**Will it Fly\_ (With Pat Flynn)**

**Male Speaker:** Welcome to Build Your Tribe with your host, Chalene Johnson.

**Chalene Johnson:** Hey, thanks for joining me. This is Chalene Johnson and I’m here today on Build Your Tribe with Pat Flynn. You may remember that Pat was here back in December. We surprised Pat by starting this like impromptu campaign to raise funds because Pat, two years ago or a year ago?

**Pat Flynn:** A year ago.

**Chalene Johnson:** A year ago, for his birthday. And he was like, you know what, I don't want you to raise and send me a bunch of gifts, I really would love it if you donate it and we could help raise funds to build a school in Ghana, Africa with the help of Pencils of Promise and I thought that was such a cool thing because I’m uncomfortable getting gifts. I don't know why, but I love to give gifts but I’m really uncomfortable when I get gifts. I’m a words of affirmation kind of girl.

**Pat Flynn:** Do you want to hear a funny story?

**Chalene Johnson:** Yeah.

**Pat Flynn:** Before I got here, I asked my assistants to do some research to see what gift I could get you to thank you for everything that you’ve done for me in all inspiration and she couldn't figure it out because she even asked all your peeps and they're like, "She's really not into getting gifts."

**Chalene Johnson:** Yeah. I’d love nothing more than a letter, a handwritten letter, I am just like that. It touches me and I save them and so, anyways, that's why I thought well, I think this is such a cool idea and when Pat was here in December, we decided impromptu to do that live on Periscope. I was expecting like, oh this is kind of impromptu. I haven't given it much thought and there's not a ton of people on Periscope at that time and I wasn't expecting it to go gangbusters but there's so many people that were connected to you on Periscope and so many people who specifically are descendants from Africa who are here and their parents were African immigrants and people who I didn't realize had actually gone to school in Ghana, Africa and they got involved in it and the word just spread and that's like the power of social media and within 24 hours’ time, we were able to raise and Brett and I pledged to match dollar for dollar everybody's donation.

**Pat Flynn:** Thank you for that.

**Chalene Johnson:** Absolutely and because of just how cool social media is and how giving people are, we were able to raise enough money to build another school and that's crazy. So, I thank you for that inspiration.

**Pat Flynn:** No, thank you. I mean, everybody watching and listening, you guys built a school. So I'll make sure to keep your people posted at--

**Chalene Johnson:** Yes, it’sinsane. It's kind of crazy. But in that whole experience we were also able to interview Pat and talk to him about affiliate marketing and so many people followed up asking about business ideas that they have. So, I want to have Pat's back today because Pat has a book coming out shortly. When is the book release?

**Pat Flynn:** February 1st. It's crazy.

**Chalene Johnson:** It's crazy and the book was born of this really common question that so many people have is like, I've got this idea. Will it work? So, can you tell us a little bit about the book?

**Pat Flynn:** Yeah. So it’s called "Will It Fly?" How to test your next business idea so you don't waste your time and money and I think that just speaks to exactly what the book is about which is that idea that we have that we don't move forward with because we just aren't sure. We don't want to waste that time. We don't want to waste that money have we known if what we are working on is actually going to work for us.

**Chalene Johnson**: Yeah.

**Pat Flynn:** And actually, this is something that isn't new, this topic of validation and there is actually ways to test and kind of – this book is a way to go through a number of different litmus tests to understand whether or not this idea is right for the market you're getting into but more than that and I think the most important part is whether this idea is right for you as a person. Is it aligned with your goals? Is it aligned with your life? Is it aligned with your strengths? Like if you look back in your histories, does this actually follow that same trajectory of the things that you like or is it actually something you don't like. A lot of people get into business just because they could get into business and they aren't happy, even if they are successful as a business person.

**Chalene Johnson:** What do you think causes the unhappiness or maybe a better way of stating that is, why do you think people accomplish goals, start businesses have some success, but yet, they don't find happiness?

**Pat Flynn:** Because we're thinking more about the business itself rather than what that business can do for us. You know, a lot of people get into entrepreneurship because we are like, we need change, we need to get away from the 9 to 5 and have our own thing to have this freedom. Yet, they get into a certain kind of business that they feel like they're a slave to, which is not good especially if it's one that you don't necessarily like and all that takes is a few little thought experiments and exercises to just understand and put yourself in that place of really feeling this business in the future. It is something that's actually going to work out for you? And you know, there is a lot of cases in my life where I have said no because they just don't align with where I want to be or who I want to be.

**Chalene Johnson:** That's good. I mean, it’s good to have that forethought. So the first thing I want to ask you about is I will often read like on Infographics, it'll say, "Never let anyone discourage you. Go after your dream." And I’d kind of like cringe when I see that because I do think if you want to accomplish something and go after it, that's great. But you should have mentors and people around you that are going to ask you the right questions and are going to get you to pause and say, "Are you sure this is a good idea?" It's not that they don't support you, but are you sure this is a good idea before you go devoting your life and money and energy and everything else. So, speak to that person who has their fingers in the ears like, "I’m not listening. I’m not listening. I have all these people telling me I shouldn't do it. How much should they be listening to other people?

**Pat Flynn:** You should listen to them because sometimes it's hard to see what it's like from the outside. We can be so involved with what we're doing that --

**Chalene Johnson:** In those rose-colored glasses?

**Pat Flynn:** Right. Exactly but it's also important to know that if you truly believe in that thing that you're doing, then you've got to keep going no matter what people say and I think the idea is, well, do you know where you're going? A lot of people say they do or have an inkling that they know where they're going and what their dream is but do you actually know. It’s like getting in the car or flying a plane and just going. They're going through their emotions, they are traveling. They're going somewhere but if you don't know where you're going, you are eventually going to run out of gas. You’re going to be grounded and you're going to have a hard time trying to get back up again. So really focusing on those goals even before we start talking about like, well, this idea that I have and how it fits into the market, it's very important to understand, well what is it that you really want.

**Chalene Johnson:** How do you help people figure that out?

**Pat Flynn:** Well in the book, there is a number of different thought experiments, which I love because--

**Chalene Johnson:** Thought experiments?

**Pat Flynn:** Yeah, and I love that, because it's like--

**Chalene Johnson:** It sounds so sci-fi.

**Pat Flynn:** Right totally. And so there's one for example called the airport tests. So, Chalene let's just say for whatever reason we don't connect for a number of years. That obviously wouldn’t happen but we see each other five years down the road at the airport. We're both traveling to different conferences or something and I see you and I go, "Chalene, so great to see you."

**Chalene Johnson:** Pat! Oh my God.

**Pat Flynn:** Yeah. Right.

**Chalene Johnson:** Where are you going?

**Pat Flynn:** And I go**,** how is life? How is life treating you? And you say, "It is amazing. Life couldn't get any better." And then I say, but why? And if you think at that moment, when a person asks you, but why are you saying life is awesome, it really puts things into context and actually if you divide your life into your top four categories like for me, for example, it's family, professional, financial, and health. Those are the top four categories for me in my life. You start listing out for your top four categories. What would make you say that five years from now and when you see it on paper, when you go through that exercise, it really puts things into perspective and actually it weeds out a lot of decisions that you may have made otherwise.

So, that--

**Chalene Johnson:** I like that.

**Pat Flynn:** You know it’s like…

**Chalene Johnson:** I’m reflecting on if I had gone through that thought experiment before I started my previous company, Powder Blue Productions, and I was on your show which was great. Thank you. Smart Passive Income and I had a business. My husband and I ran a business with certified fitness instructors. We made fitness apparel that was a separate company and we also put on big fitness motivational camps.

I guess, I didn't know what I didn't know. Right, like so had I thought about what life would be like before I started that business, I would have assumed that I would have had a lot more free time than I did? I would have assumed that I would have had less stress than what I did like I didn't know and then once I was in, I was like, "Help! How do I get out?" Like this is not how I want to live. This is not how I want to feel. So, I guess I want to ask you, I want to put you on the spot and say, how do people know what it is they're going to experience if they haven't been through it?

**Pat Flynn:** You talk to other people. Absolutely. It’s #1 way to do it and for me when I first started online business and I started experimenting with a lot of new business ideas, I kept those things secret.

**Chalene Johnson:** Why?

**Pat Flynn:** A couple of reasons. One, I wanted to surprise everybody. I wanted to just work on it on my own little laboratory and I come out and reveal and have this big grandiose like event and--

**Chalene Johnson:** Was it ever a – because I will hear a lot of people say, "I’ve got this idea for a business but I want to tell you unless you'll sign this nondisclosure." And I’m like, "Listen, I ain't got time to steal your business."

**Pat Flynn:** Right. That was my second point, like people are afraid that other people are going to steal their ideas and if you're the one that's focusing on that, people might think it's a great idea and they might even get around that. They wish they had done the same thing but they're not going to do it. They are not going to be as motivated as you.

**Chalene Johnson:** How does somebody- because, I get those enquiries and I know you do too, from strangers who are like, "I want to take you out to lunch or I want to buy you coffee and pick your brain." Because they want to know what is it like and we're busy, so we have to protect ourselves and make sure that we just can't do that. There’s not enough hours in the day. So, how would you recommend somebody get access to someone who's done that thing or done something similar to that thing?

**Pat Flynn:** Right well, you don't necessarily have to get access to that person in real time. You can get access to their brain and their thoughts and their emotions and their experiences through things like their podcasts or their blog or their books.

**Chalene Johnson:** Just listen people! Don't you find that successful people are the most generous with their path, their journey and how they got there and exactly how it came together?

**Pat Flynn:** Yeah. Absolutely. I mean, they want to share everything because they remember hopefully, the good ones at least, remember where they came from. You know, Jenny from the Block. So, you want to make sure that you connect with the Jenny from the Block and again, not necessarily have to be one of them. However, there's nothing wrong with asking to take somebody out for coffee. You never know. I actually personally love to go out to coffee or lunch with people who come in through San Diego and--

**Chalene Johnson:** Just random?

**Pat Flynn:** Yeah. Just random.

**Chalene Johnson:** I do not. I do not. You know why, and I’ll just put it out there. Because I have so many amazing people in my life that I don't have enough time to spend with. So, for me, I always feel like when a complete stranger, who I don't know and they are like, you know, they’ve got a great story but I don't have a personal connection with them like they haven't invested per se in me, other than like listening, right. For me, it is a priority to spend that time with all the people that I don't have enough time for and that is just the honest truth.

**Pat Flynn:** I see exactly where it came from.

**Chalene Johnson:** But however, if I have someone who has they've done my academies and they do the work and they're a success story, there's nobody a coach wants to root harder for, than the kid on the team who actually is coachable. That's the exception, I would say.

**Pat Flynn:** Those are usually the people that I want to spend time with, however, I’m in downtown San Diego every Wednesday and I just open my lunch up for anybody who comes in. So, that's just my way of being able to not feel lonely in the space because my wife, she's amazing, but anytime I start talking about business, she's like—So I need – that’s me and that's one of the things I actually learned about looking at my history which is like one of the other thought experiments, and what I like to call the history test.

Looking back at all of your previous jobs, your vocations and maybe the job that you have now, and volunteer work that you've done, clubs that you've been a part of and start piecing together, why you like those things or why you didn't like those things? You can start to create patterns. It sounds so simple, right?

**Chalene Johnson:** What patterns did you see in yourself?

**Pat Flynn:** I found out that I love being around people and I love getting recognition for what I did and that’s something I didn't get in the architecture world. Where I would do all this work, stay up two days straight to work on things and I would just be a part of project.

**Chalene Johnson:** Well, that's really hard to get when you are a solopreneur. There is no like, "Oh guess what? You're employee of the month."

**Pat Flynn:** Right. But you can directly touch a person's life in a way where they will be more than happy to go out of their way to say thank you and like I do, just a ton of mail and handwritten notes and those are my favorite things because it shows me--

**Chalene Johnson:** So, you kind of – it’s even like recognition like your name on a plaque or--

**Pat Flynn:** No, no, no….

**Chalene Johnson:** You mean, like, "Hey, thanks! I learned this from you."

**Pat Flynn:** Right. Exactly. Thank you for clarifying that.

**Chalene Johnson:** Yeah. That's me. Because I don't like recognition but my absolute favorite thing is when someone says, "I learned this from you." Like I love being acknowledged as a teacher. That's everything.

**Pat Flynn:** Yeah, that’s such a great feeling.

**Chalene Johnson**: Common things that you found in your past work experience and things that you enjoyed doing included like thank you recognition and what was the other one?

**Pat Flynn:** Being around people.

**Chalene Johnson:** Being around people and what else?

**Pat Flynn:** There were a lot of things that actually I didn't like which was staying in one place at the same time. So sitting on my desk for example….

**Chalene Johnson:** Like physically, okay.

**Pat Flynn:** Or I had another job where I had to stand in one area for a big time, so again, it's like these small little things but if I’m creating my ideal future, I know what not to do and it’s funny because we go through the motions of life and we don't understand or don't even think about why we like or dislike something as it's happening. It's only when you look back and make these connections and patterns that you can actually see and then begin to craft your own future and see how this idea actually fits into that and a lot of times, it completely fits. It’s very motivating. Sometimes, for people who have run this experiment with, it's immediate red flag and they like, "Thank you for showing me this now instead of five years from now.

**Chalene Johnson:** How often people really see it? Like really identify it, for me, I love the idea of a history test. Taking that test, I know from my history that I’m really unhappy if I’m on someone else's regular schedule. I love the ability to wake up every day and go, "I wonder what I feel like doing today and I have something scheduled and I can cancel it if I want." That makes me so happy like even if I’m not going to cancel anything, knowing I have that freedom, makes me feel alive and so any type of job or career or business that I might look at, it's not going to fly for me, if I were to take the history test and recognize that I don't like that kind of forced structure. So, that's a great test. What other kind of tests can people expect?

**Pat Flynn:** Well, the last one that I show in the book again, about business to self as supposed to business to market were how that product--

**Chalene Johnson:** Business itself meaning like decided that works for you?

**Pat Flynn:** Right. This is the big one is what I like to call a shark bait test. It kind of puts you in the scenario of being on Shark Tank, the show, where you go in front of investors and it's very intimidating. You can fast forward past your pitch because at this point in the book, you don't know what your idea is exactly is. It’s kind of amorphous thing. I help you define it later, but the point is what's stopping me from hiring somebody to do the exact same thing that you're getting? Why are you special?

It's a very harsh question, looks the way he puts it, but it's a very necessary question for us to answer now. If you don't know that answer, what makes you special, you're not going to win. You're always going to be like somebody else or second best. You won't be able to understand what your superpower. I called it in the book "your unfair advantage". It's like what's that thing that you have over everybody else. A good example--

**Chalene Johnson:** Do you think most people know that about themselves?

**Pat Flynn:** No, they don't.

**Chalene Johnson:** So, how do you, I mean like I meet people all the time, who I’m so blown away by the greatness that they don't see in themselves. I think it's pretty common for people to be so close to who they are and they're like, "That's a big deal?

And you're like, "Yeah. It's a really big deal. That's what makes you special."

**Pat Flynn:** So, how do you figure that out?

**Chalene Johnson:** Yeah.

**Pat Flynn:** Well, actually I got an email from one of my good friends the other day who was going through these experiments and he said, "You know what? I’m going to ask you what you feel is special about me?" So, asking other people to tell you- other people you trust, who you know that--

**Chalene Johnson:** And then believing them.

**Pat Flynn:** Yes. It was about seven different kinds of special powers that you can have from your network to your hustle, to how specialty your niche is. Your rolodex is very important. The people you know. There's a woman named Lain Ehmann who make six figures a year teaching people scrapbooking. She became a powerhouse in that space, the scrapbooking space, because she used to write for a magazine and just knew everybody. So, the way she came up with a solution was to create a virtual conference and just call all her friends that she knew, come on and be a presenter in this virtual conference.

**Chalene Johnson:** Yeah. I heard her on your show.

**Pat Flynn:** So she's great. That's one example of her using her superpower which was just her existence in that network.

**Chalene Johnson:** If I have an idea for a business, I'm really excited about it. I go through the book and I get to a certain point where I realize, "Okay, this is not going to fly."

A couple months later, I come up with another idea. Can I keep going back to the book?

**Pat Flynn:** Yeah, absolutely. You should absolutely. These first sections, these self-tests I guess, they're already done.

**Chalene Johnson:** That's nice.

**Pat Flynn:** Yeah. And we learn more about yourself already, even if that didn't even work out. This is the cool thing about this book is like, no matter what happens is the win. If you don't have an idea, if your idea fails the tests, then you win because you know that now. Or if it's a winner, you go through the whole book, you were completely motivated. You’ve got permission from something that told you that this is what you should be doing.

**Chalene Johnson:** I am so excited about this because reverse engineering decisions is my life. I just think that you can avoid so much heartache and money. They didn't need to spend and pain and years. If you just take the time to just kind of think about all these things that people blow through, I have never heard of a book that does this where you actually step do not just does this work in the marketplace, but does this work in terms of what you want. What you want to feel. The life you want to live. How do you define success and to give people not just a question become like a way of testing obviously. It's pretty cool.

**Pat Flynn:** It's interesting because when I share this concept in the outline with a number of my friends, mentors and colleagues, a lot of them actually suggested to take that part out. Because there are people want to know if their ideas is going to work. That's the meat and that's what the cover sells. However, I couldn't do that because it's so important. Even if that idea were to work out, they could still fail because they didn't do these initial tests.

**Chalene Johnson:** Have you ever had a business that you have sold or got out of or failed because it didn't fit with what does you want or your lifestyle?

**Pat Flynn:** Yeah. There's a business that I had considered building very recently, that they're needing one of the spaces that we're in. Podcast in Space, actually. Podcasting is hot right now. People are creating products and there's still a need for podcasting hosting company that really does it right. Like, the Wistia, which is the video hosting company of podcast hosting with incredible analytics and stuff and I’ve already talked to so many people about this.

Every time I talk about this with other people, they get so lit up. They are like, you need to do this right now and you'd be perfect for it. But when I look at my plan and whoever want to be. I want to be a father. I want to be there at home with my family and serve my audience in different ways, this would take me completely away from smart passive income. This would take me completely away from my family, so I can't do it.

**Chalene Johnson:** When you say, "take you away from your family", many times?

**Pat Flynn:** Yes. So it just--

**Chalene Johnson:** God, that's honorable.

**Pat Flynn:** It doesn't make sense but because it's on paper, it's easier for me to make that decision. Or I don't make decision incorrectly.

**Chalene Johnson:** Do you find it rare that people will place their values for a family before financial rewards?

**Pat Flynn:** No, actually, it's not. I know were the questions coming from but I think people always want to support their family. That's always going to be the case but I think they sometimes approach in a way where you might not even realize they're not supporting their family based off of how much time they spending away or the kind of business--

**Chalene Johnson:** I guess, that's what I mean. Like I hear so often- and my belief is beyond with anybody else's beliefs. I just think that people get romanced by opportunity and financial reward and they think it's not going to happen again. It's exciting and so they think well, this isn't going to happen again. I can justify it because it will allow me to better take care of my family, even though they know that they won't be able to spend their time with them.

**Pat Flynn:** It's that justification which isn't really justification. It's just kind of excuse sometimes to do that thing.

**Chalene Johnson:** So, do you feel rare in your space?

**Pat Flynn:** I know I have certain superpowers and--

**Chalene Johnson:** So humble. I'm trying, y'all. I'm trying.

**Pat Flynn:** In terms of family and how important that is to me, maybe so at least as much as I share that online, I think, it's rare because a lot of people in this space, I mean, entrepreneurship online business and marketing, at least before when I got started, it was very much about the mansions, the Ferrari’s and the cars and the travelling. All these single dudes doing the cool things and I’m like, "That's not me."

That's why when I got into this space and started sharing these information. I knew that was a big part of who I was. I knew, I had to share it, not just because I wanted to be all open and honest, but I knew because people would be able to connect with me for that reason and differentiate me from other people out there.

**Chalene Johnson:** Last question. Who is this book for? Is this a book for someone who is not yet figured out what their business idea is? Could somebody find value in this if they're like, "I'm not sure why that is. I just know I’m meant to do something more.

**Pat Flynn:** Yes. Absolutely. there's a lot of things in the book that will leading up to the point which you have an idea and validate that in a market that will help you in terms of principles of what makes a good business, serving your audience. Business is simply a solution to some group of people's problem. I think the book will definitely be inspiration if you don't have an idea. But if you do have an idea and you haven't started the business yet, this is obviously for you.

Even if you have a business but you feel stuck or you just had been on the same level, or you're thinking about that big product that you want to promote but you are--

**Chalene Johnson:** Second business.

**Pat Flynn:** Right, that too. It's definitely works all year round.

**Chalene Johnson:** How can people get a hold of the book?

**Pat Flynn:** If you go to willitflybook.com, you can pre-order it there or if you're listening or watching to this, after that date, it will be available and hopefully, as high as it can go in the rankings on Amazon, just so thankful for allowing me to come here and share a little bit about the book.

**Chalene Johnson:** Fantastic, so check it out you guys. Please make sure you get yourself a copy. You can send him a tweet. He's at Pat Flynn everywhere on all the platforms. It's his name at Pat Flynn and let him know that you heard him here on Build Your Tribe.

Thanks for tuning in. It is my goal to be brief, to be bright to make it fun which we did and then be done.

**Pat Flynn:** Hey, what's up? This is Pat Flynn, great friend of Chalene and she allowed me to come on here to tell you that this week's episode of Build Your Tribe is sponsored by my new book. It's called. Will It Fly? How to test your next business idea so you don't waste your time and money. Before I tell you what this book is about, let's drop that beat.

So, Will It Fly is a book that's going to help you validate your next business idea. You know you have a new idea that you have. Well, how do you know if it's going to work or not. That's what my book helps you figure out. So, where do you get it? All you to do is head on over to willitflybook.com

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