



SPI Podcast Session #212: Inside a Coaching Call with Pat - Redesigning USA Weightlifting

Pat: This is The Smart Passive Income Podcast with Pat Flynn, Session# 212. Wait for it. Go.

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. Now your host. He dips sour cream and onion chips in vinegar, Pat Flynn.

Pat: Hey, what's up, everybody? Thank you so much for joining me today in Session 212 of The Smart Passive Income Podcast. My name is Pat Flynn. Super stoked that you're here. Wherever you're at listening to this, thank you so much. I appreciate you. I hope you checked out the audiobook for, "Will It Fly?" If you haven't checked that out and you enjoy audiobooks and that's how you consume content, which I know a lot of you, that's how you do it, head on over to willitflybook.com. You can also go to Audible and download "Will It Fly?" there. I appreciate you. Thank you so much.

We have a great episode today. This is like [Episode 191](#). Now typically on most episodes, I do interviews with people who have some sort of big expertise or they've gone through some success story. Perhaps they've used SPI strategies and I share that. This time I'm interviewing somebody like I did in Episode 191 who hasn't necessarily gone through a success yet, but it's a coaching call. It's a coaching call with this person and myself and you get to sit in on the inside of that coaching call and kind of listen to me dissect this person's thoughts and what they can do to improve their situation, on what they want to do better.

Robert in Episode 191, he's from themusclegarage.com. You might remember that one. That one got a great response. That was my first time doing this sort of insider, over-the-shoulder look or almost fly on the wall, I guess you could say, of a coaching call. I'm letting you in on another one here. I put out a call to everybody on SPI who is wanting coaching from me because, unfortunately, I don't have the capacity to do one-on-one coaching and I want to help the most people possible. I don't get clients for one-on-one coaching or have any students in that way. However, I am willing to get people on board here on the SPI podcast, coach them through a particular situation and need that they have, and share that with everybody else so that I can help the most people as possible.



[John Filippini](#) had agreed to do that here in this episode today. John is a weightlifter and he's doing some cool stuff related to CrossFit and weightlifting and all that. It's Olympic-type stuff. We're going to get into exactly what he needs help with and my potential solution and also just the questions that I'm asking him. I want you to really consider why I'm asking these certain questions and also what would you ask instead. This was a great challenge for me. I really had a pleasure having John on the show. After the show, he actually emailed me back with some really important stuff, which I'm going to share at the other end of this interview. Again, it's not even really an interview, it's a coaching call. Here's inside another coaching call with Pat, redesigning USA Weightlifting with John Filippini. Here we go.

What's up, everybody? I'm here with John Filippini, who is on the other end, who sent an email to me after Episode 186, where if you remember, I actually had asked all of you if you have sort of a struggle or something in your business that you need help with and you'd like to be featured on the show. Not as a success story, not yet at least, but as somebody who just wants coaching and then everybody else would be there listening on the sidelines. John was one of, I don't know, 2,500 emails that came in. John, welcome to the show. Welcome to the coaching call, I guess we'll call it.

John: Awesome. Thank you so much, Pat.

Pat: Why don't you tell everybody what it is that you are doing and what it is that you need help with and we'll just dive right in and, again, like I said, everybody else will be listening in. They'll be able to chime in and help you out. I'm sure they'll want to comment in the show notes and I'll share that link with everybody later. Just for those of you listening, just sit back and think about how you might give John advice or maybe you have some of the similar struggles that he might be having. John, fire away. I'm here for you, bud.

John: Sure. Yeah, ditto on that. Anybody that has suggestions, as you'll hear, I live in the world of coaching and so I do my best to be coachable when I know I'm not necessarily in my own element. With that, my own element is that I work with USA Weightlifting and with Tough Temple Barbell Club in Bethesda, Maryland, and Rockville, Maryland, outside Washington D.C.

For the most part, I've lived in the fitness world for a long time. I started just for my own health and fitness and training. I started with CrossFit back in the very beginning of 2007, which is before a lot of people on the East Coast knew about it. Then about a year and a half later got really



good at endurance stuff, but not very strong. I didn't really have a base to work off of. That was my first thing.

I got into Olympic weightlifting very soon thereafter. The sport is actually called weightlifting, but it's the particular movements that get competed in the Olympics as the end goal. I started training that in 2008 and started dabbling in coaching part-time in 2009. By 2011, I found that it was kind of my calling and I actually moved full-time as a coach around the Baltimore and D.C. area. I've been coaching ever since then and now I'm in a position to be the head coach of the Barbell Club that I started partnership with Tough Temple CrossFit and we have two locations, like I said. We're kind of looking to take that and a couple of other programs to the next level.

On the side, I also am a coaching certification instructor for USA Weightlifting, both the Level 1 and Level 2, and do a little bit of remote coaching on the side. Have instructed some competitions, led them and organized them and everything like that. I've had a lot of dabbling things and I think the most recent fun thing I've done lately is that I got to be the primary, one of the two announcers for the IWF World Championships.

Pat: That's awesome. Nice job.

John: That was an amazing time. It turned out to be a lot more than I expected and about four days in, they started putting me on a lot of drugs as I managed to pull a vocal chord, actually, when I was announcing a world record attempt.

Pat: Oh, man.

John: You get excited with these things when this is your world and you get that opportunity. It was actually my first international assignment I got, so that was pretty cool.

Pat: That's awesome. Weightlifting is your passion. You found your calling. That's great. That's further than a lot of people who are still kind of searching for that. Before we go into some of the struggles that you're going through and what I can help you with, how did you know that was your calling? What was it that was internal for you that made that happen?

John: I think that a lot of it was when I introduced myself with the coaching certifications, there's a lot of people from a lot of different backgrounds.



There's football coaches. There's a lot of people that are, for a lack of a better term, they're the lovable people that even self-identify occasionally as "meatheads". There's a lot of CrossFitters, there's a lot of people that are just analytically-minded and learning more about how the body works. There's all sorts of different people.

How I fit into it was that I was really weak and I found a club in Baltimore that was willing to, as part of Leo Totten's East Coast Gold, and I trained with them for a summer and they basically said they would coach me for free. At the time, it was a very unknown sport with CrossFit being so quiet. They said they would train me for free for a summer, but I would have to do one competition as like they're feeling like they could give back to the sport by helping somebody participating in it and I did absolutely pitifully. I will not even say my lift numbers here. Somebody that is a member of USA Weightlifting could easily look that up on the database, but I did really terribly and most of my ladies that I coach now outlift those positions.

At the same time, the community really drew me in and it really brought me to the fact that it didn't matter if I was new or experienced. It didn't matter if I was competing with you or not. Everybody always rallied around. There is the competition platform, there's the person who's up now, and they step up, and everybody backs them. That level of community and support to even see again if people are vying for medals even at the national stage. I made the new world record or national record, or whatever it is, and then the next person right behind me is trying to beat me, and that person will still cheer the other person on. They want to know that they gave their all and they also want to see that you give your all and let the best person win. I think that that's a community aspect that is really beautiful and then the lifts themselves became almost more of an art form for me, more than just getting strong. It's always been more than that for me.

Pat: Nice, nice. The reason I ask that question, for everybody listening, is because I want to know what makes you, John, tick. I can already tell some of what makes you excited about why you're in this world. You talked about community and it's an art form to you. Then you told a great story about how it kind of made an impact on you when you got started. That's all great information to know because now I know why you love what you do. How can I help you? What are you struggling with? What's next and what can I do to help you with that?

John: I kind of let in on the secret that you had reached out to me and actually responded to my email which, again, I feel very lucky on that. I let that in



with the other two managers at Tough Temple, the person who manages the CrossFit program, manages the Barbell Club program. I have my things that I want to do within that environment, but all of us are in very much the same place, that we're attempting to grow the CrossFit program, the Barbell Club program, our corrective exercise, personal training program, build all of those and really figure out how to reach a wider audience. We have a lot of ideas, but it feels like how to pick which ones first is very, very difficult.

Pat: Okay, so other ideas for expansion. This is, for example, taking the physical space and actually making other physical spaces or have you thought about going online? What are some of these other ideas that you've come up with?

John: Sure. I think that most of what, we're talking about is the fact that we already have two spaces. We've had feelers out for up to one to three other spaces at times, but we're trying to make sure we continue growing the pool of athletes that are coming in the door, and the people who know about us, and growing the brand because we very much want to espouse this mindset that, for me, every single piece of the programs we offer are about something as an idea that we don't think is out there.

With weightlifting, I think of the snatches. One of the exercises that we compete in that requires all of these physical attributes beyond just strength. To me, being able to do a moderate body weight snatch is something that indicates in many different ways that you are healthy. If you want to compete and you want to watch the people that are competitors and be inspired by that, that's cool, and I'll be there for you, too, but the fact that I want this to be something that has a broad, wide base, that's how the sport as a whole changes. That's how the development of high-level talent comes about by having a culture around the sport.

I think the head coach of the CrossFit program, John Weeks, feels much the same. That he writes fairly hard programming, but not impossibly hard because what he attempts to write is the thing that he's saying to them, "I believe in your ability to do this. I believe in your ability to challenge yourself and to get there within one to two years. This is programming everyone can achieve and it is harder than you think it is and, yes, you can do it, too." Then we have the corrective program to back that up.

We have this ethos and this culture and this image that we're really just trying to expand the reach of that message is the number one thing. I



think that people filling the gyms will come. The opportunity to expand to other locations will come from that. Those are directions we want to go, but yeah, expanding that message is really where we're at right now and I think the only thing I would add to that, from a personal level, is that I would love to be able to do that in a sustainable way such that... I said I've officiated at high-level competitions and I've managed competitions. I have my ideas for how the competition circuit could be run differently and I would love to also end up with the time to make that impact as well. I think that's where all the passive income ideas become very, very critical to be able to scale up and leverage one's time to make all those impacts.

Pat: Right. I mean, absolutely. The passive income, of course, comes with products and serving people in a scalable way and also not necessarily always online, but in a scalable fashion even offline. For example, events or coaching or things like that, right?

John: Yeah.

Pat: In terms of the message and growing that, I love that. Instead of just expanding for the same kinds of people, you're actually trying to introduce this to other kinds of people who may not be involved yet, who might not even believe they might be qualified to be involved yet, or have this be a part of their lives.

My question is, and I'm sure you've dealt with people before who don't feel like this is for them, what are their immediate thoughts when it comes to, "Well, this isn't for me"? Why are they saying that and how would you or your gym or anybody out there convince a person or help share this world with them? Initially, for me, I can see you going up to people and trying to expand this message. They're just like, "You know, this isn't my world. This isn't for me. I don't think I could do it." How would you address that?

John: To be fair, I think I've been a little bit, personally a little coddled on that, maybe, just because of the growth of CrossFit and this being a natural segue. A lot of times this becomes the next level for a lot of people who do CrossFit. I think if I start with that as the easy low-hanging thing, that when I talk to CrossFitters, some of them will say, "This isn't for me and I have other goals and I want to be able to do all these other things as well." Oftentimes my response is that the body of awareness and the actual self-control and the scale and the speed carries over to almost any other athletic endeavor.



Especially, obviously CrossFit is a big piece of their sport, but that's also why football players, lacrosse players, soccer players, et cetera, et cetera, even endurance athletes, like one of the other coaches at the gym is a cyclist and he intentionally uses a certain amount of this in his training to make sure that he can do the hills in the middle of his long rides and things like that.

I think that it's the fact that if you're going to spend the time on strength work, I think that it's important to make sure that it is comprehensive to the entire body, that it requires a lot of coordination. The fact that oftentimes, if you go way back, one of the other things that we mentioned is that we just had a completely obscene amount of snow come through this area recently. Of course it's now 60° again because weather being what it is, but we had an extremely intense amount of snow here and one of the things that everybody was putting jokes around of "lift with your knees and not with your back," and I'm like, "Well, why don't you come in and learn how to do that?" That it can apply to all the rest of your world. That weightlifting and strength, the technique side of things is the technique of how you should operate in your daily life.

Pat: Right, so what comes to mind here is that ... and you mentioned a little bit yourself. You mentioned the CrossFitters, the cyclists. What's really interesting, when you want to share a message, the message has to be delivered in different ways to different people. Know what I mean?

John: Yeah.

Pat: They're going to respond in different ways. They have their own language, if you will. What I would do is if you're really trying to make sort of a moment, it feels like you're trying to do here, is I would pick and target one particular space that you know that you could enter and get into. Maybe you have connections there or relationships or a network there already, whether it be cycling or maybe CrossFit specifically. You talk to the more higher-ups there. Maybe it's, I'm just thinking out loud here, all the marathon runners that are kind of coming out of nowhere now because all these races are coming available. You target them and you try to give them something that will help them. Again, the message is going to be the same for all those people because they have the same goal. Then you start with one and you can deliver that same message to another group of people in a different way.

In terms of delivering that message to that group of people, it can be done in many different ways. If you wanted to do it in the online world, which is of course where I come from, which is why this is a great



challenge for me to talk to you about this, it could be webinars and things like that. Really getting registrants, getting an email list built for that specific niche only and that way you could serve them, you can connect in with the right people and you can drill this message in their head about what it is that they can do that maybe they didn't believe that they could do before.

If you wanted to go offline, maybe it's some sort of an event. Again, it's all around one particular sub-niche within this bigger, larger, and more strength-training kind of niche. How does that resonate with you when I say that?

John: It's interesting because when you say that, obviously it reminds me that it's not a bad thing that I'm starting with being able to resonate with other people that are interested in CrossFit and make us and this location more than. One of the things that comes up, oftentimes, is that there's a lot of CrossFit gyms these days and how does one choose between them? I think that a lot of gyms are starting to try putting barbell clubs on their websites as an added bonus, as another feature that once you're in these four walls, you have this to choose from as well.

I think that many of those programs are something that's a skill class once a week or it's something that's not at the level of a comprehensive program the way that I run things here. There are people that all they do is Barbell Club here. There are people that all they do is Barbell Club and they compete. There are also other people that all they do is Barbell Club and then no intention of ever competing. They love the work I do with them because their posture is getting better. Even as basic as that.

I think that it's interesting to me that you're saying there's nothing wrong with me focusing exclusively on CrossFitters. As you said, all of the things you were saying before, it reminded me that I haven't been able to think about what the second market really would be, but immediately as you were saying the races and whatever, Spartan Race and Tough Mudder, those are a solid number two unless anybody reaches out and wants to connect on that, but I think that it's a solid number two, that that would be right behind CrossFitters and next in line.

I think that the events in-house are certainly solid and I've ran a couple of those before and it helped me get started. I think the gym as a whole, we are starting to build what we call our, "Movement Mastery Series". That those are specific clinics that if you're a member, it's an added bonus. If you're a full-time membership, if you're part-time, it's very cheap. If you're an outsider, it's a certain normal price. It certainly is still kept low-



cost because it brings in lots and lots of people wanting to learn something. That's something. It reminds me that, yes, we should be focusing on that, but the webinar one is actually a little bit interesting to me because I feel like the webinar thing has been confusing to me.

Pat: In what way?

John: I'm not necessarily sure, in a real sense, where to come up with the audience or gathering. I listen to your podcast all the time and similar ones like it and people seem to repeat methodologies, but for some reason I feel like there's a missing link in there.

I've thought about other content pieces that I've run and that we're, honestly, one piece, this call is already extremely helpful to me because it got me on the same page with the other two managers. I used to run with a friend of mine that moved away, another weightlifting coach. I used to run a YouTube channel called, "First Attempt Weightlifting," that was people would give us video submissions of a lift they did. There's so much technique. We would break down together piece by piece and make a five-minute video and we did that five times a week for several weeks.

I've wanted to reboot that and then the two of them very much were on board of, "Oh, yeah. If that's something that we think can have a high-impact, let's do that." It did get traction. Similarly, we're talking about doing blogging and things like that. I didn't even know that one of the other founders had the dream of doing a podcast. He wanted to call it, "Temple Talk," which is a great name for the gym being Tough Temple. I think that he had a lot of good ideas that he wanted to be able to cover in that, but those things, they feel very passive. They're not passive. They're extremely active.

Pat: Yeah, that's what I was going to say.

John: Because you're constantly putting content. They're extremely active because of doing content, but as far as gathering viewers or listeners, it feels like it kind of just happens as you go.

Pat: Right. You're building the brand. You're expanding the reach and the nice thing about content like that is as you're putting it out there, it stays there. It's not like a Periscope, for example, where once you do it, it's kind of done and then within 24 hours it's gone and useless now unless you save it.



Yeah, this is a great way that you can expand your brand and through the content. I love the idea of having people submit their attempts and then having you break them down. This is something that you could actually do ahead of time, similar to what I do on "Ask Pat," for example. I collect questions ahead of time and then I share those questions and then share my answers. You could even do this on something like a YouTube channel, for example. The reason why I like a webinar is because the email address. You get to collect the registrant's email address beforehand you can keep in constant contact with them down the road.

John: Yeah, the question I have about the webinar piece is that everything else feels like, yeah, you have a steady flow of social media going out, marketed out through Facebook, whatever, what have you. People will hear about it over time and then subscribe and then continue to follow you.

The webinar, I feel like I ought to have a very large population watching the first webinar and I feel like it's a struggle for me to wrap my brain around how I would get there. Does that make sense?

Pat: Yeah, absolutely. How do you grow the audience for a webinar when not that many people might know these webinars exist yet? Well, there's a number of different ways to do it. You could do, for instance, paid advertising. You could make a big deal out of it. Make it an event that people in person, in your studio, and online who know you already through social or whatever, they know that this thing is coming up and you make a big deal out of it. It's an event. It's just the same way that you would treat it as it was an event.

The cool thing is the first one doesn't need to be that big. I mean, you're using it as a test, really, to see what it's like, how it works, and honestly, if there's not that many people on it, it might be better because you're just fine-tuning it and checking it out. Then you're working with those people who are in that webinar, even if it's like ten people. I know that doesn't sound like much. It doesn't sound very attractive to do that, but you could get some amazing feedback from those ten people on what it is they liked about it. You could incorporate that into the next one or even if you stopped doing the webinars, incorporating what they liked about that into anything else that you do.

You could see what this sort of presenting online live situation might be like. Plus, you can record those and you can use them in your YouTube channel, in your blog post. You could rip out the audio and turn those into transcriptions or blog posts. There's a lot of ways to repurpose that



content. Again, maximize sort of the strength that comes out of that one hour or however long you want to do it.

Again, just an idea. Doesn't necessarily mean that you have to do that, but it was just something, a way for you to share things, demonstrate, and to build a relationship live with people, and have that interaction. That's the other cool part about the webinars. You can interact with people while you're there.

You had mentioned something earlier about people in your space who know the message and branding and I feel like that's where a lot of the sharing of this message is going to come from. It's not necessarily from you, but how you move your people. The people who also are in tune with this brand and this message and the mission, really get them fired up about helping to spread the word, too. Sort of become missionaries, if you will.

There's a number of different ways you can do that. You can do it through just the good of their own heart and that way. That works very well. Especially for brands that people love. They love to share stuff that they love, right? There's also incentives. For example, referrals or, not necessarily affiliates in this case, but whenever you bring somebody else and tell them about them about the message, you bring them onto a webinar or you bring them onto the studio, like they get something else in return.

Then there's also, you can create missionaries, if you will, and give them a little bit more in terms of certifications. There's a lot of bigger companies and agencies now, for example, that I know of who are actually doing certifications where they get people under them certified to help spread the message and help share that knowledge with even more people and it becomes more professional, it becomes more legit in that way. They just have more reach that way, too, because when somebody get certified for something, as you know because you're certified, you own that and you feel like you have a job to make sure you incorporate that knowledge into whatever it is that you do with it or whoever it is that you speak to. Does that all make sense?

John: It does. The referral system, you expanded it a little bit. The referral system isn't just, oh, you bring a new member into the gym, it's xyz. There could be other levels of bonuses that make sense for bringing people to online events and things like that. I think that that's a smart idea as well. I hadn't considered breaking that down that far. That's a really good idea.



Your idea of the certification thing makes me a little bit nervous because I almost don't feel like I'm ready for that on the one hand. Also because, full disclosure, I would be theoretically in violation of my contract with USA Weightlifting-

Pat: Okay, no, that's good to know.

John: To teach for them because I do teach coaching certifications for them. I can do my own athlete clinics, but I couldn't actually certify other coaches, for example.

Pat: Could you make up a certification? Like your own, "Hey, this is the Strength Mission Certification," where you teach people these principles, these thoughts, these mindsets that come along with this? You aren't training people with what you were trained with. You're creating your own thing. This is, again, what these agencies are doing is they're creating their own training program. They're creating their own certifications. They're making it up, but it becomes real when you do that. It becomes real to the person on the other end who gets certified.

John: Okay.

Pat: Just a thought.

John: I'll mull it over. That one's a little bit of a stretch for me. I'm trying to wrap my brain around it. It doesn't mean it's wrong. I'm just not sure how to incorporate it.

Pat: What's weird about that for you? Let's unpack that. It's different, right?

John: Yeah, I started to think about what am I certifying people in? I think about, therefore, what am I qualified in? What do I think that I'm capable of and could teach others to do? I feel like there is teaching others as athletes, but I feel like that's an odd thing to call a certification. There's teaching others to be coaches, which I certainly am, I have a background in, but again, I have another obligation there.

Then beyond that, the only other thing I could think of, honestly, is competitions directors, which is the whole other side of my own personal passion that to some degree I want to be able to attack with fervor, but I feel like I'm not sure I'm capable of doing that while building the coaching business as it is now. Which would be a whole different discussion of how I get there.



Pat: Right, right. Cool. That sounds like it's something that's really important to you.

John: Yeah. That could be an entire other discussion.

Pat: Another call.

John: An entire other call on how I think that USA Weightlifting, what I think they are doing right and what I think could be done better and how we could better capitalize on the scale of interest that exists right now in a way that's better than we are. Most of that boils down to me wanting to pay attention more to the grassroots field, which lines up with how I coach as well.

Pat: Are you allowed to share that information? Just for example, you write a post on [Medium.com](https://medium.com), which is a very widely-seen network of people who write amazing articles about all different kinds of topics. This is something where if you really want to start this discussion, you can do that. Anybody has the power to do that. I feel like with your accolades and where you're at in the industry already, just even sharing these thoughts could start that conversation and really start this movement in ways that maybe you wouldn't even dream of.

John: Yeah, and I could. When it comes to that side of things, I have pretty close to an entire other business model already in my head and two people that want to help me build it.

Pat: That's good.

John: It's feel like having the time, having other things being able to operate without needing that much of my time.

Pat: Let's talk about that. What takes up most of your time right now?

John: What takes up a lot of my time right now is basically coaching and dealing with kind of the admin side of coaching and following up with new leads. I'm not sure how that is going to change in the next week or so. We typically do a discounted first month that includes a fundamentals program for you to get onboarded properly with our culture, with our skills and communication style and all the rest. Then you get to try the regular classes before committing to a monthly membership. Because that's already a monthly discount, we've actually taken that discount and we've



applied it through Groupon. It's been successful with CrossFit before. I just set that up with Barbell Club yesterday. Finalized it.

It will get launched tomorrow and so I will see if that platform helps with getting kind of sheer numbers through the door and see how that grows. That might change my whole avenue of time availability in the short-term, but I think for good reasons. I think I've been attempting to bring onboard other coaches that can manage the individual class time, that I'd love to be in a place to be able to do a real longer-term mentorship capacity with.

Pat: That's what I was going ... yep. I think that's a good idea.

John: One of the things that's been difficult is the first people I brought on board were all from within my own membership. I'm super happy with all of them. They are all utterly fantastic and they all, in one form or another, have other jobs. It means that occasionally one gentleman was super reliable in the evening classes and then got other obligations put on him at work and he is no longer as available. I applaud him for the fact that he's doing well at work and that is his first priority. It has helped to some degree, but taking that next leap of bringing onboard, I guess, more full-time mentee coaches is also a difficult leap for me to be able to make.

Pat: Does it have to be a coach that does a lot of the admin work?

John: I have definitely been looking into that and part of it's the fact that one of my ... that's been something she's done on the side, is to take on some of those duties for me. I think that in my opinion, and I've told her as much as that, in the long run, and this is not to say anything wrong or bad about admin duties, but to some degree, a large percentage of them, if somebody's true calling and true skill and talent is coaching, I want them coaching more. I would prefer them to not be bogged down by all that extra work. It will be better for their quality of life and better for the quality of service they can provide.

I've had that in mind, but again, I feel like I'm in this catch-22 where the business is functioning and perhaps that will be the first thing I do after this Groupon thing takes hold, hopefully, fingers crossed, but perhaps that will be the first thing I do is look to whether it be a part-time assistant or a VA or something on that order to take care of a chunk of those duties.

Pat: Yeah, I mean, I honestly feel like you have some amazing things to contribute to other people's lives that you can't be bogged down in the admin stuff. That would definitely be my first priority, for sure. You have



to try to get to a place where you're doing the stuff that only you can do and to help you that, it might be smart within the next week, although the next week might be crazy. I hope the sell goes very well for you. Keep track of everything that you do. Write down in a week all the admin stuff that has to be done and you're going to see when you write those things down, this always happens when you write these things, you're going to be like, "Whoa. I do all of that?" Then you can start, "Nope. Don't need to do that. Don't need to do that. Well, this one requires me. Nope, not that, not that, not that." With each of those things, they can each, eventually over time, you can create what's called an SOP or a standard operating procedure where it becomes-

John: Right.

Pat: You know this, a checklist of the steps to do those things that anybody can do because those instructions are right there. That will open up a ton of time. It doesn't happen overnight. Trust me. It took me four years to figure out how to work with other people. John, you're probably ahead of me in that room because you're already looking. It's amazing how much it opens up other time for other things. For me, it's not just build new businesses and stuff, but it's to spend more time with my family and whatnot. For you, you have these other passions, these other great big-deal things that you want to move on. This will help you inch your way there. Then eventually yard your way there and 100-yard your way there. That was a dumb analogy, but you know what I mean. It will get you there.

John: No worries. We actually already, myself and the manager of the Correct X program, which is for people that are not feeling ready for barbell, for CrossFit, if they've got an injury or something. I'm going to say I tend to be head-in-the-clouds, too, big picture, to be able to get moving on one thing at a time. He is the complete opposite and we balance each other out very well.

Pat: Perfect.

John: I think that he and I have started just a handful times something with how we do billing, something with how we enter in a new product in the system, or do retail for our apparel or something like that. All we do is we sit down, I don't know how to do these things, but he does, and we sit down and we record, do a screencast of him talking to me about those things. I think that trying to have those, at least, as a starting point to hand people and maybe the first job is turning them into documents, but I guess my question with that is taking that to the next level, how do you



know you're ready to actually bring somebody onboard to do that? How do you know that you're organized enough to be able to teach someone? How do you know that that step is the one to take? I don't know a simpler way to say that.

Pat: That's a great question. No, how do you know that you're ready to hand off stuff? I think that you have to internally commit to the fact that you're doing stuff that you shouldn't be doing. That's how you know it's time. When you can see, and again, that's why I recommend writing this down.

John: Oh, I think you misunderstand me, though. I love that point as well, but I understand that one already. If I can paraphrase what I think you were just saying is that when you can emotionally get real with the fact that this is work that is less necessary for me to do than something else, that when me being in the room coaching is more important than me doing admin work, when me mentoring new coaches is more important than me being in the room coaching, that when I can get real with that, then it's time to hand that thing off.

Pat: Right. I might have misunderstood your question. Can you rephrase then?

John: If we're talking admin work, I guess I'm more thinking from a consideration of the other person or consideration of not wanting bringing that person on board to be a complete train wreck. That I want to make sure that I have myself organized enough to teach someone else. That on those sorts of fronts, I feel very good about being able to mentor someone as a coach. I feel very good about coaching in myself. All of those things. I don't necessarily feel so organized on the admin stuff. I'm trying to do the video thing at first, but how do you know that you've got enough materials or enough of a sound, organized house for somebody else to walk into?

Pat: Right. You don't until you try, honestly. Plus, there are amazing admins out there and people out there who will help you through that process, too, and if that's part of the job description, "Hey, you're going to help me do these things, plus you're going to help me organize and streamline these processes." It sounds almost like there's an operations manager or somebody who comes onboard specifically for that could be very useful, too, who might not get down into the nitty gritty, but get into the operations, and making sure that all those things are kind of flowing nicely. That's kind of next level, I guess you could say.

Really, start small is what I would recommend. Just try with one thing and just see how it works out. It could be part-time, just not even very many



hours. It could be even contracted out just for a little bit, just to see what that's like and see if it's at a point where you're comfortable handing off to somebody on a more part-time or full-time basis. Thank you for clarifying that question.

John: Sensible answer to that. That was a sensible answer. Just do a little at a time.

Pat: Yes, that's always a good approach to some of these things where we're kind of not sure how it's going to work out. A little bit at a time, similar to validation. Sample it with a small group of people in your audience before you go full-scale. John, I wish we could talk for hours because this is really interesting. This is a new world to me and a great challenge for me. I want to thank you for allowing me to pick your brain and vice versa, too, because this is something I think a lot of people are going to get a lot out of. I don't know if this was amazingly useful for you. I'd love to know your thoughts on it, but at least it got the discussions going and I think there's going to be somebody in the audience, or a lot of people even, who have even more to say. I recommend everybody go and comment on the show notes.

The last time this happened, Robert, who was on talking about muscle cars, the audience just blew everybody away. It was great advice. This isn't just a one episode and then run kind of thing. This is a let's get the community involved and everybody can learn from each other, too. John, this is awesome. Do you want to give a shout out or any links or maybe a Twitter handle or whatever to share more about you and where people can find you?

John: Sure. Yeah, basically you can find me, I'm most active actually on Facebook. Again, John Filippini, and that's probably the best thing to link to me for people to connect. I tend to be really active, especially if anybody is a weightlifting aficionado, I'm really active on the Weightlifting Friends Community Group on Facebook, as far as giving people advice and things like that. I'm pretty sure based on the conversation I just had with them that if people want to check out, we're going to try getting that Temple Talk podcast and The First Attempt Weightlifting YouTube videos both active again. Other than that, I just really hope that this was helpful to the rest of the community. Sometimes you have phenomenal guests and it's really amazing. I think that you're all sharing from people that are truly experts and even when sometimes you brought on your friend that did the muscle cars, it was a fantastic episode and to some degree it felt like he still already had a handle on it. I'm hoping that if anybody's out there that kind of feels that early-stage overwhelm, that I could be kind of



the guinea pig getting through the early stages of coaching and getting those simple lessons of some of the things you said, I've heard them a million times, but maybe never quite that way and there's definitely some things that I want to act on coming up.

Pat: Cool. Thanks, John. I appreciate it. One thing I want to do with these episodes is follow-up. Maybe, I don't know how many months or years down the road. It will be interesting to hear where you're now and where you go, so we'll all be watching and paying attention. Best of luck with everything.

John: Absolutely. I will be totally in trouble if I don't mention the fact that, of course, the website for the gym is ToughTempleCrossFit.com. That is the major domain for both the CrossFit, Barbell, and Correct X program. Other than that, I did actually want to throw one thing down because I actually just started doing this today. I have a 45-minute commute because I still live in Baltimore. I have just found about [Anchor](#) through The #AskGaryVee Show. That is pretty cool because typically I listen to the podcasts and I've been recording voice memos just to keep notes for my own processing of the information that you guys and Gary and a bunch of other people do, so I actually intend to use Anchor to start putting out my thoughts on a bunch of that, so if anybody wants to join the conversation on that, it's jfilippini on Anchor. That was the last thing. Be throwing out as much shout outs to you as I can as well as all the rest of the podcasts I listen to. Thanks again for all the time and for helping me go to the next step.

Pat: Thanks, John. Hey, man, that's what we're here for. Take care and best of luck.

John: All right, take care.

Pat: All right, I hope you enjoyed listening in on that coaching call. I wanted to give you an update because a few weeks later, John emailed me back and I'm going to read parts of this email to you to share kind of what happened. His subject line was, "Coaching Call Update," so I was obviously very curious what he was going to say. This is what he said.

He said, "Hey, Pat. I just thought I'd give you a head up that I think our coaching call a couple of weeks back was truly very helpful. I'd say one of the biggest things I took away was that while I and the team around me really do know how to speak to our community, both in terms of message and medium, we just don't have the systems in place to execute on that at scale. The other managers and I have been digging in deep the last



two weeks to formulate a job description for a sales and marketing admin that will help us to be able to leverage our expertise better. We're all excited because we were, and still are, very nervous about taking this step, but we're now seeing how much good could come of it and, two, that it really is important for us to lay this foundational infrastructure so we can get out of our current rat race. Not for a reward for somehow already gotten out of it by continuing to do what we've already done. In many ways, that call was just the focal point and the push we needed to galvanize us all around what it takes to raise our game to the next level. Thanks again for everything, Pat, and please let me know if there's anything we can do for you."

That's awesome. John, thank you so much for that update and I'm happy to share that here with everybody because we didn't necessarily nail down a call to action or a plan right after this call, but these ideas, these coaching calls, they can become very beneficial because they get your gears going. They get you thinking about these things that you're going through.

If possible, I would recommend if you are at any point struggling in your business to go out and get help, get coaching, hire people, that you know will help you or connect with the right people and mastermind groups, having another person's view, even though they might not necessarily give you the next steps, can be quite vital in helping you think in and around the situation so that you can get to that next level.

John, thank you so much for being vulnerable, putting yourself out there, and I wish you all the best of luck. I'm sure we're all going to be curious about what happens next. If you have the time, keep updating me and I'll updating everybody else, too, sort of Shark Tank style, where are they now type of thing. Thank you so much for that.

Everybody else out there, thank you so much for listening in. I really appreciate you. You can get the show notes and links at the resources mentioned in this particular episode at smartpassiveincome.com/session212. Again, it's smartpassiveincome.com/session212.

I also want to thank today's sponsor, which is 99designs.com, an awesome site you can go to get any sort of design stuff done for your business or really anything else. I've used them many times in the past for logos, for T-shirt designs, for an insignia for my son's soccer team, for website designs, landing pages, eBook covers. There's a lot of things you can do with the resources that you can get at 99designs.com. It's really



easy to use. All you do is put a description of the kind of thing that you want and then in just a couple days you're going to see that there are dozens of different designers around the world competing for your favorite design. You get to pick the one that you like best and take home something you love. If you don't see anything you love, you can get your money back, no problem.

What's cool is you can get it all done in seven days. Quick turn around, very economical. Pretty fun, also, at the same time. If you want to check it out and get \$99 that you can put toward your next design project, just go to 99designs.com/spi. Again, that's 99designs.com/spi.

Thank you guys so much. I appreciate you. I look forward to serving you in the next week's episode. Until then, thank you again so much for all of you have supported my new book, "Will It Fly?" Again, the audiobook is available right now on Amazon, through Audible, at WillItFlyBook.com. Or if you're up on Audible already, you can check it out there. That's it. Thank you guys so much. I appreciate you and your support and I'll see you next week. Cheers.

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

Links and Resources Mentioned in This Episode:

JohnFilippini.com

[John Filippini](#) on Facebook

ToughTempleCrossFit.com

jfilippini on [Anchor](#)

[Medium](#)

WillItFlyBook.com

[Smart Passive Income Podcast Session 191](#): When a Product Launch Doesn't Go as Planned: Inside a Coaching Call with Pat and Robert Kibbe

Today's Sponsor:

99Designs.com