



**Smart Passive Income Podcast Session #217:  
Brik Book and How Brett Miller Quit His 6-Figure Job to Build Legos**

Pat: This is the Smart Passive Income podcast with Pat Flynn, Session #217. Let go.

Announcer: Welcome to the Smart Passive Income podcast, where it's working hard now so you can sit back and reap the benefits later. Now your host, he always shares the second Twix bar, Pat Flynn.

Pat: Hey, what's up, everybody? Pat Flynn here. Thank you so much for joining me again today in another episode of the Smart Passive Income podcast. I'm really excited because today, I'm interviewing somebody, a co-founder of a company called Brik Book, which I'm really excited about. I have a 6-year old son. He's totally into LEGOs and this is a great idea. This LEGO-compatible MacBook case was Vanity Fair's "Ultimate Gift of 2015," was mentioned as one of Oprah's "Favorite Things," which as you probably know is a huge deal.

We're going to talk about all about the growth and the origin story of Brik Book and how Brett Miller, who we are speaking with today, quit his well-paying, six-figure job to really go full-time with this, and how the company has been able to expand horizontally out of just building Brik Books and LEGO-compatible MacBook cases. If you check it out at [BrikBook.com](http://BrikBook.com), you'll see what this looks like and you'll see just how great of an idea this is. Without further ado, here's Brett Miller, again, from brikbook.com. Here we go.

Hey, what's up, everybody? I'm so happy to welcome Brett Miller on the show today, who is doing some awesome stuff. He ran a very successful [Kickstarter](http://Kickstarter) campaign, doing some really cool things. He's going to reveal a lot about this entire process that he's gone through. First of all, Brett, just thank you for coming on the show. Welcome.

Brett: Hey, thanks, Pat. It's great to be here.

Pat: You sent me an email, which is what really prompted me to reach out to you and schedule this interview. The subject line for the email was, "I quit my \$100k job to build LEGOs. Thanks." There's a lot in that already. You quit your high-paying job and now you're building LEGOs. I think people want to know what the heck happened and how did this all start. I'll just kind of let you take us through that journey.



Brett: We launched the Kickstarter campaign last year. It was sort of prompted by my co-creator and his girlfriend had just gotten done doing this LEGO design and then they were watching some TV and playing on their MacBooks. The idea was sort of if you see that design, I'm the only one who's really going to see that, but what if you could take those designs, especially the flatter designs, and put them on the back of a MacBook? That way, everyone, every time you go to a coffee shop, the office, anywhere that that thing's open, it's basically this blank canvas waiting for things to be created and inspiring people.

We took a face plate and we went to a local place to get it cut around and made a prototype. Then I took it home for Christmas last year and I was getting comments like crazy. You take it through airport security, people are like, "Is that a LEGO MacBook case? Where'd you get that?" We knew we were on to something.

Then when I came back, we put a video together and did some research on Kickstarter campaigns and our goal was if we could sell \$30,000 worth of these things on Kickstarter within 30 days, it would help us pay for the molds to actually get them built and it would validate the idea. We ended up hitting that goal in about 6 days and by the end of the 30 days, we had sold around \$92,000 worth of Brik Books.

Pat: That's awesome. Were you always kind of an entrepreneur at heart and wanted to do stuff like this before?

Brett: Yeah, absolutely. The guy that I co-founded Brik Book with, we actually had a few startups in the past and then after we sold the last one, he went to go work for Facebook and I went to work for a business information company because we needed more experience at sort of that mid- to large-growth stage. We didn't have an idea at the time that we were super passionate about. All the entrepreneurs out here, I'm sure you know this, you go through such an emotional roller coaster during the whole process, that if you're not 100% head over heels in love with your idea, you're going to fizzle out.

Pat, one of the things you mentioned in [your book](#) ... By the way, if the book was around when we launched this Kickstarter campaign, we would have saved a ton of money because there's so many things packed in that book that are mistakes that we made during this process that we would not have made if it would have been around. Thank you for writing that, too, by-the-way.



Pat: Thank you for that. I want to dive into what some of those things were, but keep going.

Brett: Yeah, you have to be really, really passionate about it. If not, it's going to fizzle. One of the things you mentioned in that book is every time that you try to do a project just for money, it sort of fizzled and it didn't work. We had gone through that before. We've done these projects where we identified a great opportunity for a business, but we weren't passionate about those businesses.

Anyway, we launched this Kickstarter campaign and we hit that goal. First of all, the marketing and getting to that point in Kickstarter was the easiest part about this process because once you get into hardware and you have to learn about manufacturing and importing goods and shipping and logistics and fulfillment, that's where the real issues started that we kind of had to work through.

Pat: Okay. I actually do talk about Kickstarter in my book and I actually talk about how it's not actually a good idea to validate ideas by using a Kickstarter campaign because of some of those things like you mentioned. Because there's fulfillment and if you're just wanting to know if somebody's going to pay for this thing that you have, there's some work that needs to be done before you actually get it up going and getting crowdfunded.

Going back to the initial idea was there. Was there anything done to actually validate this idea instead of just, "Hey, people thought it was cool," and then you went forward with it. Was there anything in between there that you did to kind of make sure this was something that people really, really wanted?

Brett: That was the tricky part because when we first talked about the idea, before we even had a prototype, people are just kind of like, "Eh, you know, that sounds good. Fine. Do whatever you want." It didn't get a lot of enthusiasm. Then when we had the prototype, people are like, "Oh, that's kind of cool." You think people are really going to want to build bricks on the back of their MacBook. I was like, "Well, I do," and the riches are in the niches, as Pat Flynn says. We knew there had to be more people out there like us.

Then we did the Kickstarter video and it was actually funny because we were driving down to the warehouse on the way to Coachella a few weekends ago and listening to the audiobook. You talked about how the Kickstarter page takes a lot of work and the video is not something you



can just do overnight. My co-founder and I were laughing because that was the one thing that we actually did do in one night because I have a background in digital film and video production. Most of the time, I 100% agree, and the next campaign we're doing, the video and the page and all that stuff is going to take us weeks to put together, but we were in a rush for that one and wanted to get something out.

Pat: Why do you think this campaign went 3x over the amount of money that you wanted? Why do you think it was so successful? Kind of a second question to that is, well, when somebody goes on Kickstarter, I think there's a lot of people who know what Kickstarter is and what it could do for you. What are some things to look out for when you are creating your campaign and what worked for you guys that could work for others, too?

Brett: Press is always a big part of that. Especially getting that rolling thunder at the very beginning. A lot of people do sort of that spray-and-pray method where they go and buy a press list and then they'll just blast an email out to 100 people or 100's of people.

What I did is I actually went, and you talk about this a little bit in the book, too, but I actually went to some of the major tech blogs - Gizmodo, Wired, Engadget - and I found contributors or journalists on those blogs that write about either toys or LEGO or something related to the campaign I was running. Then once you find their name, you just do some digging and stuff on Google to get their email address. Then I sent out maybe only 6 or 8 emails and I got responses from 6 of them and 4 of them ended up, yeah, and 4 of them ended up writing articles about us, including Gizmodo and we were on the homepage of Wired as well.

Pat: To think what would have happened if you just didn't send those emails.

Brett: Yeah, it would have just probably fizzled around, you know? You have to just keep pushing at it. One other thing that helped us a lot, and this is one of the big testaments to Kickstarter, it has its flaws, which I'll talk about, but is the marketing they do for you. About 30-40% of our total backers came from Kickstarter itself. They do a really good job at promoting you to their existing audience. If anyone out there does a Kickstarter campaign, make sure to email them and ask them about becoming a staff pick because we were a Kickstarter staff pick, but that's because we reached out to them and asked them. It's amazing how much you can get in this world if you just aren't afraid to ask for things.



Pat: Yeah, it seems like this is a common theme here. Going back to those articles with Gizmodo and those other places, Wired, what did you say in those emails? What was the content in those emails?

Brett: Yeah, I believe the subject line was something, let's say the author's name was John Doe. I would write, "John Doe fan launches LEGO-compatible MacBook," or something like that. Try to hit on the things you know are going to interest them, but also personalize it. At the beginning of the email, I always mentioned a previous article they've written about because I think that that really helps sort of immediately dismiss that it could be this mass email that you've sent to 300 or 400 people.

Pat: Right.

Brett: One thing that helps, too, is that journalists really, really pay attention to their comments. Even massive journalists on their blogs. If you spend some time before you send them an email and write them some comments and just make it so your name's going to be recognizable when you send that, I think that really helps, too.

Pat: Yeah, absolutely. That's sort of relationship building 101, right? All the way back to Dale Carnegie: How to Win Friends and Influence People. Talking about getting personal with people, calling them by name is actually a whole chapter in that book, and so I think putting those principles into play here is actually, obviously, working out very well for you.

Then, kind of incredibly that all you had to ask Kickstarter and they just kind of got you to become a staff pick. I'm sure it also helps that you have a great product and it's something that they just wouldn't give staff pick to everybody, but it kind of just prompted them to check you out and actually give that to you.

Brett: Mm-hmm (affirmative). Yeah, definitely. The thing is with the product, we have this advantage that we get to kind of tap into nostalgia. There's this poster that we have that we reference every time we're making decisions on product and it's a George Bernard Shaw quote and it says that, "We don't stop playing because we grow old. We grow old because we stop playing." That's sort of like the mantra of the company is how can we build products that make it not only socially acceptable, but cool for adults to sort of express their inner child?

Pat: I like that. I like that. You said products. Does that mean there are other products in the works for things that are of that mission?



Brett: Yeah, absolutely. We have a new Kickstarter product that's going to be coming out in about 2 months, but recently one of the things we realized was our Brik Book customers really wanted to design their own pixel art. Right now, if they want to go, it's completely LEGO compatible, but if they want to go get those flat 1x1 bricks that you can put on the back of it that they won't fall off when you put them in your bag and you can take it around with you, those are really, really difficult to find. We sent an email out to our backers and this is another tool. Once you have those email addresses from your Kickstarter, get [MailChimp](#), get [SendGrid](#), get something and use them because they're already supporters. They want to give their opinion. We did a poll and found out that about 85% of our backers after we launched, changed their design up every month. We started to-

Pat: Wow.

Brett: Yeah, it was pretty eye-opening for us, so we started to sell these design kits where we would say, "Okay, here's 12 different designs. It includes a little instruction manual and all the bricks you need to create this design." The thought was that adults are busy and they don't want to have to go research and find these designs. They just want to be told what to do. Very similar to a LEGO kit in that sense. After we sent that email, we sold over \$1,000 worth of those things in a couple hours, so we knew that we were going to need to build up that side of the business as well.

Pat: I'm here on your website and there are these design kits and you can even buy individual bricks or extra bricks if you wanted to, but I think these design kits are actually really smart and there's all these ones that are designed also by, it looks like you have your own community members designing some, too, right?

Brett: Yeah, one of the things we discovered is that after we started selling the design kits, we were getting a lot of support emails saying, "Where can I get more bricks? I want to do my own designs." We started selling just the individual-colored bricks. Now those account for about 30% of our total revenue. We have a hard time keeping them in stock. They've been massively successful.

Pat, if you go to [BrikBuild.com](#), without the "C" in brick, you'll notice we actually put a builder together, too, and it's very similar to Microsoft Paint, where you can click on a brick color and select your MacBook size, design your own, and then it calculates how many bricks you'll need and you can automatically add those to your cart.



Pat: What? That's pretty awesome. Where's that website again? How do you spell that?

Brett: It's brikbuild.com.

Pat: Got it. Okay. It's a little grid here. I can pick colors and actually just create my own design. Then, when I check out, you're going to give me those exact pixel color ones and everything I need to make this design, yes?

Brett: Correct, yeah.

Pat: Wow. That's crazy. One big question that comes to mind here is in terms of the fact that it's a physical product, you have to stuff to move and inventory and whatnot. Walk us through what that's like. You even said earlier the marketing and the Kickstarter stuff, that was sort of easy compared to this world of product manufacturing and dealing with fulfillment in this sense. Can you give us a rundown of sort of what that's like, how you got to know everything you needed to know in order to do this?

Brett: Yeah, sure. Trial and error was most of it. There's a few parts where we really lucked out. A good friend of mine, his boss had a warehouse in California, which is about a 6-hour drive from where we're based up in San Francisco, but we offered to do some help for them and help marketing on their side. In exchange, we could use some of the warehouse space. If that's not available and no one in your network has that space for you, there's a lot of different opportunities for fulfillment centers that you can just have everything shipped to them and then they can do these one-offs.

Before we even had to deal with the warehouse, we had to find a manufacturer in China. One really good way to do that is go check out a bunch of different Kickstarter campaigns. A lot of Kickstarter creators are really responsive and will get back to you if you have questions about Kickstarter. I'm happy to give my email address at the end of this, too, and if you guys have questions, I can fill those for you, no problem.

Anyway, we were able to find a manufacturer and I remember Amazon, for their AWS Conference, they were actually one of our Kickstarter backers. We needed to produce 40 or 50 cases for them with the AWS logo before the conference. Well, one piece of advice I have is double everything. Double your estimated time, especially if it's your first time doing a Kickstarter project, how long it's going to take and double what



your expenses are going to be because if we did not raise triple what we aimed for, then we would have been in pretty bad trouble because we actually went over budget on that, too.

The molds are incredibly expensive and one of the things we didn't do was ship. We had them made in China, but we didn't ship MacBooks over there initially so they could do all the testing there. What was happening was they were building them there and then they would ship us the cases and then we would have to see if they fit or didn't fit. That shipping back and forth and the time we were losing during that process was pretty crazy.

We didn't have the cases, the cases didn't fit the first time. Those molds are anywhere between \$5,000 to \$15,000 a piece and we were doing 4 models. We had to have them redone, which was incredibly expensive. Make sure when you're dealing with your manufacturer that you get prototypes done first because apparently you can do that before they actually do the tooling on the steel, which is where it gets really, really expensive.

Amazon had this order for us. They shipped these cases to us right before the conference. We unbox them. We're so excited. We're at the top of the roller coaster at this point. Then we go to put bricks on the back of them and they just fall right off. We were like, "Oh crap. We have 4 days before this conference." Luckily, the people at Amazon were super cool, so what we ended up doing is going and getting a huge tub of glue and we spent the entire weekend individually gluing on bricks.

Pat: Oh my gosh. Are you serious?

Brett: 14,000 bricks or something like that, just so we could have them for the conference. You could still get the logo. Luckily, they still fit on the back of the MacBooks, but the studs weren't right and then we just put a coupon in there so they said, "We'll ship you a new one when the new ones are ready," and gave them a promo code and that's how we handled that. It was pretty intense.

Pat: That's crazy. That sounds insane, but also kind of cool. This is real-life stuff. Stuff like that happens all the time and obviously you guys have bounced back from that and are doing really well. Can you give us an idea on numbers and how you guys have grown over time? What is really attributed to more of the most recent growth after the life of Kickstarter?





Brett: Sure. One of the things, too, when you start to handle support, Kickstarter they will sort of like you get your money, it's dumped into your account, and they're kind of done with you. There's a software application we use called [ShipStation](#). After the campaign's over, that also would have saved us so many headaches than trying to do this in a spreadsheet because you can import all of it and then anytime anyone has an order adjustment, they change their address because you're delayed, you're manufacturing, you can handle it all in there so when it comes time to ship, you just click "GO". It prints off all your labels and you're done. ShipStation. Definitely got to give them a plug because they have been awesome for us.

Post the campaign, the campaign finished, it was a year ago yesterday. We started shipping in December. Since I went full-time, we have doubled our sales every month, past few months. Part of what's contributed to that is we continue to get really good press. We were featured as one of Oprah's "Favorite Things" in her magazine this month. We're starting to do deals with retail, too. Some of them you've heard of. I probably can't mention on the show, but you'll see Brik Book popping up in more places that you normally shop in the near future. That, of course, helps with the sales, too. I would recommend trying to build up your direct business as much as possible, though, because every time you go to work with retailers, they're great, but they cut into that margin and you lose a lot of flexibility in what you can do as far as pricing and promotions go.

Pat: Man, that's insane. It continues to get press. It continues to grow. What do you attribute to that. Just the fact that it's one of those great products that people tend to see and then share with their friends and things like that?

Brett: Yeah, the word of mouth is about 30% of our business right now. I remember once I was walking. There's a Walt Disney museum up in San Francisco. I was walking through it and there was a video clip of Walt and he was talking about there's one thing that all adults have in common and that's that we were all once kids. If you can kind of tap into that nostalgia, and tap into that love of building and creativity, I think it gets people talking about it.

That's really, really helped us, but we also have a pretty aggressive advertising and SEO strategy that we're putting into place, too, because the thing with press is it's great for these spikes, but it wears off, right, and you have to have something that's a little bit more sustainable in place afterwards to keep people coming to the sight, even if word of mouth is strong.



Pat: What are you doing for advertisements right now?

Brett: We're working on ads for Facebook. The cool thing about Brik Book is you can customize it to any target. If you're a Golden State Warriors fan, you can do a Golden State Warriors Brik Book design and you can target it to Golden State Warriors fans. As we continue to grow, we'll have to really be careful about licensing issues and things, I'm sure. A lot of the designs on the site right now are submitted by the community and then the community goes in and finds them and purchases the bricks. We're just trying to find our niche there a little bit.

Pat: Yeah, could you talk a little bit about the licensing thing. That was something I wanted to bring up and that is the fact that you're using LEGO stuff as a product. How does that play a role in your business? I wanted to just know about that first.

Brett: Sure, that's the probably one of our top FAQs there. LEGO, the utility patents for that sort of stud interlocking system expired in the late 80's, which is why you started to see all of the Mega Bloks, Kre-O, and all those hit the market. We try really hard to stay away from looking like we're trying to be LEGO, though. They've done such a great job.

First of all, we love LEGO. We think their brand's awesome. The company has done a remarkable job turning itself around. We are huge fans. We don't use mini figures because they still have patents on their mini figures. We don't try to position our product to look like a LEGO official product, if that makes sense.

Pat: Yeah, nothing on the website beyond the brick itself screams LEGO at me at all. The coloring, the logo that you guys have, it's completely different. Was that something that was kind of scary at first? I think that's something that would make people kind of scared to kind of go down this route.

Brett: Yeah, it was sort of always on the back of your mind. I've been involved before with a previous company with litigation and it's one of those experiences that was horrible and you lose sleep, but you realize that even if you're right, whoever has the most money for attorneys most of the time is going to win.

Pat: Yeah, it sucks.



Brett: Yeah, it's really unfortunate. The thing was we did a lot of research in patents and into some lawsuits that LEGO initiated against some other companies before and they had to do with the mini figures and stuff, so we stayed away from that. Read a few books and did our best. At some point, it's sort of like leaving your job to do your own thing. At some point, you just have to kind of like take that leap and pray and cross your fingers and keep pushing forward and not have that on the back of your mind all the time or it's really going to be a distraction.

Pat: Right. It seems like with a year into this now with Oprah checking and on all the press that you've gotten that if something was up, they probably would have told you by now.

Brett: Yeah, yeah. I would hope so, but you never know. We're just going to keep doing our thing and hope for the best. The way I kind of see it is we're selling a lot of LEGOs, too, because we have this base plate on the back of a MacBook and people can go use their existing LEGOs. Part of the reason we didn't go with our own proprietary brick size or locking system is if you're going to build a new car, a new gasoline car, you're not going to make it take orange juice or something strange. You're going to make it compatible with the fueling stations out there. In the same way, if we're going to put this case out there, we would love it if you have a huge box of bricks at home that you already can use on it. You don't have to go out and buy a bunch from us, but if you'd like to, we'd provide them, too.

Pat: That's cool. You had mentioned earlier that Kickstarter, which was the platform that you launched on, had some flaws. Can you talk a little bit about what those flaws were, what people could and should look out for if they're going to get on that platform?

Brett: Sure. The first one is definitely get the support in order as far as have a system in the backend because people are going to move, I guarantee it. People are going to want to change. If you offer multiple products, they'll want a different color and they'll change their mind and you need to support it. Don't put it in a Google spreadsheet. Find a good piece of software to import it and do it correctly at the beginning and you'll save yourself a lot of hassle later on.

The other thing is shipping. We offered international and domestic shipping. I recommend offering international if you can because it was about 50% of our orders came internationally, but we were using USPS, United States Postal Service, for our international orders because they're the least expensive. I would highly recommend anyone who's doing international shipping, get a contract with DHL upfront. It's going to be a



little bit more expensive, but you are going to save yourself so much time and aggravation from people's packages not arriving, people's packages arriving 60 days or longer after you ship it, and then you free shipped another one. It's just a much, much better experience. That's something we only did about 3 weeks ago and it's something I wish we would have done from the beginning.

Pat: That's crazy. I know because I've tried to ship stuff internationally before and it's sort of you just hope for the best sometimes. DHL would be the one to go to.

Brett: Yeah, USPS has been great domestically. They're fine. We also use UPS and they're fine, but don't USPS and then try to get the cheapest option and expect it to end up in Taiwan next week because it's just not going to happen.

Pat: That's awesome. Can you go over some more numbers here in terms of costs and these are things that I think we should all know if we're going to get into product manufacturing? When you got this manufacturer, are you working out a deal with those in China to get it at a certain price or how does that all work and then in terms of discovering what price you should be selling it at, how did you determine that?

Brett: That's a great question. First, in China, there's two costs. There's the cost of the tooling, which is getting that steel and the mold made, and there's the cost per unit. Make sure to negotiate the cost-per-unit up front with the tooling, because it gets very easy to just be like, "Okay, we'll worry about that later." You can often renegotiate after your first batch comes in because the tooling's already done and then the cost-per-unit becomes a much more easy point.

We've had a lot of warnings, and we love our manufacturer, but we've had a lot of warnings from other manufacturers that have taken the tooling and then sold the products on the Chinese market or elsewhere. That can be a real threat. One of the great pieces of advice I've heard to sort of counteract that is make sure in the tooling itself, your logo or some sort of imprint is part of the product, part of the tooling, and not just the sticker that goes on later. That way, if they want to use the same tooling, it will have your indent, it will have your mark on it, and they won't be able to claim that they didn't. I thought that was kind of cool.

Pat: How are you communicating with those overseas?



Brett: I use Skype primarily. If your product is something that's really sensitive, I would highly recommend going over to China and spending a couple weeks and working with them one-on-one. Luckily for us, we were able to just ship MacBooks and they could just click them on and do all that testing there. I still plan on going over there and meeting them because I think it's a great thing to do culturally, too.

One of the things Tim Ferriss mentions in his book and you've mentioned it several times, Pat, as an entrepreneur, finding ways to outsource your work in the Philippines and India, and build real relationships with them, has been a game changer in every business I've done since I've read that book. It seems very difficult to do. I think, "Oh my gosh, how am I going to find someone over there? How are we going to connect? Can I trust them?" It just seems really, really challenging, but you can get a virtual assistant or support over there in a day, a few hours. You will be so happy you did it.

Pat: I love that. Were there any challenges in communication besides just the fact that you're not there with them? Is it a little weird that you're here in the U.S. and it's just kind of happening on the other side of the world without you there overseeing everything?

Brett: Yeah, the time zones can be really tricky. We ask for photos a lot. Every time there's a new piece made, we ask for prototypes so we can test them. It's tough, but it's definitely worth it. It's much more economical and once you have that rhythm, and once you have that working relationship set up, it becomes much easier over time.

Pat: Were there any communication barriers in terms of language?

Brett: No. Our manufacturer, he speaks English and it's pretty solid. We try to make sure that a lot of our communication actually happens through text so we have reference on both ends. That also helps to kind of clear up any lost-in-translation issues.

Pat: Okay, great. Then to continue that conversation about numbers, really quick, outside of that realm of manufacturing. Well, kind of inside it, I guess, but in terms of price-per-unit and then determining what your price is, what was that discussion like? If you could share those numbers, that'd be great.

Brett: I can give you a few numbers. We decided on our cost on the site by looking at other cases and just trying to kind of gauge what people would be willing to pay for it and then work backwards. I don't recommend



doing it that way. It turned out okay for us just because our product's really, really simple and we don't get many returns unless someone orders the wrong size. That's been pretty helpful. I would say if you're looking for something around that size and without the packaging, just the cost-per-unit, you're going to be anywhere in the \$3-\$10 range unless you're doing Walmart-size volume, where you're ordering 100,000's at a time and then you can get those prices down a lot.

One of the things that I think has helped us is we have really, really nice packaging. It comes in an Apple-esque box and you're feeling like you're really, really getting value from the product. We also pay a little bit more because we use really high-quality plastics and we have a pretty good quality-assurance process in China to make sure that everyone who gets a Brik Book is really satisfied with that experience.

Then the cost to run the business, right now, because of the marketing support help is done with a team in the Philippines and I'm full-time on it, it's cost us about maybe \$1,500 a month to run the business, which is really nothing. We have days already that we're seeing thousands of dollars a day. It fluctuates. Some days it goes a little slower and you're like, "What's going on?" You're in panic mode, then you realize it's just fine. It's just one of those day. It's really satisfying, though.

Anyone who's ever owned a [Shopify](#) store ... and I recommend Shopify. That's who we use for eCommerce. Every time you get an order, you get one of these push notifications on your phone with the little Shopify logo. They should run psychology experiments on that because when you see that, you get such like this dopamine kick. Now, I'm in love with the Shopify logo. I want to paint it on the side of my wall because it makes me feel so good when I see it.

Pat: That's funny. That's so cool. That's awesome, man. That brings me to my last question here which is your transition from going from a full-time, sort of 9-5-ish kind of job into what you do now. What was that transition like for you? What was going through your head? Was it an easy decision? Tell us about that experience for you and just, first of all, congratulations on making that leap.

Brett: Thanks, Pat. When we launched, I was trying to do both for a long time. Like I said, I have a co-founder, and we would spend every night and every weekend working on this. It became, by the time December rolled around, we were trying to get them out for Christmas and we were dealing with all the support. I think it was probably the most stressful month I've ever had.



Then in, let's see, it would have been March, it was finally to the point where something had to go. I couldn't continue doing both things. I already had very little social life left as it was and when you're pulled between it, it's not even always about enough time in the day. It's about focus, right? Both the company I was working for and Brik Book were getting neglected in one or another because you can only focus on one thing at once. I had to make the decision, is it time to go and focus on this full-time? If I don't do it, am I missing this awesome opportunity to finally make that leap and build a business? Then that was that. I didn't want to kick myself later for staying and watching Brik Book fizzle away because we didn't have someone that was living and breathing and sleeping Brik Book.

Pat: Man, what an incredible journey you've had. It's really, really encouraging to hear and I think just because it's such a fun product. I think a lot of people are going to love it. Where can people go and check out Brik Book?

Brett: You can get a Brik Book at [brikbook.com](http://brikbook.com). I just threw up a promo code SPI-

Pat: Awesome.

Brett: Yeah.

Pat: Thank you.

Brett: That will get you 20% off your entire order until the end of May just because I think there's something about entrepreneurs, this high-energy, child-at-heart thing. We see that in our reviews sometimes. People will come in and go, "I closed a sale because I put the customer's logo on the back of my Brik Book," or, "I sparked up this conversation at a coffee shop. This guy ended up introducing me to this guy." I think it's just something that's contagious, right? Creativity is contagious. We just want to help people express themselves.

Pat: That's awesome. I love it. This episode will actually go live in June, so it will be a June promo code if that's okay.

Brett: Yeah, yeah. No problem. I can fix that.

Pat: Sweet. Man, thank you so much, Brett. Again, Brett Miller from [brikbook.com](http://brikbook.com). We look forward to hearing about your next ventures and



we'll definitely pay attention to what's going on in the upcoming months here.

Brett: All right. Sounds great. Thanks, Pat.

Pat: Take care. Thanks so much.

All right, hope you enjoyed that interview with Brett Miller. Again, you can find out more about him and his company at [brikbook.com](http://brikbook.com). He also mentioned that special discount code for you there at the end there. All that information will be available on the show notes as well, as always, at [smartpassiveincome.com/session217](http://smartpassiveincome.com/session217). Again, [smartpassiveincome.com/session217](http://smartpassiveincome.com/session217).

I also want to thank today's sponsor, which is CoSchedule. CoSchedule is an editorial calendar and really the best way to save time planning your blog and your social media. I use it to auto-post social media posts after I publish podcast episodes, after I publish blog posts. It just automates that and over 20,000 bloggers actually use CoSchedule to manage their marketing.

Really, it's helped me and my whole team to just get around what's coming next and have us all stay focused on what tasks to do to get content coming out on time and consistently, as which you probably know, if very important. You have to stay consistent with your content in order to succeed. This is a great tool that you can use. It's also a WordPress plugin and it works hand-in-hand with your content and I love it.

If you want to check it out for 30 days for free, you can get a 30-day free trial exclusively just for SPI listeners. No credit card required. You can cancel anytime. All you have to do is go to [coschedule.com/spi](http://coschedule.com/spi). That's [coschedule.com/spi](http://coschedule.com/spi). It's definitely one of my all-time favorite tools and you're going to love it. Again, that's [coschedule.com/spi](http://coschedule.com/spi) for a 30-day free trial.

Thank you so much. I appreciate you and I look forward to serving you a next week episode when we talk with somebody who I've become very familiar with. This is the founder of Teachable and we're going to talk all about online courses, best practices, and really one of my favorite topics, which is how do you get your course members, your customers, to actually follow through on the content that you have so that they will find success? Because when your customers and your clients and the people





that you help find success, you're going to find more success for your business, too. We're going to talk all about that next week.

Until then, keep pushing forward. Love you, guys. I appreciate all of your help and support. If you have a moment and you haven't done so yet, please head on over to iTunes and leave a review for the show. Just thank you so much for everybody who's left a review. I really appreciate it. It helps out the show. It helps with the rankings. Helps get more people's eyeballs, ears, I guess, on the show. Again, I want to thank you for all your support. Thank you for that and I'll see you guys next week. Cheers.

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

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

[BrikBook.com](http://BrikBook.com) — 20% with code "SPI"

[BrikBuild.com](http://BrikBuild.com)

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