**SPI Podcast Session #191–
When a Product Launch Doesn't Go as Planned:
Inside a Coaching Call with Pat
with Robert Kibbe**

Show notes: smartpassiveincome.com/session191

This is the Smart Passive Income podcast with Pat Flynn, Session #191. You're on the inside.

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 buys random people coffee behind him at Starbucks – Pat Flynn.

Pat: What's up everybody? Pat Flynn here. Thank you so much for joining me today. This is a special episode because we're doing something here in Session 191 that we haven't done before. We've done something similar where you actually heard a mastermind call with some of my mastermind group members. We had somebody come on as a guest, we broke his business down, we built it back up, and a lot of you enjoyed that.

This is similar in the way that you're actually listening to a live call that previously happened, where some great advice is being passed around. However, this isn't me and my mastermind group members. This is me and somebody who had asked me to help coach him through a particular problem he was going through in his business.

This is Robert Kibbe from TheMuscleCarPlace.com. Robert reached out to me a number of years ago asking me for some help getting started and getting things up and running, and he reached out to me again with problems that he was going through in terms of his recent product launch.

In this episode it's actually a call between him and me that I actually didn't know that I was going to put on this podcast. I recorded it because I wanted to give it to him afterward. That's what I usually do when I do consulting calls. I don't do these consulting calls very often anymore, although I wanted to work with Robert because I had worked with him in the past and I wanted to see where he was at and see if I could help him move forward.

I recorded this because I usually give these recordings to people to listen to afterwards, and they're usually private, but afterwards I was like, "Wow, this would be an amazing podcast episode," and Robert said, "Totally. Put it up there. I think it would be very helpful for everyone," so here it is. This is the coaching call between Robert and myself.

A question that you might have before I get started is how much is my time, and like I said I actually don't do this anymore. Because I had helped out Robert in the past I just told him, "Hey, you know what? Whatever you feel like paying after this call, if you feel like it's great value and you want to send money over for my time, here's my PayPal account. If not, totally understandable," and he actually ended up paying me some money afterwards, which was really nice of him. He didn't have to do that, but hopefully that just shows you that he got some value out of this and I hope you do too. Here's the call between Robert and myself.

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Robert: It's called The Muscle Car Place. It was originally a classifieds website, WordPress-based. I launched a weekly podcast talk show format called The Muscle Car Place to promote the show, and that pretty much essentially became the business over the course of the years. Lots and lots of different sponsors came on. Shows are typically in the low thousands for downloads upon release and then they kind of trickle up on there.

Over the course of this business, though, the bigger value to me has been the show itself, more in the introductions to people and industry and places that I couldn't otherwise go. I am involved in other businesses outside of The Muscle Car Place. The Muscle Car Place is by no means a sole breadwinning style of business for me here.

Several listeners pooled together and helped me build a very amazing '64 Chevelle. It's my car. We released it at a big industry trade show and it got lots of press, lots of media. I secured over $400,000 in sponsorship for the car and shared all that through the show and my website, and I just got question after question on "How do we do this sponsorship thing?" In the automotive industry if you're restoring an old car or building a race car or a race team it's an upside down financial model. You'll put more money in than you'll ever make out. It requires sponsorship.

To cut to the chase, I did a little testing. It looked like a course to teach people how to go about obtaining sponsorship was a good idea. In the end it's pretty straightforward a process. You have to first provide people some value that you're going to give in return,

and walk through the process with them. It takes a lot of time. The reality is if you had a million bucks on your own it would go a lot faster, but I created a whole course to walk people through that, online video-based.

I used the [Webinar on Fire](#) model that John Lee Dumas presented. I bought his course, really good. I did the pre-launch webinar and it went well, but once the course went live I think I only got 2 or 3 people that ever bought it.

Really I just chalked the whole experience up to a learning venture for myself. [inaudible] 2-3 months and do that next time, but for this time all I can say is I've done it.

Another sponsor started approaching me though with questions, and in the course of digging I saw that the downloads for some of the preview shows I did for that course were still higher than my normal shows, and continues to be.

The question now to you is, is this a viable course that just needs some tweaking that was mis-marketed? Is it just dead and I should move on? I really don't know. Up until about a month ago I had moved on and forgotten about it. In fact, I had even deactivated the course. You couldn't even get to it.

Pat: What made you come to me to potentially re-open it?

Robert: The fact that the interest appeared to be there, just through different downloads of people trying to find more information on the show. I should definitely preface that people weren't reaching out to me personally. No one was contacting me and saying, "I can't get access." Well, a few people did but I wasn't getting hundreds of inquiries. Maybe I got 10 that said, "Hey, I'd still like to take this course if it's available."

Pat: And what happened to those people? Did they end up just not purchasing, or maybe they never came across it?

Robert: Most were people that I had known in some way or another. If I knew them and knew them well I just made sure they got access. But for the most part I just didn't worry about it too much. I let them know that that was the case, but kind of just decided to move on.

I'm trying to figure out what to do with it. The overall gist is I am in business. The Muscle Car Place is a passion. It's fun, I meet a lot of people, I get to stay in an

industry I'm connected in, but it takes a lot of time. So if I can't find a way to make this business more profitable monetarily, I probably need to focus my efforts elsewhere.

Pat: How much money would you need per month to make it worth your while?

Robert: That's a very good question.

Pat: Because then we can work backwards from there, you know what I mean?

Robert: Yeah. All-in not much, maybe $10,000.

Pat: Okay, so 10 grand and you're getting sponsorships to cover a little bit of that, correct?

Robert: Correct.

Pat: How much is your course?

Robert: $99.

Pat: So let me get this straight. I could potentially buy this course for $99, and if I had a muscle car and if I was in this kind of arena, what would you say my realistic expectations would be in terms of getting sponsors to come on and sponsor my own vehicle?

Robert: Pretty good.

Pat: How much would I be able to make?

Robert: You'll never receive money. What you will receive is parts in kind or service in kind, and that value would probably be in the high hundreds to low thousands for the average person, I would guess.

Pat: I see, okay.

Robert: In this industry, companies will never ever fork over a dollar if they can give you something in kind. They'd much rather do it that way versus monetary sponsorship.

Pat: Their stuff is being used and people see it and they share it and they can hold it and that sort of thing.

Robert: Yeah. This is a very touching feeling use industry.

Pat: So quite honestly you would only need to sell about 70 at that dollar value right now per month to be able to make up that cost. If you were to double that price, let's just hypothetically say it's $200, you'd only need to sell nearly one a day essentially, which isn't that much when you put it in the grand scheme of things.

Robert: Right.

Pat: That gives me some confidence that this is actually possible. I want to know what your gut tells you, so I'm going to kind of dig deep a little bit. I hope that's okay if I ask you and poke and prod a little bit, Robert, in terms of trying to figure this out. I'm just trying to learn more about you and where you're coming from first before we get into some of the strategies and stuff that I know you really want, but we'll get there.

What does your gut tell you about what it is that you've created and why you feel like it didn't work out? You touched on that a little bit but I want you to talk about that a little bit more. And how great do you feel like this course is really?

Robert: Can I answer them in reverse order? As far as how great it is, I think it's a very good course. I think it's well thought-out. I think it would have been helpful for me to go through. It's hard for me to take off my experience glasses, though, because what I teach in the course is a very systematic simple level of business interaction lessons. Anybody should probably already know how to do this. I just show them the steps and give them a couple templates to use, but I definitely know that's more than people are doing now.

I'm sorry, what was the first question?

Pat: The first question was why do you feel like it's not actually working out? Explain that a little bit more. I have some thoughts on maybe why, but I want to hear your thoughts. You said maybe there's a disconnect and maybe there's other things. I want to know in your words truly why do you feel like this didn't work out?

Robert: I don't know anything further than what I originally thought when I just thought it didn't work out. This is an industry that is far more akin to spend money on parts than to spend money on bettering themselves. I don't know if there's a price point that would even fix that. I truly have given it no consideration. People will spend $500

or $1,000 on brakes before they might spend $99 on something that could lead to far greater things. They don't see investments that way. That's my guess.

Pat: Right, I was thinking along the same lines as well. What is the kind of average demographic of the kind of people who are listening to your show?

Robert: It's all over the map. We do have very, very extremes. We have a fairly wealthy set and then we also have the younger and more financially strapped set. It's all across the board. I think the median income the last time I did a survey was somewhere around the $90,000 mark.

Pat: That's great. Based on those numbers and those thoughts, I feel like there is a fit here and this is a product that would make sense for somebody in your audience to purchase, so that's good. We've passed that test already.

Speaking of tests, you had mentioned in the beginning when you were recapping everything that you had done some testing before you created this course. I wanted to go back and kind of figure out what exactly that meant? What does that mean?

Robert: It was through a couple of webinars that I did, free preview webinars to present the gist of the course, get people's feedback, figure out how to alter the course, kind of figure out what they might be willing to pay for it. I think I presented it in webinars in a couple different price points and then followed up with people after the fact if they didn't indicate they wanted to buy as to what price points did work for them.

I'm sorry, Pat, it's been over a year, but I think I whittled it down to $99 because of all that interaction. I probably had 30 or 40 people on the initial webinars, but man, I think I only did 1 or 2 and I never ever did a follow-up. Once the course was live I didn't do any more webinars. I just was burnt out, I suppose.

Pat: I understand. You put in all that work. Correct me if I'm wrong, but did it almost seem kind of deflating, the results that came out of the test webinars and not seeing…

Robert: Sure, it genuinely sucked, but you can't dwell on that forever.

Pat: No, and I commend you for knowing that because some people will. You're figuring out what's working or what's not working and trying to fix it now, so that's great.

What I would have done differently is I would have done everything the same up to the point at which you stopped, but I would have included one more step, and that would be to ask everybody who didn't buy why they didn't buy. I think this is the most important thing you can do even right now.

I don't know if it would be too far in the past to go back to those people and say, "Hey, do you remember that course that I was coming out with?" It might be hard for people to remember. You want to catch them at the point at which they decide not to buy so you can ask them, "How come you didn't buy?" That's a question that you have total permission to ask, especially if you're working with people and you're getting them involved in the process of the start of the course and all that sort of stuff.

I wish I was there to watch the webinars as well, because then you could kind of do a little bit more to get people involved and have them feel like they're also contributing and creating the course essentially that they would want to go through, instead of trying to build something and then fit it into them.

I feel like that's kind of what you were doing. You said you were asking questions and getting feedback and that sort of stuff, and that's always great, but when it comes down to it people can say they want to buy something, but until they do you'll never know for sure if this is something that's actually going to work out.

I think if you could go back into the past and kind of re-wind, the best thing would have been before you even created the course to go through the webinar and the validation process and get some pre-orders in, if that makes sense.

Robert: I think I did that except for the pre-orders, now that I recall. There was no course when I did the first webinar.

Pat: So you would have wanted people to say yes with their dollars at that point, if that makes sense. Now, that doesn't mean that you can't do that anymore. You can almost kind of re-set and start over, and at the point at which you collect these pre-orders you can show people kind of bits and pieces of the course that you already have, to show them what you're thinking of and getting reflections and feedback from people.

You'll be able to interact with them as I just mentioned, and then give them a pre-order. Then also in that there's going to be some scarcity involved meaning, "All right, guys, this pre-order is only going to be available to those of you who are watching this webinar right now because you guys are special. You guys are getting the early bird pricing for the next 24 hours. I need to make sure that this is something I want to

create. If we get X number of people to purchase I will know this is something you guys want, and here's the pre-order. It's a little bit cheaper than it's going to be in the future, and that's how I'll know."

You could actually do the same thing again and validate it essentially, and if you do get validation you would get your course ready to go and maybe just tweak it a little bit based on people's feedback, and then it would be there live and ready to go. That would be kind of the first step, to re-validate this with your current audience. Your audience has probably grown since then. People don't even know this course ever existed.

You might be thinking, "Well, I don't want to re-launch it to people who already know it's there because then they would know and they would think I was lying maybe," but you could actually frame it so that you're actually just re-launching it. You're re-opening it and you're going to make sure that it has all the things that everybody wants first.

I would do the same thing that John taught you, to come on a webinar and to kind of interact with you. Tell them, "You don't have to buy anything. It's a totally free webinar, but at the end I'm going to tell you that there's this deal that you're going to have so that you can get it at the lower price. And if we get a certain amount of people then I will move forward with it." Then since you have that course already it's not going to take quite as long for you to build it out anymore.

Anybody who doesn't purchase, even if they don't purchase the pre-order at that point, you can tell them, "Thank you for coming on the webinar. I appreciate your feedback and all that stuff, and I just wanted to know why didn't you pre-order? I'm not forcing you to do this, I'm just curious. How come you didn't pre-order?" and those answers are going to tell you exactly why everybody else in the past and those people right then haven't purchased, and that's going to be golden information for you. That's kind of how I would go moving forward.

Then once it's out there, once you have testimonials and once you bring people on the show that have used it, even if it's 10 people, once you bring those people on the show to talk about their process and how they've been able to sponsor their cars, it's going to have people who are on the fence – my guess is because you have a perfect audience for this there were a lot of people on the fence and they just needed a little bit of a push.

My guess is maybe you're not a salesman. I'm not a salesman and I don't know if you are, but you kind of just want people to decide on their own if they want to purchase something or not, and you're not very pushy. Is that right?

Robert: I can be.

Pat: You can be, so you're probably better than I am in that sense then.

Robert: I try not to be in certain situations.

Pat: Right. Is this all making sense so far?

Robert: It is. In the context of things, probably the show that I have is my best relation to people. I guess I can't fathom bringing in anyone just out of the blue that might engage in this course some other way. Is that off-base to you?

Pat: No, I get that. Even if it's a little ad for yourself – this is very common in the podcasting world too, when people come out with their own courses they put a little sponsorship spot at the end of the show or the beginning for their own stuff. If you listen to Michael Hyatt's show he does this for his Platform University and he talks about it a little bit.

I believe he pulls in some testimonials from people, and they aren't conversations, they're just little clips of testimonials that people have spoken and recorded that then got dropped into the course and those sorts of things. There's a reason why testimonials are everywhere. It's because they work. People can relate to those people as well, and they make people feel like they can be that, too.

Robert: That's cool. I turned this on so you could access it and then I went ahead just for fun and started promo-ing it in a few shows. I probably haven't seen a tick on someone ending up on the review page as a result of that yet.

Pat: Explain that again? You actually did this already?

Robert: Yes. When I contacted you I had to turn the course back on, like literally the URLs weren't there, so I reactivated it and then just started putting little promos in the last 3 or 4 shows that the course was reactivated and back available again.

Pat: So this is Sponsorship Fast Lane? I'm here on the 3rd to last thing that just went out.

Robert: Right, and that will probably take you to a lead page somewhere.

Pat: So when putting this on your website you weren't getting anybody to come over? Like when you go into LeadPages you see there are 0 visits?

Robert: Right. Right now the only way people are really aware that this course is back on and available is if I have mentioned it in a podcast. You really don't see much on the website at all to alert you that it's there. This was just my little test to see if putting it in the podcast show would have any effect.

Pat: This is a great test for validation, actually. I think it's really smart that you did this. In your podcast episode – I'm sorry I didn't listen to it – how are you promoting this? What is the link that you mention in the podcast episode, or how do you get people to come over here, or how are you trying to do that right now?

Robert: I don't recall the exact verbiage I'm giving, but the gist of it is the course is now back available again after a long hiatus. It's the course I developed after creating a $400,000 package for my own car. I don't recall if I've given some testimonials in there, but I do have some from other people that have worked, but it's something like that, Pat.

Pat: And what's the call to action? I'm looking for how do people get from listening to this landing page here?

Robert: They're to go to SponsorshipFastLane.com.

Pat: So initially it's a couple more user experience sort of things? One thing you could do is just remind people at the top, or say "Thank you for listening to the show. Here's the course I was talking about." If that's the only place people are seeing it or hearing it, then it kind of creates that continuous conversation. You're kind of taking that conversation and expanding on it here on this page as well.

For the most part I like what I see here. My thought is, first of all, people aren't coming here so maybe there needs to be some sort of incentive because right there you're kind of asking people to buy on the podcast. Maybe people are somewhat interested in it, but then they have to go to this other web page and that sort of thing, and they know that they're going to be asked to purchase something, which in a lot of cases, especially in sort of older niches – and I don't mean older like…

Robert: I would guess the average age is about 45.

Pat: Okay, so I was kind of along those lines there. What I feel could be used is similar to how when people come out with books and people ask people on their shows to buy books, they often give away the first chapter for free. I think you could use that kind of strategy to literally give away one of your tips, to maybe get people one of their first deals.

If there was something you could share on the show, or not even on the show but actually a download or something that people can get even just through a series of emails when people subscribe to receive some sort of instruction to take their first step toward the sponsorship route, to actually see some results from it. Maybe it's the first phone call or something where people actually have to take action, but then can get an immediate result.

That is going to create a sense of "Wow, Rob knows what he's talking about. I'm actually doing it. I want more. I want to get the rest of this information."

There's a couple ways to set that up. I don't know what the course looks like in terms of if there's modules, for example, or lessons or whatever, but the first one could be completely free. You get free access to it. And in your case, because I feel like you need to make a really compelling offer, I would give that away for free but also make it completely accessible to anybody, even without the email address. Again it has to be something that's kind of just, wow, people are getting results. They're going to want to subscribe to get more information and go into your funnel process.

Robert: Are you talking about the initial give-away of a lesson or the whole enchilada there?

Pat: Give away the first lesson and don't require any sort of email or anything to get access to that. Then you can say, "If you're interested in the rest of the course, you can register for a webinar." This is what I would do the first round to get a bunch of people in, to get people interested in what it is you have to offer.

Then because they would have had that experience with you through the teaching of this first lesson, you can talk about some of the other lessons. You can talk about some of what else you have to offer in the course in the webinar. Maybe even give away one more valuable tip or lesson there. Then you drive people into sales or pre-orders, I guess you could say, if you wanted to go down that route.

So give away the first lesson completely free, and you have nothing to lose here. It's something that I feel like you could experiment with and see, but I feel like if you were to say, "Hey guys, you know what? I know this course is something that's going to be really helpful for you. I want you to check it out and I've opened up the first lesson completely free. Go to this website and you're going to be taken to the very first lesson. I'm not going to ask you for your email address or anything like that to get access to it. Go there, check out the lesson, and you'll see exactly what this can do for you and your car and how you'll be able to get ___, ___, and ____. You're probably struggling with ___, but my course will help you by doing these things."

You're just driving people to the lesson, and at the end of that lesson you could experiment with this. You could probably try selling it at that point, at the end of that Lesson 1 if they want to get the rest of the lessons. "Click here and there's a special deal for you since you came over and we're still doing it early" and all that sort of stuff.

But also if you wanted to experiment again in the future, you can do one or the other first. You could have people come onto a webinar and talk to them even more to get some interaction as well, because I think it would help if people heard your voice and heard your passion for this and talked about your experience with your Chevelle and all those sorts of things.

You have a lot of options but I feel like even if you were to just do that first lesson you would see that people would come over finally, because that's the big kind of stopping point here. People aren't even coming to this page, so all the stuff I mentioned about what's on this page doesn't even really matter at this point. Now we just need to really entice people to come from the show to something.

Again that first lesson I feel – especially if they get something out of it and get results – is going to work really well for you, at least in getting people to move in the right direction and continue that conversation from your show.

Robert: I think a while back you said it passed the first test. What are you seeing or hearing that makes you think that this is actually a viable course for a viable audience?

Pat: You had mentioned that you had 40 people live on a webinar, which is great. That's a lot more than I know a lot of other people have had on their validation first tests, so that was a great sign for me. You've actually had people take action to a point where they're giving you their email, they're actually registering and they're showing up to watch you, and I think that's great.

You know this stuff is great. You've worked with a few people before. I would actually go to those people that you've worked with before to check up on things and see how things are going and potentially ask, "I have this course and you went through it. What do you feel could be added or what do think is missing? I'm thinking of giving away the first lesson for free," just to start the conversation and engage with those people to see if you can find out anything more about what they really liked about it or what could be improved.

Again, that initial webinar, that test that you did, which is what I asked about earlier, I feel like that's the big trigger point for me and why I wouldn't just stop with this yet. I feel like there's potential because of that, and also you had mentioned that the pre-launch went well. You had mentioned that the testing went well and then you continued to build it, and then you did the pre-launch and you said that went well also. Was that because you had the registrants on?

Robert: I'm almost positive there were two webinars. The first one was to gauge basically the viability of the concept. There was no course but I gave the gist of what the course could cover, and I didn't ask for pre-orders. Maybe I should have. But from there I built a course with all the stuff, plus the feedback that I received from people, and priced it about where their feedback mentioned. I did do another webinar to launch the course and no purchases from that at all.

Pat: How many people were watching that webinar?

Robert: Similar numbers.

Pat: And you used John's advice in terms of how to structure the webinar, with giving away lots of value and then having the pitch at the end and all that sort of stuff?

Robert: Oh yeah, door-to-door. It went pretty well and was simple to do. I don't feel like the webinar lacked. My thought just after late last fall is that it probably just wasn't something people wanted, that's all. I'm definitely willing to take a stab with remarketing it and positioning it better, but it's all a test to figure out in the end if it's something people want enough to buy.

Pat: Absolutely. Let's do this in phases perhaps so we can just make sure we're not building everything to a point at which at the end maybe just doesn't work out again for whatever reason, and then you've kind of wasted time. I think if we take this in phases you'd be able to validate along the way, and each one of those phases could essentially

be a stopping point. If it doesn't work out then you know, but if it does you keep going. Does that make sense?

Robert: Oh definitely, yes.

Pat: Okay, so the first phase I feel would be this thing I talked about earlier, which is giving away the first lesson for free to see if you can get people from your primary traffic and relationship-building device – your podcast and your website – to get them to get the first lesson for free, and to make sure that people are keeping track and that sort of thing. I feel like you could do that just to see, with no barriers involved, if people are interested in it.

Robert: Would they show up, period.

Pat: Right, because if you have to give your email address, that's going to be another thing that people will have to do and think about and either decide yes or no. So I think just to make sure we wipe everything out we just say "Hey guys, the first lesson is available here for you for free. It's all on this website. It's right there. You can view it right now. I'm not going to ask you for anything except to visit this link," whatever the link is.

Robert: Should I put a timeline on that?

Pat: That's a great question. See, the thing is if you say this on a podcast, for example, the podcast kind of lives forever so if you were to say there's a time limit it would do two things for you. One, it would tell people who were listening within that time period to go there now. It would create that sense of urgency. And in addition, if for whatever reason you take this down in the future, you don't have to worry about people coming and hoping this is there and then seeing nothing or seeing that it was abandoned, which kind of reflects badly on you.

So I feel like you can have a time limit on this. For example, if you were to do this this month, September 1 today, say "The first lesson is going to be totally available to you completely free, no email required. I just want to share this with you and make sure you see the kind of results you can get. Go here. It will be available completely free until October 1." That way you give a good buffer amount of time for people to actually go, and then you keep track and you just make sure that people are there.

Of course, we don't just want people to land on that site and then leave. If they land on that site, great. We passed test #1. We know that people are interested in this content, so that's Phase 1. Does that make sense?

Robert: Yeah. So somehow I need to be able to literally track the page I'm sending them to, which you can do through Analytics. The course is just buried in my website.

Pat: Right. You could just strip the content of that course out and put it on its own landing page and have LeadPages keep track of that for you. Then what you could do is put a lead box on the bottom, for example. Again we're not selling anything yet. Just put a lead box on the very bottom of that course. After you strip out all that content, put it on a LeadPages just to make it easy and quick for you.

"If you're interested in this content and you would love more" – you might have to re-work the copy there – "If you loved this lesson and would like more, please leave your email address below and you'll be notified when new lessons become available," something of that nature.

Robert: New lessons for gifting?

Pat: That's a good question because they would have known there's a course. "If you are interested in content like this to help you with your sponsorships to be able to…" - again making sure all the benefits are there, not just the features but the benefits are there so that they know, "please leave your email address below." I think the big idea there is that people just want more information from there.

Robert: To follow up later with the actual course, but not to suggest that from that spot right there go buy the rest?

Pat: Correct. Again that's kind of Phase 2. Phase 1 they land on the site. Good. We know that they're interested in the content. Whatever you said on the podcast, whatever is linked to on the blog, it makes sense to them and they're coming to the site. Great.

Phase 2 they're on the site, on that lesson #1. They like and appreciate the content enough to be able to say, "Hey yes, Rob, I like this. Here's my email. Whenever more information about more stuff like this comes out let me know." That's like Phase 2.

Phase 3 is we could probably follow up later. I think that's a lot to work toward for now, but just thinking ahead for the future, at that point you could send an email out asking

for feedback with people. This is the relationship-building part. I wouldn't even get to the selling part yet. That comes way later.

I would say, "Thank you [name] for coming to the lesson page. I hope you enjoyed it. I wanted to know honestly what you thought about it and what else you would want to know about this topic."

If you know your audience well enough, they're probably going to say things that you already have in the lessons that you've already created in this course, and that's going to be great because when you do eventually get to the point where you – and I would do a pre-sell again because it kind of gives them some urgency. It gives them a sense that they're saving money up front on this. They're early adopters and that sort of thing.

It would just actually make them feel like, "Wow, I actually had a part in this. I actually had a say and here it is. This is everything I wanted and more, based on my feedback and the feedback of some other people who took the lesson." Again that will help you confirm those pre-orders to whether or not this is something that you could start to begin to do more consistent webinars kind of John Lee Dumas-style down the road, or a little bit more heavy promotion on the podcast, knowing that it works.

You obviously could go full-on and all-out with webinars and ads and things like that for now, but it would be nice to know that people have made their way here and they appreciate it and they've kind of validated it through their pre-orders before you go all-out with it.

When I say all-out I'm not saying you're going to be spammy or anything like that, but just that you're confident in the product and that you know it's something that is useful. Of course the cool thing is once you get these pre-orders in, you'd have your course come out and probably change it a little bit based off of feedback, or maybe not. Maybe just wait a little bit and say, "Hey guys, it's here! Thank you so much. Here's the pre-orders," and then you launch it.

Then you can make the launch another big deal and talk about how many students you have already to provide social proof. You can even get testimonials from people who've taken action on stuff. A lot of things could happen from there, but again this sort of phased approach is going to help you either have confidence along the way, knowing that you're headed in the right direction, or have confidence with the fact that you can make a decision to not do this anymore.

Robert: Let me see if I've got my notes correct here. Phase 1 is pretty clear. By the way, you're awesome. Thank you for cutting through this very quickly.

Pat: I hope it's helpful, and I'm sorry I'm just kind of going in and around and winding around and through things. I'm kind of just saying what I think. Typically it takes me a little bit of time to come to a nice little step-by-step conclusion.

Robert: Well, me too if there's any grace in that. So the first step here is send them for free, no strings attached, to lesson 1 so they can get an idea of what at least is in there. There's a way for them to sign up for an email notification when there's more information available about the course, or to give their feedback on the course, what they'd like in the course. Actually I might do that because regular listeners at this point are well aware there is a course.

Pat: I think that's a great idea. "I would love to know your honest thoughts about this. Put your email address below and I can follow up with you to ask you what you like and dislike about this. It will be quick short conversations" and that sort of thing.

Robert: So Phase 1 is get them to the first lesson. If that just goes sour then we know.

Pat: Then you know.

Robert: If they do, they've given me their email for more information and to provide info on the course, so that's Phase 2 is to collect all that, I assume, and to review it, process it, interact with people, beef up the course where needed, but mostly probably share that the lessons exist already. Then I guess Phase 3 is to re-relaunch the course?

Pat: I would say on an individual basis you could ask them to pre-order it. That's what I would do, again in a very honest way. "Hey, I've been working on this course. You know this. You saw the first lesson. I've gotten a lot of feedback and I've revamped the course that I was coming out with, and if you're interested in it – and it seems like you are because you're still here talking with me – here it is for pre-order. It's going to be available on so-and-so date if we get at least 20 people to purchase. If that's you, awesome. If not, totally okay. No worries. I'm still here for you. I'm still going to help you out, but if you are interested here's the link to pre-order it now."

This would be an individual email to that person.

Robert: One on one?

Pat: One on one. I mean you could use a templated email for each and every other person, but of course you might want to personalize bits and pieces of it, you know what I mean?

Robert: Yeah. Then at some point do I try to turn it into a mass?

Pat: Yeah. If you get the 20 people – or in your head you would come up with a number, maybe it's 10% of the people who you were having email connections with – if they end up purchasing then you would say, "Okay, I got 10% so let's move forward with it. I'm going to launch it on the pre-order date and launch it to these people."

Then you would probably create a secondary date for the main launch, so you would pre-order it exclusively for them. Again it gives them early access and makes them feel like they're getting even more out of the deal. Then you can craft your launch phases and that's a whole other conversation we could have later, to launch it on its own date and make an event out of it and that sort of thing.

Robert: I definitely appreciate it. Step-by-step sections are always helpful. If this brings some value to listeners that maybe have tried and failed, to give it another go, I'm all for that. Why not?

Pat: Cool. Thank you, Robert.

Robert: Okay, do you want to talk about the Delorean?

Pat: I do. I always want to talk about Deloreans.

Robert: Okay. So you are aware, my primary expertise is in muscle cars – classic American new, old, doesn't matter. I'm also a huge movie fan, and especially a movie car fan. I'm a few years older than you, Pat. I'm 40, so I went to Back to the Future in the theater, age 10.

Pat: Oh my gosh, that's so cool.

Robert: This car, especially in the first movie – I want to say there were three cars in the first movie. There was a Buck that was all torn apart, had the doors off, and that was the camera car to film close-up shots. But the car that you drove in your video before your actual launch was one of the cars from movie #1? Is that the one that was restored?

Pat: No, it was miscommunicated to me by the person who owned it, because I had asked several times, "This is the one from the first movie?" and he kept saying yes, but I found out it was just one of the rebuilt kind of replicas of it, which made me sad because I thought I was literally in the one that Doc Brown was in and Michael J. Fox. I was still happy though, of course.

Robert: I'd be heartbroken too because it was a really good replica. When it comes to Deloreans there's really only two years. There's '81, '82, and '83, but I know I said two years. '83's are really just leftover '82's. Delorean, the company, was just in kind of mass failure mode by that point, and there were very few styling changes in the Delorean throughout its few-year run there, but there are some significant ones.

Knowing you, Pat, when you get one of these cars one day to cruise around in, whether you make it a Back to the Future car or not, I really want it to be the right style car so you won't notice these little things that would be wrong about it.

What you want is a late '81 car. The difference between the late '81 and an early '81 – there are several, but the biggest cosmetically is the hood. Remember Deloreans are rear mid-engine car. The hood is actually the trunk, but you'll see two creases that run up and down the hood on either side on an '81 car.

On an early '81 there's also a gas flap filler right up by the base of the windshield. On a late '81 car that flap is gone. In both cases you simply opened the hood to put gas in it, but on the Back to the Future cars they were late '81s. They had the hood creases but no flap. Hopefully that makes sense there so far.

Pat: I found some pictures online that are describing exactly what you're talking about.

Robert: Exactly. When you see an '82 or an '83 for that matter, the hood is 100% perfectly flat. That was a change made in the later model year so that the stampings were a little more consistent on the cars, and I think they were having some cracking problems with the stainless stuff later on. So you want late '81, no flap.

You can buy a car without this, but you need to make the mod afterwards. You want Eurospec suspension, so write that down. US cars, especially at that time, had to have a front and a rear, well definitely a front 5 mph bumper test that they would go through.

Delorean, to make sure the bumper was at the proper height to survive the test – it's a real easy test, the car is just barely rolling – they had to raise the nose of the car up a couple or 3 inches, and they did that with suspension. So when you see an American Delorean car, the nose of that car is kind of high. It looks kind of dorky. Actually it looks a lot like the one in Back to the Future 3 with the big hub caps on it, although that's a bad example. That car is actually on a Volkswagen chassis, but that's neither here nor there.

What you want is Eurospec. You want to put on the same suspension size heights that would have come on the Euro version of the car, and that will drop the nose down a couple or 3 inches. Whether the Back to the Future cars had Eurospec I don't know, but they had so much weight on them because of all the props everywhere, the nose of that car sat low and clean and right. Yours is going to need to sit that way too or you're never going to be happy.

#3 is, whether you drive stick now or not, get a stick. It'll just make you happier.

Pat: Oh yeah, I know how to drive stick. My first car was a stick and I would only want the stick.

Robert: There are some engine mods to make too. The PRV engine's nose was like a serious dog. That's Peugeot/Renault/Volvo. But there are some ways to hop that up, and then if you get sick of that just call me and I'll get you a Corvette engine and we'll shove that in there.

Pat: Awesome! Where do I go to get one of these bad boys? They're selling them like on Craigslist and stuff.

Robert: Yeah, Craigslist and eBay. There is a company called Delorean Motors now. If you go to Delorean.com I think they're based out of Houston but they have dealerships all over the country and places for service. There's one in San Diego, I'm almost positive.

Pat: Waaaat?

Robert: Oh yeah. Look up Delorean California. Yup, DMCCalifornia.com.

Pat: I'm there. This can't be in San Diego. If it's in San Diego I'm going to be upset. How do I not know about this? Oh, Huntington Beach.

Robert: Okay, sorry about that.

Pat: That's okay, you just freaked me out a little bit. Live chat – I'll chat with them in a second.

Robert: "Hey, Pat Flynn here, looking for a late '81…"

Pat: "…with the Eurospec suspension." Dude, this is awesome. Thank you for that.

Robert: You are welcome. My pleasure, any time. Then whenever the day comes, I'm happy to help you sort and spec it. You can buy it from somebody else, but I'll make sure you get the right car.

Pat: Awesome, and where are you located again?

Robert: I'm in Iowa.

Pat: Okay, I'll fly you out here and we'll figure it out.

Robert: We could do that. I was out there a month ago. When you're in the car business, especially the cool fast car business, you end up in California a lot.

Pat: Awesome. Robert, thank you so much for the great conversation, for the Delorean specs, and everything else. Wishing you the best of luck, and keep me posted.

Robert: Thanks Pat. Take care.

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I hope you enjoyed listening in on that call. Again thank you to Robert for allowing me to share that, and being vulnerable and open about this.

This is a brand new type of episode that we've never done before, but a lot of times when I've done stuff like this people often say that they like it and they want more. Other times they say, "No, don't ever do that again," so I'm curious to hear what you think.

I'd love for you to go over to smartpassiveincome.com/session191 and leave a comment not just in response to my comments to Robert and my advice and whatever advice you might have, or maybe you have a completely different position. Maybe you

agree with me, maybe you don't. I'd love to know your thoughts on that. But I'd also love to know whether or not you like this kind of call.

The thing is, I love doing these coaching calls. They make me feel great afterwards, especially when people take action on my advice and implement things. We'll likely follow up with Robert in the future to see how things are going with his upcoming re-launch and things like that.

I love doing these coaching calls, and this would be a great way for me to say yes to doing them, because I have said no to doing these lately, especially over the last couple years, because it is a lot of time and it does take a lot of brain power and effort. It's not just the hour that I spend on the call but it's a lot of prep time before and afterwards, plus the accountability that goes with it.

However, I feel like if I were to double up and use that coaching call while at the same time being able to share that publicly for everybody, it becomes much more valuable for not just that person but for everybody out there. I think this allows me to help people in a way that's different than the way I'm helping now.

Also it opens up and shows that there are some real-life things going on and it's not always easy to get through. I think that's important to understand too. But also I feel like it would allow me to help more individuals while also helping more people at the same time, so I'd love to know your comments on this.

Do you like this format of an episode? If so, then maybe I'll do more of these. If you feel like you have a business that you'd like me to potentially break down and build back up here live on the podcast, let me know. Head on over to smartpassiveincome.com/session191 and if you guys agree I will likely do more of these come 2016, because it was fun for me and hopefully it was fun for you too, so let me know. I'd love to know your thoughts.

I also want to thank today's sponsor for this episode, which is 99Designs.com, making it super easy for all of us to get some design work done. It's something we all need to do, and no matter how small or big, 99Designs.com can help you. It's very economical. If you can't afford that designer that's going to work for you solely, this is a great secondary option.

Plus you get multiple designs for things that you need, so you can pick the one that you like best, and it's a quick turnaround, within 7 days usually, which is really cool. I've used it myself a couple times, and I know people like Tim Ferriss have used it as well.

If you go to 99Designs.com/spi you're going to get access to a $99 Power Pack of services for free that you can put toward your next design project, which gets you a few more goodies like more designs, more exposure of your particular contest, and things like that. Again that's 99Designs.com/spi.

I'd also like to give a shout-out again to AthleticGreens.com. If you go to AthleticGreens.com/pat you'll get a 50% off offer, which is just available for a limited time only. Athletic Greens is a superfood cocktail supplement. It's what I take in the morning along with my morning routine. I get a little water, put some powder in, and it's actually great tasting.

Sometimes with these supplements, especially with the ones that have greens in it – your vegetables and all that stuff that you need to help you move forward through the day and stay focused – sometimes it doesn't taste so great, but I love Athletic Greens and I subscribe to it because it allows me to get the nutrients I need and start my day off on the right foot, so check it out and see what it's all about. Go to AthleticGreens.com/pat and you'll get a 50% off limited time offer.

Thank you all so much for listening in. I appreciate it. We have some special episodes coming up in the SPI podcast to finish off the year. A lot of you have heard episodes 15, 16, and 17. Those are the ones I reference every time I have somebody start from the beginning.

Those are great episodes and I feel like there's a lot more content that could be added within each of those episodes, so coming up in the next episodes I'm going to give you another starting point for those of you who are just starting out, or those of you who are looking for other ways to monetize whatever it is you're doing.

We're going to talk about all of the monetization options that you have, what's entailed with each, what kind of work is related, and what it takes to get started with each of them. You'll see those in the next few episodes to finish of the year here. I just want to give you the best content I can.

If you want to give me a quick thanks, just head on over to iTunes and leave a quick review for the show. Let's finish off the year with a bang and let's get to the top of iTunes as much as possible, and that starts with you. So thank you for the ratings and reviews on iTunes. I love it!

Thank you guys so much. I appreciate each and every one of you, and here we go with closing out the year. I hope you're close to your goals. If not, keep pushing forward with those few weeks left. Love you guys. Bye.

Outro: Thanks for listening to the Smart Passive Income podcast at www.SmartPassiveIncome.com.

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