**SPI Podcast Session #146 -
Product Validation and Pre-Selling –
A Real Life Example with Jarrod Robinson**

Show notes: www.smartpassiveincome.com/session146

This is the Smart Passive Income podcast with Pat Flynn, Session #146.

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, who loves to fly but hates the turbulence, Pat Flynn.

Pat: I mean who likes turbulence? I don't think anybody likes turbulence, but anyway, what's up everybody? Thank you for joining me today. I appreciate your time and I'm so stoked because I get to introduce to you somebody who's doing really amazing stuff in a really interesting niche. Actually it's like a niche within a niche within a niche.

He's doing a lot of cool stuff to create new products and validate those ideas and actually pre-sell those products to his audience before he actually goes out and makes them, which is really what this whole podcast is about. I also want to talk about how he went through me and Chris Ducker's 1-Day Business Breakthrough experience and what he came out of it with, and a lot of cool things like that.

This is Jarrod Robinson from ThePEGeek.com – PE as in physical education. You'll hear his story, he'll talk about how he got started, a similar story to mine actually, but then he's sort of taken it to a whole new level. He has a number of apps available for PE teachers that are in iOS format and also Android right now, and he has a lot of web apps.

Like I said, he has a lot of really exciting stuff going on in terms of pre-selling these really cool products to his audience to validate those ideas and get money to pay developers to create those ideas before they're even created, so let's check it out. This is Jarrod Robinson, who I recently met in Australia, from ThePEGeek.com.

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What's up everybody? I'm so stoked today because we have Jarrod Robinson from ThePEGeek.com. Jarrod, thank you so much for coming on. Welcome!

Jarrod: It's absolutely a pleasure to be here, Pat, and I'm looking forward to connecting and sharing as much as I possibly can, sort of paying back everything that I've got from the SPI community and yourself.

Pat: Thank you so much. You had just mentioned before we started recording that you started listening to the show at around Episode 50, is that right?

Jarrod: It was, and it was almost like a binge thereafter, like I went through and listened to 50 episodes in a week. It was the catalyst for me thinking very differently about what I was doing online and becoming a bit more professional about it, a bit more intentional, so I certainly thank you for that.

Pat: You're welcome. For those of you listening, Jarrod and I actually met when I went to Australia to speak at the ProBlogger conference. Chris and I did one of our 1-Day Business Breakthrough events overseas there, and Jarrod attended and he just had this really incredible story with an amazing business that he's going to talk about in a second. And since that day he's taken a lot of action.

I just went back on his website for the first time since that day and it's massive changes. He's going to talk about that. He's going to also talk about some strategies he's used to validate and also pretty much guarantee the success of one of his products that he's created, even before creating it, so we're going to talk about that well.

Jarrod, why don't you talk about where were you before you got online, and how you got into this niche that you're in.

Jarrod: It's pretty interesting. It started around 2008. I had jumped online my first year of teaching and I created a blog for my students. It was all about trying to get them to blog, and I wanted to learn how that worked.

Pat: So you're a teacher?

Jarrod: Yeah, I'm a teacher. I teach PE, and still teach PE actually, physical education. I basically was writing about what I was doing with the students. It was almost going to be a reflection that I used for my first year out. You go from being provisionally registered to full registration, and I was using that for my evidence.

It just so happened that people stumbled across it. I didn't even know that people would find it or anything like that. I think you had a similar experience, didn't you? That's how I felt, and eventually I found out that people were coming along, and that sort of motivated me to write more and more. It was all about how to use technology to teach physical education. That was the sort of bridge that I was blogging about, and there was really no one doing it.

Over the many years since it's sort of grown into this authority in that space, and has led me down the path of building over 60 iOS apps and now moving into web apps, and being pretty fortunate to fly to over 30 countries and train teachers on how to use technology in their PE classroom.

It's amazing where it began because it wasn't intentional, and now it is very much my pride and joy. I still love teaching because it gives me all the ideas for what I can blog about.

Pat: That's so cool, so you're in the physical education niche but you have this blog and this business now that is helping people use technology within this space. This is like a niche within a niche within a niche, right? You're not just a teacher, you're a PE coach, but then not only are you a PE coach but you're helping people in the PE world use tech.

Jarrod: Absolutely. At first it was really a little bit controversial. I had to defend my stance a lot. Back in 2008 that was what I had to do, but since the release of the iPad and tablet devices that's become something that is much more obvious as to how beneficial it could be.

It's sort of just gone crazy now to the point of there being literally thousands of PE teachers that use the hashtag #pegeeks to sort of discuss and talk about PE and technology. That's it. It's amazing where it's gone from.

Pat: What do you enjoy most about this now that it's become successful? You said you're still teaching PE, right?

Jarrod: Really I still have the same view of it where I'll be blogging about things that I have done in my class, or the actual students are an inspiration for something that I might go ahead and then build as an app or as a resource for them. I still like teaching face-to-face. I don't have to even do that anymore, and I'm sort of starting to withdraw a little bit and maybe go part-time, but I still love being in the environment, dealing

with PE teachers, and then being able to say that I did this myself. It's a very different sort of dynamic than being not in the class and trying to tell those things.

Pat: Sure. Are you an app developer yourself? Do you know how to code or what's the process for getting some of these apps created?

Jarrod: I literally have no idea, Pat. I have no clue. I literally use Elance. I stumbled across that and that changed my world really and how I thought about this. The first app I ever built was something for $500. All it did was enable you to do the 12-minute run Cooper test. I don't know if you know that fitness test.

Pat: No.

Jarrod: You run for 12 minutes and, based on how far you run, it tells you how aerobically fit you are. It was something that was a really big pain for PE teachers because they'd have to set up a course and know how far that was, because everyone got different distances.

I thought, "Well, if you turned it into a GPS app and just ran for 12 minutes and it tracked it" – that was the first app I ever built, and I knew nothing of coding or anything. Bringing that to life was immense, and it showed me that with no knowledge whatever but an idea, you could go out there and bring something to life in this sort of global scale.

Pat: That's really cool. How successful was that app? Did it take off like on Day 1 when it was – was it in the App Store?

Jarrod: I still remember the first dollar that came in from that first sale. At that stage I had the blog and I blogged about it. I think it took about two months to get its expenses brought back in, and I used those exact funds again to build a second one.

I remember sitting there thinking, "I'm earning $4 a day. That's going to translate into about 2 or 3 apps I can build a year," and then some of them became more popular and eventually that sort of flowed into where I am now. There's about 45 on the App Store of all sorts of scales and sizes. I've actually sold and flipped a few of them for profit as well.

Pat: That's super cool. Can you share with us really quick what are some of your more popular applications that somebody might be able to find out there?

Jarrod: I built one for teachers – well, really I built it for me. That's where I come at it from, building them for myself and then sort of thinking that that would scale out to people with similar interests.

Probably the most popular one is called Easy Portfolio. It's this whole brand that I've got called Easy. It's been downloaded over 250,000 times and it's won awards in the US and Australia.

Pat: No way. That's super cool.

Jarrod: Yeah, it actually has, it's cool. Probably the most exciting thing is that it's actually part of the One Laptop Per Child program. I'm not sure if you're familiar with that, but there's this company that gives out laptops and tablets to 3rd-world countries, and I gave them the Android version of it to put on the image that they're now sending out to all the 3rd-world countries as standard on the OLPC program, so that's the proudest one for me for sure.

Pat: That is so cool. Wow, congratulations on all that. That's incredible! I'll have to check that out. Is that a paid application, like that's actually driving some income for you?

Jarrod: That does drive most of it. It's $1.99, but most downloads have come in the periods where I've switched it to free or switched it to $0.99. It's really got quite a big presence of people who use it to document the learning process. It's got plans to scale out to sort of like a connected web app and all that sort of stuff as well.

Pat: Man, that is so cool. Congratulations, that's awesome!

Let's fast forward to August 2014. You attended me and Chris Ducker's 1-Day Business Breakthrough event – and all of you can find out more information about that at 1daybb.com. Talk about what you came into that day with, and then kind of what you came out of it with.

Jarrod: Without a doubt I went in there with a real intention to get feedback of the highest possible caliber from you and Chris, and from everyone in the room. I wanted to have my site re-designed and I sort of had intended to have it happen before then, but when I saw the 1-Day Business Breakthrough come up I thought that would be a great vehicle to get feedback.

My site when I created it was probably not very good because I had never intended it to be this presence on the web. It was looking really tired and it was looking like a teacher blog and not really like a business that you could trust or grow to follow, so that feedback from yourself was amazing, just knowing very clearly what people were getting into when they landed on the site.

That was the big thing I got out of it, and knowing that putting my own presence on the site a little bit more, and being able to trust that brand a little bit more was probably one of the biggest things.

Then the feedback from participants was also really valuable, sort of agreeing to what you guys had put forward. I went immediately into action with that stuff with a 99 Designs competition. That night I put it up to get a re-design, and there it was. It was launched about a month after that.

Pat: And it looks great. I have to say I do notice the changes. It looks fantastic. Talk about some of the numbers that have changed, perhaps the results of actually just putting those things into action.

Jarrod: The biggest thing for me was my bounce rate. I had a lot of people that would come to the site and probably not really know what it was about, and disappear. That immediately dropped really quickly. It's dropped by at least 15% over the time that I've had it. It was up around sort of 70%, so it's getting down and I hope it will continue.

In terms of page views, I got around 1500 page views a day and that jumped up around the 2000 figure per day, and that's been nice. If you look at the actual mapping in Google Analytics you can actually see when I went live and where it's gone to.

I think a big part of it is that now it's indexed. You've got the blog and the podcast and you have to click through to get to some of those pages, which obviously will count as extra page views. There's a bit more interaction happening on the site now.

Pat: That's very cool, and it's very clear and concise and I know what it's about when I get there. I remember that was the biggest thing for me, like I wasn't sure what the PE Geek was about and here's it clear. "Physical Education & Technology" right there big and bold. You're holding this iPhone. We can see your face. We trust you right away, great smile, you're even wearing some sort of tech band around your wrist, so it's perfect.

You had contacted me because you were just telling me about how things were going after the 1-Day Business Breakthrough, and things were going well, and you had talked about this new product that you came out with. The way you were describing how you created it just completely impressed me.

Could you start with how this all happened, what it is, and maybe just kind of educate us on how we can learn from your experience here?

Jarrod: One of the biggest things for me is I get a little bit obsessed sometimes with releasing products, and often I release them before I actually realize whether or not they'll be useful to anyone else besides just me.

In this particular case, after hearing a lot from you particularly at 1-Day BB and a few other podcasts, the idea was to validate it first and see whether or not someone would actually put their money up in front before the idea was anything more than just an idea.

So I sent out this tweet to my followers, 140 characters saying that I wanted to build a video analysis tool that worked inside a browser, inside of Google Drive. Video analysis lets you do frame-by-frame side-by-side analysis and drawing on a video so that you can point out skill errors and so forth.

Immediately I got re-tweets. That wasn't validated but it sort of pointed out to me that this was something that I should definitely chase down. At that stage it was just a matter of getting out the pen and paper and sort of mocking up what I imagined this would look like.

Normally I would use a website to do this, but I just went straight to pen and paper and basically said, "This is what it needs to look like." I hand-drew them and said the screens would do this, and I drew three screens.

The next step was to actually take this a bit further. I still didn't realize whether it would be something that people wanted, but I went to Fiverr.com and actually purchased a user interface designer and got him to turn those hand-drawn mock-ups – for around $40 each – into an actual user interface that I could then use to see whether or not it was something that people were interested in.

Pat: So you hand-drew them to just mock them up a little bit, and then you went to Fiverr and you found somebody who could take those hand-drawings and put them into something that looked like an application, right?

Jarrod: Absolutely. It was never intended to be the final version user interface, but at this stage I didn't even know whether it was something I was building. It definitely helped get across the message that this is what it would probably look like and this is what I intend to do with it. It was literally three screens.

I could have got them cheaper than $40 from this guy, but I wanted them within 24 hours because the idea was so exciting to me that I wanted them as quick as possible. Once I got them I was actually reasonably happy and I went to the website PlaceIt.net. Are you familiar with PlaceIt?

Pat: No, talk about that.

Jarrod: PlaceIt lets you create these screen shots of your actual websites or apps in realistic environments. For example, there's a stock library of images with devices on them, and you basically change the screen shot on the device to whatever you want.

In terms of promoting your own products, promoting your own website, promoting your apps – or mock-ups in my case – it makes it look like someone's actually using it, and they come out really, really impressive. It's a paid service, but you download the images and then you can use them for editorial and so on. It helped convey that this was something real and this is what it looks like and here's someone using it, before it was anything more than just that mock-up on the screen.

Pat: That's so cool. I'm looking at PlaceIt right now. I see a kid holding an iPhone, I see people using iPads, somebody at a computer – that's so cool. So with just a couple clicks you can have your image or your app or whatever it is right there in real life.

Jarrod: For sure, even just your website. You can actually put in your URL and generate a screen shot of someone using your app on a particular device. You can even do video previews so it looks like someone's actually navigating your site. It's immense. They're constantly adding more backgrounds you can use.

Pat: They have ones for like a billboard on a building, up the side of an escalator, someone holding a latex glove holding your app – this is pretty cool. I would never use those ones, of course, but this is pretty cool. Again that's PlaceIt.net.

So you did the mock-ups by hand. You went to Fiverr, and you put those onto PlaceIt on the devices it was going to be on, and then what did you do next?

Jarrod: At this stage I retweeted these images out again, just to see whether or not there was even more interest. I was directing the people who were interested in [Vidalyze](#), which is what I was going to call it if it was ever to be made that is, to a MailChimp mailing list. That grew to about 50-70 people across the course of a couple days. This got me thinking, "Okay, this is definitely something that I should move ahead with and see how it could be built."

So I spoke to my developer who I'd worked with on a couple of web apps. This was not an iPhone app, it was built for the browser so a little bit different, and he said it was going to cost between $10,000 to $15,000 because of some of the heavy video elements and things that would need to be coded, and being able to draw over video was something that he's never done.

That got me thinking that if I went an invested $10,000 to $15,000 in a product that never even saw a potential return in that, that's probably not going to going to be ideal.

Pat: That's a lot of money.

Jarrod: It is, yeah. I'd done that with another app before and it never really returned the scale that I would have hoped. So based on your thinking it was like, "Let's see if I can pre-sell this and use those funds to move it forward." My goal was to raise $5,000, and if I could do that I would definitely progress with this.

Logically you'd go to Kickstarter or IndieGogo or something like that. That's where I wanted to go, but I was concerned thinking that my audience being teachers, they might land there and be completely lost in where they were or what they were doing, so I decided to go down a different route.

I bought this WordPress theme called [Fundify](#) and basically for $45 set up a sub-domain of my site which basically let me create my own version of Kickstarter, where I had complete customization and 100% of the money earned would come to me.

Pat: Wow, so I'm looking at this right now. If you go to [IgnitionDeck.com/fundify](#) – is that the one that you're talking about?

Jarrod: Previously it was part of a separate entity on Theme Forest, but they've just moved it under IgnitionDeck.

Pat: That's pretty cool, so you get your own Fundify theme. At this moment I think a lot of people would be like, "Wow, okay, this is a little iffy. I'm selling something that doesn't exist yet." Were you ever worried about that or did that ever cross your mind like, "Maybe this isn't right"?

Jarrod: Yeah, but it's pretty similar to a lot of Kickstarter products and IndieGogo products. I had a growing presence of people, particularly my members, where I was going to hit them up first. Basically they viewed it as a pre-sale, and based on my experience and things that I'd brought out in the past, they sort of got in behind with that belief, and that's how it was sold. It was sold as a pre-sale of this particular product. But yes, I certainly considered it.

Pat: So it wasn't like you were pretending that this already existed. For example in [The 4-Hour Work Week](#) there was an example that Tim uses in terms of validating a product where you actually have somebody go through a sales page to buy something. Then if they buy it it just says, "Sorry, we're out of stock right now" or something like that, "Sign up to get notified when it comes back."

That's a way to validate it as well, but this just feels like you were being completely honest. "Hey guys, I'm thinking about building this. If I raise enough funds we're going to make it happen. Let's try it out."

Jarrod: For sure, and the really big selling point for people was that they were actually buying into the development if they pre-purchased it, and it was really clearly spoken that this would be released in October and they were getting pre-access at a really reduced price that would never be repeated.

But more importantly, I was going to build the tool based on their feedback. The theme made it possible that when they purchased they got placed on a MailChimp list and I had an automation sequence set up so that the first question that was asked was, "What would you want from a tool that was a video analysis tool in the browser?"

Because I hadn't even started really building it – I'd sort of had some ideas of where it was going – the feedback I got shaped the product, and I built the product to suit the audience that had pre-purchased it.

Pat: Right, that's really cool. I think the question now is how much did you sell it for pre-sale and how many did you sell, if you don't mind.

Jarrod: Absolutely. There were three tiers so people could come on and they could buy unlimited access for unlimited students forever for $250, or there was a $100 package or a $50 package. The $50 package gave you 50 students and the $100 package gave you 100 students. The most popular one was the $250, and we did $30,000 in the three weeks with it up on the site. Most of that came in the first week.

Basically I sent out a tweet once the landing page was made. I actually hired someone on Odesk to do the landing page for me, and it took like half a day because it was really easy to set-up. Then I tweeted out the link and I had $1,000 within sort of 10 minutes, pre-sales from some of my people in the community, and then it just went from there.

Pat: That's really cool. Just to put that in perspective for everybody, obviously these aren't right on but $30,000 divided by $250 per product – obviously there's probably a few more who purchased at $100 or $50 – but that's about 120 people. That's a lot but it's actually not that many.

To think that you were able to validate this and make that much money, almost three times more than you needed to get the thing built, that just shows you that you don't need an incredibly huge community of millions of people coming to your site every month to do this. You were able to do this and validate it and get paid for it up-front. What was that like for you?

Jarrod: Well, it was amazing. Immediately when that first $1,000 came in I went, "All right, this is happening. I'll build it, regardless of where it's headed," and I directed that to the graphic designer who turned the mock-ups into my actual user interface that's on the site now. He'd worked with me previously and he got started.

He gave them back to me within a couple of days and I re-did the site and this was the actual product now that they were pre-purchasing. It wasn't just what my thinking was around it, it was the actual product they were getting.

As the funds were rolling in through Stripe and through PayPal, they were being directed to the developer who had started coding. More importantly, I was getting all these brilliant ideas from people and I was channeling them straight in – things I wouldn't have even thought of to build, and probably would never have been able to do when it was final because they were really big changes to the concept and so on.

The first list I hit up had 500 people on it and that raised about $3,000 to $5,000 with one email. I sent that list through a bit of a sequence of a scarcity-driven one. It was closing in September and they only got about 2 or 3 emails to that list of 500 people who had purchased from me before, and then I went onto my other lists.

Pat: That's really cool. A few questions popped in my head as you were talking. You were getting this stream of ideas from people through the autoresponder, which I think is incredibly smart, obviously. I feel like there's going to be people who keep saying the same things, and those are obvious ones that you want to implement, and there's going to be ones that maybe people have that are just kind of outlier ideas.

How do you kind of prioritize what to put in there? Did you put them all in there or did you just pick a few and roll with it so you didn't have to spend so much time developing? What was your thought process with that?

Jarrod: It was hard because there were people emailing me who hadn't even purchased, suggesting things. You don't want to get to a point where it becomes this bloated piece of software that was outside my original vision, so I wanted to make sure that that was still something that was delivered.

This was intentionally built for schools, so if I had people from outside of a school environment saying that they wanted this for their athletes or something very different, then I probably didn't follow those up, but there was a consistent sort of message coming through those autoresponders and they were the ones that were passed on.

A lot of them were really easy things that I just didn't think about, like having some stock video in the actual app itself for people to analyze basically as soon as they got into the app. I hadn't considered it, and I went and purchased stock video from [DepositPhotos](), so that was the process.

I got a lot of value from that automation sequence, and was basically then blogging through that theme that I set up weekly with new features and suggestions, and those were going out as broadcast messages to the people who had signed up onto that particular list.

Pat: That's cool, like every time you add a new feature – and [Clay Collins]() talked about this when he was on the show talking about LeadPages and how LeadPages became so popular – every time they have a new feature added on it gives them an excuse to send

a broadcast out and provide value and just show how much the person behind the company is helping to improve it and how much they're listening to the people who are suggesting these things. I think that's such a smart idea.

Jarrod: Yeah, it worked really well, then those blog posts were a chance to send out some social media stuff as well, and then in turn more people signed up and jumped in for their pre-sale price because they were getting this immense value. I'd intended on making it $1 per student per year for the product, in line with other products in that space, and if they got it at $250 unlimited use then this was this really good opportunity they couldn't pass up.

I made it so easy to purchase. If people contacted me and they couldn't do an online credit card or PayPal, then I invoiced with Quickbooks and made it really simple for them to be able to still get access to it as well.

Pat: That's really smart and it's perfect for your niche because some of those people probably didn't have access to paying online or PayPal or something like that. Super cool.

Some more ideas that came into my head. You had said your developer priced it at $10,000 to $15,000. What became the actual price, because I know a lot of people get estimates and then what ends up happening is they spend way more. Was there any sort of difference there or was it actually spot-on?

Jarrod: It was pretty close. I ended up spending a little bit more money, about $16,000 all up, and that included some more graphics and I took the opportunity to build in an accompanying iPad app for it so that you could record video, and then the video would get pushed straight to the actual Vidalyze website, just to make that whole process even easier because that was the big selling point.

It was solving this problem that teachers had that other video analysis tools didn't understand. So it blew out a little bit because I added some bigger things to scope it out, but that was based on feedback from the community too.

Pat: That's really cool. Did you launch with just like a beta group and close it, or was it always for sale?

Jarrod: It came out on October 6, and initially it was just available to those people that had access to it. They were in there, and then by November I opened the doors to

everyone with a different pricing model that what I actually intend to do starting in 2015.

Since we've launched we've been adding more features as they've gone, and we've been sort of doing around $1,000 a week in terms of new customers coming on and purchasing products for their whole school. It's just enabled it to become even bigger and more sleek and it's really grown from strength to strength since it's launched.

Pat: That's awesome. This is one of your 60 apps that you have going, or more than that I think you said.

Jarrod: It's 60 iOS apps and about 20 Android apps and now 3 web apps. Out of all of them, this is now my one that I am the proudest of because it definitely solves this problem for a particular audience. That audience isn't huge. Not every PE teacher wants to use tech, but those that do, this solves it for sure.

Pat: That's really cool. What does the pricing structure look like now?

Jarrod: At the present in 2015 it's $1 per student, and that's all you ever pay in terms of access. Then next year when we do our really big launch I'm going to take people through a launch sequence based on some stuff I've seen recently, and it will be $1 per year per student with some sort of ongoing. That way I can keep them ongoing and earn revenue from it.

Pat: That was something I was going to ask about because that's something I learned. Now that I've done something like Smart Podcast Player and I'm doing software on my own, I've talked to a lot of people who are doing software. Software requires customer service, updates, compatibility updates, things like that, which require man-hours and of course money.

A lot of the people who I've spoken to who have done applications and web apps and software and things like that who did a one-time fee almost regret it now because they're still doing customer service type stuff for people who paid like four years ago.

The lifetime value of the customers is slowly decreasing because of the time that it's taking to serve them, so having this sort of recurring income every year is what a software should do, I feel, at least if people want to get the updates and access the latest features.

That's kind of why the Smart Podcast Player now is also on a recurring yearly payment, just because there's always updates. There's 100,000 WordPress themes and there's all these things that have to be compatible.

So that's really cool. Do you have a customer service team that helps with all of your stuff? I mean you have a lot of software-type stuff. I can imagine that there's going to be bugs and things like that.

Jarrod: Oh, it's immense. Initially I used to get everything channeled into my personal email from every app, but that was a couple of years ago and I moved over to ZenDesk and since then that's just been massive. I do hire a VA now full-time to deal with primarily just that, because it's not something that I really want to deal with.

I deal with some of them when it's a personal email that people will still send to me by my personal address, but all of it now is dealt with by him. He basically logs bugs and sends them to the developers that I work with. Then they say, "This is what needs to be fixed," and they move on.

Just automating that process was really valuable with a VA because it was really torturous trying to do all that myself, and teach, and run a blog and do everything else.

Pat: Right. As we finish up here, Jarrod, this has been super incredible. Thank you for sharing all this and being honest with all the numbers and stuff. This is super cool. If you could go back in time and do this validation thing again, what's maybe something you would do differently, if anything?

Jarrod: I actually am doing it again, to be honest. I'm doing the exact same process right now for another software product that I'm bringing out in the early part of February. It's at ThePEGeek.com/project and that takes you to the pre-launch page where there's another project that I've got with a friend. We're trying to raise a bit less with that one, but we're applying the same sort of tactics.

We sort of realized that in this particular launch the money would come probably from a different part of my audience than previously. It would have been nice had I known that earlier and had lists segmented based on interests and things that I do now because that meant that I could definitely be more valuable to those particular people, but at the same time know which products would match their needs.

That's what we've done differently this time. We've sent it to people who we know or think would like it, and we've gone outside of my networks as well, which could be limited, and we've tapped into some other organizations that have interests that are similar, and that's been a bit of a different process.

Pat: That's awesome. Jarrod, thank you so much for sharing all of this. If people want to get more information about you and see what you're up to, where would you direct them to go?

Jarrod: I've gone and documented everything I did as part of this launch, the complete step-by-step guide with all the copy that I used and even screen shots etc, and you can access that at MyFundingProcess.com. It's just a PDF that you can get access to.

Other than that I'm online at Twitter @mrrobbo or ThePEGeek.com, which is where I tend to blog about phys ed and education.

Pat: Got it. Dude, thank you so much. I can't wait to see what you've got going on next in this next project that you have going on. I see the theme you're using even keeps track of how much you've already funded. It says currently it's 92% funded, which is super cool. That's awesome, so everybody check it out.

All the links and show notes and resources that Jarrod mentioned are very valuable. They'll be available in the show notes here in Episode 146, so SmartPassiveIncome.com/session146.

Jarrod, thank you so much. We appreciate you and wish you all the best.

Jarrod: Thanks Pat.

Pat: I hope you enjoyed that interview with Jarrod Robinson from ThePEGeek.com and MyFundingProcess.com if you want to get his step-by-step information with screen shots and more detail about his whole validation process. It's super cool. Jarrod, thank you so much for sharing that with us.

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This was such a cool and inspiring episode. I hope it hits the nail on the head for some of you. I would love it if you had a second to leave a review on iTunes. Those go a long way. I think this is the first time here on the show that I'm asking, and we're five episodes into the year so hopefully you can take a moment, if you haven't done so already, to leave a review for the show on iTunes. That goes a really long way in terms of exposure, helping new people come along and see that the show's worthwhile, and it helps me stay motivated.

I want you to leave an honest review. If you have some criticisms please let me know. I read every single one of those reviews. They automatically come to my email through MyPodcastReviews.com and I'm just so excited to read them. If there's criticism I look at them and I apply those things if they're reasonable and obviously justified. I'm always learning. I'm not perfect and I keep moving forward.

Thank you again for all the inspiration that you give me and have given me over time. I hope that this episode has inspired you in some way, shape, or form.

I also want to thank today's sponsor, which is a company that Jarrod mentioned on the show. It's a company that I've used several times myself in the past, and that is 99Designs.com. If you need anything designed for your website, or even stuff that's not related to your website – perhaps it's a tshirt or some sort of graphic for your business, a business card or logo or whatever the case may be – anything that you need designed, go to 99Designs.com and type in the description of what you want. Select a few things on the scale to determine the kind of style that you want, and send it out there.

All the sudden you're going to get multiple designers creating their own version of your ideal logo or design or whatever the case may be that you're getting designed. You get to pick the one that you like the best within 7 days. You can have a 7-day run at this, and in a week you can have the website that you want like ThePEGeek. You can have a logo design that you want, like I did with SecurityGuardTrainingHQ.com.

What's cool is along the way you can help these designers. Maybe they're close but not there yet. You can talk to them and help them create new versions. You can have your audience, your fans or your family vote on their favorites too, so you can actually get 3rd-party reviews on those things. It's just super cool, superfast, and super fun.

If you want to check it out, go to 99Designs.com/spi. That will give you a $99 Power Pack of services for free, which will help you get even more designers to come for your next project.

Thank you so much. We're going into February next month already, this is fantastic. I've got a great episode for you with the crew from Fizzle.co. We've got Chase Reeves, Corbett Barr, and Barrett Brooks who are running an amazing membership site there. We're going to talk about all the in's and out's of building and maintaining a membership site and retaining members as well, to keep them coming back and paying month after month. So check that out next week.

Until then, thank you so much. Keep pushing forward, keep stepping out of your comfort zone, and keep finding success. Cheers, take care, and I'll see you next episode on the Smart Passive Income podcast. Peace.

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

Links and Resources Mentioned in This Episode:

Today's guest:

Jarrod Robinson, ThePEGeek.com - Twitter: @mrrobbo
Easy Portfolio
Vidalyze
Jarrod's new project: ThePEGeek.com/project
Step-by-step launch guide PDF: MyFundingProcess.com

Pat's Resources:

1-Day Business Breakthrough with Pat Flynn & Chris Ducker
Smart Podcast Player
SecurityGuardTrainingHQ.com

Other Resources:

One Laptop Per Child
Fiverr.com
PlaceIt.net – product mock-ups & videos

Fundify –WordPress theme for crowdfunding
Deposit Photos – stock photos and video
Zen Desk

Sponsored by:

99Designs.com — $99 power pack of services, free!