



**SPI Podcast Session #82 –  
Getting Paid Before Building the Solution  
From Research to Validation to Profit  
A Listener Success Story**

show notes at: <http://www.smartpassiveincome.com/session82>

**Pat:** This is the Smart Passive Income Podcast with Pat Flynn, Session #82. Let's go, let's do it!

**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 wants you to be a success story on his show one day, Pat Flynn!

**Pat:** Yo, what's up? This is Pat Flynn and here we are, sitting at session 82 and I'm really excited about this one today because I'm interviewing one of you. An SPI fan. A listener of this show who listened to one episode in particular a while back, decided to take action and he's recently left his job to do what he's doing online full time now.

Basically, he started from scratch, even before he had an idea, to finding the market, analyzing it, finding out exactly what this market needed and getting paying customers for his idea even before it was built. Complete validation before spending more time and effort on it. This is going to be so cool; you're going to love this one because if it doesn't inspire you, I don't know what will.

He talks about the fears that he went through, he shares the exact steps he took along the way. Get ready, because we're going to start that interview right now, so let's welcome Carl Mattiola to the show to tell us exactly what he did and how he did it. Enjoy it.

All right, what's up everybody? I'm very, very happy to welcome Carl to the show. What's up, Carl? How are you doing?

**Carl:** I'm doing great! How are you?

**Pat:** I'm doing awesome. For those of you listening, Carl and I got connected because I got an email from Andy Drish, who is working with Dane Maxwell. You might recognize that name, Dane Maxwell, from [SPI podcast episode #46](#) where Dane talks about a very interesting strategy that he shared, basically being able to build a business with no



money and expertise. And Andy contacted me because Carl took some of Dane's advice and put it into action and is now seeing results. So I'm very, very happy to welcome Carl to share the steps you've taken to create what you've created and talk about the process along the way of what you learned, what you did right, what you did wrong, everything. You listened to that episode and that is what inspired you to do what you do now. Why don't you tell us really quick, Carl, a little bit about yourself and what it is that you're doing now as a result of taking action?

**Carl:** Sure. Well, I'd describe myself as a software entrepreneur now, but prior to that I was working at a bunch of bigger companies. I was at Johnson and Johnson and another software company called [inaudible] and after that I was at Tesla. And I left Tesla recently to work full time on the software company that I built that's called Clinic Metrics. It helps physical therapy practice owners manager their business metrics.

**Pat:** Okay, got it. Okay, you're working at Tesla--which is awesome, that company's doing very well--and you decided to leave to work on your software business clinic metrics. When during--I mean, how far along was clinic metrics when you decided to leave?

**Carl:** I already had customers and it was already launched.

**Pat:** Okay. Sweet, that's awesome. Let's rewind, let's talk about you listening to [episode #46](#), which we'll link to in the show notes here for everybody that hasn't listened to that--probably the most popular episode I've had to date, over 100,000 downloads of that episode specifically. What was going through your head when you were listening to that episode and sort of what you did after that?

**Carl:** Oh man. Well, I was--I had started listening to your podcast pretty much that Fall. I just found it then, and I was driving to Tesla and listening to you on the way, and kind of picked and chose a bunch of different episodes and just saw that one and chose it one morning, and I remember listening to it, and hearing his process and it really resonated with me because, you know, it's a lot how I, for my job, designed software for other people in terms of asking lots of questions and figuring out what they want and then designing something. And then building it.

So I really resonated with that and I just thought it was amazing that you could take that concept and bring it to a real, life market and build a product out of it. I could not sign up fast enough. I literally--I remember pulling into the parking lot, getting out my iPhone, looking it up, and at this time that episode had been aired for a while, so I was



actually late to sign up and everything and I signed up and luckily got in, in time, and just went for it right after that.

**Pat:** Awesome. And for those of you listening, when Carl's talking about signing up, this is to gain a training program called *The Foundation*. He isn't here to promote the Foundation, although this is definitely a success story coming out of that. This is to promote the idea of taking action and the sort of step-by-step process that Carl took.

Of course *The Foundation*, I'm sure, was very helpful for you because it put you in the mindset of a lot of people that had done this before and could just help guide you along the way. But I'm really interested to hear after you pulled up to Tesla and after you decided that maybe this is something you could do, and for those of you listening the process sounds very simple--you find a particular market or a group of people, a niche, and then you just ask a whole bunch of questions.

And Dane, in that episode #46, actually reveals and shares some of those questions which are golden questions that everybody should be asking their audience no matter what, even if you've been doing this for a while.

But anyway, after you discover really what the true pain points are for that particular audience and just really diving deep, 5, 6, 7 questions deep after asking the initial one to really understand what would benefit or what would be the solution or what would be perfect to serve this audience, then you go out and build it and this is a software and the idea behind software, it's great because you can have customers that pay a reoccurring fee every month, and the more customers you get, the more income you're going to have month after month.

What were your first steps? You said you did clinic metrics--how did you decide to do that and what questions were you asking these people?

**Carl:** My first steps were to just get over, really, a lot of the fears and stuff that was going on in order to allow myself to be comfortable talking to people and calling strangers on the phone. I mean, I did just pick a few markets and then test things out, just randomly, but then I systematically went through a process to choose a market, which I'd happily go through with you if you'd want.

**Pat:** Sure. Of course.



**Carl:** And then I, you know, along the way a lot of things came up and I was feeling scared and nervous a lot about a lot of this stuff, and that was another big part to it for me. Where should I start? Do you want me to start with choosing a market?

**Pat:** Yeah, how did you choose the market? I mean, it's great, I think it's great to just--you were sort of going through trial and error. You were calling--and that's a big thing, too. I know that's why a lot of people fear, actually, just talking to people and going to figure out what it is, exactly, these people need or what they're struggling with or what would make their life easier.

There's no better way to find out exactly what a target market needs than to ask them. But asking them is so hard, and a lot of people don't do that. I'm really glad you brought up the sort of fears, because that's what everybody experiences.

That's what I'm experiencing right now with this food truck site that I'm building for food truck owners. I'm experiencing it, but I know that because that fear is there, it's something that's worth doing. Why don't you go over the sort of process of selecting an itch and how you ended up where you got to?

**Carl:** Well, I knew the process involved calling people, and so I just--at first I just tried a couple. I tried dog day care, and I tried used car dealerships, just to see how it was and break the ice.

**Pat:** Kind of random choices.

**Carl:** Yeah, just randomly. And then I kind of did it systematically by looking up the list of markets--you can do this on Google. There's a lot of places you can find structured data around--just a list of markets and how big they are and a bunch of information on it. So I found one of those lists and I basically just started cutting them down by the important criteria to have a greenlight market, which is another thing they teach in *The Foundation*. And I added some of my own criteria to it also.

One thing is you want it to be big enough to serve you [?] so you cut out anything that's maybe smaller than--I think they say 5000 businesses. I made my list 10,000 businesses because I couldn't make the list small enough. So I cut out that.

You want to make sure that they're profit driven. That's kind of arbitrary. You want to make sure that they are, you know, making at least enough money to pay for software so we kind of guessed at a \$100,000 in revenue per year. And to do that, I personally



looked at a site called [BizBen](#) which shows businesses for sale and you can kind of look up--they display how much money they make, too, so it's a great place to find how much different markets are making or businesses are making.

**Pat:** That's great.

**Carl:** And then I basically took that list and those criteria--the other one is are they currently using software? You want them to be. Because if they're not, it's probably a learning curve. So it's easy to search the market's name, plus software.

So I had a big list and whittled it down to 10 and I said "Which ones of these markets speak to me? Which ones am I passionate about?" And physical therapy and one other, health, stood out to me, because I thought they were both important markets, and physical therapy in particular because I was a patient at one point with a football injury and they helped me get over it and I had a really good experience.

So once I saw that that was a greenlight market for me, I knew that was the right thing to do. And then I called both markets just a few times just to test it out, and instantly loved talking to physical therapy practice owners because we had a lot in common. And I think that's also important, too, because if you're moving forward with something and you're reaching out to food truck owners right now, if you don't enjoy that and you don't enjoy those conversations, it's going to be a lot harder for you to move forward, because you're going to need to talk to them a lot in order to make something happen.

**Pat:** Absolutely. I'm absolutely loving this process, so I'm really excited to move forward, and yes there will be struggles but because I love this sort of industry I've grown to connect with a lot of individual food truck owners that I've been speaking to on and off again--it's going to be much easier than if I was going to something I wasn't very passionate about.

What kinds of questions were you asking physical therapists to discover what it is that they actually needed?

**Carl:** Right. The next thing was reaching out to them. I did it starting with email first. Just emailed them, "quick question, what is the biggest challenge of your business?" pretty much. I just said I'm a software entrepreneur trying to help them. They would respond and then I would set up a call from there, and what kinds of questions would I ask? I mean, the idea is to try to start broad, to just ask them questions like "Tell me about what you do day to day and what are the challenges that you have in your



business day to day?" When you talk about that and you hear one, to kind of go further and ask more questions about that. To kind of drill in.

An example would be, this one doesn't have to do with my product so I'll use it, they once would tell me "I have to take all this documentation for each patient and it sucks" and then you might ask "What kinds of documentation do you have to take? And how does that work? How often are you doing it? How much time does it take you each day?" And you start to drill in and figure things out and you can almost map out a process and figure out ideas right from there.

**Pat:** I remember in episode 46, Dane gave a number of examples just like that, called it data mining, I think it was. And so he was--there was a conversation that Dane had with a pool boy who was losing a lot of money because a lot of the people who were his clients just said "The pool's not clean enough" or "You didn't do your job, I want my money back" or something like that. So that became a big pain point. And he talked about creating some type of software that would document the cleaning process or show that things were being done the way they were supposed to, so that there was proof that they should get paid.

And then there was the private investigator example, the home appraiser, someone who would go into homes and take measurements and do it by hand and by notepad, and so someone created an iPad application to help keep track of that and make it easier for them to organize. So, yeah. These types of opportunities are available EVERYWHERE.

**Carl:** They're everywhere! Haha, yeah.

**Pat:** But you wouldn't know unless you go and you take action and you ask a bunch of questions. And I love how you said in your email "Hey, I'm a software engineer, I want to build something to help you." You win, because you get this thing that's going to make your life easier, and I would win because you'd be a customer and I'd get paid. Obviously, you don't say that. But that's the sort of idea.

Tell us a little bit, what lead you to--tell us about your product, actually. What does it do, exactly? Based on that, obviously, we would obviously know that the pain points that these people had, if you wouldn't mind sharing.

**Carl:** Yeah. It is actually--it helps them to keep track of their business metrics. As a physical therapy practice grows, they have several employees and then eventually





sometimes many locations and as the practice owner gets further and further removed from what's going on, they kind of need to keep track of different operational metrics to see how each clinician is performing, to see how their marketing is doing, to see how their finance is doing. Really, what I'm building is analytics for physical therapy-- business analytics for physical therapy. That's really what it does, and it gives them an idea of exactly what's going on in their business so that they can point out problems and solve them before it becomes something too big.

**Pat:** Right. I love that, because there are--there's software out there that can do metrics and analytics already, but when you build something specifically and with the input from your target market, it's going to be exactly what they need.

A lot of those larger companies who you might feel like are going to overtake you because they're so big and they got all this money for spending and marketing and advertising and whatever, that's where you actually have an advantage as a single person. You can go in there and build something for a specific market, specific people, which is exactly what you did.

That's why we say these opportunities are available everywhere. Solutions are available, but custom-made solutions are what people want, because it just makes their life easier. And you have to make sure you show it to them.

How did you--okay. You discover this pain, and you discover that there might be possibility for the software. What did you do next after you were like "Okay, this is something that could actually help these people."

Did you create the software on your own? Did you hire somebody? What was that process like?

**Carl:** The next step...you know, I wanted to make sure it was a valid idea. I actually got from 32 phone calls conversations that lasted at least an hour long, different practice owners. I got 8 different ideas that I thought were legit ideas, business ideas, for this market.

**Pat:** That's huge.

**Carl:** And, yeah, I had to make sure which one made the most sense, so to validate it, you kind of just talk to more and more people and see if more people are bringing up the same pain. If they are, then you have one to move forward with. For me, I had 8,



so it was tougher, but I basically chose, based on a small amount of scope, meaning it's not too hard to build, it wasn't something--you know, it was more of a deeper problem and not a lot of stuff going on to build, at least at first. And it brought in enough revenue, or the pricing could be high enough to where it could support me, or actually be a really good business.

So I chose the idea and then once I chose the idea, I wanted to move forward with, I wire framed it. I basically just drew a sketch of what I thought would work to help these people. and then I converted it to...I used Keynote. I mean, there's a ton of wire framing tools out there. I used just [Keynote](#) and [Keynotopia](#), which I love, because it makes really beautiful looking wireframes in a really short amount of time.

So I used that, and reviewed it with the people who said they wanted it. I basically showed it to them and iterated it maybe 2-3 times and then when I was ready I put together an information pack that had some screenshots based on wireframes I put together, and it really defined the problem and how the problem was going to be solved, and all the benefits the user would get and made an offer, and so from there I presold the product using that information pack and using an applicable demo that I made with the wireframes to these people to prove that it was a worthy idea. So you can sell it in advance.

What I asked for was what it would cost them for 3 months to pay me in advance for the product, and what I said was once I got 3, that would be enough for me to feel comfortable moving forward. So I did that.

**Pat:** That's awesome. That's so cool. What did that feel like, to show this information pack and have these people that you're working with and who you've talked to for hours on the phone to be like "Yes, this is what I want" and they paid you before you made anything?

**Carl:** Yeah, it was crazy! It was the first time I'd ever sold anything in my life aside from Craig's List!

**Pat:** And it was just an idea at that point, right?

**Carl:** Yeah, just an idea. I mean....

**Pat:** But a really GOOD idea.





**Carl:** Yeah, it was sketched up and I created some pricing and....yeah, I showed it to people and walking them through, it was a crazy experience, I'd never sold anything before. But yeah, walking them through and price anchoring them by showing them what the benefits are going to be for them. Like, how many new visits they think they could get if they had this or how many hours they think they're going to save and just trying to be honest with them and show them what the return on investment could be.

Yeah, just making that happen and that process really worked and they really appreciated it and it was actually, at that point, it was far easier than I thought it would be. It wasn't easy, but I had done a lot of work up front. I think that's what made it pretty easy because I spent a lot of time with them designing it and it was exactly what they wanted.

**Pat:** That's so sweet. Did you pitch them...it wasn't really even pitching, it was just showing them, but did you do that in person, did you do that over GoToMeeting or how--?

**Carl:** Yeah, I used Join.Me. Just screen share.

**Pat:** Okay, sweet. That's even more convenient.

Oh, gosh, that's so cool. And, oh, you mentioned this earlier, that information pack you talked about, there's a link where people can actually download that, correct?

**Carl:** Yeah, yeah, for sure. You can check it out, and that's the original thing that I used to help sell the product. I actually use part of it still. There's a process--there's a diagrammed process of the old flow that they used to have to go through in there that's still, when I show that to people makes them cringe and that's what sells the product. Yeah, that's what gave you the presells, so there's a link you can get that and copy it if you end up building your own product and following this process at [thefoundation.com/carl](http://thefoundation.com/carl).

**Pat:** Yep, that's thefoundation.com/carl. It's a free information pack. You will have to opt-in and that means you're going to get emails but obviously this stuff is working and Dane always has good information to share for everybody.

Okay, I want to talk really quick about pricing. You said you had mentioned an offer in your information pack, and I'm sure it's there, but what sort of--because I'm sort of like



"Okay, is it \$29 a month? Or is it like \$299 a month? I don't even know." Give us an idea of what this program costs and how much you earned up front.

**Carl:** Sure. I charged--well, the offer is not actually in the information pack because that would be something I sent around and I didn't want people to see the pricing before I presented the offer. So that's it exactly as I sent it out to people. But the offer basically, went something like this, I would say..."Here's the pricing I came up with" which is roughly, its \$120 per month per location that they have. Most of my customers have about 5 locations. That's the average. So it's \$500-600 or so per month, is what I'm charging most of my customers.

So I would say "this is the pricing I worked out and what I need from you is 3 months paid in advance and what I will give you in return for that--" it's kind of like a Kickstarter model, your own little Kickstarter. "What I'll give you in return for that is 20% off that price for life, and I won't change the prices on you. You'll get to work with me and dictate features as we go. You'll get support. You can call my cellphone whenever you want, and I will personally help you implement this into your business. In exchange, the catch is that it's not going to be ready until May, and in the end I'll want to use you as a testimonial."

That tended to work pretty well.

**Pat:** How many people did you pitch that to?

**Carl:** At this point, I don't know, exactly. I think I closed about half of the people I pitched it to.

**Pat:** That's really good.

**Carl:** Yeah. And I still do, which is crazy to me! But, yeah, I think in the beginning before I built the product I raised \$3800 in presales and I think that was 4 customers, maybe it was 3 or 4 customers, that made that up.

**Pat:** That's awesome. So \$3800 of presale, and then you used that income to pay for the software?

**Carl:** No, I planned to but I ended up getting a developer who was more interested in having a stake in what happens with the company than...



**Pat:** Ah, okay.

**Carl:** Yeah. So I ended up doing a deal with my developer, who actually is a friend. I work with software developers so I'm kind of lucky and fortunate in that end, but other people have done this, too, where you can just find somebody and pay them if you want. And that's what I wanted to do to keep it simple, but it worked out great. He was more invested and interested and we worked great together, so yeah, that's how we worked out. So I didn't pay anything to have the software built upfront.

**Pat:** Man, that is sweet! First of all, congratulations on everything, and I can't wait to see where this takes you. I mean, already it's doing really well for you. And I know that people listening to this are getting so pumped right now and are ready to start making phone calls and things like that. Even if you already have a site and target market, I think it's smart to do that. You never know, in the target market you're in, there might be some sort of software that might be of interest to your particular audience that isn't available to them right now.

And I know already Dane's interview on SPI definitely influenced me to do a lot more deeper research with any sort of target markets that I'm in, and so this is sort of the approach I'm taking with the food truck website that I'm doing now, and already I have a list of ideas of things that I could offer this community that isn't available yet.

I'm lucky in that it's still wild, wild west out there, so it gives me opportunities to do that, and they're very willing to talk, because they work long, hard hours, and anything they could do to make their lives easier would be a benefit to them. That's going to be coming down the road, perhaps. Maybe some software, some tools or things like that. But for now it's just going to be the sort of website as a resource to get to know and build an audience there as well.

But anyway! Going back to you. This isn't about me, this is about you, Carl. What were some of the struggles that you faced along the way doing this? I mean, the way you presented it just now it sounds like it was "Boom this, boom this, boom this," easy going, presale boom, all is good. But I know that's never the case.

**Carl:** [laughs] No, it's not.

**Pat:** Besides the fears that you talked about when making phone calls, which is going to be common for most people, what are some of the other things that you came



across that were hard for you that you struggled with or maybe that you needed some help on.

**Carl:** Yeah. I mean, it's...there's a ton. For me, the biggest thing I got out of being part of The Foundation was a change in my mindset to kind of learn how to get over things so that I could be really affective.

Like, you remember I said I was working full time for Tesla when I was doing this, so I had no more than 2 hours a day to spend on it, honestly. And I did this in 2 hours a day and in the beginning I was so nervous that I didn't want to make a phone call, I was scared that the whole thing was a scam. I was sick to my stomach and I wasn't sleeping and learning to get over that stuff....yeah, really helped.

It all starts with just being aware and noticing what you're feeling and why, and the way I kind of looked at it was I wrote down--and a lot of you do this. I know you do this, too, like your top 2 things that you want to accomplish that day. And that morning I would wake up at 5:30 to start and I would look at them and think "Is there anything holding me back? What is it?" And then I would try to get over those things or at least address it or be aware of it and it really helped me a lot.

But some of the stuff that came up for me was, yeah, it felt like people perceived me as a sleazy sales guy on the phone, which was totally not true, especially if you're trying to help people, you know, they're--they look at is as like, it's awesome, you're there to try to help them and they get to rant to you about their problems and you're listening! And they really like to be listened to and understood. Everybody does. So that was one thing.

Another thing was, a more personal thing was, I was afraid. I wasn't afraid of failing. I knew that failing was going to help me move forward. But I was afraid of letting other people see me fail. So I was honestly hiding this from everybody I was friends with as I was doing it for a really long time, and that caused issues. It just caused me to not be super effective because I wasn't putting myself out there as much as I could, and then once I got over that, that gave me another step forward.

Probably the biggest one that made me kind of really realize I changed my mindset was I was halfway down the process and I'd already made a presale and somebody had--I emailed this guy who was a consultant, because I wanted to connect with him and I thought it would be a good connection in the industry, and he never got back to me and then another guy who I basically made friends with who was a physical therapy



practice owner who knew the guy ended up talking to him and mentioned me and then he said he didn't call me back because he was going to build a competing product and he was already working on it.

**Pat:** Whoa!!

**Carl:** And honestly--yeah. At the time, when I first heard it I was like "Oh man, maybe I should...there's no competition right now, but this guy's got way better reach, is already in the market, that's really scary. What's going to happen to me if I launch this product and then he launches one and just crushes me?"

But, you know, if you think about it rationally rather than letting your fears take you over, you can realize that he hasn't released anything yet. Maybe he's just saying that and it might not even happen. If he DOES release something, it's probably going to be completely different than what you're releasing, because you're not even talking to each other. You're doing it right, you're talking to the market, right? You're building something absolutely the way it should be built.

I have experience in software, so I'm probably going to build a better software than this other guy, so in the end I realized that it would be a good decision for me to move forward and obviously I'm super psyched that I was able to get through that.

**Pat:** That's pretty scary. I think that's something a lot of people worry about is, why they share with everybody is because they're afraid of other people taking their ideas. That's the first time I've heard of somebody actually--they didn't, I mean, you said you haven't seen anything yet, but typically that's stuff that people are overthinking about.

A lot of times, even when doing your research you might be scared that maybe somebody that you're speaking to will think it's such a good idea when you're trying to conduct this research that they'll do it themselves, and that's something you shouldn't worry about because a lot of people who you're talking to, they obviously, because they need help, they're doing their own thing and it's taking all of their time so they're not even going to have a chance to do what you're doing right now, which is all the research and things like that. But those are big things.

Let's go back real quick. You said you were working on this 2 hours a day, and it sounds like you knew what you wanted to do within those 2 hours beforehand, but where did you find those 2 hours? Did you have to sacrifice anything or did you sort of put things aside?



**Carl:** A little bit. Well, I'm a surfer and a lot of times I would surf in the morning before work. I did sacrifice that during this period quite a bit. I still went but I didn't go before work anymore. But I did, mainly, just get up earlier. I'm always an early riser but not 5:30am early, and that's what I did. I got up at 5:30, ate breakfast and planned what I was going to do and then worked from 6-8am and then went to work, and then maybe did a little bit of work after work but I could hardly ever do that. I'm really a morning person, so in the evening I'm done. So I wanted to do the work when I was most effective.

**Pat:** Were you stoked to wake up every day to work on this stuff, or did you ever--

**Carl:** Well, I was scared, too. I wasn't just stoked. But once I got into a routine, it was really hard to get into a routine, like...in the beginning, it was sending emails, contact the market and then making calls and talking to people and then learning and learning and learning and repeating that process over and over again. Once I got into that process, I was really pretty stoked about it.

And then going to work on the wireframes and then talking to customers more, for sure, eventually I got pretty stoked about it. But there are always days that--it's super cyclical when you're doing stuff like this on your own, like where you have a super high, you know, things are going great and you talk to a new customer, potential customer who could be awesome, or somebody gives you a great idea and then you talk to another person who's, like, totally negative and down and tells you you're never going to come up with anything because there's tons of software out there already, and that's going to happen, and it puts you in a bad mood for the entire day, it can, until you learn to control it a little bit.

**Pat:** For sure. I'm glad you said that. And that after you talked about sounding like a sales person on the phone, I think that's something a lot of people worry about. That's what I worry about, too. How did you control that, or were you just surprised that nobody even thought of it that way? What was your script?

**Carl:** What was in my script...? My script was "Hi, my name's Carl, I'm a software entrepreneur, and I'm doing research on the physical therapy practice industry in hopes of finding the biggest problems in order to hopefully create a product that can solve them for you, and I'd just like to ask you a few questions about your day and the biggest challenges that you have in your business right now."





**Pat:** Awesome. Thank you for sharing that.

**Carl:** Yeah, for sure. And I think in terms of sounding sleazy, for a while I thought I did and every once in a while somebody may think, you know, think you're doing sales or they think of you that way but I learned to approach all of my calls to try to give more than I'm taking from them every single time, and that really helped and it kind of paid me back in so many ways, it's crazy.

So many different things have just automatically happened and doors have opened because of that, so an example would be you always know something that they don't, and if you could share it with them, maybe you learn it on the first call with somebody else and you say "oh, yeah, this guy's--I'm having trouble with marketing" well you can tell him "I heard this other guy's doing this, maybe you should try that or maybe you could try this resource out" or you could tell them simple tips on using Gmail or whatever. It doesn't matter as long as you're helping people, they really open up and they want to help you and I'm sure you talked about this in your podcast many times before but it really works! It really works.

**Pat:** Yeah, it's so crazy what happens when you start to help people and sometimes you don't, I mean, you shouldn't even have to ask for anything back. A lot of those people are just going to feel compelled to want to give back to you and help out if you can do something for them.

**Carl:** Yeah, you don't need to ask. You can, but I had times where people I didn't ask for anything from them and they'd give them to me, you know, a list of referrals that's like 10 more people that I can call that they personally know.

**Pat:** Oh, that's huge!

**Carl:** Yeah, things like that. Somebody took me to a conference down in San Diego and walked me around and introduced me to loads of people there, yeah. Lots of stuff happened that way.

**Pat:** Awesome. Dude, this has been such an incredible, inspiring interview, Carl. I want to thank you for coming on and I'm sure we could talk for hours and I would just love to just, you know, if you keep in touch we can talk in the future, you and me, and even get you back on the show and get a recap on how things have gone since this interview's gone up. If you're down for that.



**Carl:** For sure, absolutely. I would ABSOLUTELY love that.

**Pat:** Awesome, dude. To finish off here, do you have maybe one tip, your best tip for those of us who are listening who, you know, haven't quite gotten started yet, or maybe we've started and we haven't seen the results that we want yet. What's one thing that you've learned based on your experience here that you feel the most beneficial to everybody listening?

**Carl:** You've got to take action. I mean, you said it in the beginning, you have to take action. If you want to make something happen for yourself, you just have to try and it could be as easy as walking down the street to talk to somebody that owns a pet store or whatever and asking them questions, and that could break the cycle for you and get you going but, you know, make your first call, write your first email, and get started.

**Pat:** Dude, I love it. I'm imagining just going to a pet store and being like "Hey, what's something that you have to do every day?" And they go "Oh, we have to feed our animals every day."

"How do you know how to do that?"

"It's on this notepad here."

"What if you had an app or something that would tell you when to feed every--" I don't know, but I'm just speculating, But that's--you find out stuff that you wouldn't ever know that people would pay for if you just asked and like you said, take action. That's really what it's all about.

For those of you listening, you can listen to all of these episodes on SPI and get a lot out of it and get inspired by people like Carl, but nothing is going to happen unless you pick up the phone or you walk down the street or you put something up and just start to DO. I mean, you have to do that. So hopefully this podcast if not a lot of the other podcasts on the SPI lineup will inspire you to do that.

So, Carl, thank you so much. Give us the URL of your clinic site so we can check it out.

**Carl:** Yeah, for sure. It's [clinicmetrics.com](http://clinicmetrics.com). And you can, if you want to follow my progress a little bit, I'm just starting to blog about it a little bit at [carlmattiola.com](http://carlmattiola.com) and I'd love to hear from any of you that want help with anything and free advice. Anything



you want to know, just go ahead and email me. You can do that at [carl@carlmattiola.com](mailto:carl@carlmattiola.com).

**Pat:** Paying it forward is what it's all about. Good things are going to happen when people do that. I love it.

So it's CarlMattiola.com?

**Carl:** Right.

**Pat:** Perfect, dude. Thank you so much! And that link to get Carl's information pack for Clinic Metrics, you will have to opt-in for it, but definitely check it out if you're interested. It's at [TheFoundation.com/carl](http://TheFoundation.com/carl).

Dude, thanks again buddy. You totally rocked it, I love it, and I'm inspired now. I'm going to get on the phone right now, I swear.

**Carl:** Awesome!

**Pat:** All right man, we'll talk soon.

**Carl:** Thanks.

**Pat:** Bye.

All right, I hoped you enjoyed that interview with Carl Mattiola. Carl, if you're listening to this, which I know you are, thank you SO MUCH for sharing your story and also for sharing very, very specific strategies and steps along the way. I know I speak for everyone else out there listening when I say we appreciate that so much. I remember when I published episode 46 of the podcast, that was the interview with Dane Maxwell that Carl talked about and I got a lot of comments from people that were like "Dude, Pat, this is so eye-opening, this is inspirational, I feel like I have a plan that I can execute now," and Carl is of course a prime example of what happens when you take action on something that you listen to, so that's a key lesson there of course.

But when I published that episode, I also heard on the other side of things from a number of people who, through the blog comments and also through email saying things like "Pat, how could you have someone like Dane on your show? He's just there



to promote his program, he's there to take our money, he's smooth-talking us, his stuff doesn't work, he's a scammer," things like that.

Now, I think I'd be able to judge someone well enough to know whether or not they were a scammer. I wouldn't have interviewed him and published that episode and even keep it up there if I didn't think the information he provided wouldn't be helpful or if I was skeptical in any sort of way. But I understand he has a certain kind of personality that not everyone resonates with and that's okay. I can see where the negative comments might be coming from, but when you break it down to the principles of what he was teaching, the stuff that Carl talks about, too, that's the stuff that you need to understand, no matter what.

Finding a market in need, one big enough to support you if you are able to support it, digging deep, really deep, into the problems and issues and the pains of that market and then working with them to create something amazing, if you haven't read [The Lean Startup](#), by Eric Ries, READ IT. There are a lot of similar strategies and principles being shared here. And yes, this business model and the idea of software business isn't for everyone, but it's just another option for you and this episode excited you, I recommend taking action. Start something. Make calls! Even if you're not excited about software, your blog, your business, whatever it may be, make calls and talk to people in your industry or in your audience and find out anything that you can that you might be able to potentially provide a solution for.

Emails, calls, talking to them through your blog comments and just trying to understand--your job is to understand everything about them so you can provide everything for them.

Yes, Carl is a graduate of The Foundation, and I'm not saying you have to join Dane's program. I mean, you could, if you feel it's the right fit for you, but the information isn't secret. Carl told it, Dane told it, what the foundation does really well is it provides that support system and that structure and scheduling that not everyone has access to. The accountability, and things like that. That support system of likeminded people who are going to help you along the way is so important.

So whether you get that through something like The Foundation or if you have a mastermind group like what I had--I'm actually in three of them, they're that important to me--just know that that should be an important component to you and the success of whatever you're trying to do. That support group.



Lastly, you know, you don't need a dime to make a phone call. Although I guess depending on your phone plan or where you live or who you're calling you might. But to do the research and validate your idea, something we hear over and over again, [SPI podcast #71 with Noah Kagan](#) talked about validation, and again in a few other episodes, you don't need to spend money to do that or very much. And then connecting with others, like we just talked about, you don't need to spend anything but time and effort to find the right people.

So, going back to what Carl said right there in the end, take action, get uncomfortable and WELCOME and embrace the fear! That means it's something worth doing, something that might take your business and your life to the next level. Appreciate the small winds along the way. That's probably my biggest tip. Appreciate the small winds along the way. And you've got this.

Resources and linked at [smartpassiveincome.com/session82](http://smartpassiveincome.com/session82), and thanks again for all the SPI love. I love you guys so much and I'm here for you and I'll see you in episode 82. Peace!

**Announcer:** Thanks for listening to the Smart Passive Income Podcast at [www.smartpassiveincome.com](http://www.smartpassiveincome.com)!

**Pat:** Hey, and before you go! Now, I know I don't usually speak after the outros, but I wanted to capture your attention here. This is really important! I want to challenge you. I want to challenge you to have a phone conversation with somebody in your particular market, your target market. I want you to have a phone conversation with them.

This is really important. You're going to find out so many amazing things from simply having a phone conversation, a real conversation with somebody. I'm doing this right now in the food truck industry and I'm realizing there are SO MANY business opportunities here. It is unbelievable! It is unbelievable and you will find the same thing out once you get on the phone.

And it's really important that it's on the phone. Because I know you could ask these sort of questions to people in your target market via email, but the thing is you'll get the surface level answers. When you are having a phone conversation and you ask these questions, you can go deeper. You can find out more. 5, 6, 7, 8 levels of deep within the one single seed question, and that's where the gold comes out. That's when you will discover things that are truly, things that really matter to those you're speaking to. If you have an existing business blog or website already, take one of your customers,



speak with someone that you know is in your target audience and get their phone number and tell them you want to help them and have a phone conversation with them. Maybe you can have an in-person conversation too and that will accomplish the same thing.

If you don't have an existing business or blog or website and you're just getting started, you can do what Carl did, sort of even just at random in the phone book or--do people even have phone books? I don't even know. But take a random niche and find a company in your area and talk to them. Ask them the types of questions that you need to ask to discover stuff.

What are those questions? This comes directly from episode 46 with Dane Maxwell. I'm going to recap those questions here for you so you can get some ideas of what to ask.

First question--what's the most important area of your business?

Here's some other follow-up questions, I'm just going to list them here for you and you can kind of have a natural conversation based on these.

- Is there any pain associated with that particular activity? What else?

That's probably the most powerful question in the world. "What else?" Or also "tell me more." Those are follow-up questions that are golden, and you need to follow-up.

Here's a really important quote that Dane mentioned in that episode that pretty much sums it up. Because the quote is "If you can define the problem better than your target customer, then they will assume you have the solution. So your job is to ask these questions so you can define the problem and do it better than your target customer, and that's why you need to have, eventually multiple conversations. But I want to start with one. I want you to start with one.

Here's some more questions:

- What software have you been looking for but you just can't find a good solution?
- What are some of the repetitive tasks that you have to do on a day to day basis?
- Who's responsible for those tasks?





- How do you feel when you have to do those tasks?
- If you could wave a magic wand related to that task, what would happen as a result?
- What are the tasks that you do that take up the most time?
- What problems are costing you the most money?

Those are some questions to help you get started and I challenge you to have one phone conversation with somebody in your target audience, or again if you're just starting out SOMEBODY, who owns another business or whoever. A target market of some kind. What I want you to do is have that conversation and email me.

Send me an email, a personal email at [Pat@smartpassiveincome.com](mailto:Pat@smartpassiveincome.com). This is my way of holding you accountable. I want to see how many of you take action. Who of you are the action-takers? Because Carl talked about it--that's what it takes.

So if you're struggling to get started, this is a good starting point. If you just need that little push, I'm giving it to you right now. Are you up to the challenge? Email me after you have that phone conversation. [Pat@smartpassiveincome.com](mailto:Pat@smartpassiveincome.com). I want to know that you did this. I want to know how you felt, and I want to train you to do things like this. I mean, SPI is a lot of information to take in, but that information means nothing unless you take action on it, so do that. This is my way of getting you to do that.

I look forward to reading your emails, and then I'll see you in the next episode.

<http://www.smartpassiveincome.com/session82>