

New Business Podcast

Episode #3

Embracing the 'Be Everywhere' Philosophy, with Pat Flynn

Chris: Hey, everybody. It's Chris Ducker here. And this is the New Business Podcast where insightful how-to business strategies collide with actionable tips and tactics. Look no further. You found the podcast that you need to tune in to catapult your business into the 21st century.

Hey, what's up everybody and welcome to episode 3 of the New Business Podcast. I'm your host, Chris Ducker. And oh man, I've got such a great show ahead of you for you guys today. I mean I should be charging for this stuff. The information that's contained in today's show will not only blow your mind to bits but it will fundamentally help you make more money in the next week, the next month, the next year, the next decade, whatever sugarcoat you want to put on top of that.

This episode is destined to be one of the big game-changers here at the [New Business Podcast](#) as far as I'm concerned. But before we get going, I want to say a massive thank you once again for everyone who sent me any tweets or emails or Facebook messages or comments on the blog, any [iTunes reviews and ratings](#), there have been lots. I really, really appreciate it. If you haven't already left a rating over on iTunes, I appreciate more than anything else for that right now particularly in the infancy of the podcast, very, very important for iTunes to see how much the audience is enjoying the new show. So please if you've got time, pop over and leave a quick review and rating. That would be fantastic.

Also, I want to say a big thank you to everyone that has opted-in and joined my [7-Day New Business Bootcamp](#). This is my bootcamp. It's a free course, a 7-day course. You get one video a day for seven days in a row where I take you through everything from why you need to be taking onboard all of these new business strategies and then obviously, how to go ahead and start using them in your business to start marketing and growing your business in the 21st century.

I've had so much great feedback on that course as well right away since when I launched it earlier on in the year and it just continues to blow my mind. Every single day I wake up and I check my email and there's at least a handful of emails and stuff and people that have sat through the course and are now using that new knowledge I guess to be able to market and grow their businesses, utilizing things like social media and outsourcing and online video podcasting, all that fun stuff.

If you haven't already done so, please join us. We'd love to have you onboard. Just go to [NewBusinessBootcamp.com](#) and you'll be forwarded to the correct page and I look forward to seeing you on inside.

So, in the world of blogging, podcasting, and Internet business in general, my guest today is right out there at the top of the popularity list. His approach to doing business online is not only very transparent but it's enjoyable to watch and above all, it's memorable. Now, in a landscape, that is noisy let's say at the quietest of times. He consistently pushes the envelope, changes people's perception of online business and generally just rocks the socks of anyone that discovers him on the web.

So without further ado, it's a pleasure to welcome my good friend and fellow entrepreneur, Pat Flynn to the New Business Podcast. How are you doing, buddy?

Pat: Hey, what's up? Thanks for having me.

Chris: What's up? So hey, that was one of the best commercial campaigns of all time. Can we just say that?

Pat: With that, yeah, man.

Chris: I love it. All right. So now, you'll hear me and Pat, talk here over the next 30, 40 minutes or whatever it is. We're good friends on and offline and very comfortable with each other. So if it starts to get a little bit silly, you'll understand that's the reason why. Am I right, bro?

Pat: Yeah. I mean we may have to edit stuff out. That's how silly it could be.

Chris: It could be ridiculous. It could get really stupid. OK. So I invited Pat on the show. Usually at this point, I would normally say, "For anyone who hasn't heard of you, why don't you tell them a little bit about yourself?" But that's ridiculous in this particular case because you are one of the most popular bloggers on the planet right now. SmartPassiveIncome.com has become one of the go-to blogs when it comes to the whole kind of make money online, Internet entrepreneurship, all that sort of stuff rolled into one. So I'm going to forego that and just assume that everyone on the planet earth knows who you are. Is that a good enough assumption?

Pat: I doubt that's the case. I mean that's awesome for you to say but I know there are people out there who haven't heard of me and that's fine. But I'm always trying to reach as many people as possible. And I have lots of specific ways that I do that which I never really get into today.

Chris: That's what I wanted to talk. What a great lead in. It's like you do this for a living. Have you ever done a podcast before?

Pat: I have. I just published episode 50 the other day. That was my goal for 2012 and I hit it.

Chris: You hit it.

Pat: So right now, it's at 2.35 million downloads after 50 episodes.

Chris: See? I told you that there was a lot of people that knew about Pat, everyone. So for those of you out there who haven't heard of him, head over to SmartPassiveIncome.com, find out a little bit more. But today, we are going to talk about your philosophy for online business which has now become somewhat a little bit of a movement. I see it being quoted and mentioned by tons and tons of people all around the Internet space. And this is something that I feel that can and should be taken away from online business and also focus offline as well because there are lots of different ways that you can skin the business cat, as they say. And we're going to talk today about being everywhere.

So tell us about the concept, where it came about, so where did they come about and/or how did it come about and then we're going to I guess sort of breakdown some of the individual topics and take a closer look at them in regards to new business, new media, and that sort of type of thing. Give us the 411. What's the deal, Pat?

Pat: Sure. I mean the whole *Be Everywhere* strategy, it has a lot of moving parts and it doesn't happen overnight and it's something that you kind of work toward one piece at a time. But if you get everything working together, I mean oh man, it could just perpetually levitate your business and grow your business without you even having to put in that much work because you've already put in that work. I mean that's kind of where I talked about in my blog, things you could do now so you can reap the benefits later.

And I don't just talk about money as far as doing stuff now so you can earn more money later. It's doing stuff now so you can become more authoritative so that you can – you get more traffic and build a reputation online almost automatically because again, you're putting in all that work.

Now, the whole – I'll tell you about the strategy in a second but this came about because my blog, Smart Passive Income, started in late 2008 and not very many people were on it. Whenever you start a blog, it's just there and no one else knows about it. But gee, when you start it out – when you start a blog or a website or any sort of business, it's like I compare it to putting a message into a bottle and then throwing it into the ocean. When you do that when you're like, you write a note and you hope somebody finds it, that's exactly what starting a website is like. It's like you just throw it in the ocean, the tide of the Internet and hope that the tide takes it to where people are.

Sometimes – more often than not, people will eventually find it through Google search naturally or somebody with some influence will pick it up and then share it with their friends and followers and the tide will have taken it somewhere that will benefit you. But the whole point about the *Be Everywhere* strategy is, don't just throw your message into the ocean and just hope. You've got to place your message where people are already looking for brands or websites or information that you already have.

And so, this came about actually without even – I sort of built this strategy without even knowing it. It sort of just happened because I felt that this was the natural progression of my blog and where it should go. It's how exactly I thought I should expand. And it turned into the strategy that just I sort of looked at and it was like, "Oh, this is what I did. Other people should do this too."

And so, what happened was in 2009, maybe a year after I started my blog, I was getting OK traffic. I was writing good articles about businesses that I've created already and those are gaining a little bit of traction but after about a year, that honeymoon phase with the blog is over or website or business is over and it just – you get the same amount of traffic every day, the same people commenting and you just lose that sort of fervor or that energy that you had when you first started. And so, I was looking for ways to kind of expand my audience. I was already pumping great content now, I thought. So I said, "OK. Well, what else can I do?"

So then I started a [YouTube channel](#). I figured, OK. Well, YouTube is a potential place that I can get some new eyes on my brand. It's another medium that I can explore and I was definitely afraid of it too. That was the thing. I was – if you go back to some of my first videos, I just can't listen to them. I just cannot listen to them because the quality of my voice and I'm just so slow. I lacked all this confidence. But you know what? I did it and over time, the videos just started to – I just started to turn up, the video's views started coming in and now three years later after creating that video channel on YouTube, I have almost two million views of my videos.

But then I wanted more. So after about a year after the YouTube channel went up, I wanted more. I said, "OK. What else can I do beyond just writing on my blog and also creating videos?" And then I figured, hey, what about a [podcast](#)? And I always knew that a podcast like what you're listening to right now was always a great way to reach people. I mean you're listening to it right now. It is what inspired me to start business online. I was listening to these guys, Jeremy and Jason from [Internet Business Mastery](#) when I was still working 9 to 5. I listened to them every single day and they inspired me and that's how I knew that a podcast was a great way to really reach people. And there was something about the voice.

Chris: There is.

Pat: And I know – you can get the voice in video too but when someone is driving in their or at the gym or walking or walking their dog or whatever and they plugged you in into their ears and that's all they're listening to is you and your voice. It's like you're sort of hypnotizing them almost. They've chose to listen to you for x number of minutes and there's no quick little x button that they can click

out of. I mean they subscribe to your content and they're listening to you. I mean there's nothing more powerful than the voice. And you can get sort of these little nuances with your voice that you can't get with content written on your blog such as dynamics or expressions and emotions and stuff which is really how we connect with people.

Chris: Right.

Pat: I mean content – written content is great. It's what Google loves and what search engine optimization is about. But when it comes down to connecting with people, it's the voice and those expressions and the little things.

Chris: Yeah. This is business 101. I mean what are we've been doing for the last, I don't know, whatever, 50, 60 odd years consistently minute after minute, day after day, hour after hour. We have been talking on the telephone. And this is what I say to people nowadays, if you want to make a difference in your business today, pick up the damn phone. Make a cold-call.

Pick up and speak with a client that you haven't seen for the last six, eight months or whatever because we rely so much on the online world and that's great. And it certainly has absolutely revolutionized the way that we do business today but it's the old school way of doing business and I guess this is where my age and the fact that I have no hair and I'm getting old and I'm little bit more traditional behind me in the way that I do business, I'm not sort of one of those hardcore online guys, right?

So for me, I kind of like to try and have that bit of a balance for both and I always say, if there is any kind of issue, if there is a point that you want to get across above and beyond anything else, something that's important, pick up the phone. Let them hear your voice because your voice, like you said, you can use emotions, you can pause, you can lower your voice, you can make it louder, you can do all these different things on the phone just like we do in podcasting that you can't do via email or blog posts, maybe a little bit via video but not – I don't think as directly, as physically injecting yourself into someone's ear.

So I'm a big believer of the power of voice and what it can do for business as well. And I know for yourself, producing that podcast after the blog and the video channel, producing that podcast really helped you catapult your brand and the growth of your brand within that sort of first 12 months or so.

Tell us a little bit about some of the success that you had off of the back of getting going with the podcast because you are at that tab, right? You're at the tab in your menu for a while saying, "I'll be starting a podcast soon." But it took you forever to actually pull the trigger, right?

Pat: It took me forever because one, it wasn't just a push button, "Hey, I'm going to start a podcast. I can do it right now." There is some technical stuff that goes along with it that scared me. And I was just scared of producing it and wondering what people were going to think of my voice and what if it sucked and things like that. So I actually said I was going to do a podcast in December of 2009. But my first episode went up in July of 2011 so a year and a half later.

Chris: Wow! I didn't – I knew it was long. I didn't know it was that long though so there you go.

Pat: Yeah, it was a long time. It was embarrassingly long.

Chris: So let's – you launched it and I do remember it very well. By then, we were very good friends after meeting each other I think online late 2009 initially but then we hooked up for the first time face to face at the ...

Pat: [BlogWorld](#).

Chris: That's right! At BlogWorld in Vegas. Right. So ...

Pat: Yeah, at BlogWorld.

Chris: So obviously by then, we become buddies. We help each other. We support each other and all that sort of stuff. So I knew when it was coming around and when it was about to go live and everything. And so, what do you think was like number one, what do you think was the hardest part of getting started and number two, what was the best thing about getting started with the podcast? So the hardest thing that stopped you from doing it for so long and then the best thing that you got out of it once you actually start it.

Pat: Well, I think the hardest thing like I said earlier was the techy part of it.

Chris: Right.

Pat: To set up the RSS feeds and all that stuff. That stuff just confused me. And whenever I'm confused, I'm just like, "OK. I'm going to go back to doing what I'm used doing." And that's everybody, right? And so, it was finally when I got some information from other podcasters talking about how much success they were having that I was like, "OK. I'm just going to work through this. I'm just going to ask people who have done it and just figure it out. I'm not going to stop until I do it." And then I did it. And then amazing things happened. I mean some of the small things opened up. There were some small things and then the big one.

Over time, I've just become a lot more confident in how I communicate. I've become a better speaker behind the microphone. I've built up enough courage to do public speaking live in person. I've since done – I've done five live presentations. I'm doing four more next year already planned plus more. And it's just – even in my relationships at home with my family. I've become a better communicator all because I have learned how to communicate behind the microphone and with a lot of people who are listening in the audience.

The biggest thing actually came about – when I actually learned about this strategy. It was 2011 Los Angeles, at BlogWorld Expo. I was asked to do a public speaking presentation there. And I was looking to do a topic and the topic was really easy for me to decide on because everyone at that point was like – I was getting emails every day. "Pat, you're everywhere." That's where this kind of term came from. Like people were saying, "Pat, I see you here. I see you there. You're doing this. You're everywhere. How do you do it?" And everyone was just saying, "You must be the guy to go to because I see you wherever I go."

Chris: Right.

Pat: And so, I was like, "OK. I have to write about this." And I was like, "Really?" I knew that I was sort of doing a lot of things but I didn't know that it was having that kind of effect on my brand. So I was having a very authoritative effect. But quantitatively, when I did a survey on my blog in preparation for this particular presentation, I did a survey on my blog, just my blog. Not my podcast, not my video audience, just my blog. I asked them, how did you first find out about me? How did you first find out about Smart Passive Income or Pat and now you're reading my blog? The number one way that people found out about me was through my podcast, through my podcast.

Chris: Huge.

Pat: I believe it was 19 percent of my audience on my blog had first heard about me through [my podcast on iTunes](#) or from someone who's talking about my podcast.

Chris: That's a huge percentage no matter what way you want to kind of cookie cut at that. It's a huge percentage. I mean if I gave you a million bucks and then took 19 percent of that back, you'd feel it. You know what I'm saying? It's a big number. And I remember sitting in LA with you and we were going – we were looking through the presentation and when that number popped up on the

screen, I was like, “Damn! That’s a lot of people.” I mean it was – and it wasn’t like you just had like 20 people reply to the survey, right? You had two or thousand or something replying to the survey?

Pat: I think now, it’s – because people still see that survey on that particular blog post that I wrote that on.

Chris: Right.

Pat: I think it’s over 6,000 respondents.

Chris: Wow! And it’s still ...

Pat: And overwhelmingly, it’s the podcast ...

Chris: Podcast, it’s still the same?

Pat: Yup, about 19 to 20 percent so one out of every five people finds me through iTunes or my podcast.

Chris: So this is exactly what we’re doing here. We’re talking about the different ways to be able to be found and remembered online and you just proved it right there. People do remember how they find you, which is why first impression is so important in business and life in general. So there are other areas such as – that’s obviously the podcasting side of things. Let’s take – and I’m a big, big fan of blogging. I think being active online as a blogger has done amazing things for me as an entrepreneur and just as a business owner in general.

What has – you mentioned that you got a little bit of a sort of a dull ache so to speak for blogging after a while and then you started looking at these other areas. I know how much time you spent on some of your blog posts. It’s still kind of almost a stable diet for Pat. Am I right?

Pat: Yeah.

Chris: OK. So what are your overall views on blogging in general and why do you feel it’s so important for business owners to start blogging nowadays?

Pat: I mean there’s a whole range of reasons why blogging or just writing articles on your website should be done. But I like to say blogging because it kind of frames it around a community where people can respond and leave their opinion and I always say that a blog post doesn’t end at the end of the post. It ends at the end of comments because you get a lot of great information from other people in the comments and you start to learn about your audience and that’s probably the biggest thing especially for offline business owners.

It’s a great way to get online and to learn exactly who is your target audience and what their feelings are because you could guess but until you hear them out and actually see what they’re typing or hear their opinions on voicemails or customer service lines or anything, you’re not going to know exactly what is going through their heads. You need to hear it from them directly. And blogging is a really easy way for people who just come in, read something you have to say or maybe it’s something new that came out in your business and you can get an immediate reaction.

Chris: Right.

Pat: Oh my gosh, I can’t wait to get this. I have to get my hands on it or what – maybe they’re going to ask questions that you wouldn’t even have thought of before and that’s golden information. The more information you can find about your target audience, the better. And so, blogging is a great way, yes, to rise in the search engines and get higher rankings. It’s a great way to show authority in

your particular niche to not just to show people in your space or your target audience that you know something that potentially someone else who also is in your space doesn't know.

But really honestly for me, I think the best thing about it is being able to interact with your audience and see exactly where they're coming from and you can use different sorts of blog post to test the waters to see if something might resonate with them and you might find that what you thought would resonate with them actually makes them upset or maybe it's something that doesn't and something that you didn't think would resonate with them or would make them excited. It's something that you should totally focus more of your time and energy on.

So you can really again, learn a lot about your audience through blogging so that's why whenever people say, "Oh, I don't want to leave comments on." I'm like, "Dude, you're missing the whole point of creating a blog then. You might as well just throw out a PDF and not worry or care about who your audience is."

Chris: Right, right, exactly. And I think that there are different types of blogging. There's a blogging where you have the website and stuff like that. But I know a lot of people that are very successful now would use kind of like email blogs or newsletter blogs where they'll just have like a 5-page website where they drive traffic to get the people to opt-in and they will send them like a 1000-word email once a week instead of actually writing and publishing a blog post. It's all offline. It's in that kind of more exclusive newsletters/email kind of group kind of thing.

It doesn't really matter because ultimately, it all adds up to the same thing. And like you say, it's about helping people, solving problems, inspiring, motivating, communicating, whatever the case may be, right?

Pat: Right, exactly. And whether it's a blog post or an email or report they get or even like a physical newsletter they get in the mail. I mean every sort of interaction that your customers have with you where they're reading something that you have to provide is a little transaction that can just turn into something huge. They can turn into big-time customers. It could be something that could get them to just build an even stronger relationship with you. It can be something that can get them to share you and what you have to offer to whoever they know.

Chris: Oh yeah. Absolutely. So all right, so we've covered podcast and we've covered blogging. What's next? What do you want to talk about next? Video? Let's talk about video.

Pat: OK. So I talked about podcasts, 19 percent of people found my blog through my podcast and they're now reading my blog, 18 percent, one percent less YouTube, specifically YouTube.

Chris: Now, your videos are – and I'm going to flatter you a little bit here but you're right. Your first few videos which is like everybody else's first videos, they kind of a little raw, a little sketchy quality wise.

Pat: Most people's first videos are like that.

Chris: Yeah, exactly.

Pat: Only a lot better than mine.

Chris: Now I remember, I think the first ever video I saw of yours was when I think you're walking down the road with Gizmo, right?

Pat: I think, yeah. Gizmo is my dog.

Chris: Gizmo is Pat's dog who humped the crap out of me.

Pat: He's like the perfect dog in every single way. He doesn't bark. He's so friendly.

Chris: Right.

Pat: But whenever someone comes over the house, he will hump you like he has ...

Chris: Like it's his job.

Pat: I don't know. There's a joke in there somewhere but I'm not even going to go and try for it. But yeah, he will clasp his claws around you and you will feel movement. That's what it's like.

Chris: You'll feel movement, that's – you heard it. Yes, that's exactly what happened when I visited Pat in San Diego.

Pat: I apologize about that and for anyone else.

Chris: I felt movement, yeah. We knew that this was going to be a little bit silly at some point. I think that's it. I think that was a silly point, right? So we'll move on now. Online videos. So yes, I think I remember the first video I saw you, you were showing around your little cubby hole which was your home office in the apartment before you guys moved in the house and everything.

And then out of nowhere, your videos get better and better and better. You do the whiteboard thing. You do just – now, your videos are insane. Like – and this is what you do. Let's make it clear. This is what you do for a living, right? So, not everybody listening in on this will have hours and hours and hours and hours and hours to devote to putting together like a 6-part tutorial via video on [how to start a podcast](#) which you recently did. I'll link to it in a show notes, everyone.

This is all you need to do. Like I was honestly thinking about doing something similar but there is absolutely no reason for me to do so because Pat did such a great job at putting this tutorial together that I'm just going to link to it. I'm not going to bother wasting my time, plain and simple. So ...

Pat: Michael Hyatt, you know [Michael Hyatt](#)?

Chris: Yeah.

Pat: He sent out a tweet that said, "The best part ..." he said, "I'm so glad Pat made this podcasting tutorial so I don't have to."

Chris: Yeah, right. And Michael Hyatt for those not listening in is like Mr. – I mean he's got a great podcast, great blog, great ...

Pat: He owns a publishing business.

Chris: Yes.

Pat: He's got a book named *Platform* and 150,000 subscribers. So I mean I was very honored to get that tweet from him.

Chris: Right, right. So the videos have got better and better with quality. What do you think makes up a good online video in today's kind of ...

Pat: Great question.

Chris: ... very kind of, what's the word, it's ...

Pat: Economy.

Chris: Not economy. I was going to say, everybody is moving so damn fast. People's attention spans are getting shorter and shorter and shorter. What makes a good video? What makes people stay connected to you via video in today's world do you think?

Pat: That's a great question. And that's in deep contrast with the podcasts which give you a little bit longer such as this show because people are listening to this when they are on a walk, at a gym, in their car, or wherever. They have time. When people are watching video, that means they have to be glued to the computer screen or their mobile phone or iPad or iPad mini or whatever, Samsung Galaxy Note surface or whatever.

Chris: Right, yeah.

Pat: There are so many of them now.

Chris: Let's just say real quick, iPad mini, I was dreaming about it for years. I cannot wait to get my hands on one.

Pat: I've heard so many good things about it even though it's just a smaller iPad like that's all it is.

Chris: Right.

Pat: Everyone is like, "Dude, this is a perfect size."

Chris: Yeah. Anyway, let's not geek out too much. Go back to what makes a good video.

Pat: In contrast, a video needs to be shorter because people's attention spans are a lot less. They're not going to be focused the whole time and you want to keep them engaged when they are focused. So I would say, it depends on what the content is, and sometimes things are going to be – need to be a little longer. But I would say, under ten minutes is max, under five minutes is even better. And again, it depends on your style and what you have to teach.

But even the quick, short videos are really good, even under a minute. If you can do it and nail a tip or something depending on what niche you're in. But when you think about these viral videos that go online of cats, old people dancing Gangnam Style or whatever, it's like they're all 36 seconds long. And they get shared millions of times.

Chris: Right, right.

Pat: Because people feel like they have enough time to watch something for 36 seconds.

Chris: Correct.

Pat: So that's the first. Keep it short. Just don't – I would say, maybe the best thing to say is just don't waste people's time. Just cut to the chase and deliver high quality information that's going to help them do something or is achieving something with purpose.

Chris: Yeah.

Pat: Don't just babble out there. Now, another thing is – I've gotten slack about this before actually. I did a – I think it was like a 12-minute video of me with Corbett Barr from ThinkTraffic.net who is I know a good friend of both of ours. And it was just a talking head video. It's his face when he spoke and my face when I spoke. And a couple of people – I mean more than a couple of people emailed me saying, "That was a great video. It was a great content. But there was like – it was just your faces. Like I felt like kind of violated by just having you stare at me the whole time." It was like talking heads are great because you can see the people's face but it's good to a certain point. After a certain

amount of time, it becomes pointless. There is just like no reason for people to have to look at you that long, right?

Chris: Right, right.

Pat: Unless you're like Channing Tatum or something then you want people looking at you the whole time.

Chris: Right.

Pat: But the idea is to show your face. I think this is the perfect video. Show your face. Introduce who you are. Talk about what you're going to talk about first and then get right into it. And right at that point, you're going to switch to whatever it is that you want talk about whether it be, roll camera which is just shots of whatever. Even if it's not exactly related to what you're talking about, something to look at so they can be engaged and follow along.

Chris: Right.

Pat: Something different, something pops up on the screen or a chart comes up. I mean that's why my whiteboard videos which is actually for those who don't know, it's a recording of me, it's a computer recording of me writing on Photoshop with a little pen tool on a whiteboard and it just has my logo on the corner and I talk while I write. And it reminds people, they say, who have watched those videos of being in class.

And if you are imagining yourself in a classroom and the professor just stands up in the front of the room and just speaks the whole time, no slides or anything, that's what a talking face video is like. Super boring unless they're like some incredibly well-known famous guy who you just – whatever.

But it's the ones with slides, it's the ones with interesting images, the ones that have actually movement all across the screen are the ones that you can pay attention to in class.

Chris: Right, right.

Pat: And so, that's what you kind of want to do with your own videos too. And most of my most popular videos are the ones that teach people how to do something, when it's not myself talking. It's going through a tool using screen recording software like [Camtasia](#) or [ScreenFlow](#) and just walking people through step-by-step how to do things. And actually, all my videos or most of my videos are all answers to people's questions. So I think that's a great strategy.

If there's one thing to take away when it comes to video, answer people's questions using video. Use your talking head a little bit. Just do a little bit of editing then talk about whatever it is that they have a question about and answer it. And then what you're going to do, you send that answer to them. They're going to be super stoked that you actually put time and effort to create a video for them. Well, little do they know it's actually for them and for everyone else who has the exact same question, which is going to save you time in the future.

It's going to impress everyone who has the same question in the future that you can just forward that video to and it's going to be searched for in Google and it's going to be found in YouTube. And that's – my most popular video is an answer to someone's question which is how do I create a Facebook landing page or a Facebook business page or landing page on a Facebook business page. And I actually had to create three videos because Facebook keeps changing stuff. Combined, it's almost 750,000 views for that one question.

Chris: Yeah. It's the time – I think it's the time on and legacy of just solving a problem for someone. And I recently got asked that question as well, what sort of stuff should I put on my online videos? And I shot a video and put a post up about it in regards to the different types of things such as you

got the talking head and the location shots, the interviews on stage stuff, behind the scene stuff. People love behind the scenes, unboxing, all these different types of stuff like you say. Instead of just the talking head stuff all the time, it does get a little boring, a little monotonous, so to sort of try and do something different but always with a focus of solving a problem, I think at that point that video is going to be shared relatively freely and without any major issues.

But one thing I want to point out that Pat mentioned a little while back is in regards to the length of the videos. I have experimented quite heavily with this myself and I have found the sweet spot for videos to be around the 3 to 4-minute mark. If you really want them to be shared out properly and consumed properly and commented on and things like that, it's that three to four-minute mark. And we're all guilty of doing longer videos as well as very short ones as well, but that's the sweet spot. So just everybody knows, I mean according to me anyway for whatever that's worth.

Pat: Yeah, I mean that makes sense when you think about it. It's like if someone sees a video that's five minutes. Five minutes, that's maybe – if they see ...

Chris: Yeah. That's like five minutes of my life here I'm talking about, right?

Pat: Yeah. I mean there is such a huge difference between three or four minutes and five minutes because we always think of things in five-minute increments. So under five minutes is just going to be like, "OK. Well, I have that time."

Chris: Right, right.

Pat: Especially if it's something that's useful. And if it is useful, you can be sure it's going to help you out in more ways than just helping that one person. They're going to share it. Videos are shared like crazy on Facebook and Twitter nowadays. And you're just going to build that relationship with them really fast. I mean in 5 minutes.

Chris: Oh yeah, absolutely. All right. So look, you bring up Facebook. Let's go – I mean there's so much about social media out there. Let's touch on this. We've had some great guests before in the past on the show, [Amy Porterfield](#), Lewis Howes, they've covered the social media stuff really, really well themselves. But I want to know what Pat's philosophy to social media is and I want to talk a little bit about your Facebook group because it is probably one of the most engaged communities out there online in regards to being away from a blog.

So you truly do practice what you preach. You are everywhere here. That Facebook group I've seen grown I think the first time I just discovered it, it had like I don't whatever it was, three or four thousand likes of fans or whatever it was back in n days, it's now coming up to 30,000, all right. So I mean what have you done to develop that community into the monster that it's become?

Pat: Well, Facebook and any social media actually that I engaged with is used as a tool not for selling but for extending and building upon the relationship that I've created with someone on my blog. So it's an extension of my blog, a way for people to see who I am sort of behind the scenes I guess, you could say. And that stuff is really important because a blog is great. You can write content.

But people really get to know you when you have one-on-one conversations with them. And the best way to do that is with either a one-on-one conversation or one-on-many conversation on a platform which is social like Facebook or Twitter even LinkedIn and things like that.

And so again, it's just having the ability to interact with people in a way that you can't do on your blog, you can't do on a podcast. I mean people can't ask us questions right now. They can ask us questions later in a blog post or when you go to Facebook to post this then people can engage. But – and just the whole viral quality of social media these days is just ridiculous. When somebody shares something and their followers see it, they share it and everything.

So again, it's just an extension of my blog. And it really is what people use to get to know me. I mean that's really important. I want people to know me. I want people to feel like they're my friends. And they can only do that so much reading my content or watching my videos but it's when they hear about me talking about how excited I am that my son is out of diapers now on Facebook or Twitter where people who have kids can totally relate to that. That's going to be a little – it's a little seed that I plant in their head.

I don't want to make it seem like I'm being manipulative but I mean that's exactly what happens when we tell stories with people, we remember certain things that people say in stories that we can relate to. "Oh, you like to go golfing too? Me too," "Oh, you hit a hole in one? That is so awesome. I'm always going to remember that."

Chris: Right.

Pat: And that might not have to do anything with the business that you're in or the particular product that you create but it has everything to do with building relationship and having people remember who you are and having people remember to come to you even if it's not the most economical decision at that time. They're going to come to you because they know you. And knowing someone is so important when it comes to making decisions because you just feel more secure and you feel like you have someone to contact when something goes wrong.

And so Gary Vaynerchuk calls this Small Town Rules because back in the day when there were small towns rule – that's such a hard word to say.

Chris: Yeah, what is that? Why don't they change that word? I think you mean rule, right?

Pat: Rule.

Chris: Rule, right? It's ridiculous. It's one of the most ...

Pat: I sound like Scooby Doo right now. Rule.

Chris: But no, you're right though. Understand where you're coming from and I mean yeah, Vaynerchuk is one of those guys that talks about how important it was back in n days to build up the relationships. I've said this on a couple of occasions where I think that we are at the point of going back to that era now.

Pat: Oh yeah.

Chris: I think people want to do business with people now more so than they do brands but they're more likely and I've used this analogy a lot, they're more likely to go back and spend a little more buying their breads from Bob the baker three blocks away than they are to purchase that loaf of bread two more blocks down the road at a slightly cheaper price because they know Bob. They know Bob's family.

Pat: Exactly.

Chris: That's the kind of thing.

Pat: Funny quick story about that. My first business was at [GreenExamAcademy.com](https://www.GreenExamAcademy.com). It's a site I've built to help people pass this exam. It's really a niched-exam in the architecture industry and I had pretty much one of the only guides for that test for a while. And then all of a sudden, the United States Green Building Council, the people who administer this exam came out with their own study guides. And I was like, "I am screwed." Like who would buy from Pat, just a random guy who has passed the test and created an exam versus the USGBC who administers the exam?

But actually, my sales were not affected at all. I was getting more – I was getting emails from people saying, “I’m buying from you because I feel like I know you or because I know your ...” all the emails will say, “Hey, Pat ...” whatever. It wouldn’t say, “Hey, Green Exam Academy ...” But when you try to buy something from USGBC or it’s always the USGBC. It’s not Phil or Bob or

Chris: Right, right.

Pat: They felt more comfortable buying from me. And also, I had less overhead so I can compete price-wise too. But just the fact that people were saying, “Hey Pat, thank you.” Or “Hey Pat, this,” or “Hey Pat, that.” Like they knew me because I put myself on that site just like how I put myself on Smart Passive Income.

Chris: Oh yeah, for real. Yeah, I completely agree. People – it’s a P to P economy now. It’s not B to B or B to C anymore. I’ve said that a ton of times.

Pat: And that’s what social media can do. It can help you become a real person again even though you have a business and you can team up with people.

Chris: Right, exactly. And I think that as business owners, our personal brand is just as important if not more important than our brand brand because people, I believe, like I said, people are going to buy me before they buy one of my services or one of my products. So I truly believe that and I know that you’re kind of from the same school of thought, right?

Pat: Yeah. Oh no, absolutely. I mean there’s obviously a line that you can cross of what – how much you can share about yourself. You want to make sure you’re comfortable with what you’re doing. But I think a lot of people back in the day were like, I’m going to start a business and I’m going to make it the coolest business name, coolest domain name. I’m not going to put my name in. I’m going to say, “We here at such and such business. It’s we this” or “Our services will do this.” It’s not like that anymore.

It’s, “Hey, what’s up? My name is Leo. I run [Buffer app](#). Come check me out.” Like you get to know these people even like big-time startups. You know Mark Zuckerberg and all these other people who – you get to know who the CEOs are and I think they know how important it is to be a face to their brand.

Chris: Yeah, I agree. I agree. All right. So, a couple of more points I want to touch on real quick before we wrap this. *Be Everywhere* on stage, OK? You said you’ve done a handful of speaking gigs already. You got another load coming up. What do you think – do you think the on-stage side of things with the events that you’ve spoken at, do you think that that has helped get more people to your online brand or do you think that a large majority of people who would be sitting on that audience at whatever event will know you already because of your online brand? How do you see that balance stop? I’m curious to know because you do – you have such a big following online already. What’s your take on it?

Pat: Yeah. I mean that’s a really great question. And I think it’s kind of 50-50. I know a lot of people who are in the audience of where I speak, [New Media Expo](#) or these other places I’m going to speak at, they’re the people who have heard of me already but a lot of people wouldn’t have heard of me either. And whenever I go present, I want to make sure I bring new information for everybody. And so, it will deepen that relationship I already have with people and it will also impress people who have never found me before.

And the thing is, these presentations, yeah, they just happened one time but I always do my best to try and record them or talk about them in some way afterwards so that everybody who is on my blog or who eventually finds my blog can come back to that later. And I think the whole – not everyone presents on stage. And I think there’s a certain sort of authority level that goes along with that. Like

oh, this guy is serious about what he's talking about. He's on the stage. That's why people do speaking events. Some people do it just for the authoritative nature of it because they're going to come out with books later and they want to – or maybe they've come out with a book already and they know that they're going to because they're on stage and people listen to people in authority situations that they're going to make more sales that way.

But yeah, I mean it's – I love the public speaking. It brings me back to my marching band days when I used to perform with them where I really do get the same feeling where I prepare just like I memorize music or marching steps or whatever and then when I'm presenting, it's just like I'm performing in the field. I sort of – I know my steps so well that I sort of phase out and I don't even know – it's like out of body experience. And all of a sudden, it's over and I get – people are clapping and then I'm like this, back into my body and like, "What just happened?"

Chris: Right.

Pat: It's so fun. I mean I'm having such a blast. I don't know why I feared this so much. But again, it was the podcast that sort of was a nice stepping stone to this. And I know this is going to help my business even more even if it's people who have found me already who are watching me present.

Like I said, it's going to deepen my relationship with them but also, it's just giving me more things to put in my resume if I were to ever want to speak at a higher level thing or if I wanted to get picked up by a publisher or something. If two people are exactly the same, you want to go – has been on a speaking circuit, which one are they going to pick?

Chris: Oh yeah, absolutely. And you talked about knowing your slides and knowing your presentation so well but anything can happen. You know what I'm going to bring out now, right?

Pat: I know where you're going with this.

Chris: Because this is such a cool story and I think this was maybe like your second or your third speaking gig or whatever and I'm sure you want ...

Pat: Didn't we say we were going to not tell anybody about this?

Chris: About what?

Pat: Whatever.

Chris: No, no, no. We're going to tell them about it. This was where we were – we had spent a bit of time going through your slides and you just wanted my opinion from one speaker to another a day or two before the event. The event rolls around, OK? And what happened was and this is one – is there some sort of a secret that I don't know about here, Pat? Because everyone in the room saw your slides collapsed.

Pat: Oh that, OK. No, I thought you were talking about something else.

Chris: Oh.

Pat: I thought you were talking about the night before.

Chris: Oh that! Right.

Pat: Yes, folks. The night before.

Chris: Oh yeah, the night before, me and Pat. No. But what happened was – and we have, we've gone through the slides a little bit and we ran through them a couple of times and then the day comes

along. He's on stage. It's about a minute or so into his presentation and it was incredible. For everybody listening in, you have got to go and try and find [video](#) for that. They're somewhere. I'm sure you got it somewhere on your site, Pat.

Pat: Someone made an animated GIF of it.

Chris: Right. But that's just the double take of you, understanding what was going on. What I'm talking about here was that, Pat had slides that were forwarded with a clicker in his hands and he was so banged on. He knew his material so well way better than I ever knew my material for sure that he could literally forward these slides without even looking at the screen. That was how rehearsed he was. That was how good he was. Yet, the slides let him down because it was a slightly different font or something like that, right? It wasn't installed on the computer. Is that what it was?

Pat: I used the custom font that I found online for my keynote presentation and apparently, they couldn't let me use my computer because they had their recording equipment hooked up to theirs. So I just put it in the USB card, put it on their computer and I thought everything was fine. But apparently when I got to slides with any sort of text on it, it defaulted to the much wider Arial font.

Chris: That's right.

Pat: And so, you would only see a couple of letters of each word.

Chris: Right. And you didn't know. Everyone else in the auditorium that day could see it happening and when you finally realized what was happening, it was just an amazing double take when you kind of glanced at the screen and then looked away and then instantly looked back at it and sort of just threw your hands up in the air, right?

Pat: Oh man.

Chris: But that just goes – and this was the thing, everyone. This is something you've got to understand about being prepared. It didn't faze Pat at all. He continued through the entire 45-minute presentation. Maybe for the first five minutes afterwards, there was a couple of slides where it's all screwed up and people would kind of giggle and Pat would giggle along with them which was kind of funny. And I think actually worked for you in the end because it just got to the point where everybody knew how prepared you really were.

Pat: Well, it was funny. Like people came up to me afterwards and was like, "That was – did you do that on purpose?" And I was like, "Hell no. I didn't do that on purpose. Are you kidding me?" I would never do that on purpose.

Chris: Right, right.

Pat: I wouldn't do that to myself. But everyone was like, "You rock it. It just showed that you knew your material." And I was like, "Well, I can't use this trick anymore."

Chris: So there's your little anecdote right there, everyone. Get over and have a look at the animated GIF. And it was Cliff, right? Cliff Ravenscraft put it together?

Pat: Yeah, it's hilarious. It's just kind of repeats over and over and it's – that moment of me like ...

Chris: Of sheer shock and disbelief on your face, right?

Pat: Yeah, yeah. But that – was it that same presentation? The one that where the night before you caught me, this is going to sound really bad, you caught me in my bedroom ...

Chris: Dude, don't go there.

Pat: OK, I'll just leave it. No, no, no, we can't leave it now. So I was rehearsing my presentation and ...

Chris: Oh, this was one that you wanted me to keep a secret. Is this ...

Pat: Yeah, but I don't care anymore.

Chris: OK. All right. Screw it. It's a New Business Podcast, baby. Let it go. Go. Do it.

Pat: Yeah, this is how you do – anyway, so I was preparing my presentation and one thing I learned when at band was to when you are rehearsing, to always try and put yourself in the situation like it's going to be when you perform. So I did the same thing with my speaking gig. I actually suited up. I got into my little – my 3-piece suit and started presenting in my hotel room. And Chris came over, knocked on the door because we were staying in the same hotel. I was like, "Oh crap! Chris is here." So I was like, "Do I change out?" Because it was embarrassing but I just opened it and he was like, "Dude, what are you doing? You're in your suit and it's like 2AM."

Chris: Right.

Pat: But it worked out. I was prepared.

Chris: But you presented like 15, 20 minutes of that presentation to me right there in your suit, in your hotel room at 2:00 o'clock in the morning. And it was identical to what it was the day after with all the slides all screwed up. So it just goes to show you. The moral of the story, children, know your shit before you get up on stage and present it because anything can happen. That knowledge, it can go against you.

All right. The last thing I want to touch base on this being a really great chat and it's definitely longer than some of our other conversations but I feel that when you have so much to share, you shouldn't pull back on it. Books. This is another platform. You haven't quite touched this quite yet but you're getting very close to it. Let's very quickly – we've talked at length about the whole kind of traditional self-publishing stuff, let's leave that to one side. You're currently working on your first Kindle book, right?

Pat: Right.

Chris: And it is on the subject that we are talking about right now. So here's your little plug. Tell us a little bit about that. How far along are you? Because I know as a first-time author, myself included, I'm currently working on a book and it's like, "Oh my God. I got to write a thousand words today? This is tough." How are you getting home with that, man?

Pat: It's very different than anything I have done before. I can crank out – a lot of my blog posts are fairly long. I can crank out a 2500 or 4000-word blog post in just four or five hours, easy. Really easy, in-depth, everything. For a while there, I was struggling to get a hundred words in this book. I second guess every single word, every single sentence. It just seems so much more permanent I guess. And even though it was a Kindle book, I can just – I re-upload a new version. It's not like it's going to get printed.

Chris: Right.

Pat: I just still – it's difficult. But I've learned to just let things go. I'm going to create a really crappy first draft and then edit from there. I think it was – who was it? Hemingway I think said, "Write drunk; edit sober." I think it was.

Chris: OK.

Pat: Because then what happens is when you're drunk, you let everything loose and you just get more creative and things come out that you wouldn't have thought of if you were trying to net-pick your way and be an editor along the way.

Chris: Right.

Pat: So I'm taking that approach now. And the thing was, I'm about halfway through, about 25,000 words through, I want to aim for about 40,000.

Chris: So this is a big – so for all intents and purposes then, this is a big Kindle book because I mean most published, traditionally published books around the 50,000 to 60,000 mark-word, right?

Pat: Right, right.

Chris: So non-fiction anyway. So this is going to be a relatively sizable Kindle book because a lot of Kindle books are quite short. I think I did – my definitive guy through outsourcing to the Philippines ended up being, I think – oh God. What was it? I think it was – let me get this right. I think it was around 25,000 words or something like that. And when I looked to that, I was like, "Damn! This is a lot." But you're talking about doing something almost double that and it's still just a Kindle book.

Pat: Yeah. I mean I had the outline. I'm writing it in Scrivener, which is a great writing tool and I have it outlined and I am halfway through the outline and I have about 22,000 words. And so, that's how I know it's going to be about double although I may come in later and take a lot of pieces out because I might read through it and be like, "OK. Whoa! This is too long. I already talked about this."

Chris: Right.

Pat: We'll see what happens. But the point of the Kindle book is not only just it's an interesting platform but it's another way to be everywhere and when I – again, when I say, be everywhere, it's not – it's be everywhere where people are. Like I said, you're not throwing your message into the ocean, you're putting it right where people are, where traffic is already like iTunes. iTunes is a search engine. Tons of people are looking for podcasts already. YouTube is the second biggest search engine in the world. People are always sharing stuff. And Amazon. There's 300 million people with registered credit cards on Amazon. That's huge potential. There are people there already.

So the point is just get your message up on the Internet. That's what this – that's what *Be Everywhere* is about. And this is another platform to go to.

Chris: Yeah.

Pat: So it's been a fun experience and what happened was, after I got halfway through, I actually had two more weeks planned out to finish it. But then my daughter was born two weeks early so I had to kind of set my priorities where they should be.

Chris: Oh yeah, of course.

Pat: And I've been focusing on family for a while and putting the book aside although it's still there. I'm still working on it. And I'll be honest with you. With two kids in the house, it's hard to even find an hour or two of time to really get deep into the writing process.

Chris: Yeah, yeah. Well, I found sometimes when I've wanted to work on stuff, business proposals, even the book now, I feel like I'm a little bit better when I'm out of the house. You might want to try this. Grab the laptop and just go to a Starbucks or a park or whatever and just kind of bunker yourself into something for an hour or two. In fact actually, when I was putting together the book proposal for my agent, I actually bunkered myself into a hotel for two nights.

Pat: Yeah, I'm in for that. Yeah.

Chris: And the little one would come and visit me for a couple of hours during the day and then they would leave and they leave me to my own devices. And it was the weirdest thing and you talked about out of body experiences and all that sort of stuff being on stage, this was strange because it was like I would get up and work for a couple of hours and then I'd go out and have a bite to eat and I come back or maybe hit the gym then go for a swim then get back to writing and take a nap.

And it was weird because when I was writing at like 5PM, the next minute, I'd go to sleep for like four hours. And then I'd wake up and I'd be writing until like 3AM. It was the weirdest situation. There was no real fixed time for me. It was whenever I felt like writing. And bear in mind, I wasn't writing the book. I was just putting the damn proposal together for it.

Pat: Yeah.

Chris: So it was the weirdest thing but it became quite apparent to me after that weekend that it's very hard to have like a set time where you say, "Right. Saturday morning between 8 and 11, I'm writing my book." It's not like that. It's not like that because come Saturday at 8, you might not be in the right mindset or the right frame of mind to sit down and actually creatively write. So it's a tough one. It's a tough journey, I tell you.

Pat: Yeah, you got to figure it out. And you just got to do it and do anything you can and figure out ways to get things done.

Chris: Yeah. And we're all separate, right? We're all different when it comes to that sort of stuff anyway.

Pat: Right.

Chris: So all right, man. Look, it's been good to chat with you. I'm going to ask you one last question. This is – and you kind of already answered it. In fact, we answered it with a title of this podcast anyway. But I wrap up every podcast with the same question to my guest and that is, what's your number one tip to doing business in today's economy? I've got a rough idea and I know what you're going to say but go ahead.

Pat: Well, I'm going to quote something for this tip.

Chris: Wow! This is really philosophical. This is great.

Pat: This is a quote by Sidney Lanier who is an American author. The quote is, "If you want to be found, stand where the seekers seek."

Chris: There you go.

Pat: Think about that.

Chris: Yeah. You're very philosophical. This is great. It's a new side of Pat. I've never seen this side of Pat before.

Pat: Yeah, it's like 1AM so I think we're at that philosophical time of the day.

Chris: It is. You're right. All right brother. Well look, it's been good catching up. Good luck with everything. And for the rest of everyone out there, I guess they just got to head their asses up over to Smart Passive Income, right?

Pat: Yeah, or just your website browser.

Chris: Right. They could do that.

Pat: Or your asses too. I mean whatever.

Chris: Or your asses too, whatever works. Yeah, whatever allows you to discover Pat and what he's all about, SmartPassiveIncome.com is the place to go and find out more about what he's doing, follow all his projects, Facebook group, links to everything that we've discussed, literally everything that we've discussed in the show notes over at ChrisDucker.com.

Thank you very much everybody for tuning in. And Pat, thank you one more time for being such a cool guest.

Pat: Thank you for having me Chris.

Chris: All right. We'll see you next time everybody on the New Business Podcast. Until then, stay sexy.

If you want to catapult the growth of your business in today's economy, you need to join my free [7-Day New Business Bootcamp](#) for actionable tips on blogging, online video, outsourcing, podcasting, social media, and much, much more. Just visit ChrisDucker.com for more details and instant access. I'll see you on the inside.

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