



**SPI Podcast Session #115 -
9000 Unread Emails to Inbox Zero:
My Executive Assistant Shares How We Did It
(And How You Can Too!)**

show notes at: <http://www.smartpassiveincome.com/session115>

Pat Flynn: This is The Smart Passive Income Podcast with Pat Flynn Session #115.

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, whose vocabulary consists of words like dude, awesome, and stoked, Pat Flynn!

Pat Flynn: Hey, hey, what's everyone! Thanks so much for joining me today. I am super stoked you're here because I have an awesome guest in today's session. And dude, seriously, this episode could very well be one of the most popular episodes to date because it could help you wipe out a huge pain that you probably have in your life. No, I'm not talking about mosquitoes or slow drivers in the fast lane. But I am talking about your ever-growing email inbox.

So quick story. When I first started my business, I was answering every single email personally within 24 hours. Then as my business grew, I spent more time answering those emails as they came in, which I loved doing. I would still answer them within 24 hours because people appreciate that kind of thing and it helped me create a lot of connections with people in my brand. But then I started growing faster than I could keep up and if I continued to answer emails like I had been, I would get nothing else done.

So, I let the count of unread emails slowly creep up. And then all of a sudden, I'm at 50, 100, 200 unread emails. Sometimes I would knock out a large batch and feel really good about it only to turn around and see like 250, 500, 1,000 unread emails. As of late, I have been getting up to at times 400 emails a day. This is ridiculous how much email I get sometimes.

And my inbox became a constant reminder to me about how many people were asking for my attention and how little attention I have to give and it hurt and I felt like that



every email that came in was just another opportunity lost or just – I just felt really bad about it. I did not like not answering emails.

So I started to make excuses for the fact that I couldn't answer those emails right away. So on my contact form, I'd say things like, "Please note, I may not be able to respond in a timely manner due to the volume of emails I get on a daily basis." Or I think I'd be smart and be like, "Hey, why don't you ask me the question on Twitter? I'm usually there." It's easier for me to answer and of course only 140 characters. My inbox kept growing anyway. So now I'm around 2,000 to 3,000 unread emails. Then I finally at least got a little bit of my head on the street and I started searching for answers. How can I tackle this email inbox problem?

And so, I downloaded some of the cool tools and resources that are out there, a lot of the browser extensions or Google or Gmail plugins that people put into their systems to help alleviate the email problem. I've read a bunch of strategies which worked a little bit here and there. I felt a little bit more in control. But it was like – I felt like I was in a submarine and there were like holes and it's slowly filling with water. And I can see how much air I have left to breath and there isn't that much.

My friends who have similar situations with email, they all suggested that I explore the idea of hiring someone to help and they have been suggesting this for a long time. But I was never comfortable with that. I didn't feel comfortable with – how could I trust someone to do that? How could I trust someone to answer for me or on behalf of me? How would that even work? Where would I even start?

So 5,000, 6,000 completely unread emails, I mean just think, out of those thousands of emails, there has got to be some important ones, maybe opportunities completely missed and of course, a lot of people let down. Not good.

And so, this is where I was in May. It is now June, almost July of 2014. And for the past month and a half, I have been working with an executive assistant, her name is Jessica, who I finally hired to help me cure my email cancer. And to my surprise, this is crazy but after about three weeks, together, we've reached inbox zero. And I've been consistently staying in control of my email since then.

Honestly, I cannot believe it. But it seriously feels like a huge weight has been lifted off my shoulders. And most importantly, I don't feel bad every time I get an email anymore. I used to do feel bad. I used to feel like every email was like I said, an opportunity lost or like I was just ignoring that person. But now I know those emails are



being read instead of ignored. And I'm so thankful for everything that Jessica has taught me and is going to teach you in this episode today too.

So I have her on as a guest, my assistant, Jessica. This will be awesome. So before I start the interview, let me tell you quickly about how I found her. I actually brought the issue of my email inbox to my team. I have a handful of people who help me with my current and future projects.

And I am pretty sure they were feeling that I was a bit slow to answer a lot of those emails. Probably because on multiple occasions, I needed a second or third email, a little nudge here and there, sometimes and I feel bad just thinking about this, a text message just to get my attention for a time-sensitive question that they had.

Again, it was a huge problem. So when I brought this issue up with my team, they were quick to agree that I needed some help. And thankfully, one of my team members, Mindy, who I call my Director of Happiness, she said that she knew someone who was in her area that does this kind of thing, that helps people with their inboxes and those other executive type tasks.

So we all got together on a Google Hangout and had a nice chat with Jessica and the team and what we sort of wanting to get out of this. And so, I agreed. I agreed to give it a shot and I'm so glad I did. So you're going to hear in this session what Jessica was thinking when she looked at my flooded email inbox for the first time, her plan of attack, and actually a lot of the things that I had to train myself to do in order to make all of this work.

So of course, there's like a thousand of different ways you could handle your own inbox. But this is what finally worked for me and I hope that some of this would prove to be useful for you, either all or just some of it. Maybe it's useful for you or maybe you have a VA or one of your team members listen to this as well and together you can create your own strategy based off of a starting point that we suggest.

So stay tune until the end. Make sure you stay until the end because I have a special resource for you related to controlling your inbox that I think you're going to love. So enjoy this interview. Again, this is Jessica, my executive assistant. And please don't spit out your coffee when you hear just how many emails were left unread when she came in.



What's up everybody! I'm so happy to introduce you to Jessica, my executive assistant who has helped me with the email problem that I've been talking about over the last few months here on the podcast. Jessica, welcome to the show. Thank you for coming on.

Jessica: Hi, Pat. It's great to be here.

Pat Flynn: I am just so thankful for you. I just want to say thank you publicly on air here because you've helped take this huge weights off my shoulders with email and just now, I'm getting to, and you know this because you're in my inbox now, I'm getting to inbox zero almost every day.

Jessica: Yup.

Pat Flynn: And that is just something I would have never ever dreamed of. When I contacted you after a lot of thought and this was actually years of thinking about potentially having someone go into inbox and we'll talk a little bit about why – what was going through my head why I didn't want to do it which is I'm sure what a lot of you are thinking right now. But when I contacted you, can you remember how many unread emails I had in my inbox?

Jessica: You were pretty close to 10,000. You were actually just shy of 10,000.

Pat Flynn: Yeah. OK. So when I hired you, and for everybody out there, this is going to be a casual conversation between Jessica and I and we're going to go through sort of her plan of attack and just to hopefully give you some information that you can take when you hire somebody or even if you don't hire somebody, at least give you some insight on how you could potentially handle the mess that is your inbox.

And we've had Tim Ferriss on the show before and you have to realize that this is something you have to learn how to control. It's not – it can easily control your life like it was for me. And I just got to a point where I was like, "I can't answer anymore emails," which made me feel terrible because people are taking time out of their day to contact me just like people take their time to contact you. And then when you can't answer them, it might come off as disrespectful. I've tried to be upfront with my audience and tell them, "I get hundreds of emails a day," and now I'm able to control them.



So Jessica, let me ask you, when you saw 9,000, 10,000 emails in my inbox, what was your initial reaction? And please be honest. And then what was your plan of attack?

Jessica: My initial reaction was I cried a little bit on the inside. I will be honest with you because I personally hit inbox zero every day and I don't get 400 to 500 emails a day like you do. But it's a difficult thing to change your mindset and to change your own personal work habits to come around to accepting the inbox zero.

But once you do get to that, it's really freeing and really great because then the 20, 30 or however many, up to 500 or more that you might get a day, like you had said, Pat, you felt like you were in a position where you couldn't respond to people, it's very freeing and very – it's just like you said, it's a huge weight off your shoulders to know that the amount of emails that's coming in is something that's manageable. So my inbox is a very well-run ship. I mean it's inbox zero every day. Emails are responded to. They're delegated. They're handled. They get out of my inbox.

So yeah, I did. I was a little sad on the inside but understandably because I mean you do get a much greater volume of email than I do. So I was surprised but not surprised.

Pat Flynn: I mean I did feel like I was drowning and you definitely saved me. What's most surprising about me and we'll go over the system that we use in just a second but what was most surprising to me is how much I needed to change my daily habits and how much after paying attention to myself each day when I was getting flooded with emails and not being able to respond to them, how just often I was checking email and how unorganized everything was. I'm still getting the same number of emails and I'm still answering a number of them and you answer a number of them for me, which are canned responses. But it's amazing how just creating systems can free oneself from these obstacles.

And so, what was your plan of attack with me? You see these many emails, what was the first thing you would recommend to somebody who is feeling this way too?

Jessica: When you find yourself kind of drowning in email like that, my plan of attack with you personally, Pat, was to read everything that was in there from the oldest to the newest just because that way, you can see – it gives you kind of a benchmark of where you started and where you ended up. And it kind of gave me some insight into your audience. I will be honest with you. I had never even heard of you before I started working with you.



Pat Flynn: Perfectly fine. Not everybody has.

Jessica: Yeah. And so, it was really great to see just the wonderful things that your audience had to say and the questions that they asked. So reading everything first was really important to me just so I could kind of get a feel for the types of email that you received because there are things, personal questions, meet-up requests, joining your mastermind requests, responses to your newsletters, spam, plenty of spam. So, just to get that idea of what it was that you had coming in was the first part.

The second part was then taking what was there and pulling out the items that still needed attention because that kind of showed us if there were any outstanding action items, things that still needed to get done instead of you feeling like you're drowning under the weight of 10,000 emails that haven't been looked at in four months. I had a pile of what? I think maybe like 500 emails that I still needed you to look through. Yeah.

So we just – we boiled it down from that 10,000 to somewhere in the 500 realm and that was really important to just kind of get you to that point. And even further from there, I knew that at some point we would have to declare an email bankruptcy. I know that there was no way that we could get through everything. And other than that, it was just learning about things as I went. Categories and filters kind of set themselves up naturally as I saw the types of things that come in. And yeah, we just went from there. So it was a really fluid, really flexible process.

Pat Flynn: OK. So just to recap for everybody, you've read all the emails and that gave you some familiarity with the brand and the types of emails I got. And from there, you categorized them into certain types and we could talk about the different categories in a little bit. But there were important categories that were ones where it would require my attention to answer myself or to figure out. And it was interesting because out of the 10,000 emails like you said, there were only 500 that I really needed to answer. A lot of other ones were just notes or just like you said, a lot of spam or just thank you emails and those were put into their specific folders.

But what it really came down to is me only really needing to answer just a few of them. But even then, it was a lot. And so, we did have to declare email bankruptcy.

And I want to talk about really quick what it was like to hire you. That was a very tough thing for me to do. After talking with a lot of people like [Chris Ducker](#) and a lot of people who use VAs to help with their email, I finally just kind of was like, "OK, I'm



going to try this out and see what it's like." But before that, I was not keen on doing it. I could not imagine somebody else going into my inbox looking at all my stuff for one, and secondly, potentially answering for me.

Now, there are different ways to do that. I could have had you answer under my name, which I don't think is a thing that should be done. I don't want to have you pretend to be me. So whenever you are responding to an email such as a guest post request or an interview request if I'm not doing interviews or whenever there's sort of a canned response for something, you're actually answering those for me or on behalf of me, as Jessica, my executive assistant.

What that immediately does is it takes that email away from me, Pat Flynn. I don't need to ever see that email anymore. And that's huge. Now, the thing that still got me was just – it's email. It's personal and that I feel that I had to be in control.

Do you feel like with the other clients that you work with that they sort of feel the same way, Jessica?

Jessica: It's just like you said, it's a huge, huge decision to grant that access to somebody. It's a big leap of faith. It's a big trust thing. So I think it shows a certain level of kind of maturity and knowing yourself to be ready and able and willing to hire someone to manage your email. The clients that I do actually manage email for, they are at that breaking point where it is just a huge weight on their shoulders and they're ready, they're past the point of ready where they say, "OK, let's do this because everything else is suffering because my email is suffering."

Pat Flynn: Right.

Jessica: So they're ready to hand over control.

Pat Flynn: Right. Now, what are some of the common mistakes that I made and also people make when it comes to trying to organize their email or when it comes to email in general? What are some of the top mistakes people are making that really take away time out of their day?

Jessica: The top mistakes that people make are kind of living inside of your inbox. So one of the biggest things that I tried to get my clients to do is get down to one to three times per day that you check in on your inbox. Set a schedule for yourself, whatever makes the most sense. Just because I only check my email three times a day at 10AM,



2PM and 6PM doesn't mean that that's going to work for you. So really just getting you to be comfortable with setting a schedule is really important so you're not spending your whole day just living in your inbox and treating it like text messaging that's supposed to be instantaneous.

Another thing that people do is they don't use canned responses. Like for me personally, I just have a cut and paste lists of here's the things and then I can kind of tweak them from there to personalize it to each certain situation. But a lot of people will sit and agonize over, "Oh man, well, how do I respond to this one email?" when really, it falls under a broader category and could benefit from just a very quick yes or no answer or here's a cut and paste answer.

Pat Flynn: Right.

Jessica: And I would say – oh, go ahead.

Pat Flynn: No, no, keep going, please.

Jessica: Oh no, please go ahead.

Pat Flynn: OK. I was going to say, we're using Gmail as the email client for the Smart Passive Income emails that come in, which is great because it's really nice to tag and categorize things and it does have the ability to add [an extension](#) to it which is the Google Canned Response feature. So you can just simply click on the menu and click the answer you want to reply with and boom! It's there. If you don't have that or you're using a different email client, you can use [Text Expander](#) which is one that I also use every so often.

Now, I will tell you some of the mistakes that I learned while working with you that I didn't even know I was doing at first. Like you said, I was living in my email. I was treating it like text messaging and I was literally getting messages on my phone when new emails would come in. I would have a notification come in every time. And what it would do is interrupt me in whatever I was doing and I'd go and check it. It's sort of like when the phone rings, you have to answer to see who it is because what if it's something important?

And that was a big lesson for me from you, Jessica, was when you told me, "You know what? Be honest with me. If you don't answer an email within 24 hours or even 48 hours, is it going to crush your business? Is it going to ruin everything?" And I thought



about that and I said, "Wow! No." I haven't been answering emails a lot already but even if somebody important emailed me, they would have to give me the respect of at least a day to answer, if not more because it's not a phone call. It's email. In email, there is a delay between when an email is sent and when an answer is typically responded with.

And that was huge for me. So I got down to – and I keep track of this one. When I first started working with you and you told me to keep track, I was checking my email 25 to 30 times a day.

Jessica: My goodness.

Pat Flynn: That's not in addition to the notifications that I was getting on my phone. So I was getting interrupted and pinged several times a day.

Now, I check three to seven times a day. I'm still working on it. I'm still working on it. But it's huge because now, I go in when I want to go in. And then I see the categories and we'll talk about that just in the next segment here. But it's up to me. And then I know exactly which folders to go to first and to answer because those were the most urgent. If I complete those then I complete the next sort of tier level of urgency and then we go from there.

So first of all, just thank you. And I think this is going to be a huge eye-opening podcast for people and their VAs potentially. You might want to even send this to your VA to listen to just so you can have them sort of understand how to go through this.

So we talked about how to clean up your inbox. There is the going through the emails, just creating categories based on what types of emails you get and then potentially declaring email bankruptcy if you have to. And that's something I really had to get over with. But that allowed me to reset.

So now, let's talk about OK, on the daily, Jessica, when you go in my inbox, now that these new emails are coming and you're not cleaning up old emails, new emails are coming in, what is your task and how do you make my life easier?

Jessica: With the way things are set up right now, basically what I do is since I had 10,000 messages worth of learning about your audience, about the types of email you get, it's a really quick and simple process for me to open something up, kind of skim for keywords or key – someone might start with a big introduction but then say, "Here is



my question.” Like I can look and just kind of find really the meat of what the email is about and then file it for you to respond or respond myself on your behalf very quickly.

Pat Flynn: And how do you know – when you say file it for me to respond, there are different sort of levels of that. Can you talk about how we have that set up?

Jessica: Yeah. That was actually a big part of the plan of attack is that we set up a number of different folders. So they are labels actually in Gmail that you can set up. And so, that process took a while and was – it’s still evolving. So don’t – when you’re setting up these folders and categories, don’t get set on any one thing. Feel free to say, “OK, this folder isn’t working. Let’s try a different folder.” Because we’ve done that a lot.

Pat Flynn: Yeah.

Jessica: Between us. So right now, we have urgent, less urgent. Those are really the two files that are going to kind of make or break your business, the ones that you need to attend to within that 24 to 48-window and everything else is really reference material.

Pat Flynn: Yeah. I go in my email inbox three to seven times a day. And when I go in, I see that there are emails in my urgent folder that Jessica has put in there. And that’s the first folder I open up. I don’t look at anything else. And in that folder, you have typically more high priority type questions or things that need to be responded to. And again, it’s over time, Jessica and I talk about what goes in there and what doesn’t. And you also have to realize that I am learning and she is learning and we have to communicate with each other as well. That was a big thing when we first started.

When I would find the email that was maybe not in the right folder, I would forward it to Jessica and say, “Hey, these types of emails go actually in this folder.” And then she has to learn that rule. And forever from that point forward, it’s good. And the same thing if she is having a question, this is very common, we communicated a lot during the first couple of weeks. If she has a question on the types of emails I get and what kind of response it should have or what folder it should go into, she asks me and I have to respond to her.

Now, she has access to my personal email which is like urgency to the tenth power. So those are for emergency only type of emails. I gave her that email address because it was important that she and I communicate quickly on getting things set up and fixed.



So I go into my urgent folder. I answer all those emails just top to bottom. And then it's really nice because it's sort of like – I reach urgent box zero and I feel good about concluding all the urgent ones. And it motivates me, right? And then I typically would go into the less urgent ones and I'll open only that one maybe three or four times a week and then I'll just bust them out. I will batch-answer them all. And it's nice because they're all typically non high level-high or high-thinking type of emails. So I can just easily crank those out.

I also have one specific – I have specific folders also for different types of things like anything legal that comes in from my lawyer or attorney. That's a high priority folder as well. And that actually takes precedence over the urgent folder. So whenever – there are few and far between but when I see that, I go in there immediately. I have ones for – actually, just let me read them through for everybody.

So I have blog comments. That gets its just one folder. And actually correct me if I'm wrong, Jessica, we've created rules for certain types of ones that are automatically placed where you don't even have to do them. It's based on where the emails are coming from or what the subject line is. They get put into their own specific folders. Is that right?

Jessica: That's correct.

Pat Flynn: So for example, I might get affiliate notices from Bluehost or sales from CreateAClickableMap.com. Those get put into a specific folder. So then they are already marked as read so they don't even add to the number that is in my unread inbox. And they're put in a specific folder in case we need to go back in there and find them later.

There is one for receipts. So anytime I buy something for the business, Jessica knows to put those in that one and I can go in there easily for tax purposes and dig those out. I have one for testimonials that Jessica puts in which I don't – I do go in there once a week to read through them because I enjoy reading all the testimonials. There is one for favors and people offering their own services or who want to potentially work with me. They are going in there.

I have one – oh let's see, Jess to Answer, so if anyone has come in that are put in the urgent or less urgent folder that I feel Jessica can answer, I will put those in the Jess to Answer folder and she also learns that rule down the road. So those are few and far between as well.



And it's just a great system so far. It's always evolving. But so far, it has been working out really well because before when I would see that number, 9,000 to 10,000, it would just kill me. I felt like I was never ever going to get to the end of the tunnel. But on the daily now, I'm answering again, three to seven times a day about 25 to 50 emails which is taking maybe a half hour of time. And that's it. And it's a beautiful thing.

Anything else to add in terms of helping with email?

Jessica: I would just kind of echo what you've said that it's an ever evolving process. Don't get set on any one idea. Be willing to be flexible both on the assistant side and you as the client, both of you have to be flexible and responsive. And it's just ever evolving and changing and it's really good if you can kind of roll with those punches.

Pat Flynn: Do you have any advice for somebody who is looking to hire a VA to help manage their email? What qualities should they look out for? Maybe this could be something for people who have VAs who want to help train that particular VA to answer emails. It's time to talk about yourself a little bit. What makes you somebody great at this?

Jessica: Well, I come from a strong background of being an executive assistant. So I have over a decade of experience handling high volumes of email. And the biggest thing that someone with an executive assistant background has is flexibility. You have to be able to deal with lots of different communication styles. You have to be flexible and adaptable to every day is different. So a strong background as an executive assistant really gives you a lot of skills to just be flexible and go with it.

Pat Flynn: Cool. Now finally, a tip I have for all of you, in regards to that phone thing that I was talking about, it was always pinging me. I've turned off notifications on my phone. I only get email when I go into my mail folder or my mail icon or my mail app on my phone. I only get it when I ask for it. I think that's the biggest thing I learned is to only get it when you want it.

And I've been doing a good job since keeping track of lowering the number of times that I've been asking for email every day. It's me, right? Because Tim Ferriss said and a number of people said this, Dane Maxwell said this as well, "Email is just a way to organize other people's agendas, right?" So you got to make sure that you keep it as organized as possible or else other people are going to start to control your life in this way.



So any final tips for anybody out there, Jessica, before I let you go?

Jessica: I would say that if you are looking for further resources on this, the way that I handle my inbox and Pat's inbox is kind of a blend of [Zen Habits](#) and [Getting Things Done](#) model. So those are two really great ones which I'm sure that you've talked about.

Pat Flynn: I talked about *Getting Things Done* before for sure.

Jessica: OK.

Pat Flynn: What is *Zen Habits* add to? Like what is the gist of that book?

Jessica: *Zen Habits*, it's – his name is Leo and he just – he doesn't only write about email management or getting things done. But he does have a number of posts on just how much better – like what you even said, getting your email under control was this huge weight off your shoulders. You just feel so much better when you have an inbox zero. And even his personal philosophy on email management, he references the *Getting Things Done* model several times.

Pat Flynn: Yeah, that's Leo Babauta from [ZenHabits.net](#). Awesome guy.

Jessica: Yup.

Pat Flynn: Cool, Jessica. Thank you again so much for your time here. I'm sure everybody and their VAs are going to benefit from this. And hopefully, we can all tackle email in a better way after listening to this episode. Thank you again, Jessica. I appreciate you so much. And I'll see you in my inbox.

Jessica: Sounds great. Thanks, Pat.

Pat Flynn: All right. Take care.

Jessica: Yup.

Pat Flynn: All right. I hope you enjoyed that interview with Jessica, my awesome executive assistant who like you heard on the show has just helped me in so many ways. And I hope that this episode will help you in many ways too. So please, if you



have any feedback for this particular session or you might have some tips of your own that you'd like to share that have helped you with your email inbox, just head on over to SmartPassiveIncome.com/session115. That will also take you to the show notes with all the links, the resources, and everything else mentioned in this episode conveniently for you at one spot. Again, that's SmartPassiveIncome.com/session115.

And additionally, when you go to that link, you will get access to a free resource that I created, a small little PDF file that will help you by giving you the top five tools that you can use to help manage your inbox. There is a ton of tools out there you could choose from. I've handpicked five that will help you the most. There is a ton out there. Trust me. And I've used a number of them on my path, in my journey to help figure email out. And I still use a lot of them.

Of course, the best one I've had was Jessica. But beyond that, there are a number of different software pieces or extensions or things you could include on your desktop to help you manage your email and I list those things there.

So again, addition content beyond this episode at SmartPassiveIncome.com/session115. You'll see a quick download button right there on that page.

And again, thank you. Thank you so much for listening in. I also want to thank today's sponsor which is from Glen Allsop. Glen Allsop from Viperchill.com, he is just somebody who I talk about so often here on the blog and on the podcast because he is always doing amazing things. He was actually the guest in episode #3. And now, he's doing some cool stuff with SEO and like really helping a lot of people do some interesting stuff beyond what most of the people in this space were talking about.

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