

## **Disrupt Yourself Podcast**

### **Episode 21: Patrick McGinnis**

*Welcome to the Disrupt Yourself Podcast. I'm Whitney Johnson. I think, write, speak, and live all things disruption.*

*My guest today is Patrick McGinnis, author of the book, [The 10% Entrepreneur](#), who also coined the term FOMO. In this episode we discuss how the term FOMO, or Fear Of Missing Out came about, and why it makes it difficult to disrupt when you have FOMO, as then discuss what kinds of 10% Entrepreneur there are, and how to become one.*

P: My name is Patrick McGinnis and I am a venture capitalist and the author of the book, [The Ten Percent Entrepreneur](#).

W: We actually ended up connecting because [one of my prior guests on this podcast, Sarah Feingold](#), I think—and you need to go listen to that episode because it's fantastic everyone—I think you met her. Tell me how you met her and how it ended up that we connected.

P: Yeah, so I'm starting to believe nothing happens on accident at this point, and I was with a friend of mine named Beth Ferrera, who's actually in Chapter 3 of my book...

W: Yes.

P: ...Venture Capitalists, and a prolific ten percent entrepreneur, she said, "I've got this event, it's a tech event; would you like to come?" I said, "Sure." And when we got there she bumped into Sarah who used to work with her at Etsy, and she said, "You need to meet Sarah; Sarah's amazing." And I did and of course she's a fantastic, very outgoing person. We connected right away; we really hit it off, and she said she wanted to write a book, And so I said, "You should, you know...let's get together." And we did; we met up at this really cool museum and had lunch there, and, uh, she told me about you and how she'd been on your show and how you had been really advising her and sort of the role you'd had in encouraging her to write this book, and so I said, "Well, then I've got to meet her," because she sounds amazing, and she was kind enough to introduce us. And even though you were hot on the, on the process of finishing your new book, you made time to talk to me which I really appreciated.

W: Well, you're absolutely welcome. So, yeah, Sarah is fantastic and what a great story, personal story of disruption she has. I have a lot of questions I want to ask you. FOMO—that is an expression that many of us use. It means?

P: Fear of Missing Out.

W: And you are...you coined this, this acronym.

P: I'm FAFOMO, father of [FOMO](#).

W: You're FAFOMO.

P: Yeah. I just invented that right now.

P: Not sure we're going to keep that one. Yeah, there we go.

W: Tell us how this happened.

P: Ok. So I was a student at Harvard Business School, a place that I think you're well-acquainted with, and anybody who has ever been to Harvard Business School knows that it's a very special place—it's a wonderful place—but it's also a very crowded place with lots of things happening and lots of people in a small little area. And everybody is very ambitious, and Type A and hyper-competitive, and I am one of those people, so I fit in quite well there. And I realized that everybody wanted to do everything that they could, so there's a lot of...everybody's very social; there's lots of events. There's lots of people coming to campus to talk, there's lots of things you can do academically, there's lots of things you can do to find a job. I mean there's just a lot happening. And everybody that I knew was trying to do all of those things at the same time, and spent their lives running around, overcommitted, and basically fearful of missing out on some great speech, or great party, or great dinner, or great lecture or whatever the heck that was going on that day. And I come from a small town in Maine, called Sanford, Maine, which is an hour and a half north of HBS, where people don't do that. People basically...they go to work, they come home and they watch TV. And so I just, you know, I thought this was kind of an interesting sociological phenomenon, and so I decided that I should basically write an article about it. And my friends and I used to taunt each other 'do you have FOMO, fear of missing out?' And I realized that that term was something that I'd never heard outside of HBS and my friends and I were the only ones who I ever heard using that term, so I decided to write an article that was called '[Social Theory at HBS](#)' and again this was two FOs. There was FOMO and there was something called FOBO, or fear of a better option. Ten years later, I got a call from a reporter who said, "Do you realize that [FOMO is in the Oxford Dictionary](#)?" And I had not...I had not tracked this phenomenon, but in fact, three years after I used the term...coined the term...it was in Business Week, Bloomberg and other places. And it sort of grew over time because the spread of social media made some...made some...made FOMO something that was universal.

W: So Facebook was invented was invented the same month that you came up with FOMO?

P: Yes.

W: Fascinating. Alright.

P: It's crazy.

W: What did you do when you realized that you had coined, or understood or prognosticated this sort of social term?

P: To be honest, Whitney, I was like, "Ok, that's nice." And I thought, "Why don't I do this interview." I was in Boston anyway for reunions up at school. I met the guy; talked to him for about an hour. Really nice guy; his name is [Ben Schreckinger](#). He now writes for Politico; he's a great writer. But I didn't think more of it. And I did this article, this interview, and I thought, 'Well, I'll be one paragraph of this article, and, you know, it will probably be nothing major.'" Two months later I was sitting on the tarmac in Buenos Aires; I got an email from friend of mine saying, "Have you seen this?" [And it was the article](#). And I opened it up on my phone and I read it and it was all about me. He wrote this article basically, I was...

W: He was profile...it was a profile.

P: Yeah, it was a profile, which I had never had anything written about me in my life. So, first of all, I was terrified because my sort of thought was 'What will somebody read and think about me that's bad?' Right? Right? Cause you think about it....

W: Reputation management.

P: Exactly. You just think 'somebody's going to dislike me now and why should they do that?' So I read it and I read it four times and I took a nap. I woke up and I read it again and I thought, "Actually this is a really...actually he's been very kind to me and I don't come across badly and this is really cool." Didn't really know what was going to happen then. I posted it on Facebook. The next couple of days it went viral. I woke up and all of the sudden it was like my email box was full; everybody wanted to talk to me. People came out of the woodwork I hadn't talked to since college. And I realized, 'Wow, this is really special. This is like...this does not happen every day.' I told my literary agent because we were struggling to sell this book. And two weeks later I had a meeting with Penguin and a week after that...

W: The book sold.

P: ...I had a book deal.

W: How does FOMO, and how does FOBO, impede a person from disrupting themselves?

P: Great question. So I would, I would say FOMO, um, FOMO is the lesser of two evils in this case. FOMO is really about you, um, it's an inward struggle and it impedes you from disrupting yourself because I think you lack focus. There is a positive side to FOMO in that it can tell you kind of what your hidden dreams and desires are. If you feel FOMO when you see somebody playing the piano, maybe you should go out and take piano lessons. So it has some positives. But I find that it is a great way to distract yourself from doing the hard things in your life you need to do. Rather than sitting down and dealing with that big challenge that you need to deal with, you spend a bunch of time running around doing other things to stay busy.

W: Distract yourself with FOMO.

P: Yeah. Instead of disrupting yourself you're distracting yourself.

W: I mean if you think about the whole notion of disruption, you have to play where other people aren't playing. You have to be willing to take on market risk and is this notion of FOMO...I mean, I think of FOMO in some ways as being competitive risk.

P: What I have noticed with people who succeed, especially, you know, when I did the book I interviewed all these amazing people. And I was always very jealous of my friends, not—jealous isn't the right word because I'm not a jealous person—but I'd see a friend start a business that was so reflective of them and played so well to their talents that their success almost seemed inevitable. And I never have that and I always felt like, "when will I find my thing?" So I was jealous of that in a positive way because I was like that was the aspiration that I had...

W: I call it raw, unattractive envy...

P: Yeah, I like that

W: ...but how it actually gives you lots of really important information.

P: Yes. Envy is a better word; it doesn't sound so negative. I felt a lot of envy for those people and I think that connects with what you're saying, because I think when you find the thing...and I don't mean if you really want to be a basketball player you should try to go pro if you're me and you're 5'7". There are just some things that aren't going to happen for you.

W: Right.

P: But when you find the thing that truly fits with what you do well, you do not have FOMO anymore, because you know you're doing the right thing in the right place at the right time.

W: Beautifully said. So, let's go to FOBO.

P: Yeah.

W: Let's talk about how that prevents you...because you said that that's the sort of more insidious problem.

P: Way worse.

W: Tell us about that.

P: If you're listening and what I tell you now is descriptive of you, then you've got to disrupt yourself immediately, all right? Because I have seen FOBO play out in people's lives and it is very damaging to you and the people around you. FOBO, or Fear of a Better Option, is this idea that you don't want to commit to anything because you're waiting for the best thing and so it's...you sort of keep all your balls in the air and then, for the sake of option value, and then you choose the one that sort of is most attractive to you at the ultimate moment right before. And what that does, is it really disrespects the people around you because you're telling everybody 'you don't matter to me; all I care about is myself.' It is a fundamentally selfish thing and what it does is it alienates people, and people will stop calling you. And so I think it impedes you from disrupting yourself because you cannot do these things on your own. Everything that you do in life is made better by the people around you.

W: I felt like it was important to set the stage for the conversation continuing is this idea of the ten percent entrepreneur. You've written this book—I'd like to first of all understand what the ten percent entrepreneur is, but before you do that, I'd like you to reflect a little bit. How did your idea for the ten percent entrepreneur grow out of these ideas of FOBO and FOMO?

P: It was something that came out of my own personal experience and I was working on Wall Street. It's a great thing to do. I think it's a hard place to stay but it's a wonderful experience, right?

W: Absolutely.

P: And I learned a ton. And I was definitely distracted. I'm not a terribly long term thinker, to be honest with you. I'm kind of like a month ahead kind of person; I always have been. But I was definitely short-termish. And I was really

focused on not missing out on the next bonus. Optimizing for the present—things like that. It's all about 'how can I get the best deal for me right now?' Which is very tied into FOBO, right. And, um, what happened was, I never sort of diversified myself; I never sort of thought outside of my day job because I was doing very well there. And then, unfortunately for me, in 2008, my company which was a division of AIG blew up. And AIG, if you don't remember, or if you've forgotten; I try to block it out, blew up in spectacular fashion. The stock fell 97%; it was a billion dollar company. Hundred billion dollar market cap went to nothing. Trillion dollar balance sheet went to zero; it was nationalized by the government. Our bonuses were cancelled. I remember the feeling...I understood, people were really angry at us. We had people protesting outside our building and we were told not to walk certain places and not to carry anything that had AIG on it. After the financial crisis, I got really sick from all the stress—like really, really sick for months and months. I didn't want to talk about it with people; I was embarrassed. I felt weak. I was sleeping all the time; it was not a good place to be. I just remember feeling a total lack of control. All the sudden there were all these like world events taking over. And I understood the outrage so I couldn't be angry at that reality, but at the same time I was sort of like, "What have I done to deserve this?" Right? That, um, that happens to all of us.

W: So that was one of your lowest...that just realization that I am not in control.

P: So what happened was, I thought to myself, "I've really screwed up here. I'm not diversified at all." And, I also thought to myself, "I've really chosen a path that is no longer what it used to be." So Wall Street in the 90's when I joined—I joined in 1998—it was the place to be; it was where the best and the brightest went. You're shaking your head; everybody in the studio here, Whitney is shaking her head because she totally knows what I'm talking about.

W: Cause I lived it...

P: Yeah.

W: ...and it was fantastic.

P: And it is not what it was. In fact, I was with a bunch of people who were in that world the other day and everybody was...it was like the nostalgia party of the year, right? And so as a result, I thought to myself, "I am in...I've got to change. I've got to disrupt this situation, right, disrupt myself." And, um, I thought, "How can I diversify myself and how...there's all this crazy, amazing stuff happening out there in the tech world, all this entrepreneurship. There's been a secular shift in the way that people start businesses; it's much less expensive. Why am I over here working in an industry that's dying when people are actually doing really cool things? And the barrier to entry is quite low;

anybody can just get out there and start something, and there's no reason not to. And I have good connections and I have good ideas and I know people." But I was really afraid. So I have this real...this big idea that I should be doing something much more entrepreneurial but I was secretly totally terrified. And so I thought to myself, "What if I did this very incrementally?" I started with ten percent of my time and money, started doing things that were entrepreneurial. And that's where the idea of the ten percent entrepreneur came from. A ten percent entrepreneur is somebody who spends at least ten percent of their time and, if possible, ten percent of their money, investing, advising, starting, getting involved with new ventures. So that was the big idea. I started...and it's like, you know, sticking a toe in the water. I started very small and now, five/six years later, I have over 20 different ten percents.

W: Right. So in some ways this mitigates this whole fear of FOMO, right?

P: Yeah.

W: Ten percent entrepreneur mitigates FOMO, and it also allows you to sort of mitigate FOBO, as well, because you've got lots of call options.

P: My thought was, "Okay, I've made this very concentrated bet that did not work out."

W: Uh huh.

P: I will never do that again—ever, ever, ever. I want to have a diverse portfolio, so that no matter what happens I will always have five or six things that I could get more involved with. And I will also have a much more sort of diversified portfolio that will generate wealth over the long term, because I've been in private equity and venture capital where when you're an investor you own a little piece of everything you do and so I wanted to replicate that in my own life, because I didn't want to just go to a job where I never had ownership in anything. I want to be an owner of lots of things. Ownership to me was something that became really fundamental. The idea of as an owner we can actually impact the outcome. As an owner we see the upside and as an owner, if we fail it's because we failed, not because somebody we've never met, sitting in another city on the other side of the world decided to buy some crappy bonds and, you know, made our company blow up.

W: So AIG going under was really the call to the hero's journey for Patrick McGinnis.

P: Yes.

W: 100%.

P: Yes.

W: What kinds of ten percent entrepreneurs are there?

P: When I started thinking about this, I only knew of a couple types. And then I decided I wanted to meet anybody who was doing this. And the great thing about ten percent entrepreneurs is that they are passionate, because they're...they love what they do. And so they will tell you...you can meet people; they will tell you all about their ten percent. And so I...

W: And you have a day job. You don't quit your day job, right?

P: Don't quit your day job. Keep your day job.

W: Fundamentally important.

P: Yeah, I mean, if you want to...if one of these things hits and you decide later on...

W: You can.

P: ...you definitely could do so.

W: But neither of us are advocating that people quit their day job.

P: No, no, no. This is really for everybody who, who...quitting your day job and becoming a full time entrepreneur is a wonderful thing to do for a very small group of people. Most of us will never do that and that's okay. So as I talk to these people, I realized there were five types of ten percent entrepreneurs. First is an angel; someone who invests their capital in exchange for ownership in a company. Second is an advisor; somebody who invests their time, their skills, for sweat equity in a company. Third is a founder; somebody who starts and runs a business while holding down a day job. Fourth is the aficionado; aficionado is somebody who is a ten percent entrepreneur, one of those three types, but directs their efforts into a passion project. You know, I love to cook so I'm going to invest in a restaurant. Or I love photography so I'm going to become an advisor to a business where I trade my photography skills for ownership in their business. The fifth one is the 110% entrepreneur, and that is somebody who is an entrepreneur already and uses this as a way to diversify themselves, get upside another project and apply the skills that they have learned at this day job that's entrepreneurship into lots of other things where there skills are really valued. So those are the five types.

W: Okay, so Patrick, let's put this to the test. I come to you, Whitney Johnson, and say, "Patrick, I've read your book; it's terrific. I'm all in. Or I'm ten percent in." What would you tell...where would you tell me to start?

P: You're an easy case, first of all everybody, I mean, think of all the things you've done. You have, okay, you have a strong financial background.

W: Mm hmm.

P: You have strong connection to telecomm and tech, which you really understand. You also have a wonderful audience now and a community you have built. Um, you know how to think about disruption and strategy and things like this. Um, so you have lots of...your toolbox is very full, which is awesome. And so what happens...we don't want to have any FOMO here, right? We want to focus.

W: No we do not.

P: So the first thing I would sit down and say...we would go through...I'd go through your background. I've just given you, the listener, a little overview of what Whitney's done.

W: Thank you, by the way.

P: Not at all. My pleasure. And so then I would say, "Okay, great. What are the things that get you most excited? What, you know, what...how do you enjoy spending your time and what are the skills that are most unique to you that you could apply towards a ten percent, right. So we would think about that and you know, let's say you say, "You know, I've been doing the book and I love it but I miss working with finance stuff. I miss thinking about, you know, how companies should structure themselves financially and grow and things like that." Okay, awesome. Um, then let's think about that. The next I would say is, "Okay, where do you want...how do you want to do this? Do you want to be an angel investor or does that interest you? Are you willing to take the risk of setting aside capital and investing and doing that over a period of time?"

W: And just for our listeners, because I think oftentimes people think angel investing means a hundred, two hundred thousand dollars...

P: Yeah.

W: ...and you're going to tell us, at least based on your book, that's not the case.

P: Doesn't have to be, no. I have done the, the, the sort of big companies out there that you've heard of like Pinterest for example; let's take that one. When they were first raising capital—not that I...I don't have specific knowledge; I'm just giving sort of...

W: Company that people will know.

P: ...an idea.

W: Yeah.

P: Probably their investors put in between ten and 25 thousand dollars, on average. So it's not that you need to write \$100,000 check. When they're really small it doesn't take a lot of money to get things up and running and see if the idea even works. Right? So I'd say, Whitney, do you, do you want to set aside a little capital? You'll decide whether that makes sense to you or not, and then I would say, "Okay, fine." Say you don't want to: "Okay, you know, Patrick..."

W: No, no capital right now.

P: "...not right now. You know, I'm paying for education right now and it's not going to happen. Maybe in five years."

W: But I've got time...

P: Yeah, you...

W: ...for example. Which I don't have, but go ahead.

P: Well, it doesn't take a lot of time.

W: Okay, alright. Disabuse me of that notion.

P: Everybody thinks it takes a lot of time, so, um, I'm going to give you one example and then we'll turn it back to you. I...this is like the most ridiculous example in the history of ten percents, but I was...a good friend of mine said to me, "I'm leaving my firm and I want to buy a company. And, you know, just wanted to let you know. "And I thought, "Okay, well that's awesome; go do that." And then two weeks later I met somebody who—at a Christmas party—and he said, "Yeah, I just left my firm; I'm looking to buy a company." And I thought to myself, "Huh, it's interesting." And they were both really awesome people so I just put an email out there. I said, "You know, I just feel like you guys have got to meet." One guy's in California; one guy's in New York. Little did I know, three weeks later in some gruddy, terrible coffee shop in New York City, these guys met up. They got along and then six months later, I open my email and there is a stock certificate sitting in there. They gave me shares in the company they bought.

W: That's fantastic.

P: Right?

W: I love everything about that story. I love it. I read it in the book...

P: Yeah, it made me...

W: ...but I forgot about it. I love it. Because you, you not only made the connection—well, first of all, ten percent entrepreneur—then you brokered a connection, which I think oftentimes we broker connections and we're not clear, like, you're like, "You've got to meet this person," but there's no real reason why. But you were, like, they both have a need and they can help each other. And then, they gave you equity in the company for making an introduction.

P: Yeah.

W: So recognizing and acknowledging.

P: Not everybody's going to do that all the time; that's a special case. But the point is, we oftentimes think that these things take a lot of time, but the reality is, your skills and the things you're good at, um, to somebody else who doesn't have those skills can be very powerful even with a limited amount of time. So, for example, with you, turning back to you, okay, so you've told me you're interested in applying your financial skills back. Well, I can think of many different companies that could use somebody like you on their advisory board, who has the specific knowledge and relationships and ideas that you have, but also has that skillset around numbers and things like that. So what I would say to you is, "Okay, great. Go hang out..." So then you've got to find a project, right? "Go to where the entrepreneurs are; go talk to entrepreneurs," and you do this all the time; you meet all kinds of people. Or, come to people like me and say "I'm looking to do this," and I see Then you meet these people, and you need to have your sort of pitch ready. "I'm Whitney, I've done all these things. I'm really interested in working with early stage companies and these are the kinds of things I can do; do you need help? And, you know, I want to be an advisor. What I typically do is take .5% of the company, vesting"—which means, you know, you get your stock bit by bit so that you keep working.

W: Thank you for telling people, yep.

P: And by the way, on my website there's contracts for these things you can download, so you know, we'll talk about that later

W: At [patrickmcginnis.com](http://patrickmcginnis.com)?

P: Yeah.

W: Okay, good.

P: So, cause I can't talk about these things and not give people the tools...

W: Yeah.

P: ...right?

W: That's fantastic.

P: So anyway, um, and then as part of this whole process you will be very critical as you will think like a venture capitalist and decide if these companies are interesting for you to work with and then you will sit down with them—and this is the best part of all—you will say, “Here's the amount of time I have; here's the things I can do for you. Let's make a plan: how we're going to use my time as meaningfully as possible.” And you'll ask them to do the same from their side to make a commitment to you, because the worst things that could ever happen is that they never, ever, ever call you, ever again.

W: Yeah.

P: Your idea is to actually get involved so that you can build relationships and case studies that allow you to do things for the future.

W: Right.

P: You're really build...you're planting a garden.

W: Right. If people listening to this—not if—the people that are listening to this, because we know, we know you all are listening. I've gotten all your emails and comments, so thank you. One or two tips for people that are listening: Read your book, if they haven't read your book yet. What's one thing you would have them do today?

P: There are two questions I get all the time. First question is “How do I know what to do?” Right? Like, what kind of project should I do? Which is totally...that's a great question, right. I certainly struggled with that for a long time, so I'm going to save you all the angst and tell you that the thing that was the most powerful for me—and I think I put this in the book—because it really worked; I swear to God I was really shocked. And I got this from a friend of mine who works at this...she's a...she's like an executive recruiter at a firm called Egon Zender, which is a really, sort of very bespoke, you know, storied firm and so she knows what she's talking about. And she...one day she said, “What do you want to do?” And I went on and rambled in a very incoherent way, and she was like, “Patrick, that was a mess. You need to get your ducks in a row.” So I wrote my bio and I really thought about everything I'd ever done and what that allowed me to do was like—it would be like if you read my bio

after that—you could probably tell me the three things I should be doing. But I was not thinking about that, and so when I wrote my bio and read it over it was very clear to me the areas where I should be focusing my time and energy. It's like a self-audit in a sense, and it's also cool because you forget a lot of things you do and it's like "oh, wow, I actually am pretty useful; this is awesome."

W: Right, One thing I thought was really interesting is a conversation that you and I had offline, so I want to fill people in. I learned from you when I was initially talking to you that you have a big background working in Latin America. You've worked in the emerging markets but you also have this background in Latin America. And what was fascinating to me in hearing about your background is there is some element of, as a person who is trying to develop their ideas and be a thought leader—not trying; you are a thought leader—but to further expand your platform, you've done some really interesting playing where no one else is playing by doing work in Latin America. Talk about that.

P: Yeah, so, this is the perfect combination of doing something I truly love and, um, doing something where I can stand out of the crowd. So, I have always loved Latin America; I'm not sure why. Actually I can't tell you why, but if you've been there you understand because it's an amazing, amazing place.

W: I understand.

P: I could kind of have one foot in North America and one foot in Latin America and really be a bridge between the two places. That's always been the place I've operated with most, sort of most success and most differentiation as it were, because I'm an American who speaks really good Spanish. I understand the region but I also...I'm here, and so a lot of my ten percents have involved working with people in Latin America to do things here. And then when I published, um, *Ten Percent Entrepreneur*, the book was put out in Spanish and I was able to go down to Mexico, do a bunch of really cool media opportunities I would never have gotten if I didn't speak Spanish and really reach an audience in a much more impactful way than I would have if I didn't speak Spanish. So, it's been awesome for me because it combines one of my real passions with a business opportunity that is really unique that only I could sort of take advantage of.

W: And certainly I think that's been a great example to me because I speak Spanish and I have done really very little work in Latin America...

P: Prepare yourself, Latin America.

W: ...around these ideas...

P: Whitney is coming.

W: of disrupt yourself. [crosstalk in Spanish] But it's interesting to me because I think you...and this goes back to this idea of the importance of talking to people and having conversations because in the conversation I had with you, you inspired me, and as a consequence, I'm going to share with everybody right now so I'll have to do it, I'm giving a speech in November, in Mexico City. Michael Phelps is the keynote keynote. I'm one of the keynotes but he's the keynote. And I thought, "You know what? Why don't I give this speech in Spanish?" And I would never have done that had I not spoken to you, so thank you for inspiring me to disrupt my own way of doing business, because I would have been lazy; I would have done it in English. But this is a challenge I can take on. It's going to be hard, but I'm going do it. So thank you for doing that.

P: I'm super excited about this.

W: Yeah.

P: This is really cool.

W: I think it will be great. So, I want to just circle back to one question I was asking you earlier which is the one suggestion you would give people if they want to become a ten percent entrepreneur—I'm really struggling with that word—is to write their bio. Was there one other piece of advice that you would give?

P: Yeah. I think the other piece of advice I would give is, just get out into the world. You cannot...well, I guess you could do it; you could be a ten percent entrepreneur without ever leaving your house because we have all these cool tools online to do that, but whether you leave your home or not, you need to sort of leave the, sort of the armchair and take an active role in this. Ten percent entrepreneurs don't let the world happen to them; they take an active role. There not remote control operating. So whether it means educating yourself about things that you could do as a business; whether it means looking at what other people are doing and learning from them; whether it means going out and talking to people. So if you are really passionate; you want to start a bake shop on the side, go check out 25 different bakeshops and see what they're doing wrong or right. And that's really important. And so I think it's like integrating that into your life and making it like part of what you do; ten percent is a great place to start, of your time, um is a great way to get going. Because businesses are not thought up with a pen and a paper; they're thought up by exposing ideas to the real world, learning from what's happening in the real world and then actually doing things.

W: Yeah, doing things. Do it. Patrick, what are you going to do to disrupt yourself in 2017?

P: Yes, well, this goes back to our conversation, so this conversation that we had that Whitney just referenced was also for me really powerful, because Whitney has built this really awesome sort of career, um, where she's doing writing and she's also doing speaking and things like that and that's one thing that I'm working on as well. So what I'm going to do is really focus on developing content and talks that resonate with big audiences and getting in front of those people and exposing those ideas to the world.

W: Thank you, very much. This has been an absolute pleasure and I'm really excited for my listeners to get to hear you and learn from you. And his book is *The Ten Percent Entrepreneur*, and where can people find you online?

P: Okay, so, if you go to [PatrickMcGinnis.com](http://PatrickMcGinnis.com) you can find all kinds of cool stuff, like a quiz to tell you what kind of ten percent entrepreneur you should be. If you go to [PatrickMcGinnis.com/buildyour10](http://PatrickMcGinnis.com/buildyour10), you can find a free ebook that has lots of cool sort of exercises from the book so you can actually get started and you can download a free chapter so it's a cornucopia of opportunity.

W: Wow.

P: And then links to all of my, you know, social media and everything; blog—there's lots of stuff there for you.

W: Alright, so for our listeners, I'm going to take the quiz after this before I...and I'll post the answer in the show notes, but I'm going to put you on the spot, Patrick, and ask you what kind of ten percent entrepreneur you think I should be, or what do you predict?

P: That's a great question. I think you'll...you're a, okay...I think you're going to get angel.

W: You do?

P: I do.

W: Okay. Alright. So you've heard it here; I'll take it and we'll see what happens.

W: Okay. Thank you again. It's been a pleasure.

P: Thank you.

*My initial thought in wanting to interview Patrick was to have those of you who are thinking that you may eventually want to become an entrepreneur, be able to have a way to start. A sort of side hustle. But in having spoken to him, and read*

*the book, this is not about quitting your day job, but about diversifying. To invest in your future. Which may include money, but not necessarily.*

*When I took the quiz, it turns out that I came up as an advisor, a 110% entrepreneur and aficionado. I think that has to do with my decision to not want to allocate very much money right now – we’ve got children to put through college – but a willingness to allocate time, expertise, and definitely wanting to be passionate about the idea or business in which I’m involved. Now I’m curious to hear from you. Have you taken the quiz? Are you an angel, advisor, founder, aficionado? Does this fit with what you expected? The important thing is that you are something. Most of us wouldn’t think of not diversifying our money, so why wouldn’t you also diversify your energy, and your skills. FOMO, People! Ordinarily, I wouldn’t want you to feel FOMO. But if that will get you to disrupt yourself, to diversify, then FOMO!*