



**SPI Podcast Session #98 -
Millionaires and Mastermind Groups
with Jaime Tardy
(and How She Got Me to Say Yes)**

show notes at: <http://www.smartpassiveincome.com/session98>

Pat: This is The Smart Passive Income Podcast with Pat Flynn Session #98. Come on now. Get down.

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 sports the Scooby Doo tie at conferences, Pat Flynn!

Pat: Hey, what's up everybody! Welcome to episode 98 of the Smart Passive Income podcast. As always, I'm so happy you're and I can't believe we're only two episodes away from episode 100. That's just incredible. And I have some special guests who are going to join me for episode 100 which currently, it's scheduled to go live on March 6th, that's Thursday, March 6th. So mark your calendar. It's going to be a very special show.

I mean it's already recorded but it's going to go live then and that's just so special to me to have these guests on the show finally. So that's all I'm going to say. Hope you'll tune in to listen. And if you haven't listened to my other podcast, Ask Pat, which is related to this show however it's a lot shorter, 10-15 minutes an episode, five days a week, and I answer a voicemail question every single day for those five days from one of you. And it's just awesome. So thank you to those of you who have listened to it already.

I mean it's just – I mean we're already at 200,000 downloads after three weeks. I'm just so overwhelmed for with the positive response for that format of the show also, answering a specific question each day. So if you haven't checked that out yet, head on over to AskPat.com and you can get your question featured on the show and get a t-shirt, an Ask Pat t-shirt sent your way. We actually just finished designing them today. I had to – there were actually a couple of designs before the one that we finally landed on and I wasn't happy with them. They were just close but not there. But we finally landed on one and you'll see it on AskPat.com eventually if it's not there already. Again, thank you so much.



Now today, I have a very guest, somebody who I love dearly, somebody who I've been working with the last four years, this is Jaime Tardy from [EventualMillionaire.com](https://www.EventualMillionaire.com). Her and I got together – we actually first hooked up with each other in the mastermind group. She asked me to come on to her mastermind group and you'll hear that story in this episode as well. So in this episode, you're going to hear a number of things. Jaime is coming up with a book so you'll hear a little bit about that and we'll talk about what Jaime does at EventualMillionaire.com and she interviews millionaires and she has interviewed hundreds of them.

And so, she is able to sort of see the patterns. I mean she's very data-driven type person and she's able to see what the commonalities are between these people who are incredibly successful and she is then able to share those things and those insights with us. And she shares a lot of things in her book of course but a lot of those things here today as well.

And at the end of the show, we talked about mastermind. It's something she has actually written a [guest post](#) about on Smart Passive Income a couple of years back. And mastermind groups have been just vital to my success. I would not be where I'm at without my mastermind group so I owe Jaime dearly for asking me to join hers. And we're going to talk about how to start one, how it's set up. We talked about our own mastermind groups that we're in and what the structure is and what it's like every week to get on the call together and why they're important and all that good stuff.

So let's just stop talking, Pat, and let's just get right into the episode. OK. Cool. All right. Enjoy this interview with Jaime Tardy from EventualMillionaire.com.

Jaime: Thank you so much for finally having me on, Pat. I really appreciate it.

Pat: Finally because for everybody out there listening, I mean I've been meaning to have Jaime on for so long. We've talked about it for over a couple of years actually I think, Jaime. So I apologize for taking so long. But I think it's perfect now because you are just coming out with your [first book](#) which is named after your website, [Eventual Millionaire](https://www.EventualMillionaire.com). So first of all, congratulations on the book.

Jaime: Thank you very much. It's crazy.

Pat: How does that feel to go from where you were to now you have a book?



Jaime: I don't think it would be that big of a deal, right? We write stuff all the time. But then I actually got the hardcover in my hands and it was just sort of like an amazing, amazing experience.

Pat: Yeah. There is something about the hardcover and actually physically seeing this book that you worked on versus like an eBook which a lot of us have published eBooks before. There is just something about that physical book.

Jaime: Thank you very much. Well, it was funny because my 7-year-old wanted to read it and he just started reading. And he asked for an autograph and like I choked up like oh my gosh. So yeah, it's one of those things.

Pat: That's so cool. So when is the book coming out really quick? We'll talk about the book in just a little bit here.

Jaime: Well, it's really funny. It actually is live now. So apparently, there are manufacturing things that kept bumping on the date but I just checked on Amazon. It went live today.

Pat: Oh, sweet! So awesome. Let's go to SmartPassiveIncome.com/Millionaire and you could pick [Eventual Millionaire](#) through my affiliate links. So I'm going to buy a number of copies and hand them out to the people on my email list most likely.

Jaime: I'm sure I can give you copies, Pat. You don't have to buy a bunch of copies.

Pat: OK. Well, I want to support and I bought 50 copies for Chris Ducker.

Jaime: Oh wait. OK. Never mind.

Pat: No. But I mean we've been friends for so long and we're going to talk about the story about how we got connected because it's really interesting. Everybody listening, Jaime and I have been really, really good friends over the past few years and we're in a mastermind group together. So we chat with each other every week and occasionally, we'll see each other in person like at New Media Expo or other events, World Domination Summit. And there's just something about you Jaime, it's so easy to get along with you.

And for some reason, you know everybody like you know everybody and you're really good at networking and being able to leverage those relationships that you have, not



for obviously the benefit of just yourself but to make everything better and make everybody happy. You're a connector. You've connected with me so many people and you connect other people with a lot of other people. And I think that is partly the reason why you've seen a lot of your success lately and I talked about this all the time on the site is a lot of what pushes us forward and helps us get to the next level are the relationships that we built with people. Would you agree?

Jaime: Oh, I agree a thousand percent. Actually, quite a few years ago, I didn't have any connection whatsoever and I made a goal that I wanted to level up a lot of my connections. And so, I lived in the middle of nowhere in Maine too, by the way, of a town of about 2,000 people. So I didn't even know how I was going to make my network better. But apparently, it has worked considering all that you just said.

Pat: And then what were maybe two of the strategies that you used to do that? And would you recommend people actually create a goal for that?

Jaime: Definitely because I didn't even realize that the level of my relationships that I had, don't get me wrong, I have lots of friends. But in business, I didn't have the type of relationship that I really wanted. I mean probably everyone has heard that quote, "You're the sum of the five closest people." And I was like, I mean I love them dearly but they aren't where I want to be in life. And so, being able to sort of notice that and then make the change consciously, actually I think works much better than just sort of hoping that it's going to turn out.

So a couple of tips that I had, thankfully, we have the internet, right? So if I lived in the middle of nowhere in Maine and I didn't the internet, yeah, my network probably wouldn't be that good. But I ended up starting to really reach out to people, really trying to like see who some people in the space were, who I would want to be friends with because to me, it's really all about becoming friends first and going out like you said to New Media Expo and start finding conferences that have the people that I really want to meet and get to know, that was sort of my first step. Get myself out of Maine, which helped really a lot.

Pat: Now, did you make connections with people before you meet them in person? Because I know a lot of people out there, I mean I've talked about this before, go to events, meet people in person, there's no better way to develop a relationship than when you're in a place where you're sharing the same values and you can share stories and shake the person's hand or give somebody a hug. But how about before then, are



you making connections with people beforehand? Are you tapping them on Twitter or are you sending them an email?

Jaime: Well, it's a thousand times yes actually. You didn't know you're a part of my strategy way back when I first started getting into everything. So one of the things that I normally say is yeah, "Create some sort of relationship before you go." Not that you're not going to make more when you're there. But when you're sort of the new kid on the block and you don't know anyone, it's kind of hard to get in because it's kind of like high school. I mean it's not. Thankfully, everyone around just pretty nice nowadays but in general, there are a lot of clicks in people that have known each other for a long time so you're trying to get into something like that is a little bit harder.

So what I try and do is really form specific relationships outside and go, "Oh, I can't wait to see you in person finally." And then it creates a much stronger bond when you actually see each other in person. So just for an example, the first time I went out to New Media Expo, there were two people that I knew really, really well beforehand. One was you. Yay! The other one was Nathan Hangen. I don't know if you remember him.

Pat: Yup.

Jaime: He was a speaker too and he was actually sort of my mentor when I first started online. So I had gotten to know you guys really well. The good news is, is that you already knew everyone else and all you had to do was introduced me to all your friends as a friend. And that was way easier than going in brand new, looking around like a starry-eyed kid going, "I'm not really exactly sure who I should be talking to but everybody seems nice," kind of a thing. It was very strategic actually.

Pat: But are you the type of person where it's very easy for you to talk to somebody brand new? Because I know even for me when I first started and started going to BlogWorld Expo, it was hard for me to kind of get out of my shell and open up a little bit. I was worried if – I wasn't at the same level as these people I was potentially going to talk to like Darren Rowse and other people of that level and blogging at that time. I was worried that what I was going to say would be dumb or people would just brush me off. I mean these are very common feelings that we all have of course. But is that the type of person you were or did you have to break through those sort of same feelings?

Jaime: Definitely. I don't know that many people who don't even extroverts who sort of go out. I consider myself sort of in between the introvert-extrovert. I can really turn



it on if I need to but sometimes I really just want to hang back. I was an art kid growing up, a geek, a big, huge computer geek and art kid. So yeah, I definitely didn't have those things just sort of out of the gate. But the cool thing is, is that once you get to realize that it's not that big of a deal anymore, my first BlogWorld that I ever went to, I mean you remember. I think I only saw you for like five minutes though.

Pat: Yeah, I was leaving and we were like, "We have to see each other."

Jaime: I know. I walked you to your car and that was about it, with your baby.

Pat: But that was very nice of you, thank you. And then that was it. But I mean even those few seconds, I can remember that moment. And here we are talking about it now. So even if it's just a few seconds we're meeting somebody, it can really make a difference down the road.

Jaime: Like I was invited to Darren Rowse's party, I remember, and I was like, "Oh my god! I was invited to Darren Rowse's party." You know what I mean? Everybody when you're first getting into something and whoever the big players in the space, you're sort like, "Wow! It's amazing." And thankfully, he was super nice. And meeting you, like everybody, I mean everybody, Pat, you already know this, says, "Oh my god! Pat Flynn is so down to earth. Like he's exactly like I thought he was going to be." that sort of stuff which is super cool, right? You are. It's not that big of a deal. You're just a person.

But we tend to put these constructs in our mind as if they're better. I mean that's the hard thing that I have with millionaires. Everyone is like, "Oh, they're millionaires." It's like they're just people too. Some of them are nicer than others. Most of the people that I interviewed thankfully are very nice. But in general, they're just people.

Pat: Right. Absolutely. And for those of you who don't know, Jaime runs a site, EventualMillionaire.com. Again, the same name as her book. And she interviews millionaires. So you seek millionaires to come on your show and you talk about – explain what your show is about a little bit.

Jaime: So yeah, we really talk about a) their journey like where they started because I had lots of questions on if they ever thought they were going to be millionaires and like how they grow up and all that fun stuff. But then also, the people that I interview have businesses because I'm a business coach, right? And that's what I care about. I want to know people, how they started in business, how it grew so big, and also, I only interview people with a net worth of a million dollars so it's not like they have a million



dollar business that doesn't make any profit whatsoever. They actually have to have a net worth of a million as their person. So it's not about just people who are spending money like crazy. It's the people that are able to hold on to it and keep it too.

Pat: Right. And so, you're not interviewing like a lot of winners and things like that.

Jaime: No.

Pat: These are people with businesses. And so – I mean let's talk about some of the people you've interviewed. I mean you've interviewed hundreds, right? How many millionaires have you interviewed?

Jaime: Over a 130 now.

Pat: Wow! That's crazy. Well, even before we get to that? Why millionaires? Why is that such a – why is your brand millionaire or Eventual Millionaire?

Jaime: That's a really good question. So my story sort of goes, ever since I was like eight, I wanted to be a millionaire. My parents were pretty poor growing up. Like we didn't have – I mean don't get me wrong, they're sort of middleclass towards when I was about eight or nine. But at the beginning, they couldn't even afford shoes. So I was just one of those people who sort of saw money as like the solution.

And so, I went after money when I was younger. I got a great job right out of college making really good money. And I mean I picked my major of IT because it made good money. And kept sort of going after and travelling after the money. And then I had a 6-figure job when I was 22 years old and I travelled around the country. And then I sort of had this thought like, "What am I doing?" Because I didn't enjoy the job, I didn't like travelling, yeah, the money was really good but it really wasn't what I wanted to do with my life. And I sort of had a quarter-life crisis at the age of like 22, 23 going, "I don't really know that this is what I want to do." And that made me really shifts and goes, "OK, if it's not about the money, what is it about?" And so, I really made it my journey to find out something that I actually enjoy doing instead of just doing things for the money.

So I actually say that an eventual millionaire is someone who has a goal to be a millionaire but eventually. They want to do it on their own terms with an enjoyable life and an enjoyable business. That's my caveat. I don't care how long it takes me anymore. Like if I stayed in that job, I probably would have gotten to be a millionaire



faster. But to me, it's really not about that anymore. It's about really enjoying my life and having the goal eventually.

Pat: I love that, Jaime. I love that totally. Now, you've interviewed well over a hundred millionaires. So you've obviously have some knowledge about what millionaires do and what they don't do. So what are some of the common success factors between all of these millionaires that you've interviewed over time?

Jaime: So the thing that I – again, it gets funny because people are like, "Oh, what's the secret sauce or what is this thing that millionaires do that we don't?" And of course, it's not that easy which you definitely know. But I think one of the things that's really interesting is I mean I have hundreds of pages of transcripts. Everything by the way is free even the transcripts are all on the website.

So what I did was I really tried to accumulate and figure out what worked and what didn't work based on the mass of the people that I've interviewed because don't get me wrong, there are definitely books from gurus that are millionaires like crazy but for some reason, I'm a big data geek and I really wanted to find out like, OK, that's great. That person does this, this person does that. But if I take a bunch of them, what are common factors between all of them?

And so, one of the ones that I really like to talk about a lot because I think it's a defining piece that has come up over and over and over again even if the millionaires don't recognize it themselves, you can go through and figure it out. It's what I'd like to call a no excuses approach. So it's not as though they don't have excuses because I mean don't get me wrong, everybody has excuses. I'm sure you do too, Pat. But everybody has excuses. But it's being able to put it in perspective enough and to get pass those excuses.

So like the first thing is a) recognizing it that it's an excuse because sometimes we can't call ourselves out on some of them, "I don't have enough time, I don't have enough money, blah, blah, blah," like whatever it is. We don't even recognize it. So that's sort of the first piece.

And then the second piece is really just moving forward anyway. I have a whole chapter on fear in the book and if millionaires are actually scared of things. And let me just spoil it, they totally are and I list them all into the things that they're scared of. So don't feel like you have to be immune to this stuff. But it's still about pushing through and having that continuous forward emotion anyway.



Pat: What are some of those fears that those millionaires have?

Jaime: It's funny because one of the things I'd like to accumulate which is actually in the book is a whole list of quotes of all the millionaires talking about their fears. So they're like, "I have fears every single day." Like, "I fear this. I fear that." And it's amazing to sort of see they're just normal fear. I mean fears of public speaking that a lot of them have actually gotten over but they had it in the beginning. So they weren't infallible of going, "No, I'm fine." Definitely fears of losing their house, of risking too much, that sort of stuff.

It's very, very typical. I'm sure they are fears that everybody has had before. So it's not even as though they're a superhero in terms of fears. It's that they're able to of course mitigate the risk as much as they can and keep moving forward anyway.

Pat: Are there specific things they do to mitigate those risks or get over those fears?

Jaime: Totally. And one of them that I like and this was an accumulation of a bunch. This was one specific that I really, really like and then I started using it and really, really loved it. I call it reappraisal and it's actually something that therapists do. And one of the things that you do, it's sort of a tactic, so if you ever bumped up against something where you start feeling jittery or anxiety or whatever it is, it's almost as if putting on a different hat.

So the way that I like to do it is I think of one of the millionaires that I've interviewed because thankfully a lot of them are actually friends of mine now so I'm very, very lucky in that. And so, if it's let's say, it was public speaking because so many people are scared of public speaking, well, I'd think of [Hugh Culver](#). He was a guy that came on my show. He's a millionaire public speaker. That's what he does now. And if I put on the hat of who I was as Hugh Culver, what would he think of the situation that I'm going into right now? He wouldn't be scared at all.

He has done this a thousand times before. It's not that big of a deal to him. And being able to sort of think with that mindset whatever the obstacle is, you put the mind of a millionaire on your head, it's way easier to think around that problem or through that problem than where you are at that point.

So being able to really look at it from a different perspective and be like, "Wow! I'm really scared." And of course owning that, "Oh my gosh! I'm really scared." But if I



were Hugh, it wouldn't be that big of a deal. So really, the situation isn't that big of a deal. It's that I'm just not ready for that situation and sort of putting that different screen, that filter on, makes a big difference. I use it a lot.

Pat: Yeah. I mean I love that. I love the fact that on your site, we get to hear the story directly from the millionaire and their fears and how they got over them and the things that they did right and the things they did wrong and the mistakes they made and where they got to where they're at today. As opposed to – there was a book I read a number of times back when I first started called [The Millionaire Mind](#) by Thomas Stanley, and it was a very data-based book about sort of the same type of things, well, millionaires do this, people who aren't millionaires don't do that or they do it this way instead.

But we didn't get to know these millionaires were. We didn't get the exact stories from them. It was just sort of a compilation of all these stories and things that this person has done as far as research put together. So that's why I love what you have going on here and the stories that you share. And I think if you were to just connect with one or two people and there are millionaires from all different niches, all different types of people, if you can connect with one or two and then put their hat on at times where you're feeling like you're not capable or you're not good enough. I mean that could definitely launch you and help push you forward.

Jaime: Definitely. And that book – well, all of Thomas Stanley books because he also wrote *The Millionaire Next Door*, I love those books and I love how data-driven. I know some people are scared away by some of the data stuff but I said the same thing. He said, "Yeah, most millionaires are business owners." in the book. And I was like, "Good. What do they do?" Like what type of businesses and how did they get started and all those questions that I wanted to ask. I just did.

Pat: Nice. Well, what's another common thing that millionaires do or have in common with each other?

Jaime: So I know this sounds cliché but I have to say it, they totally invest in themselves.

Pat: They invest in themselves. In what way?

Jaime: Yes. And I don't mean like financially. It's not about like investing in the stock market or anything like that. But they really pay attention to growing themselves as



people whether it's investing time in getting better at things. Hugh Colver, the guy that has done a thousand speeches I'm sure before, of course, he's good at it. He has really put the time and the effort into getting better at it just like you, Pat. Looking and seeing where you've come for speeches is insane like I've watched you do so many speeches and from the first one to the one I just saw, is insane. But I also know how much you worked on that, hours and hours and hours.

Pat: You're my coach.

Jaime: Exactly, spending money on the stuff that matters, really putting in that time and that effort. And sometimes, the pain because it's not always easy, so that pain point, a lot of the times and I interviewed a guy named Michael Port who I totally adore. He's a bestselling author. And one of the things he talked about is we end up bumping up against these walls. So whatever it is, that pain is stronger and you're like, "Whoa!" whether it's doing a ton of hours for public speaking and then realized like you're not prepared and like cancelling it because you don't want to deal with that or whatever it is. But whatever those walls are, you have to see it and be able to get over it anyway.

So he said, "Most people ..." and I see this all the time. I have a ton of listeners and people on my membership site and all that fun stuff, and I see they switch ideas over and over and over again. So they'll pick a thing and be like, "Oh, that one didn't really work. Oops, this one didn't really work." And they'll keep switching ideas instead of pushing through those walls and those obstacles.

So really have that perseverance to get over and through the things because it's not always easy and you know that. It's not always easy even if we really, really want it to be easy. It's not.

Pat: Yeah, that's an interesting point about the whole switching topics thing because – or switching ideas because when we have a brand new idea, we have these amazing feelings and what ifs like, "Wow! This can actually happen." And all these exciting things going through our heads about the possibilities of this new idea that we have and then once you start to do it and then you start to be challenged, things aren't as easy, you start to doubt yourself, and then you stop and then you move on to the next idea which makes you feel better because you get those excited feelings again.

And really, those who succeed are the ones who understand that that resistance, those feelings, that's just – and I've said this before, I feel like that's the universe's way of



just weeding out the people who don't deserve or who wouldn't work hard enough to make something actually valuable or make it work. So it's just the way of saying, "OK, here dude. If you really want this, I'm going to test you. Let's see how bad you really want it." And if you don't want to do it or that bad enough, you're going to stop and try and go back to what you're comfortable doing which is coming up with ideas. And ideas make you no matter. Ideas make you absolutely no money. It's executing on those ideas and actually giving them a chance to unfold.

And that's another thing. Fifty percent, ninety percent of the projects that you do, ninety percent of it, if you're only ninety percent there, which is a lot, it's zero percent to the person who you're creating it for, it's nothing to them until it's actually done. So you have to follow through. And that's a big thing with something I am actually focusing on this year is following through. That's my motto for this year. It's like in golf, when you hit a golf swing, if you just hit to the point of contact and you don't follow through, your ball is going to go in weird directions. It's not going to go quite as far. But if you follow through and keep that club moving and around your back, you're going to hit it straight or you're going to hit it more powerfully.

Jaime: That is a topic that comes up over and over and over again in the interview. So I'm actually really excited that you started talking about this because the funny thing is, is that a lot of the millionaires that I interview, actually have almost like an ADD. Like a lot of them are like either have been tested or "I should be tested" because they're big opportunity seekers.

Pat: All of us are. Everybody listening is one for sure.

Jaime: Which is fun and exciting. And don't get me wrong, I did the exact same thing. When I first started, I had a provisional patent, I had an iPhone app, I had my blog, I had all these things and I was like, "Oh!" And one of them hit. And I learned very quickly that it's not about when one of them hits. It's when you can push through those walls. But I ask millionaires how they did it because that's the funny thing. Even when you have your own business, even if it's doing really well, you still have a thousand ideas.

And as a business coach, I definitely try and help people really decide what's an opportunity and what's a distraction because really, if you start pulling yourself so thin that you can't actually make progress on anything, even if you are an executor because of course, executors are step one, being somebody that actually takes action, it's huge, but even if you are, having ideas that you run after really starts to dilute what you're



doing. If you're like, "Well, I have three companies." And you're like, "Well, that's great. But how much are you actually spending on each one of them?"

So I started asking the millionaires that question and what they came back to me was you need at least one success, huge success under your belt before you ever start another company. And the reason why is because you really need that sole focus, that push-through no matter what, this thing is going to make it no matter what mentality to really, really push through. And then if you can get that to a point then it's cool to start another.

So a lot of the millionaires that I've interviewed are serial entrepreneurs. And so now, they have huge idea lists. But still, they don't necessarily just run after every idea that comes up. They actually write them down. This was actually going through a bunch of different millionaires, asking them how they deal with their ideas. They write them down in journals or notebooks and then they can go back to them when they have the opportunity to go back to them. So even though they are all over the place with ideas, they're very strategic because that sole focus, really having that focus to move the ball forward faster like you said makes a huge difference.

Pat: Yeah, absolutely. I mean I have a shoe box of ideas. And when it's time for me to go and I have time to do another idea, I'll open that shoe box and flip through it and discuss those with other people and see what might excite me the most at that time.

Jaime, can you talk about for these millionaires here, how important are the other people that they surround themselves with? How important are other people to their own success?

Jaime: OK. There's one quote that I utterly love and it's in the book because when you're going through, you just assume it's the money that makes the difference to everybody. But one of the guys I interviewed, his name is [Tim Hamilton](#), he owns a company called Astonish Designs and he has a really cool story but I can't get into that. What he ended up saying was – because we all have – we were talking about fear and like losing it all and what would happen. And he said that the biggest thing to him is not how much money you have, it's how amazing your relationships are because if you really think about it, and I actually have the same sort of aha moment when I was paying off tons of debt and trying to figure this stuff out, my brain kept going, "I'm going to live in a van by the river if I quit my job. What am I going to do?"



And the funny thing is, is that when you actually look at those fears, it doesn't make sense. I can always move back and live with my parents, not that I ever in a million years wanted to do that. But we have that as a relationship. And this is exactly what Tim Hamilton started talking about. He's like, "I have the closest friends that would take me in in a heartbeat. It's not about having cash and that's what you need. It's about having those true relationships where if you're a friend in need, no matter what, I've got your back." And those are the things that are really, really important.

Not only that though and what Tim talks about, it's also about being able to push your forward. He has a mastermind group just like us, Pat, where he meets with people and he's really able to get their feedback on how things go. And a lot of the people that I've interviewed have mastermind groups and mentors and different things to really help push them forward because sometimes we're so stuck in our heads we can't see it. We need other people to call us out. You've called me out before, Pat. I've called you out, I'm sure, about being able to – because we're entrepreneurs and we get stuck in our heads and that's just normal, one of those things, the same thing with millionaires. So they have really close people that are able to call them and help level up their game too.

Pat: Right. Now, let's move away from the millionaires specifically and let's just get into mastermind groups since you just talked about it. Like I told you everybody listening, Jaime and I are in a mastermind group together. We've been in this group for approaching four years now?

Jaime: Totally, four years. Wow!

Pat: Four years, every week, mostly every week. That's crazy. And I'll tell you straight up, I would not be where I'm at today without Jaime. I would not be where I'm at today without all of the other members in our group. And then I have two other mastermind groups that I'm a part of too. They are the most important thing to me in my business besides my audience because like Jaime just said, we're always straight up and honest with each other. We hold each other accountable, we share each other's goals, we help each other get there, but we also are brutally honest with each other because that's what we need from other people in order to be successful.

Jaime, I mean you were the one who reached out to me four years ago and asked me to join this group. I mean I don't – I think that's one of the things that a lot of people have an issue with this. Well OK, I understand the importance of a mastermind group. And we can get into a little bit of – we can talk a little bit about the format of ours



because I know a lot of people wonder about that too. But besides the format of a mastermind group and understanding that that's something you should have in your life, how do you get in one or how do you start one or how do you create one?

Jaime: Yes. So remember how quite a few years ago I said I really wanted to level up my friendships? Well, step number one was getting a good mastermind group so I hit at you. So that was actually the very, very first sort of action that I decided to start taking. So what I ended up doing and it's kind of funny, I don't know if you know, I think I know how I found you, maybe you don't. Maybe this would be news to you too, Pat.

Pat: I'm scared now.

Jaime: I know, right? I stalked you. No, I'm kidding. So I went on a message board. [Steve Pavlina](#) a long time ago had a message board and I asked anyone if they knew anyone that wanted to start a mastermind group. And I found my very first member which is [David Hooper](#).

Pat: Yay!

Jaime: So Pat knows him.

Pat: Yeah, he was on the podcast.

Jaime: Oh perfect!

Pat: Yeah, talking about music marketing. Yeah. So he and I were in a podcast or not in a podcast – well, we were in a podcasting together but I guess – yeah, I didn't know that he was the first member that you found.

Jaime: He was. And he wrote a book all about mastermind groups called *The Rich Switch*. And so, he said that to me and he was like, "Here you go. Here's my whole format for mastermind groups. You seem like you know what you're doing, why don't we be a part of it together?" I was like, "Wow! That works really well."

And one of the things that his book really talks about because I didn't know that much about mastermind groups to begin with. I definitely read the book, [Think and Grow Rich](#) by Napoleon Hill which talks about them but that was sort of my extent. And what his book really said and I think this is one of the keys that a lot of people sort of miss, they look for people that are very similar like them that will say, "Yes, no problem."



And what David's book really highlighted for me was to try and get people that are way better than you. And of course, the question I always get is, "Well, how are you going to get people that are way better than you? You're just a little old you. How do you get someone whose way better than you?"

And so like when I started my mastermind – our mastermind group I should say, when we started it, I didn't know anything really online. I worked with some friends of mine that had a viral video online called EepyBird. They did Diet Coke and Mentos, crazy stuff. And they were good friends of mine. So I sort of leaned on that like, "Hey, I have some online experience doing this stuff." But otherwise, that was it like I didn't have anything else.

And being able to try and find people who are really good and already knew what they are doing was kind of tough because I didn't know what I was doing whatsoever. So the way I found you, Pat, was someone on Steve Pavlina site had a blog and they were talking to me about maybe being in the mastermind group. And I went on their site and I found a comment from you because he had mentioned how awesome you were I guess and you of course notice that stuff because I'm sure you track backlinks and you commented on it. And I checked out your site. And I was like, "Wow! This is awesome." I ended up finding Internet Business Mastery that way and Maren Kate Donovan. Now she owns the company Zirtual. So she was also.

So what I ended up doing was I sent you an email and I think I read your blog for like, I don't know, three days or something like that before I send you the email. And of course, this was four years ago. But you still had a big audience at the time so you're sort of a big name especially to me. So I sent you an email with then outline of what the mastermind would be like and just sort of tried it. You said no by the way. Do you remember?

Pat: I remember saying no.

Jaime: You totally said no. And the funny thing is, a lot of people say no. When I asked Seth Godin or a lot of different people to be on my show, they said no at first too. But you learn, don't take no for an answer. So I ended up – right before we actually really started it, I started getting a couple of other members, Maren Kate, someone who you knew, came on board and a couple of other people that have a really cool backgrounds, Roderick Russell, the sword swallower, crazy stuff. We had sort of an eclectic cool mix of a bunch of people so I just figured why not try it one more time and



just let you know, "Hey, we're starting in a couple of weeks. I'd really love for you to be a part anyway." So I sent you another email. And you said yes, which was huge.

Pat: Do you know why I said yes?

Jaime: OK. I think you said – because you had been in mastermind groups before and this one seemed really structured because I had sent you a whole PDF of what the structure would already be like ahead of time and you said, "I'll give it a try." Is that right?

Pat: Yes, that's absolutely the right reason or that's absolutely why I got excited about it because I had been a part of mastermind groups before. I was in Internet Business Mastery. And there were mastermind groups there and we met in person actually and they weren't structured at all. And I found that besides a few really key sessions that were actually very life-changing for me, a lot of the later sessions just became just casual chatting and we didn't really have focus and we started to play Frisbee Golf, and that was fun and I love going to those.

Jaime: I love Frisbee Golf. Yeah, that sounds awesome.

Pat: But we didn't really talk business very much. And I love the way that it was, "OK, during this time and this time, we talk about this. During this time, this person is in the hot seat and they can ask these types of questions or talk about whatever. And then we talk about goals and then we go do it again the next week." And I love that. And I knew that I needed some structure in order to really benefit from the mastermind group.

And so, I wanted to give it a shot. I figured, "Hey, if it doesn't work out then at least I gave it a shot." And then I just immediately clicked with all of you and here I am four years later still talking about the group and we had mastermind meeting today and things are going really well. And again, you guys are like family to me now. So, I would do anything for you guys and I know you guys would do anything for me.

And so, just taking risk and asking somebody to be a part of the group, just do it. You need to have a sort of group of focused people who have the same values as you. They don't have to necessarily be in the same niche like you were saying, they don't have to be at the same level, but as long as you are each going to be there to push each other toward a specific goal of helping more people and providing more value and also



making more money as a result of that, I mean I wouldn't trade my mastermind groups for anything in the world.

Jaime: You give me chills, Pat. Thank you so much. And I think – I mean you know that too like we are so blessed to be able to have you in the group. It just makes it insane. And I think that's one of the key pieces. I remember when I first started I really wanted to get everyone's commitment because I think that's a really tough thing especially once a week. And I had small children so I was like, "I only got an hour. It better be fruitful because I don't have a lot of time."

But really trying to make sure like even some of the rules that we had set up like if you miss more than two meetings, the group will talk about not having you come back, crazy stuff like that that seems really harsh upfront but what it does is it really sets up that commitment. Like, "I'm here for you. You're here for me no matter what." And then we can start being more transparent and open and especially since we've been together for four years. We can help each other, teach each other down or pick each other back up. Like we know each other really, really well now and it makes a huge difference.

Pat: Yeah, absolutely. And another rule we have is that whatever we say to each other to these calls – actually, we meet on FreeConferenceCall.com, another one I'm in meets on GoToMeeting, and another one does Google Hangouts sometimes. So you don't have to be in person. I mean none of mine right now are in person and I like it that way just because it's more structured and then I can go on and I don't have to travel somewhere. It's just boom! That hour, I'm focused and I'm helping or getting help.

But another rule we have is just whatever is said in the group stays in the group and we have to abide by that or else we lose that trust. But I think that's really important. And again, it sets the tone.

So those are two really important rules. If you're going to start a mastermind group, really make sure people commit. And we have that rule of if you miss two in a row, no exceptions, unless it's like a life or death situation, you're out. And so, I make sure I'm there every Monday morning with you guys. And then the other one is just make sure that everybody trusts each other and knows that whatever is said, unless given permission, stays in the group. So that's really important.



Now, there is a specific structure like we talked about to our meetings. So why don't we talk about that really quick, Jaime, because I think a lot of people will benefit from listening to, OK, this is what a meeting is like, and then we'll just wrap up?

Jaime: Oh definitely. And I think we have that worksheet that I wrote a guest post a while ago for you and I have a worksheet that lays it out. So you guys, if you're in a car, running, or something like that, you don't have to write all this down. But just to go over it really quickly, it's only an hour. So you really have to be punctual on where things are because there are five group members. And so what we normally do is at the very, very beginning, we really talk about wins because even if they're super, super small like, "Hey, I had a really good week and this happened and this happened." Sometimes, they're huge. Sometime you come back and you're like, "Oh my gosh! I can't believe I just did that."

Like today, I was like, "I held my book in my hands. It was amazing."

Pat: Yeah, that was awesome.

Jaime: So having like those small wins because they really, really add up. We also talk about accountability and stuff like that. And so, we'll have one person that's the host. So whoever last week was in the hot seat, he's the host. So it's not as though one person rules. Just because I started the group doesn't mean I rule every time or anything. It really is very collaborative. And then each time, every person has a chance to be on the hot seat. So one day, today, we have Roderick in the hot seat.

So when you're on the hot seat, you really have a good 30 minutes or so to bring an issue, a problem that you're having, and have all of the other minds really try and help you work it up. Sometimes it's sales pages. I mean sometimes it's super simple stuff. Sometimes it's super deep trying to get pass huge mindset issues and stuff like that.

But whatever it is that they bring to the group, the group is solely there to help you through it. We're all here to help you through it whether like you said before, it's just sort of show you where your limits are and what's stopping which is sometimes really uncomfortable, but really trying to get those breakthroughs and those amazing moments to happen. And of course, you can never tell.

And at the very beginning when we very first started, we didn't know each other well enough to really be able to call each other out like it takes a warming up period to be



able to call out someone especially if you don't know them very well. But being able to have that trust is really where you can really start giving advice.

And the other thing that we like to say is that we do want it to be constructive. Thankfully, the people in our group are really constructive and would never just take you down to take you down or be really negative or anything like that. So it's really about being constructive criticism. So that way, they can take it and do something with it.

And so, that's usually the bulk of what we're doing. And then towards the end, whoever is in the hot seat has a resource. So they bring one thing that they think, a website or a book or something like that that has been really cool in their life.

Pat: Tool, plugin, it could be anything.

Jaime: Oh yeah, a bunch of really cool things. We have a really huge list of really amazing stuff, thankfully, coming up. And so, it helps us stay upfront on what cool stuff is going on. It can be really helpful. And then at the very end, and what we used to do, I know we're sort of doing it more on our Facebook group now, is we talk about what we're doing the next week. So we put in action items on our Facebook group of going, "OK, this week, these are the top things I need to get done." So that way the next week, we can really find out whether or not we did it.

Pat: Yeah. The Facebook group has been huge because not only are we there and we're able to write down our goals which that in itself is really helpful, everybody else sees it, we can comment on it. If somebody is just like, "Oh, I did that two months ago. Here's the PDF that I have that might help you." Little things like that can go a long way. And having the Facebook group there also midweek, if something comes up or if we have a quick question or something cool that we found, we just share it with the rest of the group. And so, I really love the Facebook page.

I mean another group I'm in, the one I'm in with Cliff Ravenscraft, that one, we are home. "Home" is on [Basecamp](#). And the other one is done via email. So however you want to communicate. But I like Facebook. I like Basecamp because you can sort of archive those discussions. You can make a list of those tools and resources that you share or interesting websites that you find that are going to be helpful. And you can also scroll back and see almost kind of where you came from or what you worked on last year. That's a huge motivator for me too.



Jaime: Yeah, we started that with email I think and then we switched over to Facebook. And I'm in another mastermind group too and we use Google Hangouts and Google+ for that one too. It doesn't really matter whatever the format that you're doing.

Pat: And then we limit the group to about five-ish people, right? I mean we've discussed adding more. And sometimes a couple of people have left and then we decided whether we want to sort of bring somebody else in and then we have a discussion. I mean sometimes we talk a whole hour in one week. Someone will set their hot seat aside if nothing is pressing to just discuss, "OK, well, who should we ask together?" And we all have to agree and we all have to see how they might fit in the group or what they could bring to the table and things like that. So it's a very formal thing. There's like a very set number of procedures that happen in each meeting and when certain things happen. And I love that.

Again, I've been in it for four years. My other groups are just like this. And it has just been incredibly helpful. So I think a good action item for those of you listening is if you're not in a mastermind group, try to get one. Find people who are in one and see if you can get in there or you can start one of your own just like Jaime did and just like me and Cliff. We got together and we started one on our own and we invited people in.

So the one I'm in with Cliff has Leslie Samuel from BecomeABlogger.com, Mark Mason from Late Night IM, and also Michael Stelzner from Social Media Examiner, all different types of people all doing different types of things and podcasting and all sorts of things. Leslie is really focused on his biology blog which is awesome and is so inspiring. We're learning so much from him. It's just all – it's just you have to do it.

Again, I would not be where I am today without the mastermind groups I've had in the past. So there's nothing more helpful than putting other people's brains together for you at a specific time when you're in need and then you doing the same thing for somebody else.

Jaime: Yes. And I want to tell people that it's not as hard especially the starting because a lot of people will come to me and be like, "Well, will you find me one or where do I join one?" I would change your thoughts to go, "How can I start one?" Because then you can really hone in on people that you want and it's emails, seriously. I mean you could stop right now and go, "Let me think of ten people to email."



Because not everybody is going to do it, I usually say between five and seven. And just so, I'm just going to send ten emails and ask them if they want to be in mastermind groups because I've helped a lot of my clients set up mastermind groups and all that fun stuff. It's really not difficult as you think.

And so, please don't stop yourself. This is where that no excuses point comes in, right? Just say, "By this date, I'm going to have my mastermind group and the people that we want and all it's going to take is today or tomorrow, sending out ten emails." Or maybe start researching if you're not really aware of your niche exactly like who you want, start just trying to figure that out and just have a date. It's really much easier than you think.

Pat: Yeah. And a lot of people that I know who have gotten together to start a mastermind group are people that have gone to events together or actually sometimes and a lot of times, and I love this, whenever I go speak somewhere, I have a meetup. I rent out a restaurant and I just pay for everyone's meal and they come out and we hang out. And a lot of times, people make connections there and they start their own mastermind groups.

There are a few that I did two or three years back and they're all still in mastermind groups together. And so, whenever you can put yourself where other people who have the same values as you are, that's an opportunity if you can go out there and ask and just actually make it happen.

Jaime: That's actually what I told some of my clients. If you're going out to an event, the second thing is like on your radar, "Oh, they'd make a good mastermind group." Because meeting in person really solidifies that bond because we didn't, Pat, we didn't meet in person for like six months or something like that. And it was always like, "I don't actually really know these people all that much."

Being able to really meet in person, I mean that's why we're doing an in-person meet in Austin this year, really being in person where you can joke around and it's not just about just that hour because you want to make that hour that you have very potent. So you're not chitchatting and stuff like that. But I highly recommend getting to know these people as people and being able to joke around with them and become real friends too.

Pat: Yeah. And so, if you can get together with the people in your mastermind group, if you have one or if you're going to start one, maybe you all are interested in one of the



events that are going on during the year, just all go to that one, hang out and just have dinner together, just get to know each other. When you come back to your weekly meetings, it's going to be that much stronger.

Jaime: Definitely. It's always fun to see you guys.

Pat: Yeah, absolutely. I can't wait. Jaime, thank you so much for coming on. And again, congratulations on your book. Where can we get more information about your book? Again, I'm just so proud of you, Jaime, because we've been together for four years and to see where you came from to where you are now and you have a book and I want to write a book and here you are coming out with it.

It's like a real book that you can hold. It's just – I'm so proud of you and I'm so happy to just mention this because I want people to understand that you've obviously put a lot of hard work into this but this is also great content. It's really helpful too.

Jaime: Thank you so much, Pat. I know we were both going to do books together, remember? That was the whole thing in our mastermind group.

Pat: Yeah.

Jaime: Anyway, we'll talk about that later.

Pat: And then I made a decision on, OK, I have to put this aside because I'm not focusing on what I should be focusing on.

Jaime: Totally. And sometimes it's a distraction. I totally get that completely. But you can find out more about my book at TheEventualMillionaire.com. So it has got a trailer but it also has the starter kit. So what we ended up doing was talking all the worksheets. It's a very action-oriented book, all about action items that is sort of all my thing because we were inundated with so much information nowadays.

To me, what I care about is if you take one thing away, just do one action. That's what really matters. So we have a whole worksheet from the book that you can go download for free at TheEventualMillionaire.com.

Actually, one of them has templates for how to start a mastermind group on like what to email people and you should say and all that fun stuff too so you can get that out there for free.



Pat: Sweet. So, TheEventualMillionaire.com.

Jaime: Exactly, because the book's name is *The Eventual Millionaire*. That was what my publisher stressed. So we can talk about publishers a different time.

Pat: Yeah, I'm sure we could. All right, Jaime. Thank you so much for coming on. I appreciate you so much. And good luck on the book launch.

Jaime: Thank you so much, Pat. And I can't wait to have you on my show.

Pat: Absolutely. Take care.

Jaime: Bye.

Pat: Bye.

All right. I hope you enjoy that interview with my dear, dear friend, Jaime Tardy from EventualMillionaire.com. You can head on over to TheEventualMillionaire.com to pick up here book and check out the worksheets and the downloadable PDFs and all those things that go along with her book.

Jaime, I know you're listening to this, just amazing job. Like I said on the show several times, I couldn't be more proud. You've done so much for me in the growth of my business. I know now with this book, you're going to be able to help thousands and thousands more. And we all just wish you the best of luck.

And for those of you listening, I want to share something pretty cool with you, something I've actually never shared here on the podcast or even mentioned on the blog before. This was something that I actually put together at the end of my book, *Let Go*. It was an idea that my team and I had to sort of get people who finish reading my book into a Pat Flynn book club. And so, we have a little email optin form at the end of my book or a way to subscribe to this list.

And every month, what happens is people on this list get an email from me for a new book that I just finished reading or that I am reading. And that I am reading. And I talk about the details of this book, why I'm reading it, what I'm learning from it and some other cool, insights from it. And this thing has just grown to hundreds of people and I love it. I don't know why I've never mentioned it here before if you would like to join



this list, head on over – it's really easy. Just go to PatFlynn.com. It's really easy, PatFlynn.com. And the top, you'll see a link for my book club.

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I'll see you in the next episode 99 with somebody who is just doing a business model that I've never shared before and it's blowing my mind and I want to try it myself. And you'll hear how excited I am in that episode which I actually just recorded today.



And then the one after that is episode 100. Thank you so much for joining me. Here's to you and your success. And I'll see you in the next episode.

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