



## Smart Passive Income Podcast Session 199: The Marketing Effort Behind Will It Fly

Show notes: <http://www.smartpassiveincome.com/session199>

**Pat:** This is the Smart Passive Income Podcast, Session #201.

**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, he was once in a steel drum band, Pat Flynn.

**Pat:** Hey what's up everybody? Pat Flynn here. Thank you so much for joining me today. This is session 199 of the SPI podcast. We are one episode away from episode 200. How awesome is that? A lot of you have been here since the beginning. Whether this is your first episode or you've been with me forever, just thank you guys so much for all the support and especially in regard to "Will It Fly", the book I just came out with this week. It's called "Will It Fly: How to Test Your Next Business Idea so You Don't Waste Your Time and Money" and I'm really excited. Not just because of the way the book has been going, just what you guys are saying about it, but also because I'm here today with a number of my team members who have helped shape and put together this book. Not just the book itself and the manuscript actually. We're not even gonna be talking about that. We're gonna be talking about the marketing of this book and all that was kind of in and around the manuscript. All the other stuff in addition to the actual words of the book that had to happen in order to make this all happen.

And so for those of you who haven't checked it out yet, you can see the book and check it out at [WillItFlyBook.com](http://WillItFlyBook.com). Again that's WillItFlyBook.com and I'm super happy to be joined by my team today so you know the interview is there with three other team members who are going to introduce themselves and you'll hear all about them and their roles and all the things we had to do, a lot of the stuff that we cut out in terms of marketing and plans that we had that aren't happening anymore and all this other stuff so let's get right into it. You're gonna hear a lot of tools, a lot of strategies, a lot of advice for marketing not just books, but anything that you're coming out with so pay attention and here's my team.

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**Pat:** What's up everybody? Thanks for joining me today and I am actually joined by three other people on this particular podcast episode, three of my amazing team members who are helping me with the promotion, the marketing, the putting together of "Will It Fly" and so I'm happy to introduce Matt, Janna and Elise to the show. Welcome guys. Thank you all for coming on.

**Matt, Jann, Elise:** Thanks Pat!



**Pat:** So Matt let's start with you. I want to have everybody kind of introduce themselves really quick to kind of talk about their role and what they've done not only for "Will It Fly", but also just SPI in general because you've all been working for me for a little bit now and Matt you more than anybody and longer than anybody and everybody got to know you in [Episode 138](#), which if you haven't heard that, I highly recommend you check it out. It was actually a different kind of episode than all the other ones that I have. It's very NPR style start up, serial style, no murders involved, but it was definitely getting into the heads of who you guys were and so Matt, why don't you just reintroduce yourself and your role in SPI and specifically for "Will It Fly".

**Matt:** Yeah, thank you Pat. I am the Executive Producer. We've been working together for a long time. Janna, Elise and other members of the team that aren't on the show today, Mindy and others, we work really hard on and are grateful to work on Pat a lot of the productions that we put out for you. So whether it's the consistent editorial stuff that we do, working on the website even, that is a lot of us we like being behind the scenes and as it pertains to "Will It Fly", this is one of the great new projects that we've been working on and it's fun that you actually referenced that old episode kind of on the heels of your visit here to Columbus because at the end of that episode you kind of tease the idea of writing a feature book.

**Pat:** I forgot about that.

**Matt:** I think back to it and it's like man, we worked really hard to kind of get to this point. It's been a little more than a year now since that episode came out or at least since your visit here in Columbus. So just to kind of see it play forward and live it now and we're on the cusp of actually launching this thing, it's really

**Pat:** Yeah, gosh. I totally forgot about that, but at the end of that it was I had set a goal to figure out what that book I was gonna write by the end of 2014 and then in 2015 it was all the production, which you obviously helped on and we actually first got connected on the first book that I wrote "Let Go".

**Matt:** With the first book. Right.

**Pat:** You were simply doing the editing on that and we've since worked together on so many other things and you and I are also partners on SPI Labs for Smart Podcast Player and we've just done so much together and I can't thank you enough for you know what you've done to organize my brain and actually help me execute on the things that, the visions that I have and stuff. I'm very happy to have you here. I also want to introduce Janna, who a lot of you have heard of recently. She's the one who cracks the whip on the editorial calendar and making sure, you knew I was gonna put that in there Janna.



**Janna:** Yeah of course.

**Pat:** But she's been doing a great job of making sure that the team and myself especially stay up to date and on schedule and on task with primarily the editorial calendar so really she's the reason why you've been seeing more consistency, especially on the blog post, but also the podcast and SPI TV and she's also helped from a strategic point of view with wrapping all of our heads around where we're going and why and what content would support all of that. So Janna, welcome to the show. Thank you for being here and talk a bit more about your role and kind of what it's been like to kind of come into the team very recently.

**Janna:** Thanks Pat. Yeah, definitely cracking the whip with a loving, teasing, mocking term for what I do with project management in terms of setting the schedules, setting the deadlines and then just being a task master, kind of making sure that everybody is doing what they're supposed to be doing, checking in when things fall through the cracks and I came on to the team, I would say midpoint last year, like June or July and had been working with Matt for a couple of years before that and he thought I would be a good fit for the SPI team to help streamline and help align across all the different platform channels that you're using, blog, podcasts, SPI TV and just kind of keeping things on track.

**Pat:** Yeah, you've been doing an amazing job and for me I've learned that I need somebody on the other end to hold me accountable. You know, I remember back when I was in architecture. I was a great employee. I don't think I would ever go back to doing anything like that. I'm always gonna be continuing to work for myself, but I still find that you know a lot of what motivates me to get things done is having other people who are in charge of things tell me what to do and so Janna you've been instrumental in that regard and I think it all obviously transpires into the content that people consume on all the different platforms. So thank you for that and you know I can't also help but to think some of the tools that we use to make the success of the team happen and I know you've been very big on helping organizing the team using [CoSchedule](#) and that's been massive.

**Janna:** Yes, absolutely. We love that thing.

**Pat:** So we'll put a link to that in the Show Notes and stuff. Last, but not least, definitely is Elise who has also come on board to help with a number of different things too and now more recently the stuff with "Will It Fly". So Elise, why don't you introduce yourself and your role for SPI and then it would be a great way to lead into "Will It Fly" as well.

**Elise:** Sure, so I do content management for Team Flynn, been working as sort of Janna's right hand lady for "Will It Fly", getting the word out about the book launch and



also planning some cool stuff for launch day so the day of the launch really gets pulled off with a bang.

**Pat:** You've been great with keeping track of everything in terms of the interviews we're doing and also the launch party, which is happening on February 1, so look out for that guys and will happen on February 1. I can't even, I don't even know when is this episode going live? I can't even think right now.

**Matt:** That's a question for Janna.

**Janna:** It's actually February 3 for the launch day.

**Pat:** Okay, good to know. See guys, we record in advance, which is good, but you should probably know when these are going live so you can reference things properly. So that's my bad, but yeah, this will have gone out right after the launch party, right after the launch and it will be interesting because by the time this comes out, we will have some knowledge about how well the book has done and how well received it's been so I'm pretty sure it's gonna do very well and I definitely have you guys to thank for that. So let's get into the planning of this book in terms of the marketing because that's what I want to focus on. I mean we could talk a lot about the production and the writing process and all of you have familiarity with that, but let's get into the marketing. So you know even before the book was done we thought a lot about how this book was gonna be shared with the world and one of the first things we had to do was figure out okay the schedule and so I want to talk a little bit about what comes with a book beyond the manuscript because writing a book is a challenge in and of itself, but then what happens afterwards and everything that happens around it is something that a lot of people don't even quite understand so Matt would you be able to speak to just helping people understand all that's involved with launching a book, not just writing it.

**Matt:** Yeah, it's a great point that I think as more authors are excited about exploring self publishing or some variant of maybe hybrid publishing, something that's just not traditional, right. I think you know as they get into the ecosystem and what goes on, there's a lot of things that are unknown I guess to your, maybe your first time author. You have to think about not only the manuscript, you need to be thinking about the front matter and the back matter.

**Pat:** What is that?

**Matt:** Right, that's often a question.

**Pat:** I didn't even know what that was.

**Matt:** So the front matter are all the pages that occur in the front of the book before the book really starts. So that could be a Preface, it could be a Forward, it could be the



copy right page, the Title page, it could be a page of blurbs, it could be a page of related work, it could be some marketing pages. There are some, you could say standards certainly and definitely in the traditional sense, but what's fun and Pat you and I have worked on and we've worked on even for other authors is that when you do have an opportunity to retain creative control and build a book the way that you want to and not necessarily be beholden to a traditional process then you can have some fun with it and you can do things that maybe a traditional publisher wouldn't allow or wouldn't want to do. You could actually put a marketing page in your front matter. That's probably a no-no in the traditional sense. Right? And then the back matter are just the pages that come you know after the book has really ended, so that's your acknowledgments page, that is hey here are all the resources I mentioned in the book organized in an easy fashion that you could easily build reference things. That could be like hey I have a companion course to this book if you really want to get serious about these concepts, go to this URL and I'll invite you into my companion course and being able to think really holistically about the entire sort of product, the book as a product. The initial thinking is rightly so on the manuscript piece, it's the actual book, but you also need to extend your thinking as hopefully a good entrepreneur and really look at your book as a product.

**Pat:** Right and in doing so of course there's a lot of things that need to happen by certain time periods for all that stuff. You had mentioned the companion course and "Will It Fly" does come with a course and I kind of took charge on that because I discovered the platform I wanted to use to promote that or to actually create that and that's [Teachable.com](https://teachable.com) is what we're using to house all of that information, extra bonus videos and work to download and extra content and whatnot, but that adds a whole new component. Everything that you add to the book adds a whole other kind of hours of work potentially and so in terms of the schedule, Janna I'd love to talk to you about this because I remember back I can't even remember how many months ago, you had created a spreadsheet for us that gave us three different scenarios based on different launch dates of the book and so how was that put together? Was that based on what we had discussed as potential launch dates and the you kind of worked backwards from there? In terms of working backwards, what's all included with that?

**Janna:** Yeah absolutely so definitely always look at the end goal first so we had talked about a couple different launch dates Pat. You originally were thinking maybe around your birthday, which is early December.

**Pat:** Yeah, that's not happening.

**Janna:** And so you know I worked up these production schedules looking at okay if that's the target date, working backwards from that what happens right before launch? Well the different formats have to be completed. Before that would be like the finishing of copy editing. Right before that would be your second round of developmental edits and just continuing to work backwards and the original schedule with the earlier launch



date was like so super compressed and really tight and turning around some of those editing components and formatting components was pretty unrealistic so that's when we started talking about okay what if we did an early 2016 launch, like maybe beginning of January, beginning of February. What's the best option for our team and what's realistic for us to accomplish and what makes sense for you and what else you have going on with the business in terms of like a date that we could all really rally around. January 1, February 1. What makes the most sense and we landed on February 1.

**Pat:** And it was so important to do that because you know like I said there are a lot of components in this and if you just pick a date and shoot for that, if you don't work backwards and see all the other things and each of those things have other people involved, you know getting all the copy editors and they have a certain time period and unless you understand all those things that have to happen, you're most likely going to be let down and I think if we just picked a date and said "let's shoot for this", we would kind of take that waterfall affect where you do one thing and then until that's complete you do the next thing and then until that's complete you do the next thing, but that linear approach, but because of this, we've been able to do a lot of things at the same time, which has helped us compress the schedule a little bit more and get even more done within that time period and then one of the things that we had to figure out. Elise I want to talk to you about this, is the scheduling and the connections with other influencers. You know one of the best ways to promote a book is to tap into your community, into your network and to have them see if there was any shape or form that they could help promote the book, whether through guest appearances on podcasts and blog posts, guest posts, that type of thing or also just a social media plug. Can you tell everybody how we were able to kind of properly manage this because if you're reaching out to a lot of people that's a lot of you know a lot of things to think about so how were we able to organize this and what was the process like?

**Elise:** Right, well we had a couple of great tools that we were able to use to make the scheduling of all of that as simple as possible. We're already asking a favor, a favor that most of the, most people were very excited to do, but you want to make it as easy as possible for people to get on board, help promote your book. So part of that was we used [Calendly](#) which is a calendar tool that syncs with people's Google calendar so you're not asking people to buy into some sort of new scheduling system. You make it as easy as possible to them to say "yes I want to help you out", here's the date that we set up. We're ready to do this.

We sent them a media kit that has everything that they would need to know about the book, even though the book may not have been fully edited. You know, it's not a finished manuscript that we send them. We give them enough information to get them excited, to tease the content of the book. Everything that they would need to get excited about having you on their podcast to having you guest blog for them, things like that so those were all the things that we sent out to those folks that we wanted to have



on our team to promote the book launch and something that people always say is that you'd be surprised at how many people want to help you out with this. You know, we have, we set a goal for how many podcasts we wanted to get you on to promote your book and we surpassed that goal, which is really exciting. It really just shows you that people really do want to rally around you and help you out and get this, if they love the book they're gonna be all the more excited to help you get it out into the world.

**Pat:** Definitely and you and Janna both have been instrumental in terms of organizing the reach out and you know I wanted to reach out myself. It could be that you could have an assistant. For example I could have had Jessica reach out to people, but because it's such a personal favor, you want to make sure you do it yourself so I made sure to do that. For some people I even took the time to do videos even though I found that I wasn't able to in enough time streamline that process as much as I wanted to so you know the first round of people I asked I did it through video, personalized videos. The second round it was through personalized emails, but I did make them all different and unique. I didn't want to cookie cutter that because I wanted them to say yes and I wanted to show them that I cared and so that worked very well, but I always cc'd you guys on those emails and then mention that you would be working with them to schedule and if there were any schedule conflicts that you guys would help take care of that, which has been great and was able to keep my mind of, because of that, I was able to keep my mind on other things. Even though that's not always possible for some people.

What also really helps me in the reach out process and all of us too I'm sure is the Excel file we created. We actually created an Excel file that listed everybody we reached out to, who we sent an email to and we would mark when we got a response back and if they said yes or no and that was really helpful as well for keeping track because once you send out even just 10 requests, it's hard to organize and you forget and sometimes you just need to follow up with people who don't reply and as I say in the book, the fortune is in the follow up for a lot of these things. So you know you want to make sure you follow up with people if they don't reply and people just forget or they don't see it or whatever, so that's been really helpful too and you know in terms of the podcast itself and the scheduling, Calendly has been huge for us to automate that process, but it's really cool because I chose that, I chose to have my interviews for the book specifically on either Tuesday or Thursday and that's it and that's what people would see to get access to in Calendly and so it made it really easy.

Let's also talk about some of the things we wanted to do to help promote the book Matt. This is something that is traditionally more done with traditional books and of course like I mentioned in [Episode 197](#), which if you haven't heard it goes into the reasons why I wrote this book and why I chose to go self publish and stuff, but like you said you have more freedom when you go self publish and with traditional book, when people try to get on the NY Times best seller list, they try to pump as many sales as possible. One of the tactics to do that is pre-bundle sales. You know getting people to



purchase early and have them get access to certain bonus materials if they were to buy more than one for example. So Matt, can you speak to the bundle strategy and why that works and kind of what some of the ins and outs of that are?

**Matt:** Yeah absolutely. It's a fun talking point. It's a strategy that a lot of authors, particularly non-fiction authors are doing these days. We're seeing more and more of that just in the industry. I know that one of our good friends Steve Kamb just recently did that with his book. Tim Ferris has probably sort of put it on the map better than anyone else. So I think in recent terms, you had Lewis Howes Pat on the show recently. He did a really big sort of pre-launch bundle campaign for his big book and you're right to say it's an opportunity to foster engagement. It's a little more aligned to traditional books because the way that Amazon works and this is something that Pat you and I and the team we discussed at length is that it's limited to hard copies, at least more traditionally it's been limited to hard copy purchases.

**Pat:** In terms of the bundles because you can't get more than one Kindle copy. Right?

**Matt:** Precisely. Your Amazon account is linked to you know basically one digital address and then if you purchase Kindle, it will push to your Kindle device and that's kind of it, whereas certainly if you're purchasing one book or three or five or a hundred in the physical sense, you know you can do that very, very easily. So for those authors that do have the traditional deal and are pushing for a NY Times opportunity to hit that list, so much of it is predicated on the volume of books that are sold either on launch day and sort of within the first two weeks is that critical time frame and the closer you can kind of stack some of those sales on launch day or within even the first kind of 72 hours. That's really important.

That's kind of where the whole bundle approach kind of was born from, was trying to move a lot of books in the pre-order capacity because when it comes to reporting those numbers, the pre-orders kind of all stack up and they all kind of hit or run if you will on launch day so we work really hard to kind of structure a program for us and Pat for your audience certainly that didn't just aim for NY Times best seller list because we just want to put a good quality product out there and you care more about the impact it has than i necessarily per se a vanity goal, but we still want to offer this because it's fun to do and it adds value. So we did roll out a number of bundles that add more exposure and insight into the knowledge of the books through like webinars and things, had an opportunity to kind of pay it forward, which is consistent with what I think a lot of the book aspires to do and evangelize. It was a funny kind of structure.

Know your costs, though. If you are putting in like t-shirts, limited edition t-shirts, anything that would require sort of production and fulfillment, there's costs associated to that and that's another element Pat we've spent a lot of time talking about and I do think that first time authors that want to replicate a lot of this marketing strategy may not be fully aware of it and I think it's an important point to emphasize.





**Pat:** Yeah I mean it sort of reminds me of Kickstarter you know when people pay and pledge ahead of time to get access to not only the product that people are creating for typically a discounted price, but to certain goods that they get as a result of kind of a reward at that price level and I know personally a lot of people who have set up Kickstarter campaigns and their campaigns do really well, but then with the fulfillment of all those rewards, they end up losing money or just because they haven't been smart about it. So definitely consider your numbers and you know the pre-bundle stuff, I wish I was able to do it to everybody in terms of Kindle, but it just didn't make sense because you could only get one Kindle copy and so it was for people who wanted to get physical books, who potentially wanted more to be able to share and I wanted to give those people a reward because of that.

And of course you had mentioned vanity goals and I'm not gonna lie, I wanted to be at the top of course and even though the book at this point isn't qualified for NY Times because it's self published and not distributed in stores yet, there is a potential that that will happen, but NY Times wasn't the main goal here so I didn't want to just do things like that and you know a lot of people who are on the NY Times best seller list, I know some of them who just ended up purchasing it because you could pretty much buy your way there with certain strategies. This one I wanted to launch on my own as my own and potentially use that as leverage for book deals down the road if I do go traditional or some sort of hybrid model down the road.

Now speaking of more books, you know part of the overall marketing strategy, not just with "Will It Fly", but with SPI is this is going to sort of be the foundational book. I had talked about this in Episode 197. It's a non-threatening introduction, a fun introduction, low entry to what online businesses, how it can help you and what your ideas might be and how they might fly or not and this is going to be the start of a series of things that are happening on SPI and I'm really excited because in a month or two you're gonna see a new redesign of the Smart Passive Income blog, which Matt I know you're heading with the team over at [RocketCode.io](https://RocketCode.io) to put together and it's gonna be amazing. You guys are gonna be blown away, but beyond that the courses and future books that are coming down the road that kind of everything just leads into the next and so I'm really excited, but we had also had maybe a little bit too much ambition when we had created this sort of overall plan. So Janna, do you want to speak to kind of what my initial goals were and then how we kind of pulled back from that?

**Janna:** Sure. Yeah, you were still kind of in the process of writing "Will It Fly", finishing it up and you were super ambitious. You were like "okay, 2016 I want to do one book, one course like every other month. Release a book and then release a course and then release a book and then release the course and so I started working on a production schedule for you using a trusty Google Docs spreadsheet and that schedule was just pretty insane in terms of like your writing and team production so you would have essentially have been writing a new book while trying to edit and revise one book while



trying to produce the course for the book that was being released. It was just, it was crazy. So we definitely pulled back, scaled back and decided okay a more realistic goal, especially now that we have gotten into the production and marketing of "Will It Fly" and we're seeing exactly how long it takes and what all was involved, the more realistic goal was to pull back and do one more book in 2016, do your companion course for "Will It Fly" and do the companion course for the new book in 2016.

**Pat:** To clarify the companion course is the free course that comes with "Will It Fly", which is already done, but the course which I talked about a lot last year that's coming out that "Will It Fly" eventually lead into and it just, you know when I saw that calendar, again this is the benefit of actually writing things down and production schedules. You actually get to see how overly ambitious we are sometimes and unrealistic. You know that's why I think this is really important to talk about because I definitely wanted to accomplish a lot, but you know I felt like once I saw that, if I had actually done all those things, they wouldn't be to the quality that I would be happy with and everything would just be pushed back all the time. So we narrowed it down and you know it's so important to have those goals and have a production schedule for future things that are coming out and I already have some potential other books in mind and the course is already starting in terms of production and outlining and so I'm excited to share all that, but again, just to show you that you know you gotta be realistic about your goals too and then somebody had mentioned, I don't know if it was you Janna or Matt or maybe it was you Elise, but someone had mentioned like if I had actually done that, it would have been very overwhelming to the audience because we have to give them time to digest and you know if I had come out with all those things one after another, you know it would be too much and I wouldn't give the things that we come out with enough opportunity to be there and be featured. So those are key things too. Matt, is there anything else we're missing in terms of the production regarding the marketing aspect of this book? Was there anything that came up that we either got rid of or thought about or maybe something else we did?

**Matt:** A couple thoughts come to mind. One broad one that connects in with scheduling, just being a good operations team is knowing that these aren't linear projects with linear schedules. What hasn't come up is Daniel and his street team, which is a big part of the marketing effort and they need inputs from us so there's an association, there's a relationship between what the production schedule is in terms of editorial and graphics and designing the cover and all of these things. Right? And then our ability from lining up our dates and things to say "okay Daniel, here are three concepts for the cover and we're gonna give exclusive access and preview to those three concepts to the digital street team that has signed up, but we need so much time to produce this so set the expectation for the street team, but they'll receive them on this date". So there's sort of almost this double helix like schedule being intertwined with one another. At least chiefly between the true sort of operational calendar that Janna has led and we talked about and then a lot of the marketing efforts. So lining up when are you gonna record the podcast that Elise was managing and then oh by the



way, when are they going to come out? When are those podcasts gonna air for hopefully maximum effect from a marketing standpoint? What else are we doing on social media and we contributed a little bit of that in addition to your personal feed Pat and how are we integrating some marketing efforts there, again along with where we are in the process of producing the actual product, the book and the elements of the book that cover whatever else. So being able to homogenize a lot of that planning, that operational planning is essential.

**Pat:** Yeah and we had Daniel on who is the manager of the launch team last week on [Episode 198](#) so if you want to hear all about how to set up a launch team and all the ins and outs of that, listen to Episode 198 and we'll obviously have that in the Show Notes here for this episode too, but it was, I'm glad you brought that up because he was very much involved with marketing of this as we were, but he needed us to do certain things by certain times and of course we had to work together and kind of this little dance that we did. So the marketing team was very important and they had actually given us a lot of feedback in terms of the cover and also parts of the manuscript and whatnot as the book was being created.

But let's talk about longevity because a lot of people think about the launch of the book and then that's it. Well it's not just that so we had actually come up with a few things that we could do to increase the life of this book and I could envision of course new editions coming down the road, a new edition of the Four-Hour Workweek came out you know a couple years later after Tim wrote his book in 2007, so that's a possibility too, but as far as the content in the book itself, you know one of the things I'm really excited about, what everybody on the team is gonna get involved is actually putting these things into practice and showing it.

So there's a few ideas here and I'm excited to share this with you guys because I don't think I've mentioned this yet, but coming later this year you're gonna see actually the strategies and the tactics and the process, the methodology of "Will It Fly" actually put into play and get to see it all happen live. I'm gonna be going through the validation process of a brand new business idea, similar to what Noah Kagan did with SumoJerky, getting his community involved and I don't think I'm gonna try to make \$1,000 profit in 24 hours because I don't have access to some of the things that he does, but I definitely want to put this into play and more importantly I want to get others involved too and share success stories of people who have used "Will It Fly" to validate their products and have that be not just a way for myself to share those success stories, but of course in the big grand scheme of things a way to re-market "Will It Fly" over time and I think that's gonna be really exciting and so you know Elise and Janna, we're gonna have to make sure to get on that in terms of scheduling those interviews and trying to come up with a plan to collect those success stories and whatnot.

Again I think this will be a lot of fun to kind of walk people through the book whether they got it already or not to see what it's like and just to show people what can happen



if you actually take action. So I'm really excited to share all those things and we're already at the half hour mark, which is kind of incredible. I can't believe we're already here, but I know that we all have a lot to do and thank you guys for taking time out of your day today. I'm curious if we can go down the line one more time with Matt, Janna and Elise. Maybe you have one tip based on your experience working with me and book production and just you know your role in SPI and "Will It Fly". For everybody who is out there listening, do you have one final tip for them to help them as they move forward with their projects, whether it's a book or anything? What's one tip that you have that they can take with them coming out of this podcast episode? So Matt, we'll start with you.

**Matt:** Awesome. I think that everyone should really embrace the opportunity to build the creative team that's gonna be the best for their book. In our case, you know Pat we are sort of your nuclear team that runs a lot of your production, but then we're able to augment this team with a lot of specialists, whether that was Azul from your writing coach to Daniel for the street team component. We amassed the team that needed to be built for this very special project for this book and every author out there in this day and age has that opportunity.

**Pat:** Love it. Janna, how about you?

**Janna:** I would say just remember to be flexible and I'm speaking to myself in this because as the whip cracker, I'm the one who wants to flex and move deadlines the least, but as soon as you bring other people in to the project to our contributing, editing, design formatting, whatever the other components are, those people all have other projects. Our project is not the only project they're working on and so we have to be flexible to accommodate their availability and their time table and adjust ours as necessary as the project progresses.

**Pat:** Yes, so we've been great at that in terms of moving things around and some people are late with their deadlines. Some people are early and we adjust and so thank you again for helping to manage it. I think being flexible is one of the trade sets that every successful entrepreneur and content creator should have. Elise, let's finish up with a tip from you please.

**Elise:** Sure, so to Janna's point, as someone who always has a lot of irons in the fire as helping a lot of other people manage their tasks, we have a wealth of tools available to us and I would say picking, investing the time to pick the right tool for the project that you're managing is absolutely worth the time and effort, something that is gonna get universal buy in from whoever you're creating the project with because nothing is worse than when communication breaks down because of missed messages and things like that. So investing the time to pick the right tools for the job is something that I love about Team Flynn that they always do consistently. It's something I think really plays a big role in the success of your projects.



**Pat:** Well that's perfect. Thank you guys again so much for coming on and for sharing that information. I think it's gonna be helpful for a lot of people who are you know as we're here in the beginning of the year, it's the start of February now and we're all cranking out our goals and I think these are really important topics that people should consider to incorporate into their own stuff and hopefully this again reminds you of how amazing it can be when you have a great team who believes in what you do, who supports you and shares the same values as you and each of you and everybody else on the team, you know the reason why I love you guys so much is because you know we're in this for everybody else out there in the audience who needs our help and so I appreciate you guys. I just want to thank you publicly here on SPI and I'm sure this isn't the last time we're gonna hear from you on the show because I think people enjoy these kinds of episodes.

So as a reminder if you want to meet some other team members, head on over to Episode 138, [SmartPassiveIncome.com/session 138](http://SmartPassiveIncome.com/session138). You'll hear Matt there and also Mindy and a few other people too. Dustin my designer. He's great and again thank you guys for coming on and we'll finish up with the ending notes here and then we'll get back to work I guess.

**Janna:** Thanks Pat.

**Matt:** Absolutely. Thank you Pat.

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**Pat:** Alright I hope you enjoyed that interview with Matt, Janna and Elise and of course there's a number of other people behind the scenes that are helping out with a number of things. Toby who edits these episodes and Mindy who edits Ask Pat and does a lot of other producer type stuff and you know Eric who does the Smart Podcast player and Brian who makes sure that the security is like top notch on the website and all this other stuff. This is a great team that we've been able to build over time and it's definitely happened over time, but more recently in the past couple years actually. A lot of you know I was a solopreneur for the longest time and definitely I've seen bigger results as a result of growing my team and that's something I never thought I would do, but now I know I had to do in order to grow and not just grow to make more money. That's actually a by product of growing to serve more people so if you can think about your business and the growth of it and hiring other people and getting other people involved can help you serve more. If you do that and think about it that way, it's gonna come back at you and reward you with whatever it is that you're allowing your audience to buy and get access to and all of the offers that you have for them.

I feel like with "Will It Fly", this book that's come out, it's a start of a number of different things that are happening with this shift from you know just a scrappy



entrepreneur, which is how we all start of course to CEO of the business and it doesn't mean that I'm gonna be CEO like you're not gonna see me ever again and kind of just be behind the scenes. No, I'm CEO like I'm actually managing this thing in a smarter way and actually providing more value to you and like Matt and I talked about, it's not just the book and the course that's coming out later in the year, but it's also the new version of the website and all that's gonna do to better serve you because I've learned from you and the survey that we did last year that I just wasn't doing my best and so I've really made that shift. I turn on the CEO switch. I've been learning from the people who have been really, really taking their businesses to the 10X level and that's what I want to do, but I want to 10X my serving to you. How do I serve you? Well, I want to 10X that because I know if I can 10X the way I serve you, what I get back might even be greater than that and that's where I'm coming from with "Will It Fly". That's where I'm coming from with the course that's coming out and all the other things that are gonna be happening and that's where my heart is and that's what I hope you guys see too so thank you all so much for your support. I appreciate you and everything that you do to help me help you.

So if you want to check it out, WillItFlyBook.com is the place to go to check out the first of a series of things that are happening to better serve you here on SPI. Again that's WillItFlyBook.com. Thank you all so much for the reviews and the comments. A lot of you who had early access to the book are already leaving great comments and honest feedback on Amazon and man it's just insane where it's at now. So thank you guys so much. Love you guys and I look forward to serving you in the next episode where it's episode 200. Actually I'm not gonna make a huge deal out of the 200. I mean it is a huge deal. Two hundred episodes is a lot of episodes, a lot of hours of recording and editing and whatnot, but we're gonna get into some really high quality content that is brand new stuff actually. We're gonna talk about blog editing and auditing the content that you have on your website and by audit, I mean actually deleting a lot of it, stuff that's not relevant anymore and we're gonna get into that with somebody who has done it himself and has actually deleted a third of his content and as a result increased his traffic 3X over. He's tripled his traffic by deleting a third of his content and it isn't just, you'll hear all about it next week. It's a great episode. Actually I heard this person speak. He's actually in master mind group with me. I was there to record him give his presentation at FinCon last year and the content was so good that I had to have him come on the show and share it. Todd Tressider from FinancialMentor.com is gonna be on the show next week on episode 200 and again I'm not gonna do this huge big deal about the episode being 200 and have like 200 guests come on and talk about the top 200 tips that I learned from 200 years of you know blogging, but we're just gonna get into some good stuff. You know, we're gonna start off the next hundred with a bang and some high quality stuff that will definitely help you out so look forward to that next week. Until then, thank you all so much. Again one more time WillItFlyBook.com.

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Thanks so much. I appreciate you. Again the Show Notes are available at SmartPassiveIncome.com/session199. I appreciate you and look forward to serving you in next week's episode. Cheers! Take care. Love you guys. Bye!

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

### **Links and Resources Mentioned in This Episode:**

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[Teachable](#)

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[RocketCode.io](#)

[Smart Passive Income Episode 138](#): Meet Team Flynn—My Trip to Columbus and a Big Decision I Need to Make by 2015

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