



**SPI Podcast Session #180–
Two Woodworkers and How They Make a
Full-Time Income from Their Craft
with David Picciuto and Bob Clagett**

Show notes: smartpassiveincome.com/session180

This is the Smart Passive Income podcast with Pat Flynn, Session #180. How much wood could a woodchuck chuck if a woodchuck could chuck wood?

Intro: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host – he used to write letters to baseball players when he was little, he's so cute – Pat Flynn.

Pat: What's up everybody? Thank you so much for joining me today. This is Episode 180 of the Smart Passive Income podcast and today we have two guests on the show with us. We kind of go back and forth between each of their stories, but I have them together both on this episode because they're both in the niche in the woodworking space. They both do this full-time, but didn't think they were going to do it full-time when they first started out, and they are both in the same mastermind group as well.

They each share a lot of great examples of how they've been able to help each other out and also how they monetize their woodworking sites. This is really interesting for those of you who have hobby sites, or maybe you're just kind of in your 9-5 and you're struggling with trying to figure out what you could do to get out of it.

This is going to show a lot of other ways to utilize sponsors that we haven't really talked about on the show as well, plus a lot more tips and advice for you too. So here we go. This is David Picciuto from DrunkenWoodworker.com and Bob Clagett from ILikeToMakeStuff.com.

=====

Pat: What's up everybody? Pat Flynn here and I'm so excited today because we don't just have one guest on the show, we have two amazing guests. We have David and Bob, who are doing some amazing stuff.

I got connected with David through a post that I wrote earlier where I was talking about people who had recently quit their jobs for their passion and starting their full-



time business online. You can find David at DrunkenWoodworker.com. Then after I wrote that he told me, "You've got to check out Bob. He's doing even more amazing things than I am," so I had this idea to get both of them on the show. Bob's site you can find at ILikeToMakeStuff.com. This is like the awesome domains episode.

Welcome to the show, David and Bob. Thank you so much for being here.

David: Thanks for having us on.

Bob: Yeah, thank you.

Pat: So David, let me start with you. You weren't always doing woodworking for your full-time business. What were you doing beforehand and how did you get into this full time?

David: I worked at an ad agency for about 10 years. I was a web developer. I went to school for graphic design and then kind of funneled my way into web design and then worked at this ad agency for 10 years, and I kind of stumbled upon woodworking by accident. It was a side project and then it just really took off.

I used all my ad agency gifts of knowing about branding and stuff to kind of help my channel grow, and after a while the hobby was more important than the main career and I kind of pivoted and switched gears.

Pat: That's awesome. How long have you been doing [DrunkenWoodworker](http://DrunkenWoodworker.com) for?

David: I've been doing it full-time for a year, but I was doing it for a year before that as a hobby. The [DrunkenWoodworker](http://DrunkenWoodworker.com) kind of started off as a joke because it's a silly name, right? I started a Facebook page and called it the Drunken Woodworker, and people started liking it because of the name. I take safety very seriously, so don't think that I'm drinking and woodworking at the same time.

Pat: I was going to say.

David: I started the Facebook page and I think people started liking it just because of the name and the strong branding that I had. Then I started making YouTube videos and then it kind of took off from there.

Pat: That's awesome, and we'll get more into that story for sure. Bob, how did you get started? I don't know too much about your story. Where were you before you were



doing woodworking, or is this something you always did? And how did you get to the success levels you've had today?

Bob: I've always been somebody who made things. From a very early age I was big into Legos, as I know your family is a Lego family, and I've always just made stuff of different types. When I was in college I had to make some furniture just so I could have some furniture, and that started kind of a progression of "I need a tool to do this," so I picked up that tool, and it just kept building and building and building.

Then fast forward several years and I had my own family. I have four young kids and I found that when I didn't have the time to put in making stuff it was taking a toll on my attitude. I was a software engineer for about 15 years, and being online all the time started to wear on me and I needed some offline time.

I started making these projects just to have a reason to get away from the computer. Then that was taking away time from my family, which is extremely important to me, so I had to kind of come up with a reason to validate for myself that time in the shop. Part of that was turning those projects into education and being able to share them, so that generated a blog.

I spent a little while making projects and putting them on the blog, and found that I really got tired of the writing part of it. I like to write, but just something about translating a project into a written description just didn't really work for me so I started making videos as, "Well, try this."

I had some video background and audio background and stuff, so I gave that a shot and it just kind of took off, both for me and for the people who were watching what I was doing. It just kind of spiraled from there.

Pat: It's funny that both of you said, "It just took off," and I think that's so magical. On the other end for people listening, they hear that and they're like, "Well, what made it take off?" So David, what would you say made it take off? And define "take off" for me. What does that mean to you? You just got millions of views, or describe that for me.

David: For me taking off, it was very unexpected. It started off as a hobby and then I started making videos and people started watching them. I think what really made it take off for me was I started a weekly YouTube show called The Wiggly Woodworking Wrap-Up Review, which is awful, I know. But basically I would take the 5 or 6 best



YouTube videos of the week from different woodworkers and compile them into a show.

I would play off the name, where I would have a beer while presenting these 5 videos. And because I was highlighting other people, I just started to gain this huge audience very fast. I then realized, "I have all these eyeballs on me. I need to start making more woodworking tutorials and stuff," so that's how it took off for me.

Pat: That's really cool. I like that, highlighting other people on your YouTube channel. I think that's very interesting. I think this is something a lot of us do on our blogs and even our podcasts, just like how I'm highlighting you guys right now, but maybe video less so, but there's also a lot of higher value there.

So you started to get a lot of traction from featuring other people. And probably – and correct me if I'm wrong – those other people noticed that you were talking about them, and perhaps shared some of your stuff with their audience too.

David: That's absolutely correct, yeah.

Pat: Awesome. And Bob, when you say things took off for you after you started doing these videos, was it kind of the same thing or how did that work for you?

Bob: Actually David had a huge part in mine taking off. He had his show and I was watching his show, and at the end of his shows he would say, "Hey, if you have some projects send me your videos so I can feature them on the show or I can see what you're doing."

My videos are not strictly woodworking. There's some electronics, there's model making, there's t-shirt printing, there's all sorts of stuff, so I sent them to him with a note that said, "I don't know if this really fits into what you're talking about, but here's what I do."

Within a couple weeks he put some of my videos on his show, and has continued to do so, and I think that was the breaking point for people actually being able to find me. I started getting relatively a lot of subscribers from what I had, directly from his show. It was awesome so I owe a whole lot of where I am right now to David.

Pat: That's really cool. And David, you and Bob both are in a great relationship now. You guys help each other out and, more than that, you're in a mastermind group together and you post a podcast together, am I correct?



David: That is correct. We host a podcast called Making It, and it has a third person, Jimmy Diresta. It's an audio podcast and it's all about the mental part of making things. It's not a woodworking podcast, it's just kind to help you get over some creative hurdles and some production techniques and productivity items and things like that. It's the mental game of making.

Pat: So it's called Making It. That's awesome. I love that name and I think the idea behind it is a fantastic idea. A lot of people in different spaces – like people listening right now – might be in a niche where you feel like you always have to be on camera or you always have to be writing stuff – photography, for example, or web design.

You might think that there's not anything you could talk about on a podcast, but the mindset stuff is so important, and the stories and everything that's involved around your craft that is something that could be very visual or hands-on, it could definitely be received very well. Plus there's probably less competition out there, too.

David, going back to your business, you had talked a little bit about your transition between the ad agency you had to going full-time. What was that like for you? Was there anybody else in your life that you kind of had to discuss this with, and what thoughts were racing through your head when you were making that transition?

David: At the time our ad agency was going through a very fast growth period. I was a web developer there and for many years there was just 10-15 of us, then all the sudden it started growing really fast. It almost felt like my importance there didn't weigh as much, so I started liking the job a little bit less, even though it was an awesome, awesome job, and then my hobby of woodworking and making woodworking videos started to take off. So I could see my interest in one go down and the other go up.

I was discussing it with my girlfriend at the time, now my wife, and she's like, "What if you just quit and you did this full-time? Do you think you could do it?" and I was like, "I don't know." We got a pen and paper out and started writing down all of our expenses. Then I started writing down all of the ways I was making an income and I was like, "I think we can do this," so I put in a 30-day notice. Most people give two weeks, but I really loved my boss. He was a friend so I gave him 30 days.

The transition was actually very natural because I had so much work to do for my brand that I didn't even have time to worry about whether or not I was going to make



it or not, because I just had so much work to. The day that I quit my actual job, I was completely busy just working on stuff.

Pat: It wasn't like you quit and you were like, "Oh, now what am I going to do?" You had all this other stuff planned.

David: No, nothing like that.

Pat: That's funny. And Bob, you said you had started coming right out of college, so what has it been like to just really truly make a successful career out of this thing you're very passionate about?

Bob: It's been unbelievable, honestly. It daily blows my mind that I get to do this. Like today I went to the hardware store as part of my job, I built some shelves as part of my job, and that just blows my mind.

I was in software engineering for 15 years and I tried to do all the videos and everything on the side. I had a big family and a lot of responsibility, a lot of necessary income, so I was just doing both of them as hard as I could.

It got to a point where I saw David and a few other people where they were jumping ship from their day jobs to kind of chase this thing that they were passionate about, and I knew that was kind of far off for me, but I decided at one point that I had to do as much of both as I could possibly do. So I did as much of my day job as I could possibly do to create income and savings and all that, and then I just did as much of ILikeToMakeStuff as I could fit in otherwise.

Eventually it got to the point where I just couldn't do any more of either one and I had to make a choice of doing one or the other. And kind of like David said, my wife and I spent a lot of time figuring out, "Here's what's coming in. Here are the potential things that could come in. Here's the potential growth." She was amazing and supportive and was just like, "You know, we'll be okay. Just do it. Worst case, you get another software job."

As soon as she and somebody else said that I was like, "Oh." Actually, somebody said to me one time, "You're a software engineer, right?" and I said, "Yeah." They were like, "So you could walk out on the street holding your resume and get a job, right?" and I was like, "Well, kind of." He was like, "Then quit! Go do what you love!" and it kind of floored me.



So once I made that decision, then it was just maybe 9 months of full sprint to get everything in place so I could make the transition.

Pat: Awesome. That's an amazing story. It's true that a lot of us think when we're making that transition or we're making these hard decisions, we think of the extremes. On one end it's like, "Oh my gosh, I'm going to be living on the streets if this doesn't work out!" but no, you could always just go back and get another job. It's weird how our minds work like that.

There's a great book out there by Chip and Dan Heath called *Decisive*, where they talk about how it's just human nature to have to just think of that extreme, and we oftentimes don't do what we want to do because we don't realize there's a lot of things in-between that could happen that aren't going to let you go to that extreme, so thank you for sharing that.

Let's get into some of the juicy stuff. I know some of the audience is listening and they want to know with woodworking, how is it really possible to build a career around it? I know there's a lot of especially hobby bloggers and hobby podcasters out there that could really benefit from what you guys have to offer.

David, let's start with you. In terms of your income generation and your business model, where is the income coming from? You're doing this full-time so what is working for you right now?

David: There's about 5 different things that contribute to my income. One is the YouTube AdSense, which is not very much. Then there's AdSense on my website. Then I sell plans and woodworking patterns on my website. On top of that I do sponsorships for my videos. Then I also sell ad spots on my website. All these things contribute to my income.

When you do something like this you need multiple sources of income in case AdSense completely changes and that drops out, so I can always rely and fall back on these other things.

Pat: Out of the 5 things, which one do you feel is giving you the biggest boost right now?

David: The biggest boost by far for me is sponsorships, because that's a big chunk of money right up front to do a sponsored video.



Pat: When you first started doing sponsorships, did they approach you or did you approach them?

David: Everybody kind of takes a different approach, but I always let them approach me because that kind of gives me the upper hand in the negotiations. I started out and I had an ad rate card and I had all these rates, then I just kind of threw that out the door recently.

I talk to each potential sponsor individually after they contact me. I kind of look at what kind of sponsor they are. Are they in the woodworking world or not, and how can I incorporate that into my videos? Then I throw out a rate for them that's tailored just for them.

Pat: So hypothetically, David, just pretend I'm a company out there and I have these amazing new workbenches. Is that even a thing, workbenches?

David: Sure.

Pat: I just want to make sure I'm speaking your language a little bit. So I have this company and we have these amazing super durable lifetime-lasting workbenches, and I see your show and I'm like, "Yes, I have to get in front of David's audience." I approach you and say, "Hey David, I'd love to sponsor your show," and what would your response be?

David: My response would be, "First of all, many woodworkers want to make their own workbench. It's kind of like a rite of passage, but for you, send me a workbench and I will say, 'This is why you would want to buy a workbench instead of making a workbench.'" Then it would be like, "Do you want me to show how you assemble the workbench, because that's one type of sponsorship, or do you just want me to show the workbench in one of my videos, because that's another type of sponsorship, and each one has a kind of different value to my viewers."

Pat: That's very cool. So we negotiate a little bit and we figure out what that ad placement looks like. Then you go to talk numbers, right? I'm curious because I have a video channel as well. I have sponsors on the podcast, as everybody knows, but on the videos I'm curious what the rates would be and those sorts of things, if you're happy to share those. If not, it's fine.

David: Oh sure. It's really different. It depends on the type of sponsorship and your audience. I have a YouTube audience of 75,000, so for that type of thing I might say,



“Okay, for \$4,000 I will say ‘Today’s video is sponsored by Pat’s Workbenches’ and then use the workbench in the video.” A lot of times the company will come back and say, “Well, we were thinking like \$3,000 or \$3,500” and we can work in there. We can work on how much time the workbench is actually in the video.

Sometimes the sponsorship is just so many thousand right up front, and all you have to do is say “Today’s video is sponsored by so-and-so” and that’s it. You don’t use their product, you don’t say anything else. And sometimes it’s at the end of the video. There’s a lot of podcasts that at the very end they have a little sponsorship thing. That’s why I don’t have an ad rate card anymore, because every situation is a little bit different.

Pat: How did you learn this? Was this kind of just through experience or seeing other people doing the same thing? I like the idea of getting rid of the rate card. I’ve actually done the same thing for that very reason. Every company is different and you can kind of get a feel for that company when you’re talking to them and that sort of thing.

But how did you kind of learn all this? I mean there’s no real book out there, there’s no class you can take. How did you figure it out?

David: That’s a big problem. There is no place online where you can go to look to see how much you should ask for a sponsorship, so it’s a learning process. In fact, I have a long-term deal with a company that is really, really low. It was my first sponsorship and I asked only so many hundreds of dollars per video, and it was for 40-some videos, and now I’ve learned. You have to kind of just test the waters and see what they say.

I’ve learned a lot from Bob, actually. His growth has been way faster than mine. As far as YouTube subscribers, he has way more than me. In our mastermind group we pass around numbers of what we’re getting with these videos, and I also talk to other woodworkers, and we all kind of share what we’re getting for sponsorships in these videos. That helps elevate all of us, because if somebody takes a sponsorship for only \$100, that kind of lowers the bar for every other woodworker.

We kind of tell them, “Don’t do that. Although it may sound tempting, just don’t do that. Your videos live forever, and eventually they’re going to get thousands, probably hundreds of thousands of views. Just realize that the ad that you place in your video is going to live forever.”

Pat: That’s awesome, so cool. Bob, let’s go to you, and I do want to go back to this mastermind thing and how you guys work together. I think that’s amazing insight into



the power behind a mastermind in terms of sharing those numbers. I never even really thought of it in that way.

Bob, let's talk about – if you're comfortable – your monetization models. What's working for you? Is it similar to David or is it different? David had mentioned you have way more YouTube viewers and subscribers, so I'm curious to know what's working for you right now.

Bob: I'm kind of the same in that the sponsorships are the largest income source. Because David and I talk so much, I'm also of the mind that you should spread lots of eggs in lots of baskets. Most of my income comes from YouTube and all the Google ad stuff, affiliate income for mostly Amazon affiliates, and sponsorships.

I'm on Patreon, which an income source but it's actually more important than the income that it brings, and we can talk about that later if you want. Also just merchandise. I do a fair amount of merchandise sales, and I do it all from my house so it's all shipped and packaged here, which gives me a little bit more work but it also brings in a lot more profit. Of all those things, sponsorships is by far the larger income.

I think that works for me mostly because my audience is growing at such a rapid rate and is relatively large. Part of the thing about the rate card, like David was talking about, is YouTube subscribers generally will continue to grow. Even if you don't put out new content, that number will kind of creep and just go up and up and up.

If you have a rate card with some static rates on it, and it goes out, it's not changing, whereas your reach is changing on an hourly basis. So anybody that gets a hold of that rate card has a particular idea of your value based on what you put out there at that time, but that value changes all the time.

I had a rate card that actually David helped me put together, and I sent it out one time. As soon as I sent the email I was like, "Oh, I should not have done that. This is not a good way to do it long-term," so I threw it away and I haven't done that since.

I'm kind of the same way in that when I talk to a sponsor I will give them a base price and say, "Look, this base price is if you want to do what I think of as like a typical spot, like an audible spot, like 20-30 second 'Here's my blurb, here's my talking points, here's the ad,' and it has probably nothing to do with the actual content of the video. That's a certain price."



Then if the sponsor wants to do more like you were talking about, like with your product, if you wanted me to do something about that product then I double that price because that takes me away from the content that I want to produce and puts me into being a production person for you, basically.

I really value that, and if that simply doesn't work out for me it's fine, because I want to be doing what I want to be doing, not making videos about other people's products that I'm not really invested in.

Pat: Like Pat's Workbench. Sorry, it's not a good bench.

Bob: I'm sure it's a great bench, but it's not my bench, so I would rather put the time into me making something. I feel like when I put out a project video, typically – not always, but typically the project itself has a bit of my personality in it. There's something about it that when people watch it they go, "Oh yeah, that's one of Bob's. You can tell because he has a Star Wars reference," or whatever little thing.

So if I'm doing videos about Pat's Workbench, which doesn't have any of me in it, it has to be really, really valuable from a monetary standpoint for me. That's kind of the way I go about the sponsorship stuff.

Of course when I tell them those numbers I always say, "This is a starting point. These are my numbers to start the conversation. Nothing is hard and fast. If I want to work with you and you want to work with me, let's figure out how to make it work." I always tell them this. "I'm much more interested in long-term relationships than one-off video sponsorships."

Most brands are not necessarily in that same mindset, but I would much rather adjust a price down if I can build a relationship with somebody that I believe in and work with the long-term.

Pat: Right, that's huge. Thank you, Bob, for sharing all that. I think the relationship building – not just with your audience but with those who you associate yourself with, potentially sponsors and other companies – that's absolutely huge.

If you wanted to build a real relationship with that company like you would with a real person, you wouldn't just throw a piece of paper at that person and say, "These are my characteristics and you might like me if you're like this. I'm a dog person, you're a cat person, so we're not going to..."



It doesn't work like that, right? It's like you talk to them, you figure each other out, and you help each other out. If you have that vibe and you want to work with each other, you'll find a way to make it work, so I appreciate you saying that.

Going back to your merchandise, I'm interested, how do you collect payments from that? What tools are you using for that? How long does it take you to package something and ship it? What is that process like? It's so cool for both of you, the hybrid businesses that you guys have, and not only all the income sources but also online and offline. What does that merchandise side of your business look and feel like?

Bob: I keep a small inventory in-house, so I'll order these shirts, they come in, and I have an organization system here in my office where I keep them. Up until actually a couple weeks ago I was doing it all myself. Now my wife is coming on and being the person that handles all the merchandise stuff, which is awesome. It's great to have her more involved and for me not to have to do that stuff.

Basically my site is a WordPress site and I have Woo Commerce installed, which is a free online store, which is fantastic. I've been blown away with how flexible it is. I do all the card payment through PayPal and mostly through Stripe, and that's all integrated into the store.

The orders come down and I use an online postage generator to generate the postage based on weight. I ordered a bunch of vinyl bags from Amazon, so I package the shirts in the bag, print out the online postage on a sticker, stick it on and put it in the mailbox and that's it. I typically will package and ship twice a week. I don't do it every day as soon as they come in, but I try to get everything out within a couple days of the order.

I'm really big on systems and organization and stuff like that, just to make things faster and easier for me to actually do the stuff I want to do, so pretty early on I set up a kind of system for all that shipping stuff here in my office so that it has a place, it has a process, and I can just do it really quickly to get it out of my hair.

Pat: So the merchandise you're selling is t-shirts and things like that?

Bob: Mostly it's been t-shirts and stickers. For a while I was doing these handmade notebooks. I did a video last year or so about how to make these little pocket notebooks, kind of like a field notes notebook. I showed people how to make those and then I said, "I'm also going to be making a bunch of these and I'll have them in my store."



I was selling them in packs of 3 and I was blown away with how many people wanted those things, but that was not “order the goods, get it in-house.” That was me sitting in front of the TV after the kids went to bed and making 100 notebooks at a time, so there was a huge time cost to that. It was good but it wasn’t something that had longevity, so recently I’ve kind of phased those out.

I would like to be doing some more different types of things like that, but I’m trying to find options that don’t create production time for me. Maybe something that could be automated.

David and I both have CNC machines, which is a computer-controlled milling machine, so you can put a piece of wood down and it can cut things out for you. I also have 3D printers, so those automation tools would allow me to create something one time visually and then have a machine produce them for me, so that would cut down the actual physical production time. I’m looking at some stuff like that – ways to have more merchandise but not have it impact my time as much.

Pat: Very cool. And just to reiterate, that tool you mentioned was WooCommerce.com?

Bob: Yeah, Woo Commerce.

Pat: That’s by the guys over at Woo Themes, and I’ve used a few of their themes before. I haven’t their ecommerce solution but I’ve heard great things about it as well. You said it integrates with PayPal and Stripe so you can collect PayPal or credit card, which is great, and you’re getting a lot of your shipment stuff from Amazon too. That’s really cool. Thanks for sharing that, Bob.

To finish up I want to talk about this mastermind that you guys have. You guys were doing your own separate thing, and David, can you talk about how you guys connected and then how did you guys form a mastermind group together? Or did one of you already have one and the other one joined in? Tell us that story.

David: I think it works a little different than the ones that you’re in. You put up a good example a few weeks ago. Ours is just 4 of us right now, and we’re all somewhat in the same field but we all have our own kind of niche within that field.

It was just kind of like, “Hey, do you guys want to get together?” We only do ours every other week, and we just kind of discuss what’s working for us and what’s not. I



actually don't remember who started it, but everybody in our mastermind I think listens to this show so we kind of understand how it works.

What we do is we just kind of go around every other week and say, "This is what's worked for me. This is what I changed. This is the consequences of that change. This is what's not working for me. These are the potential sponsorships that I'm working on," and we kind of talk about the process of these different sponsorships or the process of the change and how it affects our websites or our YouTubes or our businesses. We all kind of just learn from that.

I get so many good AdSense tips from the other guys, or so many good tips on how to talk to potential sponsors, because that's kind of intimidating at first. Basically that's how it came about.

Pat: That's very cool. Bob, what has your experience been in the mastermind group? What kinds of things are you really enjoying about being in a group like this?

Bob: It's really interesting because, like he said, we're all in the same kind of general realm, but we all have pretty different focuses on what we do and why we do it and how we do it, so it's really interesting to see how the intention of what David's trying to do and what the other guys are trying to do kind of dictates where they put their time and where they put the most focus.

There's a big variation. Some of us are really focused on passive income, some of us are really focused on production, some are really focused on video quality, and it changes. For each of us it changes maybe from week to week, so it's just really cool to see people that are in the same-enough space that it's relatable, but we're all focused on different things. I've gotten a whole lot out of just watching other people try things and see if they work or not.

Another thing that's really interesting for me and has been kind of eye opening, David said we talk about our sponsorships and we do say, "I got contacted by so-and-so and so-and-so and this is what they offered me."

The thing that's really interesting about that is that David and I will often be contacted by the same sponsors but get different numbers. That gives us kind of a comparison to say like, "No, they told me this, so you should not go below this number. They have this amount of money and they're just trying to maybe low-ball me because my numbers are smaller," or whatever the case is.



It's really cool to have someone who's in the same area open enough about what's coming in, the offers that they're getting, that we can be really frank with each other and use it to our advantage – not in like a sleazy way like insider information, but just a relative comparison of what somebody else is doing in the same space.

Pat: That's good to know. I'm just curious when you hear that, for example, a sponsor is trying to low-ball you, and you know that somebody else in your group has had a higher deal with them, do you go, "Well, so-and-so is getting this"? Do you say straight-up that you know that person is getting more, or is it that you then use that information to kind of renegotiate?

Bob: I would expect that we renegotiate. I don't think any of us would use that like, "So-and-so told me..." because that's just bad business.

David: Bob has higher YouTube subscriptions than I do, so Bob usually gets a higher number than me. So when Bob tells me that so-and-so is offering him this amount and they only offered me this amount, I won't go back and say, "No, you're giving Bob this." I'll go back and say, "This is what I'm valued at, and if we can't make that work then we'll go on our way."

Pat: So there's a scale there because of the sizes of the audience and stuff.

My final question for you guys is I can imagine, especially with the great group of people that you're with in your mastermind group, especially with sharing what's working and what's not, how do you balance supporting the other people versus them being seen as potentially competitors, or even those thoughts of "Oh man, I wish I could do that but I can't because..."

Do those feelings come in this kind of situation or do you have some sort of thing like you guys are all cool with each other so those things don't happen? David, let's start with you.

David: I think there is no feel of competition between us because there's a handful – and Bob's more than a woodworker, but I'm just going to lump him into that group – there's a handful of woodworkers that do this for a living, but each one of us does something so different that we've found our niches.

My niche might be craft projects that you can take and sell on Etsy or at craft fairs, and somebody else's niche might be furniture, or somebody else's niche might be just lumber that you can find at your local Home Depot.



I think all of us are successful because we've found a niche, so we don't even look at each other as competition. We just look at each other as "This guy can help me. We're in the same general field but we appeal to somewhat different audiences and we can help each other out."

Pat: That's cool. Bob, any final thoughts about that?

Bob: As far as the audiences, it's easy to look at two YouTubers who have the same size audience who are in woodworking and to just assume that their audiences are the same people, and I would almost guarantee that's not the case. There's a huge overlap in audiences, but they're not necessarily the same people.

I think learning from each other and being able to share this stuff is going to help me grow my audience based on what David's doing right, and vice versa. I think the people who would see other creators as competition are the people who are going to have a really hard time with growth because they just have maybe a self-centered view of what communities are about and what sharing is about.

When I do ad spots in my videos now, I added a little timer bar along the bottom of the screen, this little orange bar. It starts the full width of the window, and as I'm talking it gets smaller so that when somebody watches my video they can see, "Oh, this ad's going really quickly. It's almost over. I can hang on through that." It was just a little thing I came up with based on my experience with user experience stuff in web development.

One of the guys in our group last week asked me, "Hey, I was thinking about doing something similar to that, but it was your idea and I don't want to steal that from you. I just wanted to check with you," and I was like, "Oh man, that feels awesome that somebody cares enough about an idea to not just take it and run with it." Of course I told him to take it and go for it. We should all be doing stuff like that.

So I don't think people see each other in our space as competition. I think maybe they just learn from all sorts of different people in the space and just try to bring it into what they're doing. When they actually bring it into their own content it always is fleshed out differently than it was when they learned it from the person they learned it from.

Pat: Awesome. Thank you, Bob. I appreciate that. Thank you both so much for your time here day, David and Bob. We appreciate you and I'm sure you're going to have a lot more new fans as a result of this, so this has been really cool.



David, where can people find out more information about you? What's your website and maybe Twitter handle or something?

David: My website is DrunkenWoodworker.com and my Twitter handle is @drunkenwood.

Pat: And if people are listening to this in the far distant future, that might be changed, correct? But the redirect will probably continue to work in terms of your rebranding and all that stuff?

David: Yes, there will always be a redirect.

Pat: Awesome. And Bob, what's your website and where else can people find you?

Bob: ILikeToMakeStuff.com and my Twitter handle is @iliketomakestuf. They would only allow me to put one f so it's @iliketomakestuf.

Pat: Cool. Thank you guys so much for your time. I really appreciate it. People are going to enjoy this very much. If there's anything I can do to support you let me know.

David: Thank you, Pat. Appreciate it.

Bob: Thanks Pat.

=====

I hope you enjoyed that interview with Bob from ILikeToMakeStuff.com and David from DrunkenWoodworker.com – amazing stories, incredible information, and I hope you get a lot out of this. Actually I would love for you to visit the blog to leave some comments on what you thought about this episode as well.

Come 2016 you're going to see a lot more episodes like this where you're going to hear more success stories from SPI listeners and SPI readers, so of course if you have a success story to share I would love to hear from you. Send an email to pat@smartpassiveincome.com and leave your success story there. We're going to be putting a lot of you into episodes in the next year.

Also you can check out the show notes and leave a comment at smartpassiveincome.com/session180.



I'd like to thank today's sponsor, which is 99Designs.com, making it incredibly easy for all of us out there who are looking to put images and design stuff for our website and brands. It's very easy to use. All you have to do is leave a description on the website of what it is you're looking for, what style and that sort of thing, and then in a matter of days you're going to see dozens, sometimes hundreds of designs from all around the world come in to compete for your favorite design. You get to pick your favorite one and take it home with you, and if you don't like any of the designs that come in you get your money back.

You can check it out. I've used it on a number of my niche site projects before, and I know a lot of you have used it as well. This is very economical. If you can't hire that one designer that you can keep in your brand forever, this is a great way to get started, especially if you're bootstrapping.

And here's a deal for you. If you go to 99Designs.com/spi you'll get a \$99 Power Pack of services for free today, which you can put towards your next design project. Again that's 99Designs.com/spi.

And I'd also like to thank SumoMe.com, an amazing suite of tools that will help you grow your traffic, increase the size of your email list and much much more. I use it on SmartPassiveIncome and I highly recommend you check it out, because it's free! Just head on over to <http://www.smartpassiveincome.com/sumo>, it takes 37 seconds to install, and it doesn't matter what kind of website you have, html or WordPress—it'll work on your site no matter what, and, here's the best part - it's free to install! Here's the link one more time: <http://www.smartpassiveincome.com/sumo>.

I also want to invite you to my book club. In my book club I send an email out to you every single month with information and what I like about a book that I've recently read. I've been reading a lot of books lately. I often get early access to books that authors send me, and I talk about those as well. Sometimes I get exclusive deals and coupon codes and those sorts of things. You can check it out for free. You can join by going to PatsBookClub.com. I hope you subscribe.

Thanks so much for listening in. I appreciate you and everybody out there who has left an honest review on iTunes as well. I do appreciate that. That helps the show get more exposure and helps me realize that I'm doing a good job. I hope you feel like I'm doing a good job.



I look forward to serving you next week in Episode 181, where we talk to a rising star in the online business space who has had nearly \$1 million in her bank as a result of just a year's worth of work. It's an incredible story and you'll hear from her next week.

Until then, keep making mistakes, keep pushing forward, and keep reaching toward your goals. Cheers, take care, and I'll see you next week. Bye.

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

Links and Resources Mentioned in This Episode:

DrunkenWoodworker.com

ILikeToMakeStuff.com

WooCommerce.com – ecommerce software

Book: *Decisive* by Chip and Dan Heath

[Pat's Book Club](#)

Today's Episode Sponsored by:

99Designs.com

SumoMe.com