SPI Podcast Session #197
Behind the Scenes of
Writing *Will It Fly?*

Show notes: smartpassiveincome.com/session197

This is the Smart Passive Income podcast with Pat Flynn, Session #197. I believe I can fly!

Intro: Welcome to the Smart Passive Income podcast, where it's all about working hard now so you can sit back and reap the benefits later. And now your host, he always opens the doors for the ladies, Pat Flynn.

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Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me today. I am so excited and so nervous for the next couple weeks because in about two weeks my brand new book, *Will It Fly: How to Test Your Next Business Idea So You Don't Waste Your Time and Money*, will go live.

It's been over a year in the making and I put a ton of time and effort into it and I'm really excited because I want to talk about it in detail today – not necessarily what it's about, although I'll obviously get into that, but I want to talk more importantly about why I wrote this book, because I think there's a lot of lessons involved with certain decisions that I made in and around the marketing, the promotion, the creation, and the launch of this book.

I know a lot of you are working on your own one thing, whether that thing is a book or a course or a product or a website or just your business ideas in general. I thought it would be really interesting to get into my head in terms of why certain decisions were made.

Specifically we're going to talk about why now? Why is this book here now, so the timing is important. Why a book and not a course or some other type of product? Why this particular topic? There's certain reasons why I chose to write a book about this topic and not other ones that I potentially could have written about.

Also why I decided to go self-published vs traditional published. A lot of self-published authors sell off of their own websites, but I decided not to do that. I decided to sell primarily through Amazon, so you're going to hear all about those decisions and why things are the way they are.

I hope this is helpful for you to kind of get an insider look at the upcoming book that's going to go live in less than two weeks. If you want to find more information about the book you can go to WillItFlyBook.com. At the time this recording goes out it should be available for pre-order, and of course if you're listening to this in the future you can go and pick it up now. You can get more information about the bundles and certain things that come along with the book there too. Again that's WillItFlyBook.com. I'll mention it one more time at the end of the episode, but let's get started and talk about why now?

I think the #1 question I've been getting lately is why is this book surfacing now on Smart Passive Income? My other book, *Let Go,* is a chronicle of my story from architecture to entrepreneur, which was kind of an interesting launch in and of itself. I launched it on a separate platform called Snippet App and it is available on Amazon now, but that was a risk, going with a different platform to add multimedia into it. It was kind of a whole new reading experience and it was a good process, but I feel like that book was sort of an experiment. This one is the big one.

This one finally came out because I always knew there was some bigger book to help people in some way in my brain that I needed to get out on paper, but I didn't know what it was and, because I didn't know exactly what it was, I didn't want to force one out there. That's the main reason why it had waited so long until now to come out.

When I get into talking about how this topic came about, that's really when everything started to click, and let me just get into that right now. When I started AskPat, I knew. AskPat is my other podcast, which is a show that's much shorter than this one and it answers a voice mail question 5 days a week. You can check that out at AskPat.com.

I knew that that was going to be a great vehicle not only for providing answers to voice mail questions and not only for bringing the community together, because people who listen to that show get to listen to actual audience members in their voice ask questions that they might also have, but I also knew it was going to be a great way for me to compile a whole list of questions that my audience has that I can then answer. I do answer them 5 days a week, and I have a whole list of nearly 2,000 questions that have come in.

After an analysis, one of the top questions that keeps popping up, which I have yet to answer specifically on Ask Pat, is "How do I know that the business idea I want to start is actually going to work? In other words, how am I going to validate this idea before I put in all that time and effort?" A lot of people are worried about the idea of putting a ton of time and effort into something, only to have it not pay off in the end, which I completely understand.

I actually tried to answer that question. Typically my episodes on Ask Pat are about 10 minutes, and I remember starting to talk about this topic, and without even giving any actionable advice it was already at the 15-minute mark. I knew that this was such a big topic so I actually stopped that recording and put it aside because it wasn't going to fit in Ask Pat.

I just kind of let it be for a while, and then of course I had other things going on, so this was just sort of a seed that was in the back of my head that never came out for a while. But then I kept getting these questions over and over again that were some version of "How do I test my idea before I actually work on it? How do I know that what I'm working on is going to pay off?"

It wasn't until I ran a survey last year that I got confirmation that this was a topic that I needed to write about, because before that I wasn't actually serving my audience in the best way possible. When I ran the survey that had over 5,000 respondents on Smart Passive Income, that was the major eye-opening thing for me to realize, was that I actually wasn't giving my audience what they wanted, and I actually didn't know exactly who was in my audience.

I had an idea that they were people who had businesses and blogs, and people who had successful businesses and people who didn't even have a business yet, but I didn't that breakdown until I got that survey.

Through the survey I realized that 33% of my audience – 1 out of every 3 people – do not have a business yet, who read or listen to Smart Passive Income. And 50% of the people who read or listen to Smart Passive Income have a business but they're stuck. They're struggling. They're not quite making what they want to make out of it, and they are often questioning the idea of whether or not they should continue to work on that business or not.

That's a major chunk of my audience there, and I put myself in the shoes of one of those people. I came to my website and I just discovered that my website was doing a terrible job. My brand was doing a terrible job of helping those people who need the most help in the beginning, because it's completely overwhelming to start a business. It's completely intimidating, and a lot of us don't have a ton of extra time so we want to make sure all that time is placed where it should be to help us move forward. If we don't know that, we're not going to take any action at all.

This is what I concluded after reading a lot of the open-ended answers coming in from that survey, so putting 2 and 2 together – the Ask Pat questions that came in, and then that survey to kind of confirm everything – I knew that this topic of validation was going to be really important.

Then I started to think about it a little bit more and started to do some research on it, and I remembered a chapter from Tim Ferriss's book called "Testing the Muse." His book was *The Four Hour Work Week* and there was a chapter in there called "Testing the Muse" where he talked about micro-testing certain business ideas to confirm and validate whether they're worth continuing or building out.

For those of you who read that book, you might remember the example of Tim using Google AdWords to pay for cold traffic to go to a website, and on that website it was a sales page with a Buy Now button, and he would keep track of how many times people clicked on that Buy Now button because that was confirmation that people wanted that thing.

I think the example he used in the book was sailor shirts or something like that, a retail product of some kind, but that was a big eye-opening brand new concept at that point in time because we'd never had these tools to enable us to verify and validate these product ideas beforehand. That was kind of the first instance, at least that I remember, of somebody talking about it in that way, but that was just one of several chapters in his book. Because of that, it just didn't get talked about much more.

The interesting thing about that is there were a ton of people who responded quite positively to that particular chapter. They loved that chapter. They wanted more of it, but there wasn't very much more of that information out there.

Then there were people like Noah Kagan from App Sumo, and OkDork is his other site, who talk a lot about validation. People always respond when he talks about building

businesses in 24 hours, or actually validating an idea in that amount of time. Then we had Bryan Harris from VideoFruit.com who came on recently in Episode 181 of the Smart Passive Income podcast, who everybody responded to.

Within a day there were 250 comments on his particular podcast episode, and he talks a little bit about validation in his work, too, so I knew this was a topic that was going to really make an impact on people. In doing more research, there just wasn't anything that was just the one-stop resource for that information.

Then I started to think about my own history with building businesses, and in a lot of ways I was also validating products and businesses along the way, but a lot of times I completely failed in that realm. I started to realize how terrible those experiences were and how, if I didn't have these other successful businesses around, those failures would have just stopped me in my tracks.

That's what a lot of people do. They try an experiment, they build something, and they don't necessarily go through the right steps to make sure that it's something that's going to work. Then when it doesn't, they fail, they stop, and they give up.

One specific example is when I had built my WordPress plugin software back in 2010. If I had only taken just some of these steps that I talk about in the book and that I discovered through my research and actually put into place and experimented with, I would have saved that $15,000 that I spent building WordPress plugins that nobody even wanted.

The big mistake I made at that point in time was – well, there were a couple actually. I tried to build two at the same time because I was getting very greedy. I was actually chasing the money at that point. I had seen a couple friends build WordPress plugins and do really well with them, and I said "You know what? I want to do that. How can I do that?"

I had just hired a developer and came up with these ideas that I didn't even talk about with other people, and had him build it. And because I didn't even know exactly what these things were supposed to be, the final product was just crap and it wasn't anything that I ever went to market with.

The other mistake that I made was that I kept it secret. I wanted it to be like this big secret that I would build hype for and buzz for, and then all the sudden on the day it

launches everybody gets a surprise and buys it. That was my idea, but because I kept it secret, because I didn't talk about it with anybody, I didn't give myself a chance to realize just how bad those ideas were, or at least be able to give myself a chance to turn those seeds of ideas into something that actually was useful.

You can always start with an idea, and then oftentimes it will mold into something that is what it should be. It's very much the lean start-up approach in that way.

Putting all this stuff together really validated the idea that this is a book that I need to write. I ended up talking to a bunch of people in my audience, reaching out to a lot of those people who had taken my survey who had yet to start a business, and even those who had already started a business, and talked about this idea with them, just literally having a one-on-one conversation with them on Skype.

I must have talked to about a dozen or so people, and every single one of those people were confirming that this is a book that I needed to write, a book that they wish was available now.

I think the big lesson there is any product or book or course that you create – and this is information that's in the book, too – you want to make sure that you talk about it with others. You want to make sure that it is something that is actually a need for them. Before you prove it, it's just a hypothesis.

The cool thing about all this validation stuff is not only are there tools that are available to use that have never been available before to be able to do this, but it's sort of like running these science experiments.

I don't know if you've ever seen the show Myth Busters. It's one of my son's favorite shows and it's one of my favorite shows. We actually watched Adam and Jamie, the hosts, on their tour in San Diego because I knew my son loved it so much, so my wife and I and the kids went over to San Diego Civic Theater to watch their tour. It's called Myth Busters Unleashed and it was awesome.

On their show they run these science experiments to help prove or disprove certain myths. Then they either end up confirming that myth or busting them because of science. They use the scientific method to experiment and explore and kind of test things to, like I said, either prove or disprove those things.

For us it's the same way. When you validate your product idea or your business idea, you're running a small-scale experiment. When Jamie and Adam from that show have a big experiment to do, they often start with a small scale of it just to kind of see what it's like and get the controls right and everything before they actually go full-scale.

When you do that, when you do these small-scale experiments, you get to reiterate. You get to test. You get to break the process down into small little chunks and go one step at a time. If at any moment there's a failure, you can know right away where that failure point is. There's a stop-loss for your business idea so that you can go back and re-assess what happened and then continue moving forward after you make things correct, if you choose to move forward with it.

That's what it's like and that's what I love about it, because it's taking a scientific approach to the business creation process, not only with data but real feedback from those who are actually in your audience.

So going back to the original question of why is this book coming out now, it's because I now have a topic that I know I can provide value for. Even though I had a platform and this huge audience and all the different channels that I'm on – YouTube, podcast, blogging – and I have these amazing relationships with other influencers who could help me push something out, I didn't want to push something out just because I could. That's the worst thing you could do, I think. I think the worst thing you could do is put out something just because you can.

I actually always ask myself that question. When I have a big decision to make in my business or I'm about to execute on something, I ask myself, "Am I doing this just because I can?" – all the way down to a tweet. Am I doing it just because I can? If that's the only reason, it's not good enough. I need to have a specific reason, typically with the audience and serving them in mind, to be able to press Publish on something, to be able to push Send, to be able to launch something.

It took me a long time to figure out, "What can I do that is not just because, but because I have to?" so I feel like this is my time, this is why this book is out now, and that's the reason. Hopefully you can use that as motivation moving forward for you, and a way to give yourself checks and balances for all the decisions that you make moving forward.

The next topic I wanted to cover is why I chose to share this content in a book format as opposed to something like a course. A course is a great way to teach people, by far one of the best ways because of the ability to add video and to add other things like that to show people how to do certain things, but the type of content in this book is less technical and more actionable.

I can envision people reading a chapter, closing that chapter, and then going to do that thing, then coming back to it, so it's sort of a guide book in that sense, and something you can take with you at all times. It's also one of those things that you can keep with you wherever you go, so that it reminds you to continue moving forward in that journey, because this is a journey. There are a lot of steps along the way, and a lot of exercises in the book that you will have to do in order to get the information you need to move forward.

Yes, a course could teach the same thing, but I also wanted it to be less intimidating. I think more than anything that's really the big reason, is because this topic of validation is huge. A course can command a much higher price, so I could make more money if I did it that way, but that's not the purpose here. The purpose is to help people.

If I were to create a course with all these videos and validation, I know specifically that not as many people would buy the course, and additionally it would be quite overwhelming to see all that stuff in one place online on your computer. The book you can take with you wherever, and the text that you read is not as intimidating.

That's the big thing that I've learned through the several years I've been talking to brand new entrepreneurs and people who are struggling, is that they're just intimidated by those next steps, and because of that they don't take those next steps.

I wanted this book to be very, very casual, very inviting, very welcoming to opening up the mind and taking action that's required. It is going to test a lot of people, but I hope that in the way that I chose to format it in the book, it allows people to feel more comfortable with the process. It starts with that first impression in terms of how you receive that content, so that's my thinking behind it, too.

Then in terms of an overall marketing strategy, just to be honest, as I always am with you guys, this book is going to be the first of several things that come out in 2016 and beyond, including other courses, other books, and all those sorts of things.

The vision I have behind it is this. I imagine people reading it, and they have an idea in their mind, and as they're reading it they go through these litmus tests, if you will, and they quickly realize there are some obvious red flags between that idea and either the market that they're getting into or what that idea means for them, so they just drop that idea and move on to the next one.

It's better that that happen now than three years from now. This book almost acts as a way for people to test those ideas now to make sure that they don't waste that time and money, like I said. Or they go through the book with this idea in mind, they're getting confirmation along the way that this is actually something that is worth going into, that aligns with their goals, and by the end of the book they would have essentially gotten permission to move forward with it.

Through a lot of the work that I've done with students and people who are just starting out, a lot of the conversations I have with people at conferences who need some help, a lot of times those people have great ideas and they just need permission to move forward with them. When somebody gives them permission, they feel a lot more comfortable, so they take action required to make those things happen.

This book I wanted to be a way for people to get permission to move forward with their business, because that's what a lot of people need, so hopefully this will help people do that.

The other vision I have for it is other influencers out there who also have the same target audience. I can imagine them saying to those people who ask them the same question, "How do I know that this idea is going to work?" – I would love for them to just say, "Go read Pat's book." It's just like when somebody asks me, "How do I run surveys on my site?" I say "Go read *Ask* by Ryan Levesque." It's that same idea. Or "How do I manage my virtual team? How do I build a virtual staff?" "Go read *Virtual Freedom* by Chris Ducker." I want this to be the book that everybody else recommends about getting started and knowing whether this idea is going to work or not.

I can hear some of you thinking, "Well, that's cocky, or that's kind of asking for a lot," and yeah, but that's what I want to happen. If that wasn't happening then maybe this book isn't what I had hoped it would be or know it could become. I think it's important for all of you and the things that you create that you approach it in that way, where you want it to be the best thing out there on that topic.

This is the Ramit Sethi approach of don't just play in the same sandbox that everybody's playing in. Create that thing that is better than everything else that's out there, to a point where that is the resource on it. I hope you take the same approach with the products and the business that you have and whatever you end up spending your time on. You want it to be great, the thing that everybody else talks about when that topic comes up, the resource that everybody recommends.

This goes along with Hal Elrod's V in SAVERs for the Miracle Morning routine, the vision. That vision is very important. When Hal Elrod was on the show talking about his book and where that all came from, he had envisioned people reading his book as he was writing it, and that was helping him go through it, and envisioning these influencers recommending my book to others is what's helping me move forward, too. I recommend you definitely do the same thing because it's very motivating and it helps you keep the quality of that stuff to where it should be.

Speaking of quality, there's something I wanted to do with the book that I very much enjoy with other books that I read. I first experienced this with Tim Ferriss's book and several others, and you've probably experienced this before, where within a book you can get more information or get access to other things related to that topic that is being talked about in a particular section of the book, by going to a particular website and getting bonus materials and access to other tools and interviews related to that specific thing.

That is something I wanted to do and include in the book too, so along with the book there are bonuses available that you can get for free, but I wanted to deliver that bonus content in a different way.

Sometimes when I read books, I see and get access to this bonus content and it very much seems like an afterthought. It was sort of just a way to get people to be enticed to download the book. You download the book and you get these other bonuses that are included in it, too, or it's kind of low-quality. It brings people to a YouTube video, for example, as opposed to something a little bit more high quality.

As always, I'm trying to up my game and try things differently and trying to up the value that I provide, so with this book there are bonus materials. There are supplemental materials like downloadable worksheets, PDF files that you can input data in to help you through some of the equations, extra interviews, and other bonus content, but it's not delivered in just a download. It's delivered in a course-like format

where you will get access to a portal online where that bonus material is divided and sectioned off based off the chapters of the book. It's actually outlined just like the chapters of the book.

If you're reading Chapter 1, for example, and it says "Go to the companion course," which is what I'm calling it, you go to Chapter 1 in the companion course and you can get all the bonus materials that are related there. It just makes it a lot easier to structure and organize, plus as you're going through the book it's less overwhelming. I've gone through overwhelm before by downloading bonus materials, and that's kind of the opposite of what you want to happen. You don't want people to download the bonus materials and be completely overwhelmed by everything that they get right then and there.

By putting it into a course-like format where it definitely aligns with the content of the book, you only open the section that you're in right now, and that's what you see. I feel like delivering it in this format is going to be perceived as a little bit higher value and will actually be more helpful to people, too.

Of course this is experimental. I've never done any of this before, so you can check it out if you pick up the book and you get access to this course. Again it's completely free, and you can kind of see how it works and what that user experience is like. I'd love to get your feedback on that if you do end up purchasing the book, because it is something that I feel a lot of other authors could do, and you could do with your audience too, if you publish a book.

The other cool part about this and what I'm really excited about is this is using a piece of software that I've gotten very familiar with lately called Teachable. It's an online course creation platform and it's not a WordPress plugin. There are a lot of great WordPress plugins out there, ones that I've recommended before and ones I've used to create course-like materials or special places on your website that people need to pay to get access to, for example. WP Wishlist, Zippy Courses, and WP Courseware are other WordPress plugins that are great, but Teachable essentially allows you to create your own Udemy on your website.

If you go to Udemy.com you'll see a whole suite of different courses, one-off courses that different publishers and authors have created, and you can pay to get access to them. Some of them are free, but it creates this whole library or suite of different

courses, and they're all of course broken down into different categories. Lynda.com is another one kind of like that.

What Teachable does – again, it's not a WordPress plugin, it's its own thing – is it allows you to create your own library of courses that people can get access to, paid or free. I'm using Teachable to set up this bonus section or this companion course, if you will, which is completely free, but down the road there's going to be paid courses that will be set up on this particular platform too.

It will allow people who go through any free courses that I create to get easy access to the paid courses I create. It will allow people who are in the system in any way, shape, or form to be able to easily see everything else that I have to offer. There are a lot of systems of automation involved, too. They also take care of the payment process and the affiliates, if you have affiliates for your courses, too, and it's very, very well-designed.

I recommend you check it out. If you go to smartpassiveincome.com/teachable you can see what that's all about. That is an affiliate link and you can check it out from there. It has been really, really cool to set up this course on that particular platform, and to have the different lessons and modules aligned exactly with the sections and chapters of this book.

I feel like it's going to be a big hit, and of course with the future courses that come out it can only help that cause, so I'm really excited about that and I just wanted to share that with you. I'm always happy to share all the tools that I use that are actually helping me.

Of course, like I said, this is all experimental. I've never done this before. I'd love to get your feedback, and if it is something that you feel is of value to you through going through this companion course, if you will – and you'll get information about that in the book, of course, in terms of how to get access to it – totally steal that idea and use it. Teachable is a great tool.

There's obviously a number of other tools you could use, but this companion course thing I think is pretty cool. I've never really seen anyone do it before with their book, so again I'm always trying to push the limits there and share things along the way.

A couple more topics I want to talk about in the sense of how is this book being sold, and also how it was created. First of all let's talk about self-published versus traditionally published. One of the first things I thought about when it came time to write a book was whether or not this was going to be self-published or traditionally published, so I did what I always do when I don't know about something. I asked around, and I asked about 50 different people.

I reached out to a lot of my colleagues and friends, and even people I didn't know, trying to get advice in terms of what is the best course of action. "Help me understand this world of publishing," because I didn't know really anything about it. My other book is self-published, but that was a smaller project. This one was a big one and I wanted it to be shared with a lot of people.

Really that's what it's all about, understanding what your goals are. My goal for this book is to expose it and the Smart Passive Income brand and myself to as many people as possible. If your goal is to make a ton of money, the approach is going to be a little bit different.

Then there's also the conversation around having as much control as possible with the design of the book, with the content of the book, and then what happens to the readers in that book, too.

If you go with a traditional publisher, they're going to man a lot of the control that happens with your book, from the cover design to the content. I've talked to a lot of authors who have axed a lot of things because that's what their publisher said, but you also get a little bit more money up front if you get a great deal.

Of course, you have to go through the process of having a book proposal go out. You might have a literary agent to go out and feed that book proposal out to the different contacts that he or she may have to try to get the best deal. Then you work with that publisher over time. You might have a certain deadline based on their timeline, and there are a lot of things involved with that. Primarily my main concern was giving up control of the content and the cover and all that sort of stuff.

With self-publishing obviously you're free to do what you want to do with it, from the design to the content to how you sell it. The thing you lose, however, is the distribution through traditional book-selling methods – bookstores and that sort of thing. You don't

get that. That's the benefit of using a traditional publisher, too, is the distribution in that means.

I will say that most of the people I spoke to who had used traditional publishers had said that their expectations for the work that that publisher was going to do to help spread the word of that book was not met, meaning they were doing most of the work for the marketing, the promotion, and the exposure – the person who wrote the book, not necessarily the publisher.

Then of course, you have to get a publisher to agree to publish your book. The timeline when self-publishing can be much, much shorter, from when the manuscript is done, all the way to when the book's out there.

So there were a lot of pro's and con's. With self-publishing you get all the control and you get to really focus on the marketing efforts that you have, and actually make more money off of it because you're not sharing any of that with anybody, but then you lose the distribution through traditional means, plus a lot of those things are taken care of directly from the publisher. There is a lot to think about, but I decided to self-publish because I feel like that's something that a lot of you can relate to and can do.

I've had 3 or 4 publishers ask me to write a book for them, which I'm humbled about. I'm extremely honored by that, but I feel like they can wait. I feel like for these first books, especially for the foundational ones that are for the people who are just starting out or who haven't really gotten to their "successful business" yet but are working on it, I need to have control and I need to be able to help them in the best way possible.

I know a lot of the traditional publishers don't know who I am and they won't understand what my goals are. They won't even care, really. They're looking at numbers and that's it. Every time I hear about somebody or something being primarily concerned about numbers, I worry about them not being concerned about what those numbers mean, that there are actual people on the other end, which is my primary concern.

I've talked about that with email subscribers before. We always talk about how many email subscribers we have. Well, those are actual people and that puts a different frame of mind around how you approach what those numbers actually mean and what you do with those numbers. Again, that's my primary concern.

A traditional book is in my future, I believe, and I feel like all the work I'm doing now can make that launch even better and help me get to the New York Times bestseller list much faster. I've had a lot of consideration about that, too, because it's not impossible to get on the New York Times bestseller list when you're self-publishing, but it's very, very difficult. It's a lot easier when you go through the traditional route.

If my primary goal here was to get on the New York Times bestseller list, I would easily select to go the traditional route or work with a hybrid model publisher, which do exist now. They allow self-publishers to do that, but there's still a lot more involved than just self-publishing and posting on Amazon.

If you publish a book on Amazon, and even if you get print-on-demand through Create Space through Amazon, and even if you sell more books than the top best-selling book on the New York Times bestseller list, you won't make the list if that's all you do, because the New York Times has this crazy secret formula which involves a lot of physical book sales from actual stores. That's a part of their equation.

If you were to just self-publish a book on Amazon and not distribute physical copies through those traditional means, you're not going to get onto the bestseller list, so that is actually not my goal. My goal is to reach as many people as possible. Yes, I know the New York Times bestseller list is a grand prestigious award and honor and title, but again I feel like I can get that later. I don't need to do it right now and that's not the primary goal.

Yes, there's a lot of things that come with that, but I know I've built a platform that will allow me to be able to create some rocket fuel behind this book that will help expose it to as many people as possible. That's why I chose to self-publish and distribute it through Amazon.

There's also a thing called Create Space. When you self-publish a book you can use Create Space to create print-on-demand physical versions of your Amazon book, so it will be on Kindle and it will be a physical book that you can get, too.

The reason this is important is because this aligns perfectly with my goals for the book which, like I said, is to get as much exposure as possible. I want to introduce this idea, this brand, and myself to as many people as possible. Amazon in its algorithms and just what Amazon is and how it works, will help me do that the best.

Now you might be wondering, "Pat, you have this great book, you have this amazing platform, so why don't you sell it directly off your own website?" Nathan Barry, who's now the CEO of Convert Kit, came on earlier I think in Episode 85 and talked about self-publishing his books for designers, his Designer Handbook and a few other ones, and he was making six figures easy by selling books and having control over the book bundle tiers.

The price point can be much higher. You can come in at a much higher price point when you sell off of your own website versus Amazon, but you're selling to the people who already know you're there, for the most part. They already know you exist, and that's not my primary goal. I want to serve the people who know I exist, but also help me by sharing it with more people.

I'm taking advantage of the Amazon environment and the "people who bought this also bought that" or recommended items. I know through research and talking with a lot of other authors who had specifically published primarily on Amazon that when you get to the top tiers and the rankings in Amazon, which I feel like I can do with the platform that I've built over these years, and all of your support, of course – thank you – things start to happen automatically.

The Amazon engines are great at promoting what is selling, so if something is selling they're going to make sure to make the most of it, using their magic, I guess you could say, where people who are following specific categories will be recommended that book. People will see those "people who bought that book also bought this one" and you'll get more exposure that way. That's not something that can happen if you publish off of your own website.

You can see there's a lot of pro's and con's to all these different decisions, but this is where I'm coming from, and again I wanted to share all this with you to show you where I'm coming from with this book and why I'm publishing it and how, too. Hopefully that can at least give you some insight on where I'm coming from, but also where you can come from, too.

You might have a completely different approach with the way that you write your book and how you publish and market your book or your product. Again, I just wanted to give you full insight on that, as I always do. Of course, I'm going to tell you how the book does along the way, and I appreciate all of your support.

If you want to check out the book and follow my lead and look at the examples that come out in terms of emails and the marketing push and all that stuff, head on over to WillItFlyBook.com. You can pre-order the book there, or if you're listening to this in the future you can check out the book and see how I take you through that companion course and what that does.

Feel free to take what I do and use that and implement that on your own. I'm not saying copy my book or my content, but I'm saying take these strategies, take these tactics, and if they work for you they might work for your audience, too, so feel free to use them. The tactics and strategies I feel aren't anything that is owned by one person. It's stuff for everybody. If you can help your audience more, then I feel like I'm doing my job by helping to show you how you can do that.

In the next couple weeks I have a couple great episodes for you related to the book, too, getting into more specific details about a couple things. In the next episode I'm going to talk about launching with a book team. This is something that has helped a lot of authors.

We heard this back in an earlier episode when Jeff Goins came on. This was back when I was publishing *Let Go,* and in that interview he talked about how one of the best strategies you could do is to launch with a launch team. I didn't do that in the proper way the first time, but I have somebody who's managing that process for me, Daniel. He's going to come on and talk about the process and how it works, so you can implement the same thing, too.

The week after that is when the book comes out, February 1. That Wednesday podcast, February 3, I'll be talking to my team and we're going to be sharing with you how we launched this, and hopefully by then we'll see it somewhere at the top on Amazon, at least in some categories, if not the entire store. That's what I'm shooting for. That's the main goal here.

My goal is to get *Will It Fly: How to Test Your Next Business Idea So You Don't Waste Your Time and Money* into the top 10 books in all of Amazon. It's a pretty ambitious goal, I think. Maybe some of you don't think it is, but that's what I'm shooting for and we're going to see how high we can make this fly. See what I did?

Thank you again so much for the support. Go to WillItFlyBook.com. I appreciate you following along in this journey. Even if you don't pick up the book, hopefully along the

way I'll be able to provide value to you through the marketing, through the promotion of it, and just talking about that over time.

Like I said, I hope you're going to join me in the next couple weeks when we talk even more deeply about some of the certain topics that we're doing to promote this and launch it with a bang. Again, thank you so much for your help.

I also want to thank today's sponsors. First up, FreshBooks.com, making it extremely easy for all of us entrepreneurs out there, including myself, to manage our business finances.

For all of you out there who are running a small business, who are doing the coaching thing where you have students or clients, or you do consulting and you charge for your time, invoicing your clients is such an annoying things sometimes. It's really hard to do and there isn't good software out there, but FreshBooks is that solution for you.

They completely take away the stress when it comes to the invoicing for your clients. You get paid much faster and it takes care of all the things like time tracking and managing your expenses related to that, and all that sort of stuff.

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I also want to thank 99Designs.com, making it really easy for all of us to get some designs done for our business. All of us who are working online need designs done at some point. If you can't afford that one designer for your business who's with you all the time, which I know can get very expensive, plus a lot of the back and forth can take a lot of time too, try using 99Designs.com.

If you're looking for a design, anything from a logo to a t-shirt design, a mug, a whole website, a landing page, whatever you need, you put a description up of what you want, and then within a day you're going to get dozens of designers from around the world competing for your favorite design.

By the end of it you get to choose one of several that you like, and pick your favorite one and take that home with you. If you don't like any of them by the end of the 7-day

turnaround, which is super quick, you can get your money back. Check it out by going to 99Designs.com/spi. That will get you an extra $99 that you can put towards your next design project.

Thank you all so much for your support, for taking the time to listen to this, for all of the encouragement. Even if you don't pick up the book, I'm just so thankful that you're here as a listener. One more time that link to the book is WillItFlyBook.com.

All the links and resources for this episode can be found at SmartPassiveIncome.com/session197.

I appreciate you. You're amazing. I love you guys. Thank you and I'll see you in the next episode. Bye.

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