



# THE LANDGEEK

## The Art of Passive Income Podcast With Mark Podolsky and Scott Todd

Today's Guest: [Paul Jarvis](#)

### Transcript

**Mark:** Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com) and I'm really excited for today's guest. We've been working hard to get him on the show and it's been a struggle but now he's here. But before we talk to our guest, I would be remiss if I didn't properly introduce my co-host, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you're not automating your Craigslist's and Facebook postings [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Scott Todd, how are you?

**Scott:** Mark, I'm great. How are you?

**Mark:** Pulse is still normal, respiration is fine. I'm excited to talk to our guest. Before we talk to our guest, I do want to remind everybody today's podcast is sponsored by [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). You can always make more money, but you can't get more time. Automate it, baby. Do you like that, Scott?

**Scott:** I do. And it's not just about automating. It's about breaking the algorithm that is holding you back from getting your ads to stick. So, it's all in one.

**Mark:** It's all in one. It's all in one. Let's talk to Paul Jarvis. Paul Jarvis has shown people how to kick ass at the intersection of creativity and commerce since 1999. Paul Jarvis is currently writing a book called *Company of One*, which is being published by Houghton Mifflin Harcourt. He is the hardest-working creative you'll meet. He is a designer, an author, a teacher, software creator, and podcaster. He's written 4 books, built several software companies, and has taught over 10,000 students through his online courses Creative Class, Chimp Essentials and Grow Your Audience. He also hosts two podcasts: the Sunday Dispatches and Invisible Office Hours.

As a trend-buster and business strategist, Paul has collaborated with some awesome people and companies including: Danielle LaPorte, Marie Forleo, Mercedes-Benz, Microsoft, and Warner Music. His work has appeared in Fast Company, CNBC, Forbes, Newsweek, BuzzFeed, Lifehacker and his writing reaches over 50,000 people every month. But finally, he is on a prestigious podcast The Art of Passive Income Podcast. Paul, you've made it! Congrats! How are you?

**Paul:** I'm good. Hey, Mark. Hey, Todd. Rather, hey, Mark; hey, Scott. Sorry.

**Scott:** That's all right.

**Mark:** That happens all the time to him. It's what happens when you have two first names.

**Paul:** Yeah.

**Mark:** So, Paul Jarvis, how do you become Paul Jarvis? What happened?

**Paul:** Basically, you become as unemployable as possible and just start to run lots of wacky experiments for yourself with your own income. That's really like how it started. I didn't want to be an entrepreneur. I didn't really want to work for myself. I just kind of rocked into it I guess. I quit one job. I

was going to find another job and that didn't happen. And here we are like almost 20 years later.

**Mark:** Well you must love it though. You're so prolific.

**Paul:** It is pretty... I'm not going to lie, it's pretty awesome. I really enjoy being able to sit in my underwear in my home office and get work done. It is a lot of hard work and it can be obviously stressful. It can obviously be lonely as well when you work for yourself and when you work at home and you're by yourself. I have my pet rats to keep me company, my wife when she's not working, but unless I actively work at relationships with people, I'm just sitting here by myself all day every day.

**Mark:** Yeah, yeah. So, let's talk about the books. Let's just talk about your current book *Company of One*, what is that all about?

**Paul:** Sure. So, I started out... to rewind a little from that, I started out self-publishing books. I wrote... I don't even remember, I think four, whatever my bio said. I think I wrote four or five books and they did fairly well. I self-published those and then I decided, "Okay, I get self-publishing." I don't know everything about self-publishing but I've sold like 70,000-80,000 copies. It's been translated into lots of languages. I kind of got the gist of it and I felt like what if I tried to traditionally publish a book, which obviously has its pros and cons.

So, I found a literary agent, which I didn't even know what that was up until this year because I asked some friends who had published books and they said, "Well, you need an agent." I was like, "What's an agent?" And then I learned. Then I got a publishing deal with like you said Houghton Mifflin Harcourt only about three weeks ago as of recording this.

So now, I'm basically writing a book with them. My editor Rick Wolff did Cal Newport's books, Alexis Ohanian's books; so he knows a ton about that. Really what the book is the topic and the thesis is really, "Is growth always the best idea?" And spoiler alert—it's not in business. So, growing in all directions and all ways, scaling everything from employees to expenses to infrastructure doesn't always make the most sense. I'm kind of making a

case for why that isn't the case even though that's typically what business says.

**Mark:** But Paul, Scott Todd and I love the 10X rule. We love Grant Cardone; we love Gary V. These guys are the religion of growth. They are the religion of big goals. Now you're coming on this podcast and you're stomping our ambition? Why? Why, Paul Jarvis? Why?

**Paul:** So, I think all those things are not bad goals to have, right? All of those things are fine to have as long as they are questioned. If you want to 10X your revenue but you don't necessarily want to have the employees that it takes or maybe you don't want to spend the time that it requires on that. Maybe you want to have more balance. Maybe you want to have more time with your wife and your kids or outside in the garden as well as working and making money and hustling and doing all of the Gary V things. I think there can be a balance and there can be almost like an enough. And I don't think that's talked about very often especially not in the circles that you mentioned.

Like for me personally, I make enough money. So, me making more money means I have to work harder, means I have to have more responsibility, means I have to do all of these things that I probably don't want to do. So, I'm just not going to do it. I support myself. I have lots of things that I invest in. So, I feel like there can be a question of, "Am I doing well enough to kind of not have to work?"

Like in I'm in my 20s; I worked 20 hours a week and it was hard. I had basically no life because I was just working. Then in my 30s, my body couldn't handle working that much. And as almost 40, my body seriously can't handle just sitting at a computer all day and I wouldn't have any relationships. I probably wouldn't be married if I didn't make time for my wife. It's funny how spouses want you to make time for them sometimes.

I think that there is a balance that needs to happen. I think growth is fine as long as it's questioned. As long as it makes sense like the checks and balances of growth. If that makes sense to you, then grow in whichever means necessarily. But if doesn't, then maybe you can think like, "Okay,

success might mean something different to me than it does to Gary or to Scott or to Mark," kind of thing.

**Mark:** It's funny because, Paul, you are kind of preaching to the choir at least to me. But let's talk to Scott Todd who is a massive Grant Cardone fan. Scott, is Paul Jarvis just not ambitious? What is this enough kind of thing?

**Scott:** No, no, I do think there is enough. I think it all depends on what you want. If you want the yacht, well then, you've got to keep working towards the yacht. But if you're happy and content with what you've created... Mark, it's the fisherman's story. If you're happy being a Mexican fisherman, going out in the water, catching a couple of fish, feeding your family, enjoying life, there is nothing wrong with that. There is nothing wrong with that at all. It doesn't mean that you're a terrible person.

I would say too that the other thing is that just to grow, just to... Growing for growth's sake. It is in fact a bad idea especially if you don't have your numbers right. Like if your business is out of whack. I had that happen to me. Mark, I actually had a company that it was pretty large. It was self-sustaining. I wasn't working at it every single day. I was like that silent owner and people would run it for me and I did well with one location and then I opened up a second location and it's like the train went off the tracks. The numbers on the backend weren't right. They were hidden from you on one location, but when you got to the second one, you really saw the imperfections in the model and then it was like over. It brought the whole thing down. So, just to grow to say, "Hey, I'm growing. I got another location," I think is a terrible idea. You've got to have your numbers right too.

**Mark:** Yeah, I agree. Paul Jarvis, I think it's interesting that... I think everybody sort of understands it. We've seen the happiness studies, right? After 75,000 a year incrementally we don't get much happier. There is a law of diminishing returns with money. That being said, one of my favorite new shows now is Billions on Showtime. Capitalism doesn't care about our happiness. So, Paul, how do we step back and actually dig deep and figure out individually what makes us happy, what is enough, and then go ahead and execute on it?

**Paul:** That's a good question. I think from what I've found because I've been doing a lot of research for this book and what I've found is that consistency is the best tool for truth that we have. What I mean by that is... That's really the scientific method. So, if we are unhappy at the size that our business is consistently, then something definitely needs to change. If we are happy with the way that it's going, the way that it's growing, the way that all the numbers are working out consistently, then things are probably fine.

So, I think a lot of that comes down to just like... It's interesting because I think in Western society is delegated to the realm of like hippies and new agers with things like introspection. So actually, thinking like, "Is this thing making me happy?" Like is this yacht, as Scott has, that 5000-foot yacht, is this yacht making me happy? Do I need more yachts to do more feat like the story goes? Do I need to hire more people to run the yachts for me?"

What I found as well is that in talking to people, a lot of times people are... They feel like they need to grow because that's what success means. I think there can be a challenge there with introspection. So, if I'm happy doing, say design and I grow my company and then I hire designers and then all I'm doing is managing designers, then I wasn't really introspective there. Because the thing that I like the most about my job was designing and now I've grown my business to a place where I don't actually get to design because I have too much time spent managing designers or dealing with clients to talking to support and development. So, I think introspection is always the most important thing. Introspection comes from looking at consistency because that's where truth lies.

**Mark:** Well, what about the truth of suffering? Like for example, Scott Todd, when you first started land investing, there is a bit suffering involved with that. Do you remember?

**Scott:** I remember.

**Mark:** It wasn't easy. Remember your first month and the yellow letters?

**Scott:** Yeah, it's brutal.

**Mark:** And then the feeling of, "Oh my gosh, I've got a timeline here where I'm going to be out of this job. I've got to protect my family." There is a bit of anxiety to protect your family. There is a huge, I mean I wouldn't say huge, but there is a learning curve, there is suffering involved. So, you come out of that suffering, and a good example is, because we are just coming out of Mother's Day. Every mother knows this feeling of, "I'm never having a child again." Then all of a sudden, the baby smiles and they forget all the pain and suffering they went through and the swollen ankles and the hard nights and all that. Because they just remember that last fact of love and affection and pure bliss of having this newborn baby. So, are we discounting suffering in this process?

**Paul:** I think that especially when you work for yourself and especially, in the beginning, there is going to be suffering involved. Because like hardly ever does somebody start out instantly successful. You don't open a shop and there are lines of people. That's not really the norm. But I think, and to bring this back to growth as well is I think that if you figure out a way to start the idea as small as possible and as quickly as possible, then you can kind of mitigate that suffering to just be a little bit. Like if I was just starting a company, I wouldn't think about how I'm I going to find...? Like, "Okay. I need to find office space. I need to buy a bunch of fax machines because this is like 1989." I would think about, "How can I help one person? How can I find that first client and then help that person?"

I wouldn't care about infrastructure or even systems and processes in the beginning because that person will help kind of guide me into what it is that they need the most or what they value the most and then I would get another customer. Then I would maybe buy a laptop after I have helped a couple of people and then I might buy a desk to sit at so I'm not sitting at my coffee table. So, I think the way to mitigate that is to move somewhat quickly. Just because I think a lot of people sit on ideas or they think that their idea has to be so big that they can't launch until it's big, like they need like 100k to launch their business. I think that also needs to be challenged, right? Like maybe you can start smaller. Maybe you can start sooner if you start smaller. Maybe you can kind of build up as you go with that. I don't know. Life is suffering, really life is suffering.

**Mark:** Life is suffering, for sure.

**Scott:** I can relate to that because I remember I was sitting at my office one day and I came up with this great idea. It was a big idea. It was big and I looked and I'm like, "Man, this is going to take a lot of effort." I started putting paper to it like, "I'm going to need offices. I'm going to need people. I'm going to need computers." I'm budgeting this whole thing out and then the next thing you know I need a million dollars just in infrastructure. Just in like in technology and I'm like, "How am I going to get a million dollars? This isn't going to work." So, it was an idea that it was like it went nowhere. I killed it because of the million dollars.

Now I'm thinking back, so let's replay that scenario. It didn't have to be that big. I didn't have to go that large. I could have done it in a different way. Like you said, I could have gone to one company and solved that problem and applied my thesis or my thought process behind it and then said, "Okay, well, did this work?" If so, yes and then I could expand it.

I think what happens is when you work in a company, you don't start off failing. You don't start off small. You don't start off with this thing that says, "I'm just going to try to solve this one problem," because the company has already solved that problem. You are not having to start from scratch. If you just give yourself permission to say, "I just want to solve this one little problem and prove to myself this will work then I can start the building of the snowball." But I wanted to scale like today and I killed it.

**Mark:** Yeah. Paul would say, "Why did you want to scale?"

**Scott:** Right. Because that's what you do. All of a sudden, you hear about this company and you've never heard about it before in your life. Mark, privately before this call, I was telling you about this company that I read about.

**Mark:** 30-year-old billionaire, Paul Jarvis.

**Scott:** It's Instacart. Instacart goes from foundation in 2012 to 2017, five years, their value is what? Three billion dollars, in five years zero to three billion. There are huge companies that are not like that. But you know what, Mark? The thing is that the guy that created the company—he did lead this

and this is to Paul's point. The guy that created the company, because that's a shopping service, he went out and he bought groceries himself and delivered them himself. He didn't scale to having all these people do the work. He went out, proved the concept and then started growing and it's that foundation that he wanted that built that to a three-billion-dollar company.

**Mark:** Paul Jarvis, how do you reconcile all the, let's call it business porn, that we read. So, I pick up Fortune, I pick up Forbes, I pick up Inc 500 and it is literally the religion of growth. Talking about how this 30-year-old became a billionaire overnight and Instagram billionaire, the valuation of Uber billionaire and all of a sudden, we start comparing ourselves to these guys or gals. Comparison is sort of like the thief of happiness but we want to... What was that phrase? Did you ever read Ernest Becker's *The Denial of Death*?

**Paul:** No.

**Mark:** Did you ever read that, Scott?

**Scott:** I did not.

**Mark:** All right, he talks about immortality projects. We all have these immortality projects. We want to leave something. How do you reconcile that, Paul?

**Paul:** Yeah, because we all want to have a legacy I think. Especially people that work for themselves, especially because like I'm in software as well. Especially with software you want to build that thing. There's also a lot of, like with every story like that, there is this inherent survivorship bias where we are only ever going to read about or hear about the people that have done something exceptional. Like the Instacart story or like Snapchat IPO which their stock then it isn't doing that great. But there is kind of this survivorship bias where we see all of these things and we are only shown positive affirmations of the goals that we have. So, we only see like, "This person has made it. This person has made it." Because there are no websites or publications dedicated to the people who tried and failed.

Whereas in our own lives, we try and fail. Pretty much everybody I know tries and fails all the time.

I've launched so many projects that have gone nowhere. I've launched so many software services that didn't work out for the one that did work out kind of thing. I think like you said comparison is the thief of joy and I think a lot of times we are comparing apples to elephants. We are comparing one tiny speck of what we know about one person and their success to our entire lives. So, we could be successful in some other ways if somebody was looking in on us.

I think that it's important to kind of look at the difference between how we perceive ourselves versus how the outside world perceives us. Because typically it's incredibly different, right? So, when we are looking at other people, we might read in Forbes that this person is a success, but maybe they have just gone through a horrible divorce or maybe it took them 15 years to come up with Instacart after failing. I don't know the guy's story, but for anybody to get to that billion dollar, three-billion-dollar company, maybe they tried for 15 years.

A lot of times we think these successes are overnight successes. Like, "Oh, this person wasn't on my radar; hence, they weren't trying anything." And then this person shows up on my radar because they are doing something exceptional and therefore they just tried one thing and it succeeded. Therefore, if I try one thing and it doesn't succeed, I'm a failure and the logic isn't there. Our brains don't always have our best interest at heart to make like the worst mix metaphor ever. Our brains can talk us into some pretty screwed up stuff and it's not necessarily true. I think that a lot of times we have to give ourselves a little more credit, a little more time or be a little bit more resilient with failure.

**Mark:** Yeah, I agree and a lot of times, I think that's where a lot of unhappiness comes in is just this sort of artificial timeline. Well, if I'm not this in 12 months, I'm quitting or I should be this or Scott Todd closed 197 deals last year. So, I should close at least 90. I'm doing the same thing as him. But you don't see all the other things. Like we take this handful of sand, we call it the desert and it can make us miserable. How do we consciously reconcile the handful of sand calling it the desert sort of

phenomenon where we can lock out that voice in our head that's just beating us up and saying, "You should be better. You're not enough. You're a failure. Your brother-in-law is a doctor; what's wrong with you?" How do you block that out and be like, "Okay, this is good enough?"

**Paul:** It's tough. It's honest to God tough to do that. For myself personally, the way that I kind of reconcile that is I'm a big systems and processes guy. I'm really bad at setting goals for myself, but I'm really good at creating systems where I can, like I said in the beginning, I can look for consistency. I can look for truth and consistency by running processes. For example, writing a book, I could think, "I'm not going to be a success until I'm on the top of the New York Times Bestseller list." Well, that is almost impossible to crack and there are so many external factors to get to that outcome.

So, I think when we attach success to external outcomes, which we don't have that much control over, it becomes a losing battle. Whereas if we focus instead of like the big goal and I'm happy to dream big, but I don't want to tie my worth to that big dream. So, if instead I start to think about, "What process do I have control over that I can manage and run through?" So, in order to write a book, I have to write a proposal, I have to write and outline, I have to write it chapter by chapter, if I sit down and look at my to-do-list and it says, "Write book." I get to be completely overwhelmed because I can't sit down and write a book. I can sit down and write a chapter outline or I can sit down and write one chapter and then the next week, write another chapter.

So, if I follow a process, I basically win or I'm successful when I've completed that process outside of external outcome outside of external anything. If I set a process or a system for myself and I follow that, then I win. Whereas if I have this goal and I attach my worth to this goal and it doesn't happen, I feel like a failure. Whereas, like say I don't make the New York Times Bestseller list but I sell like say 2000 copies and of those 2000 copies a couple of hundred people read it and their lives are changed for the better or even if like two or three people their lives are changed for the better, then that kind of still feels like a win to me. So, I think that we are... and this is from a yogi text but basically, we are not entitled to the fruits of our labor; we are only entitled to the labor itself. So, I think when we start to create systems for ourselves that we can follow and then win by following

them, then it removes this comparison trap or this thievery of joy idea that we have in our own minds.

**Mark:** Yeah. It's really sort of like this profound almost like Zen-like state that you're sort of espousing with the *Company of One*. In a way, it's like for the Western mind, you can't control what happens externally, but you can internally. You can certainly take a lot of joy and value in just the labor itself. Whether anyone buys *Company of One* or a million people buy *Company of One*, Paul Jarvis has no control of it. But you do have control of the process of sitting down, thinking about the book, adding value to the world and even if it's just for Scott and I, great. Go send us a copy signed hopefully. See how I did that, Scott?

**Scott:** Yeah, it's good

**Paul:** That's good.

**Mark:** So good. Scott, how do we deal with the 'should' factor? I will give an example. This morning I woke up late, which I rarely do, but I slept in and I thought to myself, "I should be working out, I should be meditating and I should be doing this before I take the kids to school." I didn't do it and I felt badly about it, right? How do we reconcile the should, should, should? "I should be like Paul Jarvis. I should be writing a book and should have a hot written contract and all this." I have written a book, Paul, but I don't have a literary agent. So, how do we get over the 'should' piece?

**Scott:** To me, that's where the goals come in. Writing down your goals and knowing where you want to go and then giving yourself the freedom to achieve them on your terms, like it's not necessarily someone else's standard, it's your standard. If you have your goals in place and you know what you're trying to achieve, it doesn't matter if you do it first thing in the morning or if you do it whatever time. You wanted to sleep in this morning or you felt the desire to sleep in this morning, that's the freedom that you have bought yourself. You've purchased that right to do that through all your hard work. It has nothing to do with what someone else's standards should be. In fact, I wake up every morning. I'm like, "Man, I should work out before Mark does," and it doesn't happen.

**Mark:** Yeah, yeah. So, Paul, what's your 'should' battle?

**Paul:** Pretty much everything. Like, I should be pumping out more words per day, I should have reached a higher MRR for my software companies, pretty much everything. I'm a weird mix of very ambitious but also not very goal-oriented which kind of screws my brain a little bit. It's interesting because in looking at... I'm trying to remember the book. Oh, it's *The Magic of Thinking Big*, by David Schwartz, who basically talks about successful people assume they are successful and go about proving themselves right. I think that's an easier mindset and it's a less harsh mindset than this like comparison trap. Like if you just take care of you outside of other people.

Like if my software company is doing well to support myself and the developer, what's the problem if it's not \$500,000 MRR kind of thing? If it's bringing us way more money than we are putting into it, then that kind of feels like we are succeeding or with the book like I've already got paid a pretty big advance for that book. Obviously, I still have to write it but I've followed the steps that I laid out for myself like getting an agent, her pitching it to publishers and stuff, and then getting an advance for it. Obviously, I still want to make it good, I still want people to buy it, but the process this far has been a success for me. It's weird like our brains don't always have our best interests in mind.

**Mark:** It's funny because my wife looked at me the other day and she's like, "Mark, why can't you just be?" Because I'm always on my should task list. "I'm going to work out. I'm going to meditate. I'm going to try this new thing." But honestly, I feel better when I do these things actually. I feel badly when I miss a workout or I miss a meditation session. I feel anxious in a way. But I think she has a point. I am a little hard on myself. Like why can't I just be? Like why can't I just sit in front of a Netflix movie and eat some Cheetos? I would never do that by the way.

**Paul:** My wife says that I really get to be on vacation for the first 10 minutes. The first 10 minutes I'm really great at relaxing and then after that, it's just gone.

**Mark:** So, you can't be either? Can you be, Scott?

**Scott:** No. In fact, my wife, Mark, at the last Bootcamp in Vegas I had spent some time there with my wife and I was like, "Okay, I've got to do this." She's like, "Scott, what are you doing?" Like, "Stop." I'm like, "No, no, you don't understand. I've got to do this." She's like, "No, no, stop." I'm like, "What do you mean?" She said, "It's okay. You don't have to go do that. No one says you have to. You are the one who says you have to." I'm like, "Okay." She's like, "You keep telling me you want to go and get away and then you go and get away and you're not getting away." I'm like, "Okay." Phone goes back in the pocket. It's like it was good to have that accountability partner if you will that would call me out on that.

**Mark:** Yeah, my wife is my....

**Scott:** She calls you out, huh?

**Mark:** She calls me out on it all the time and she's like, "Are you annoyed that I'm always calling you on this stuff?" I'm like, "No, I need someone to call me out on this because left to my own devices won't call myself out on it," right?

**Scott:** I went out on the boat the other day, Mark, and I was like, "I am going to not look at this stupid phone." It was Mother's Day and I'm like, "I'm not going to look at this phone at all." Then to make sure I didn't, I took off my glasses that would help me to read and to see. Because I don't need them for distance if it's more closer, a little bit of distance, but I can still drive the boat without them. I put on my sunglasses which are not prescription and then I couldn't see my phone. It was the greatest day ever. I couldn't read my phone and if I needed to, I had my daughter and my wife with me. They could say, "Hey, go this way."

**Paul:** I find my best days are when I don't remember to look at my phone. Two weeks ago, I took a helicopter off to some glaciers and I didn't even think about, for the helicopter ride there and back, I didn't even think about my phone. It was like sitting in my pocket too, but I find out that when I'm doing things that I'm really, really interested in or I'm just enjoying the moment or the present, then I'm not even tempted. My wife does the same thing. She says "Why are you looking at your phone? Why are you taking pictures of something all the time?" Because I have a ton of camera gear.

“Can’t you just look at the thing? It still exists if you don’t take that picture and post it to Instagram.”

**Mark:** In a way, we as people are losing the ability to focus. It’s actually becoming a lost art, if you will, to sit and just read and just be because the phones are right there. You get that instant gratification, you get that dopamine hit and next thing you know, you’re off to the races and I’m looking at cat videos or whatever it is. Anyway, we are getting off topic here about *Company of One* and Paul Jarvis. So, Paul Jarvis, let’s put you on the spot. You ready?

**Paul:** Yes.

**Mark:** Your mentorship this podcast has been phenomenal, so I want to thank you.

**Paul:** Cool.

**Mark:** I guess before we get to your tip of the week, is there any question we should have asked you that we didn’t ask you?

**Paul:** That is a good question. I can’t think of anything off the top of my head.

**Mark:** Okay. Maybe we have to come back as you think of it.

**Paul:** Right.

**Mark:** So, tip of the week—website, resource, book—something actionable where the Art of Passive Income listeners can go right now; improve their business, improve their lives; what have you got?

**Paul:** So, I didn’t even mean to make this the best segue in the entire world from the exact thing we were just talking about because I had the tip before we started recording. But, the tip is Cal Newport’s book *Deep Work* and it’s rules for focused success in a distracted world, which is exactly what we were just talking about. I think that focus over a long period of time is like a muscle that you work out at the gym.

If you're addicted to social media or checking your phone all the time, you can't just will yourself into working for hours on end. You have to work on it. You have to kind of build yourself up to doing that. I think Cal's book does a really good job at showing why that's necessary, why that's valuable in any job, and how that can help set you apart in any job. Because the more focused you are, the more efficient you can get. I think that's probably... It's all the things we were talking about, but written out in a really smart and good way. So, Cal Newport's, *Deep Work*.

**Mark:** I read that book and it changed my life. I started checking emails twice a day and then I was really focused and then somehow, I fell off the bandwagon and now I am like back to being my anxious addicted self. I'm going to like go back and read the book again.

**Paul:** I've read three times.

**Mark:** I've got to do commencing shutdown. Yeah, I need to do it again. It was working for a while and now I'm a drug addict. I'm back.

**Paul:** There you go. That's why I've read it three times because it didn't stick. I loved it and then it didn't stick for very long and I was like, "Okay. There is no logic here. I know this works and then I'm not doing it." So, I had read it again and then again.

**Mark:** Yeah. Scott Todd, what's your tip of the week?

**Scott:** Mark, maybe I'm to blame. I just kept saying, "Look at your email. Look at your email." Okay, I'm not going to take the blame. I've got two tips, Mark too, but one of them is for Paul specifically, because Paul said that no one gets to look over the mistakes, right? And I did just see this website today. I will just put it in chat too; it's [StartupGraveyard.io](http://StartupGraveyard.io). They are keeping track of all the startups that have failed basically. So, maybe like learn from them. I don't know. I just saw it come across, so I thought you might like that one. But my real tip of the week is... I don't even know how I can say this. Well, if you have kids in the car turn down the radio, turn down however you're listening. If not, here it goes. It's [AutomateThatShit.com](http://AutomateThatShit.com). Mark, do you see this one?

**Mark:** I have.

**Scott:** Yeah, pretty cool, right?

**Mark:** Pretty cool.

**Scott:** It's little things that you can do like website screenshots. Just put the URL and then it takes the screenshot that you need and phone number. They are building more and more tools that will take things that you might need and automate it and just make it easier to automate your crap.

**Mark:** I love it. I love automation.

**Paul:** Me too.

**Mark:** You know what I find though and Scott, we'll talk about this in another podcast, is the reconciliation of process versus people. Because sometimes I get so processes focused, I forget about the human beings involved and that's the apology. I was just like, "Yeah, yeah."

**Scott:** Well, that's why you have to swim lane like I teach.

**Mark:** Well, I know. That's why I go to Bootcamp and learn all this stuff. All right, so my tip of the week is, learn more about Paul Jarvis, P-J-V. Wait P-J-R-V-S.com, [Pjrvs.com](http://Pjrvs.com). Check him out and certainly, preorder *Company of One*. I know I am. Actually, I don't need to because he's going to send it to me.

**Paul:** Signed as well.

**Mark:** And a signed copy as well. Because then I get to show my kids. I'm like, "Look what a big deal I am. I know the author." They are like, "Oh Dad, you're cool."

**Scott:** What's up, Dad?

**Mark:** It's all about impressing my children at this point.

**Scott:** I went into... Because I guess I go into Wawa too often—the grocery store Wawa—they know me. So now, I walk in there with my kids and my wife and they are like, “Hey, Scott.” Like, “Hey, how is it going?” My daughter is like, “Oh geez, Dad.”

**Mark:** I know. Scott is known at First Watch. They know his order. “You’re going to go with that egg omelet again sir?”

**Mark:** I went there today Mark and I ordered and I ordered something different they are like, “Wow, that’s a change.”

**Mark:** Yeah. It’s bad when I order off the drive through in Starbucks and they are like, “So, do you want that Americano too?” I’m always ordering for my wife like they know the order. It’s kind of cool and it’s kind of creepy. All right, so, I do want to remind all the listeners the only way we are going to get the quality of guests like a Paul Jarvis come on the podcast is if you do us three little favors. You’ve got to subscribe, you’ve got to rate, you’ve got to review the podcast. Send us a screenshot of the review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com). We are going to send you for free the \$97 *Passive Income Launch Kit*. Also, again, the podcast is sponsored by [PostingDomination.com/TheLandGeek](https://PostingDomination.com/TheLandGeek). Scott, are you ready?

**Scott:** Let’s go, Mark.

**Mark & Scott:** One, two, three, let freedom ring.

*[End of Transcript]*