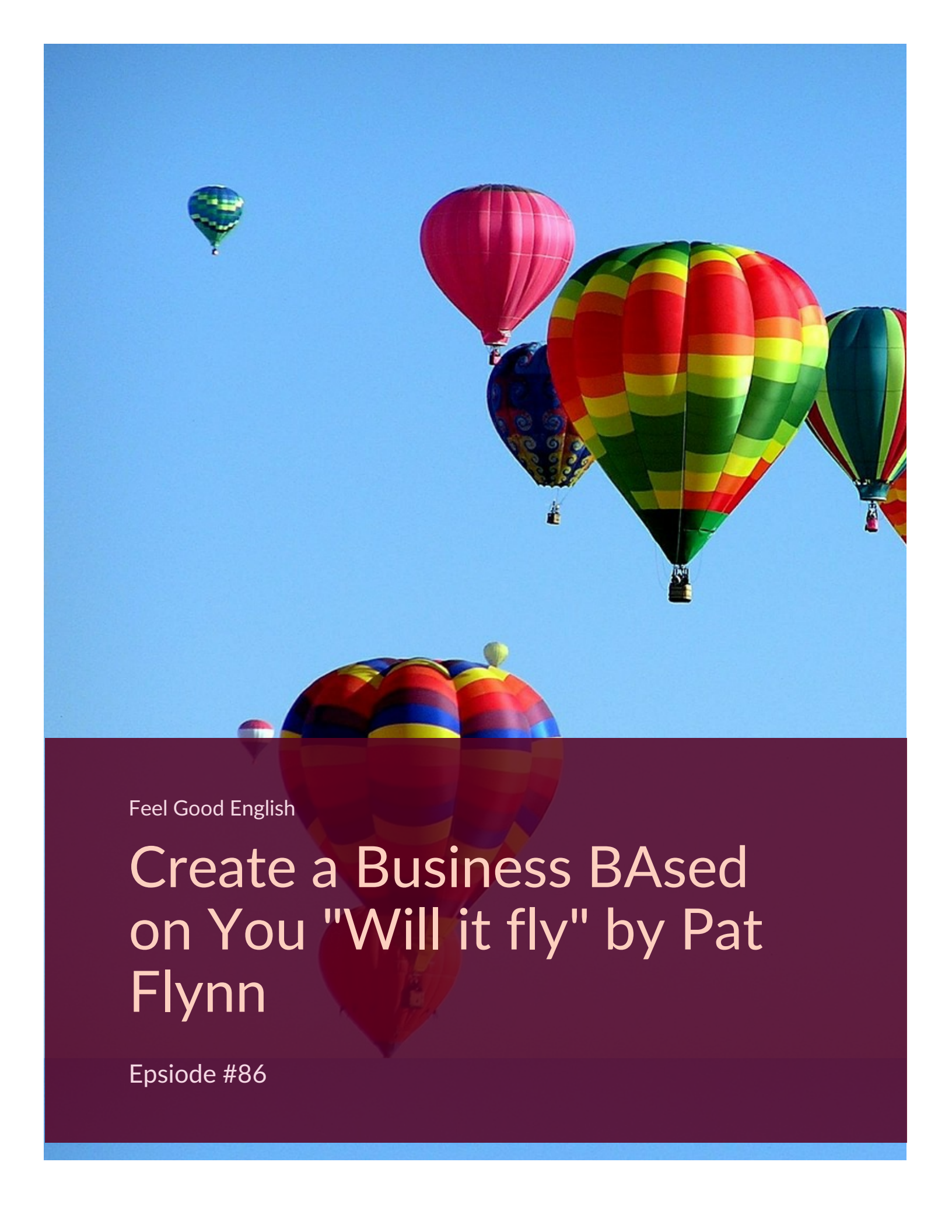




Feel Good English

Create a Business BAseD on You "Will it fly" by Pat Flynn

Epsiode #86

"Will it fly" by Pat Flynn

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Hello there, Kevin here with another episode of the Feel Good English Podcast, how are you?

The feel good English podcast is the only podcast that is helping you naturally become a more fluent English speaker, and helping you become more fluent in life.

The internet has made it possible for just about anyone to create their own online business making it much easier to set something up online by yourself.

I'm gonna give you a few lessons from a very good book today called, Will It Fly, this book is by Pat Flynn. Pat Flynn runs a very success podcast and website called "Smart Passive Income" where he teaches people how to build their own businesses online based on his own experiments and his own business that he created, and in, in his book Will It Fly he gives very practical actionable tips on how to go from an idea of a business to actually creating and launching that business online. There are some great step by step tactics that you can learn about in this book.

So if it is of something interest to you if you ever thought about building something online based on your own talents and skills and knowledge, I would highly recommend reading or listening to the full book.

You can also find links to this book on my website, and also to remind you if you want transcripts to the Feel Good Podcast so you can help your English skill improve, even if you aren't trying to build a business you here to improve your English abilities correct? and a great way to do that is get the transcripts. If you go to Feel Good Dot Com you can learn how to

become a member which gives you access to all Feel Good English Podcast transcripts from the past from the present, like this one, and future episodes.

So now let's get on the episode by Will It Fly by Pat Flynn and make you a successful online entrepreneur.

So, the first concept here the first idea here that he goes into in the book is to create a business or to have a business idea that is in line with your lifestyle goals. Often we have an objective of making money that's what businesses are for correct?

Well Pat Flynn and I would agree, thinks it's essential that you make sure your business is aligned with your values and your goals. You're gonna put a lot of time and energy into this and I can tell you from my own experience that if you aren't in line with I mean you don't connect with business doesn't match or values and interests it will become extremely hard to continue.

I created feel good English because I like connecting with people from different cultures, that's one of the things I really enjoy doing. So having a podcast that goes around that goes around the world, connecting with English learners around the world, it's very inline with my desire to connect with different cultures around the world, I also like helping people helping people improve their lives, I like helping people move forward, and by teaching English and helping them not only improve their English, but also help them learn lessons from books that I think can make them more productive possibly more fulfilled and doing something that is inline with my goals.

So if you a people person for example make sure that your business reflects being around people and helping people being in a environment social to social environment.

Maybe you're more of an a analytical person you like numbers maybe you're an accountant so you want something that so you want a business

that's in line with that. You like to do something that is inline, figuring out numbers, figuring out the finance, figuring out whatever that may be figuring out what needs to be is to discover to find a solution, to figuring out what other people need through your accounting services. And he gives you a step by step tool, likes I talk about, this book is filled with actionable tactics. It's not just a bunch of ideas and philosophical concepts he gives you very clear steps action steps and each chapter, and here he wants you to do a self examination process, and examining yourself and what your goals and values might be.

He divides this into four categories, and an example he uses is family career well being in money, well-being is in how healthy and how good you feel about yourself. So take four categories put them into four different quadrants, a quadrant is a section so if you could imagine four different squares on a piece of paper, each square with be a quadrant, quadrant then imagine yourself in five years from now, so you're looking at all of these quadrants, one of them would be money, five years from now what kind of money would I want have? I want this paid off, I want this for my savings, I want to have money saved up for children's education, so that would be the money section maybe in the family section, how much time do you want to spend with your family? Do you want to be home in the afternoons with your children, or does that not matter as much, maybe your wife or your husband can be home, or think about what you want to see in five years and write down in my family section. Then you go through these different sections, in five years from now where your business got to the place where you want it to be, would it match, would it inline with these things you wrote down in the quadrants?

So it's beginning with the end of mind, thinking the future. Where could this business bring you, and making sure that where it will bring you would be actually a place where you want to be. Often we dive into things not really what's gonna happen and that happens but at least having an idea where this is going to bring you, getting a little more clear on what's important to you, can help you set up something, set up a process, set up a business, that will bring you in that direction.

So very brief explanation on this concept but again if you are interested go

and get the book "Will It Fly" where he will go in more detail about how to break down this self examination process, and just make sure when you're gonna spend hours and hours with something, it's inline with your lifestyle goals.

And connecting this again to me, to my business, what would my lifestyle goals be? Well, I really want to have a location business, I really want to work online, meaning I could work anywhere, not necessarily travelling the world but I can work from home, or I can have an office down the street, or I can travel, maybe go back to Brazil, to visit my wife's family and while I'm there I can work, so she can be talking with her family for hours and hours and laughing and I can be on a computer somewhere working, that's an idea. I can continue to interact with people from around the world, that would be a goal, the bigger the business would get, the bigger the Feel Good English Podcast gets, the more people I connect with, so that's inline with that.

So just to give you an example of where I would be coming from, of where I would be putting in my effort, which would be inline with my future goals.

The next thing we're gonna do here is to distill a business idea to its essence. Distill. To distill is to get the main, the principle aspect out of something through a process. Think of a distillery you're making whiskey, you're going to distill the whiskey, you take all the ingredients through the process of making whiskey which obviously I'm not going to go into here. You distill it into alcohol. So you're distilling the essence of a business idea, you're taking all of the different ingredients of a business idea and you're getting that one very specific product or end result.

So after you thought about a lifestyle business and gone through the values and goals you would have for your future, after that you would actually go into your past and look at your skills, and your talent and your knowledge, what you can bring to a business, and he goes much deeper into this in the book, but I'm not going to cover that area, but obviously

you need to plan a business around something you know a lot about or something you can learn a lot about, so that would be next, so you have your goals, your values, you've thought deeply about what you can offer others, and everybody has something to offer an audience.

Then we need to get very on the business idea, the business essence, and through a process a very actionable process we can do this.

What you're going to do, you're going to jot down everything that comes to mind, *jot down* everything that *comes to mind*. A couple phrases there, jot down, j o t (spelling the word) jot and down, is to, write down quickly, basically take notes write quickly whatever comes to mind you're jotting it down, and we talked about comes to mind last week. Comes to mind is to use the thoughts that come to your mind without any pre- planning, so it's spontaneously thinking of things and letting your brain freely flow, take whatever thoughts come to mind and jot them down quickly, and you're gonna do this for a long time you're gonna write many, many ideas down on a piece of paper, I think he said for something like 30 minutes, 20 or 30 minutes whatever that may be, without editing, you're just gonna write down every business idea that you can think of and let your thoughts flow.

After you do that, you're going to organize your thoughts into categorie. And he recommends using post it notes. Post it notes, we have them in the US, I don't know if you have them where you live. Post it notes are little square pieces of paper adds some adhesive chemical on the back so you can stick it onto the wall. They come in different colours and they for taking notes. They're for jotting down notes, jotting down, cool phrase, ay?

So, if you put these on post it notes after you're going to organize them into sections, maybe put them on the wall in different categories, and you're gonna see some similarities here between your ideas. Collecting all of these ideas putting them into categories, and getting an overall impression of what a business you create might be. Then you're gonna write four to five hundred words on what this business could be. Four to five hundred words would probably be half a page maybe. After you do that you're gonna go even deeper more focused and you're gonna write three to five sentences on what your business would would look, like three

to five sentences, then the hardest part is you're gonna create one sentence based on your business. So this would be what you would tell somebody you're creating, you could call it a pitch, a one sentence business pitch. If I was going to do this with Feel Good English, it might be something like, Feel Good English is a Podcast and community where we help English learners around the world become confident fluent English speakers, through lessons based on personal development and business management. Getting as specific as possible helps you create a vision for your business. And if you're not coming up with enough ideas, if you're not getting even close to having a one sentence business description, you might have to go back and think more about your goals and values and life goals that would be inline with your business, and also go back into what you can bring your skills and talents that people might pay you for.

So, just summarising this real quickly here, into quick action steps, spend thirty minutes writing down every thought that comes to mind about any possible business idea. Organize those thoughts into categories, come up with half a page to a page writing down the general concept of the business idea, then refine that into three to five sentences, and then distill the essence of your business idea by creating one sentence that explains exactly how your business idea is going to solve a very specific problem.

That will do it for today's Feel Good English Podcast Episode. Did this get you excited about coming up with a business idea, creating a business idea? If so, get moving, get started. There's no better time to start than right now.

I would recommend you repeat this lesson and go back listen to these words again learn this vocabulary deeply, and would I also recommend that you get the transcript to this episode so you can see all of the words that I said here. Sometimes I speak nice and clearly, and other times I speak really quick and you might miss a few things that I say. Alright, so until the next episode, hope you're smiling, hope you're having a wonderful day, and keep moving in life and in English.

Bye Bye