Interview with Pat Flynn - Will It Fly
Episode #212

Ray: Today we have another deep dive conversation, this time with the amazing world famous, Pat Flynn, the crash test dummy of online business and he is no dummy, for sure. Pat has written a fantastic new book called *Will It Fly* and it's for anybody who's ever wondered when they had a business idea, well, will it fly.

If you don't know Pat you should check out SmartPassiveIncome.com. I can't imagine you don't know him, but check out his site, he has a podcast by the same name which is one of my favorites. I never miss an episode. Right now, let's get into it, my conversation with the one and only, Pat Flynn.

Pat, it's such a pleasure to have you on the show.

Pat: Thank you for having me, Ray.

Ray: We've been getting to know one another over the last year and a half.

Pat: I think so. I first of you through Cliff Ravenscraft and he spoke so highly of you, to where I was a little intimidated when I first met you, to be honest, because Cliff spoke so highly of you and I was like oh my gosh, it's Ray Edwards. Now we're in a mastermind group together and we're good friends. I'm still a little intimidated just because you're such an expert copywriter and that is a field I know I need help with.

You are a great friend and you've provided so much value to me, so whatever I can do to provide value to you and your audience, I'm here for you.

Ray: First, I have to get the swelling of my head to go down, so I can get it out the door. That's funny you say that because I was actually nervous about meeting you, because I've been listening to you since

hearing about you from Internet Business Mastery. You're like one of those people I listen to that was this superstar on the podcast.

It's been great getting to know you and one of the most fun things, and there are only a couple people I can say this about, but you're a wiziwig kind of guy, what you see is what you get, and I mean that in the best possible way. There's no artephis. There's no show persona that comes off when you're not behind the mic or on a stage. You are the person that you appear to be and that's incredibly admirable.

Pat: Thank you, I appreciate that and I do have a lot of people come up to me and tell me that, which is a little alarming because that means a lot of people don't do that, they are somebody they're not, online. For me, I feel like I am who I am and I share all parts of it because that's what makes me, me in this world where everyone's copying each other. The only way to be a stand out person is to be yourself, because you're always 100% original if you are yourself.

Ray: And you are not copyable.

Pat: That's right and nobody is, of themselves.

Ray: I'm excited because I've been watching this progression with you and everything you do, to me this is what the pattern looks like. You learn how to do something, like you are the crash test dummy and sometimes it works, sometimes it doesn't, and more often than not it works and you share everything and you give so freely.

Now you're about to do it again as you've been working on this project that I want to jump into. You had to wonder while you're working on this project, will this fly?

Pat: I love that you say that since that's the title of the new book I've been working on. Yes, the book is called *Will It Fly*, something I've been working on for over a year now and it's just been such a crazy process. It's interesting too because I've been blogging for over six years and I can crank out a 5000 word blog post in just a few hours. However, when I first started writing this book I would sit at the computer screen and it would be such a struggle to a point where I would block out for or five hours in a day to write and I would come out with like a paragraph and that's it.

It was a big struggle, so to get to this point now where I'm actually on other people's shows, people like yourself who I admire and now we're talking about the book and the fact that it's done. It's been such an amazing journey and I really feel I had to go through all that hardship to get to this point and have it be something that I know is going to be great in people's hands.

Ray: I've got to ask the question, because I'm wondering this and I can't be the only one, but if you can write a 5000 word blog post in no time flat, what do you think the struggle was when you sat down to start writing the book?

Pat: It's such a bigger project to me and it was so big in my head, I actually made it out to be this amazing thing that I admire that all my other friends, including yourself, who already had books and I just wanted it to be perfect. I realized that when I try to write a book and have it be perfect the moment I start writing, that's not doable.

I ended up getting advice from members of my mastermind groups. I read a book called *Bird By Bird* by Ann Lamont, which is a huge mindset shift in terms of how to write a book. Then I ended up creating a first draft in a way that I felt was most comfortable to me. Essentially, I recorded the whole thing with my voice. I recorded around 80k words, breaking this big book up into mini chapters that were like blog posts in and of itself in each chapter, dictating each of them.

Then that became a huge pile of garbage, but within that garbage there were a few gold nuggets I could pull out and turn into something great and that's what I learned. As Ann Lamont calls it, you have to just **throw up on the screen or on the pages** and then through that you'll see good stories come out.

We write in like two modes, we're either in edit mode or creative mode, you can't really be in both at the same time and what I was doing and why I was struggling so much was because I was in edit mode when I should have been in creative mode.

Ray: And that's the worst possible way to try and write. The book by Ann Lamont is one of my favorites and I occasionally teach live workshops where we help people write their books or help them write copy and I

give that book to everybody who comes to a workshop. I'm always interested to see what the person's response is going to be, because some people just don't get it, they don't understand what that has to do with what they're doing. I'm like everything.

Then there's the person who will come in the next day and say, she uses bad language in this book.

Pat: And that's the thing they remember.

Ray: Exactly. So you went through this process, you threw up on the screen and then what happened?

Pat: Let's talk a little about what the book is about, because that really helped guide everything else that happened.

Ray: That's an important part of the puzzle to put in.

Pat: Right, like *Will It Fly*, am I talking about aviation or something and in a sense it's like that, you know, we always hear about launching products and launching this, that or the other thing, and this book is the link between all those great books out there that are about how to find an idea or get inspiration for an idea and all the books out there that are about how to build that idea.

Everybody thinks that you get an idea and you build it, that's what we're taught, especially as entrepreneurs you have to put something out there. You have to do it, you have to ship, as Seth Godin says. But I think there's an in between that's missing and that's what this book fills in, it fills in that gap and that is, how do you know if that idea is one that's going to actually work? Is there a way to test or validate that idea? That's the whole, *Will It Fly* thing comes in, like is this actually going to fly when I throw it?

It's so important and there are two kinds of validation that I talk about in the book.

1. There's the obvious, product to market fit. The idea and how that's going to be responded to, to your target market.

2. Then there's the more underserved, less talked about part of validation and that is how is that idea actually going to fit into your lifestyle?

How does that fit into the type of person you are in your characteristics and strengths?

Is it actually something, when you build it, that's going to be something you won't like or you may regret doing?

I know a lot of successful entrepreneurs who have built successful businesses but they're not successful husbands or successful fathers or wives or mothers and I think that's the most important part of it. I want to catch people beforehand, when they start to build their business or even if they have one already and they want to get back to the fundamentals or maybe they're struggling with what they have and they want a new fresh way to look at things.

I want people to go through this book and either stop what they're doing or dump that idea before they end up wasting time and money on it, or go through it. It essentially gives them permission to move forward with it. It may give them motivation to do it. That's my big vision for this book. The whole, *Will It Fly* thing, why there's this flying theme to it, is because it starts with a story about my son when he was three, one of the first things I did on his birthday was I had to teach him how to fly a paper airplane. That was something my dad did to me, it was so fun and I was waiting for him to turn three so I could do this.

I'd fold the paper airplane, the really simple dart design one that everyone knows. I threw it and he exploded with laughter. He was so thrilled about it that he ended up grabbing a piece of paper himself and wanted to fold it to make a plane. Now, I was going to teach him because there's a specific way to do it, but him being three he rushed into it. He was folding the paper and what he ended up with didn't look like a plane at all and he threw it expecting it to fly like mine did, but it didn't go anywhere.

I think that's how a lot of people build their businesses, they see somebody else do something and they go through the same motions,

but they aren't doing it in a way that's tested and proven, so it falls in front of them.

What did my son do? He eventually said, I hate paper airplanes and I was like no, we can't end your paper play making career this way. Then I sat him down and I was like follow what I do. We folded the paper and I helped him a little because three year olds hands were small. In the end he created this thing and flying it and his eyes lit up. He was so thrilled that he built something that flew.

It was funny to because the next day he woke up early and usually he wakes up and crawls into bed to wake us up, but this day after his birthday, which was Christmas morning, he spent the whole morning building 12-13 different airplanes of all different kinds and they were strewn all about the floor, like it didn't matter it was Christmas since his birthday is Christmas Eve. He wanted to build paper airplanes and if I hadn't just taught him the ways to fold it in a way that would give him the best chance to throw this thing, who knows what that would have been like.

I mean, it's just paper airplanes but we all are working on something that we're trying to launch. We all have a flight coming up and we want to make sure that what we're creating is actually going to take flight when we throw it out into the world.

Ray: That's absolutely true, I mean, Sir Richard Branson has had that experience, I've had that experience, and you have and we have friends that have all done it. One thing I'm happy about is that now you've written this book I have an answer to give people when they ask me, how do I know it's going to work?

Pat: That's the thing… I did a survey and over 5000 people in my audience responded and one of the number one fears people had, because I asked them why they hadn't started a business yet and their response was… because they were scared at failing that they didn't want to work on something to have it flop.

Ray: Right. My answer is always, you're an entrepreneur baby just do it and see what happens.

Pat: Right, that's true though you have to put it out there and the thing is there's no 100% way to validate whether an idea is going to work or

not, plus there's a lot more involved we all know this. There's the execution of it.

You have to make sure the idea is good first before you execute, because even if you execute on a bad idea it's not going to help you.

Ray: As I have proven more than once.

Pat: And myself as well.

Ray: And my wife would tell you she's really happy that I don't operate that way most of the time anymore. So when I tell her I'm reading your book than she's going to be really excited.

Pat: It's so crazy to hear you say reading my book, it's just like, I have a book on Kindle it's my story about how I was an architect and then became this entrepreneur.

Ray: I've read it.

Pat: Thank you. This to me feels so real, because this isn't just my story there's a lot of research involved, so this is like my first non-fiction business book that can really help. And it's not that the other couldn't, there's just something different about this one, which is why I think I struggled with it in the beginning because I thought of it as a much bigger project.

Ray: You know what you're doing, you've done what Michael Hyatt did to video marketing. He made everybody upgrade because he set the bar higher and now you're coming along and you've Pat Flynned a book which means excellent quality, deep research and everybody's expectations now are going to be raised because they'll read your book and then compare every other book to it. Now look what you've done, I have to go work harder.

Pat: Part of the reason for creating this book was because everyone was asking, how do I know this idea is going to work? The other part is that a lot of entrepreneurs love the idea of validation and there isn't much content out there about validation. Whether it's a brand new business idea or you're trying to validate the course or product you're going to come out with next.

My first experience with learning about validation was Tim Ferriss' book *The Four Hour Work Week*, which is a very popular book and was on the New York Times bestseller list for dozens of weeks. In one chapter called 'Testing the Muse', he talks about micro testing. He talked about buying ads on Google AdWords, sending people to a page for different products to see if it would work and if people would actually click the Buy Now button. That was his way of validating a potential muse.

Everybody talks about that chapter, but it only scratches the surface of different ways that you can validate a product and there's much more involved than just setting up an ad and sending people to a landing page. There's a lot of things that have to happen beforehand and one of my favorite things about this book, and one of the things I like about certain books is that they give me all the great information about why and what I should be doing, but they don't tell me how, whereas in this book there's a lot of how to, very specific steps on how to do certain things.

So there's a lot of content on figuring out the three Ps of your audience, and I got this from you, because when you were on my show you had these amazing acronyms that were easy to remember, so as I was writing this book I was like how can I do what Ray does in this book.

When you create your market map, for example, to understand about your target audience and everything that's going on that exists in your market. The thing is, when you're coming in to a market brand new, we always feel we're at a disadvantage, because everybody's there already. But you actually have an advantage, because if you do the proper research you can see where the gaps and holes are. You can see how this audience you're about to target is already being served and how they're not being served.

Then you can come in and find your own position in that space, so the three Ps when it comes to figuring out who your market is and where they are.

- Places
- People - This gets into understanding who they're about and who the influencers are in that space.

- Product

So if you can understand the places where they hang out, the people who serve that audience already and the products, you'll have a greater understanding of where you can come in and how you can serve that audience in a different, better way than other people are already serving them.

Then another section I talk about is creating your customer plan, another acronym for figuring out…

Pains
Language they use
Anecdotes, real stories of real people in that audience
Needs

The need is the hypothesis of that solution based on those problems and everything you learn about them and the market that exists.

The cool thing about this is that I've always had this issue when people talk about their avatar. You have to find out who your target avatar is or customer profile and I understand the principles behind that and you creating this ideal customer, you want to know and make up a story about who they are, but in the back of my mind whenever I've created an avatar I always know that's just made up.

It's a general person I've made up, you know, you're supposed to give them a name and have a story for them, but I have done so much better in understanding who my target audience is by actually finding real people and learning about their stories which are more memorable. I can feel what they're feeling when you hear the stories of others that you're trying to serve, instead of making it up in your head. So there are a lot of specific strategies in the book on how to find these stories.

I'll give away a tip now which I call the **Google Sniper Strategy**, but it's a specific way you can do a search in Google to look through a specific site. There's an exercise earlier in the book on how to find the top forums, which are a severely under tapped resource for anybody creating anything in this online world, because people on forums spill out their hearts. They share things, talk about what they don't like, talk

about what they need, about problems they're having in their lives so we need to look at those more.

Forums are where a lot of people feel they can talk about these things. They can't talk about it with people around them, so they go to forums where others are like them and they are open and honest and transparent about things.

For example, if you want to find out what people want in your particular market, find a forum. You can look up forums in Google by typing in forum: and type in keywords related to your niche and that will give you a list of forums. What you do is you type in keywords like, I need or I want or need help with or please help and those types of things. Follow that keyword up in Google, so if you type in I need site: and then drop in the link of that forum.

What that tells Google is, go through this website and look for all instances of these words in this particular order. What it spits out to you is an entire list of all the threads in that forum where people have said the words I need, or have a problem with this or can you help me with this. That is such an incredible way to find out where real conversations are happening in your audience, so you can get the stories and the way they describe those things.

You know better than anyone, Ray, and you've taught me this is that, you need to know how your audience describes certain things so you can better connect with them. That goes along with the Jay Abraham quote that I love, '*If you can define the problem better than your target customer, they will automatically assume you have the solution.'*

All the answers are there, you just have to go find them. That's just using Google in a special way and it might not sound fancy, but it works. The thing I wanted to do with this book too, because I know a lot of people reading this are just starting out is, I wanted people to be able to go through these exercises for free, without feeling the need to buy a tool. I've read all these great books but in the end I feel cheated because they say in order to do this thing I just taught you, you have to buy this tool.

Then I end up buying and using it and yeah it works, but for a lot of people that's a barrier they don't want to go over.

Ray: True.

Pat: So a lot of the things are, how can you (for free) with just some time and energy figure out these things that are going to help you serve your audience better?

Ray: And that's a massively powerful technique you just shared. The book will be full of them. If you can, walk me through… I buy the book and go through it, how long would it take a person to go through the plan that you lay out to validate their idea and see if it will fly? How much time will they need to invest to make that happen?

Pat: I would say about two weeks, because there are some processes that involve you going out and talking about your idea to people, which will take time, but you can go through it at your own pace. You can get through it in a day if you want or even a couple days, but there are a lot of things that happen, a lot of checkpoints. This is a very iterative process, so you can take them in chunks which I love, because part of validation is you don't just put your idea out there or just build your idea and scream from the rooftops.

You know that you have to share the idea beforehand, but there are a lot of steps along the way where at each step, at the end you can reassess to see if it worked. If it did you keep going and if not then you can figure out what went wrong. For example, if you have a product to sell, one way you could validate an idea, especially if you don't have an audience is to go to an influencer and create a guest post on that particular topic.

Then, at the end you have a call to action to a page which says, if you want to learn more about this particular topic… there's actually a question I answered today on Ask Pat where this guy was getting interested in creating a niche website about springboard diving and he couldn't find any information about it. He always heard that I said you want to make sure other people are out there who are looking for this information and he couldn't find where any of this information existed.

He's like, how can I make sure this is something I should do? I said find a site where there is potentially people who would be interested in it, like swimmers. Go to a swim site and you can create a guest post

that is the top resource on springboard diving, introducing it, what it is, providing value and then at the end have a call to action that says hey if you're interested in springboard diving and want more information about it, go to this website, sign up and you'll get more information about it later and doing nothing else but that.

That way he can validate whether or not that's a topic people are even interested in, before he has to create a course or anything else that he has in mind, but he needs to validate whether people are even interested in the topic first.

Ray: Brilliant.

Pat: If people aren't interested then he can either make a decision not to go down that route or reassess how he did his calls to action on that landing page, because that would be the stopping point. Basically, taking it one chunk at a time, narrowing the focus to that next validation process and then you can begin to understand where the hiccups are and make changes from there.

Ray: So this is going to be a great resource for people who are just starting out, like they don't have a business yet but they want to create something. What about for people like me, who has a business and products but we want to take a step back and ask if there's a better way for me to do this in the future?

Pat: Yeah. What you just said is similar to every person in sports who was good at something, but then for whatever reason they're in a weird period of time where they just lost their swing. Maybe baseball players or golfers, they're pros but then they lose that talent or skill or maybe they over thought it and messed up their technique. What are they always told, go back to the basics.

Ray: Right.

Pat: Go back to the fundamentals. This book will be a great way for people, especially those who have been doing business for a while, to get back to those fundamentals. I don't know about you, Ray, but I've been doing business for a while just like you. You've probably been doing it much longer than me, but we forget the fundamentals

sometimes because we get so caught up in the new things that are happening.

It's great to go back to what's working and this book will show you the fundamentals and how to discover those things today using a lot of these techniques. So whether you have a business or not, this will be helpful. If you do it's going to bring you back to, here's what's working today to discover more about your target audience, your target market and how you can really create that plan moving forward with things that will help you understand that they'll better serve your audience.

That's what we all want to do and I think a lot of people get off course, but this can help bring them back on course.

Ray: Absolutely. As you went through the process of writing the book, was there anything discovered that surprised you?

Pat: Yes. I took a course in Internet business mastery and what I really appreciated about that course was that the first module was all about the mindset. It was really hard for me to understand why that was important that that was first. When I first got into online business, of course, I was like how do I build a website, do this, do that.

So the first module was about the mindset and it was an absolutely crucial part of the success story that I have. It put me in the right mindset for why I was doing what I was doing. That's why the first part of the book is what I like to call mission design. Every part of the book has this flight theme to it, which I was proud of. There's mission design, the development lab, flight planning, flight simulator and then all systems go.

This first part, the mission design, is about how you validate the idea for you. There are a lot of different thought experiments and tests that will put into context these things that are really important for how this idea fits into your life. Again, a lot of people rush over that part so, for example, the first exercise is something called the airport test.

So, Ray, say you and I were to meet at an airport 5 years from now and we hadn't talked to each other for a while, and we see each other at the airport. I'm like Ray, it's so good to see you how is everything going? Then you respond by saying, life is awesome! Life couldn't get

any better. Then I ask why? The exercise then has you break down into four different segments of your life, what would make you say 5 years from now when I see you at the airport that your life is awesome and couldn't be any better?

So you write these things down and this is like, your 5 year plan. When you tell someone to create a 5-year plan that's boring and it's hard to put into context what that means. But when you break it down in this way it helps you better understand that this is what I want, this is what I want my family life to be like, this is what my personal life and all these other things and then you understand how can this idea support that? For some people that I actually did this test on, it became very obvious that their business idea didn't match their lifestyle idea.

Ray: Wow!

Pat: It was like okay, you read the first chapter of the book, so the book's already served its purpose. That's what I envision is going to happen across this book. A lot of people are going to get into it and actually have to start to think about and reassess these decisions they're making. That's why I want to catch them now instead of four years down the road when they've built the business and they regret it.

Ray: Right, you don't want to meet in the airport and have to say my life is miserable, because I made a bad choice. That is so mind-blowing, now all I can think about is that exercise, I'm going to go to Starbucks after our interview and do that.

Pat: There's many more. There's one I call the Oprah Test. Let's say that the business does work out for you, whatever it is, and then Oprah calls you and she's going to feature it as one of her favorite things. When Oprah does that it goes huge and you're famous overnight. You get recognized on the street even. So you go through this thought experiment, how would that make you feel?

The reason this is important is because some people don't want to be the front of their business. They don't want to be recognized and in that case you're going to have to create a business that's different than somebody who does want to be that person who's famous on the

other end. Again, I just created these fun thought experiments to help you shape your decisions moving forward with this business of yours.

Another favorite is called The Shark Bait Test, where you essentially get invited to Shark Tank and then Mr. Wonderful in the middle there, you do your pitch for your idea and he says, okay Ray that's great, but why should I buy this from you? Why can't I just hire somebody to create this for me? That question he always asks everybody who has something that's not proprietary. I have you think about him asking that question to you, the reader, and you have to answer it. This allows you to figure out what your strengths are, what your weaknesses are, what your unique unfair advantage is, so you know that now.

The thing is, I've learned this over time, which is why these thought experiments are so important. We are a very visual, visualization actually helps us remember. When I was doing these exercises to remember names, one of the tactics is that you think about that person in these really weird random situations, because it helps you remember who they are and visualize them to create connections as opposed to just learning their name and forgetting about it a second later.

So it's implementing these strategies into the thought experiments to help you remember why these businesses are either going to support you or not, or what kinds of businesses you're creating and who it is you want to become. The people I ran these experiments through have really appreciated the context and the thought experiment portion of it because it's a different way to look at things, but it's a more memorable and impactful way.

Therefore, when you can put yourself in those situations you actually feel, and you actually responded when I said what makes you think I would buy this from you as opposed to hiring somebody else? You get a reaction when you think of it that was as opposed to me just saying, what are your unfair advantages? What makes you, you? It's the same but it's not.

Ray: It's totally different because you're emotionally connected to the one and you're disconnected from the other, it's not a reality for you. These things you're teaching people and leading them through in the

book are so important, because I'm thinking about people I know who are struggling and also people I know who have talked for 5-10 years about starting a business but they never have, and then about people who have started businesses who are successful and are miserable.

Every one of those groups would have benefitted if they'd gone through the exercises you're describing before they'd ever started.

Pat: Right. That's the purpose of it. Thank you for putting that in a nice way.

Ray: I have been this way myself, where anybody starts talking about the mindset stuff I'm like yeah, get to the technical stuff because I want to know how to do it. But the why to do it and are you going to be happy with the outcome is so important.

Pat: Right and I try to make those fun. That's another part of the book. I put a lot of my stories in it.

Actually, another thing I struggled with in writing the book is that I tried to make it like all those other books that have all these amazing research studies. I tried to read research papers from Stanford and all these business schools and it wasn't happening for me.

Ray: Yay, how fun!

Pat: Right. I was like I need to be like Malcolm Gladwell, because he talks about these amazing things and that's what people remember him for. I shared part of my first chapter with someone who was like, Pat, this doesn't sound like you at all. That was a big eye/ear opening experience for me because it wasn't me, I was trying to be somebody else.

When somebody told me, just write like you write on your blog. That opened up Pandora's Box for me, in terms of making it easy for me to get through everything else and then I started breaking it down and began treating every chapter like it's its own blog post. So, each one starts with a personal story, typically from my own life and how that applies.

That makes it more memorable and fun in terms of education and I hope this is another way that people will be able to get to know me more.

Ray: So, when I get this book and go through the exercises I'm going to know whether the idea validates for me as a person, like it works for me and create the kind of life that I want to have with my family and all the other parts of my life. Then I'm going to know and be able to validate whether the idea is a good one. If it has a market, if I can make money with it, so what will I be ready to do once I finish reading and working through the exercises in *Will It Fly*?

Pat: An ideal situation, and of course, every niche is different and they have different methods, which is why my fourth part of the book 'flight simulator' is actually an index of all different ways that you can validate your idea. There's a lot of different ways to do it, each with their own level of confidence.

By the end, you will have confirmation one way or another that your idea is one that you should continue to work on. That doesn't mean you'll be rich by the end of the book it just means that this is something your audience has proven to you that this is something your audience wants. It's time to go build it. That's where the book ends.

The big goal, down the road after the book is done, creating something on the other end that can continue that conversation with them, because I know people will enjoy the style of the book and my writing and teaching style, which continues forward to the next part that will come out later.

Ray: That's beautiful, because many will want and need that and there will be many who will read the book and it will change their life in and of itself. I'm excited to read it myself. I'm excited to hand it to students who ask me that irritating question of, how do I know if this will work? Now I have the answer, read Pat's book, do the exercises and then come back to me.

Pat: Thank you Ray.

Ray: That is so cool and exciting.

Pat: The book was dropped the first week of February. Wherever, whenever you hear this, go to WillItFlyBook.com you'll gain access to the book.

Ray: I wholeheartedly, unreservedly urge you to do so, even if you already have a business. Do this and it'll help you analyze where you are and where you want to go. I'm truly excited because this is a book that's so needed and useful and powerful for so many. I'm happy for you. I'm excited and I am so honored to be able to call you friend and that you've chosen to come be on the show.

Pat: Thank you, Ray. I appreciate you and your audience. Thank you for listening and I hope everyone enjoys the book.

Ray: I can't recommend it strongly enough. You need to get this book, even if you're an experienced veteran. It's a good way to re-analyze some of your existing ideas and projects. If you have a new project you'll love the processes that Pat has put in the book. It's a labor of love and it shows. Check it out at the website mentioned above. I give it my best recommendation.

We'll be back on Friday with another Faith Friday. Until then I pray that God will continue to bless you and that he will do more for you than you can ask or even possibly imagine. Peace to your house.

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