--25 photos one after the other! We didn't move, we just stood in the same spot, right?

Pat: Yeah.

Chris: Amazingly gratifying.

Pat: Absolutely! And this sort of reminds me of something Noah Kagan said in [episode 71](#) of the Smart Passive Income Podcast. He was, for a while, doing this thing where he was doing conference after conference after conference. And when you set up these types of things you're bringing people together.

And when you are the person that is organizing these types of things where people can come together, you sort of become the center of it. Just as a result of bringing these people together. I think that's sort of what happened here.

We already have a ton of people who are like "When's the next one?"

Chris: Way more than I even anticipated!

Pat: I wasn't even sure if this was going to just be the one time we did this! But I think because there's just so much interest now, and because it was so gratifying for me--I don't know, I mean I'm sure it was for you too.



Chris: Well, let's not beat around the bush. We put it on initially because we wanted to do something together, but it very, very quickly became less and less and less about us and more and more and more about the people that were going to be there. And when you've got all these additional people sending us emails and tweets and Facebook messages, all this, "When's the next one? I want to go to the next one!" I mean it's hard not to say that we should do this again sometime, you know?

Pat: Right. And you know, this was a big, scary thing for me to do, to get 25 people to fly in, some from the UK actually flew in to San Diego!

Chris: I needed some British support! That's what it was!

Pat: Yeah, you've got to live with it. They made me say 'aluminum' actually and made fun of me.

Chris: [laughs] Yeah.

Pat: But anyway, it was a scary thing for me to do, and I think...I say this all the time, when something's a little scary, that's how I know something is worth doing. I'm really glad I did it.

And I think for those of you out there who may be industry leaders, you might want to start thinking about maybe gathering people like this in an environment where you can fly them in for a day, somewhere, and just get together and brainstorm. It's just incredible.

It almost just all took care of itself.

Chris: Most business people will go to a conference on a yearly basis, right? Regardless of what industry they're in. The only difference between going to someone else's conference and doing something like this--much smaller, obviously. But the only real difference is that you're the one that has to put in the work to make it happen. You know, you're still going to get to meet a lot of people in the same industry.

You're still going to get to bounce ideas off of people to find out about new products, new services, new ideas. And I think there's a lot to be said for anybody that's listening, like you say, that could potentially put something like this together for themselves in their own niche.



Pat: Yeah. I mean, that would help your authority and your credibility go up way big! I mean, a lot of people are using Amazon Kindle books to help them separate themselves from everybody else in their industry. But putting on a live event like this, this has been incredible!

I mean, we had Caleb Wojcik come in--who a lot of you know filmed a lot of the stuff in my book Let Go. He came in around 3pm and started filming b-roll and then came in, took testimonials afterwards, and I got to listen to a few of them, or I was overhearing them when they were being filmed, and it was just...it was just incredible!

So if you can have other people in your audience talk about you the same way, and you have that video footage, and that's just worth so much.

Chris: I can't wait to see that video that he's going to cut. Because he's awesome, anyway, right? So once he cuts it together, I can't wait to see it. I think it'll be great to see what everybody said. It was a great event, and I'm totally looking forward to doing it again at some point.

Pat: Yeah. I mean, think about that! Think about putting on your own event. And you know, just to be completely honest, we did make a little bit of money off of this.

Chris: Yeah. But we're entrepreneurs! That's what we DO. But the flip side of that coin is that, just like when you create a good product or a good service, you're going to make money but you're still solving problems for people, and that's like the time-honored legacy of business. Just present the solution to a problem.

And in the case of the business breakthrough event, the solution to the problem--the problem was entrepreneurial loneliness, and the solution was getting these people together so that that ends and they can take their business training up to the next level.

Pat: Yeah, absolutely.

Okay, so we're coming up to...we need to start wrapping up here. And I want to make sure we come around full circle. So I want to start with the dangers of being introverted. Because I think that's the root of discovering all the stuff that's available out there when it comes to relationships and what that can do for your business.



There was a quote I heard one time, and I don't remember who said it, but it's real interesting. It's "the only problem with seeing people you know is that they know you."

Chris: Boom. See, that's what I'm talking about, because if that's the case, you never take yourself out of your immediate circle of contacts, of people that you know. You can never expand that circle, right? All those people that came yesterday, they didn't know each other.

Maybe one or two might have heard of each other or talked to each other once before. But now they've expanded their circle. They know more people now that know them. And they wouldn't have met those people if they didn't come along.

But I think--you know what we should do, actually? It is a good quote. What can we do to break through that shyness and become less introverted? I mean, you and I don't have a major issue with this, but I'm sure--

Pat: I did.

Chris: oh no, you did. You're absolutely right, you did, yes.

Pat: I did, especially in high school. I was just the type of person who would sit in the back of the class and never raise their hand and I would only wait for people to talk to me before I started to talk to them, and I was very awkward in conversation.

And even when I was in college and I started to sort of become a little bit of an extrovert just because I was around people I knew, I was still afraid of talking to other people that I didn't know, I was always shy, I didn't--that's why I didn't go to conferences at first, because I didn't want to put myself in that environment.

But, there were some things that I did that I think helped me get over that fear. Back to my YouTube videos--when I started doing that, I wasn't talking to anybody in person, but just talking to a potential audience on video was helping out. And at first I didn't even put in my face. It was ScreenFlow or Camtasia, recording my screen and talking into my microphone.

And the podcast helped too, and I think the podcast interviews helped, too. I know a lot of people who have interview shows who, you know, they were a little bit introverted and they used the interviews over the podcast to practice, I guess, conversations with people they didn't know.



Chris: Not to mention every single person that you interview, your circle of contacts there is growing one by one with every episode, right?

Pat: That's why Sрни from Blogcast FM, I feel like he knows EVERYBODY.

Chris: no, he does! I am telling you, though. I can stand in a corridor with that guy and stand there for 15 minutes chatting with him and we'll be interrupted like 20 times. I mean, everybody knows him. And he knows everybody.

But then when you've interviewed 300 odd people, or whatever it is, it's going to happen. and he's doing exactly what we've been talking about--getting yourself out there, hanging out with like-minded people, getting to a point where you're talking about this kind of stuff with not just your friends, but also those people that you already have relationships with but other people as well, like extending that circle and becoming friendlier with more and more people.

Pat: Yeah. I mean, really...a good thing to do, and this is generally, you got to put yourself in uncomfortable situations, so that they do become comfortable eventually.

I remember Noah Kagan in episode 71, he had a challenge to all the listeners out there--and I know some of you already did this!--his challenge was "Go to Starbucks and just ask for a 10% discount." And it was as couple of people who were like "I...I did this and I was standing in line and I was sweating and the person in front of me made a mistake on her order so I had to wait even longer and it was nerve-wracking!"

And then they did it, and it felt so good. And I know a lot of people also were like "What's the point of this?" But I think the point is, if you're uncomfortable sometimes, you've just got to get uncomfortable.

Chris: And just because you ask for it doesn't mean you're always going to get it. Because you dared me to do this today, when we were at Starbucks, right? And I'll tell the story because it's a little amusing.

We're in Starbucks, and i go up and I ask for coffee and then it's \$8 or whatever it was. So I turn around and said "Well, can I have a discount, please?"

And the girl initially said "What?"



I said "Well, it's a sunny day, I'm English, I'm here in America, and I'd love to have a discount. I'd be really happy today. Is it possible to get a 10% discount?"

And she said "Well, we don't...really, usually, do that. But let me go get my manager."

So a manager comes along, and I can see them talking for 30 seconds or something on the side first, and then he comes along and he says "Sir, how can I help you?"

I said "Yes, I'd like to get a discount, please, if it's possible."

And he said "Well, we don't do discounts."

And I said "Yeah, but you know--" and I repeated the whole thing. I did my best English Hugh Grant accent to try and impress the guy here in America.

It didn't work, and he turned around and he said "Well, it's great and everything but we don't do discounts. However we do, do smiles."

I said "What do you mean, you smile?"

And his entire face lit up. He showed me 35 teeth. And he said [American accent] "Welcome to the United States of America, sir!"

Pat: [laughing]

Chris: That was just awesome.

Pat: It's such a good story!

Chris: Didn't get a discount. But, I got a smile.

Pat: And a great story!

Chris: And a cool story to tell to thousands of people tuning in right now.

Pat: Yeah. Hopefully you enjoyed that.

So, big takeaways from this is, get uncomfortable, put yourselves in situations where you're actually meeting people, because it's going to potentially change your life. Go to



conferences, get in a mastermind group and just put yourselves in situations where you get to meet these people who are in a similar position as yourself that can ultimately build up your business and just to help you take things to the next level.

And then beyond that, finding that one or two people who you can REALLY connect with, and you can build that beyond business relationship with, just like what I have with Chris here.

Chris: Yeah, likewise. And let me tell you, it was a pleasure doing that event with you yesterday. We have talked about doing something together on and off for the last couple of years or so. I'm glad that we didn't do anything up until this point and that it was this particular event and this particular activity that we did together as partners to--it was awesome, man.

Pat: Yeah, totally. And I wouldn't have come up with the idea without you, I probably wouldn't have done it like we did without you. So again, just the importance of having these kinds of people in your life--it's crazy.

Chris: It's awesome. And to the 25 people that came out yesterday, once again thank you for coming along and spending time with us. It was really good to meet you all.

Pat: Yeah, absolutely fulfilling for me.

[pause] Oh, wait. [laughs] I didn't know how--like, is that the end?

Chris: Yeah.

Pat: So those of you listening out there--

Chris: [laughs]

Pat: That was a really awkward--if we just ended there, and then the music came on.

Chris: Yeah, that would've been awesome. It would've been almost as awesome as your little whispering one.

Pat: Dude, I get so many tweets...somebody tweeted today, it was like "I nearly fell off the treadmill!"



If you don't know what I'm talking about, just listen to episode 68.

Anyway, thank you again Chris for coming on the SPI podcast, for sitting here in the office and spending time with me and my family while you're here. That's just so awesome. Good luck to you on your presentation at the National Speakers Association in Philadelphia. And for those of you out there, you can find Chris at....

Chris: ChrisDucker.com! Very original.

Pat: It is. You've done a great job with personal branding.

Chris: Thank you man, appreciate it.

Pat: So, yeah. Thank you guys for listening and we'll see you in episode 75. I don't think there's really going to be any show notes for this one. But if you want to go to the blog post and leave a comment, you can go to SmartPassiveIncome.com/session74 and I'm sure both Chris and I would agree--we would love to hear from you.

Chris: Absolutely.

Pat: All right. Take care! Thanks!

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

<http://www.smartpassiveincome.com/session74>