



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

**Today's Guest:** [MathewPollard](#)

**Transcript**

**Mark:** Hey, it's Mark Podolsky the Land Geek with your favorite niche real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com). My co-host Scott Todd is on a much-needed vacation so it's just going to be me and my guest. Before we talk to our guest and he's kind of a big deal, I'm going to put on my anchorman's voice; I just want to let everybody know that today's podcast is sponsored by GeekPay.io. It's a set it and forget it system on collecting your notes, managing your notes. I used to spend Sundays manually putting this into old fashioned Excel Spreadsheets all this information and now it's all automated. Set it and forget it. Remember you can always make more money, you can't get more time.

All right, now our guest today is Matthew Pollard from [MatthewPollard.com](http://MatthewPollard.com). If you don't know who Matthew is, he is the youngest big deal I know with five multi-million dollar business success stories to his name in industries as vastly different as telecommunications, construction, and nationally accredited education. Matthew has been characterized as a true differentiation, niche marketing, and sales systemization powerhouse. Sales systematization of [00:01:20] [indiscernible] I'm very curious to learn more about that.

Today, Matthew's acquisition strategies have been effectively used in obtaining clients from multinational award-winning franchises, luxury

automotive brands, leading medical institutions and law associations, as well as National Olympic and Premier Football teams. Let's just get into it. Matthew, you are a big deal. You've been on Entrepreneur, CEO, TV. Matthew Pollard how are you?

**Matthew:** I'm good mate, I'm good. Thank you for having me and thank you for stopping that introduction. I find everybody summarizing there as a pointer but I have done all that stuff and as I get older which we were just chatting about earlier, the older I get the more you have to summarize and summarize. All the things that were like a big deal when you were younger it's like, "Oh we've got to cross that out now. It's kind of a waste of space in your biography." So thank you very much for having me mate and I am happy to be here.

**Mark:** Yeah. I mean Matthew you've been prolific. You are only 32, you've done all this stuff, let's rewind the tape and let's start from the very beginning where you are just starting your entrepreneurial journey. What got you into it and how did it all start?

**Matthew:** Sure. I would like to say that it was all pre-contrived and that I had a big plan but honestly, I didn't. I feel that a lot of people when they ask me about how I started out they hear some body that obviously is quite extroverted and quite dynamic so therefore he must have been just natural at this. Well, it's not actually the truth. I had a reading speed of a sixth grader in late high school. I was horribly introverted. I will show you a photo one day, a photo of me with horrible acne. That was the face that I went and started my career with.

Now, for me, I had no idea what I wanted to do so what I did is I convinced my father that I would finance myself through the next year by getting a job at a local real estate agency. Now, of course, people are going to assume naturally I'm going to be the real estate agent. No, I wasn't. I was the guy in the back office doing the paperwork going, "Please don't talk to me. I'm sitting here spinning my wheels trying to find myself." We've all had kids or seen kids that are doing the find themselves thing. That was me until just before Christmas I lost my job.

Now the reason why I lost my job was the company went bankrupt and you can't help that except for the fact that at Christmas time in Australia we don't exactly take a few days off like Americans do. We take four weeks off. We go away on holidays on the 20th of December and it's just summer break and our Christmas break all at once and there is not a decision making that can be found until the 15th to the 20th of January. So finding a job is incredibly difficult unless you want to take on a commission only sales job.

So that's what I did. I took on a commission only sales job and then after five days of product training, terrified as imagining an introvert trying to go out and sell. I then walked down a strip of shops and realized just before I went to door one no one had actually taught me how to sell yet. I spent five days doing product training and it took me 93 doors of getting told to go and get a real job, getting rejected, getting yelled at, getting told I was wasting people's time until somebody finally said yes. I remember I had made \$70. I was ecstatic for about 80 seconds until I realized that I had to do that every single day for the rest of the year. It just wasn't okay for me.

So what I did is I went home and I had to find a solution. The solution that I found ... I couldn't exactly pick a Brian Tracy or a Zig Ziglar book. Firstly, they are built for extroverts and secondly it would have taken the year to read them with the reading speed of a sixth grade let alone to make money. So what I did is I taught myself how to sell on YouTube and I focused on a different step every single day until six weeks later I was the number one sales performer in the largest sales and marketing company in the Southern Hemisphere. It took six weeks.

From that, I got promoted about seven times until eventually every time I got promoted I got a pay cut because I got promoted so quickly and more and more of my commissions came off all of my staff and because I got promoted the next manager got the benefit of that, not me. So eventually I made the leap into running my own business. My father said something to me once and I was complaining about it and he said, "Matt if you think you can do it you are young, storm the torpedoes, go and do it." So I did.

I opened a small telecommunication company on the top of the Subway. It was awesome. It smelled like fresh bread every single day and next thing I knew we turned over a million dollars within the space of less than 12 months and we had over 4.2 million annual revenue just by year three. We're the largest independent broker for telecommunication in the country and since then there has been business after business. For me what I realize is what I really loved was to rapidly grow companies. That's my story in a nutshell.

**Mark:** You know what's so great about extracting out that success is that you trained yourself and sort of blew from there is that right?

**Matthew:** Yeah. This is a really important thing that I think everybody should listen to. You talk about buying real estate and you talk about selling real estate. You told me just before this that you buy it for 30 cents on the dollar and you sell it on vendor finance terms which I am very familiar with.

If you had tried to start with step seven you would have failed and you would have lost a lot of money. If you had tried to learn all the steps at once it would have been over complicated.

It's like I've got a book coming out in January, if I had tried to focus on the entire book all at once, I would have been overwhelmed. So I focused on creating the skeleton. I focused on working on what the chapters would be. I focused on chapter one. I focused on getting a good draft and then I focused on perfecting each one of the chapters.

I've got an academy that I call Rapid Growth Academy which people always come into it and they are like, "Oh what program should I do with yours?" I'm like, "What kind of world are we living in where people focus on doing seven things at once?" We have just come to terms with the fact that people sell us shiny objects and we focus on this shiny object, this shiny object, there is no holistic strategy. Well, sales has a holistic strategy, rapid growth has a holistic strategy, selling property has a holistic strategy and the goal is to learn each step, not in isolation but in a sequential order so that when you get to the end you become an expert.

What I found in sales is if I hadn't started with one element or another element and just focused on that or focused on trying to learn them all at once, it would have been overwhelming. So yeah one step at a time, step by step I went from having no business being in sales to being the number one sales performer to teaching thousands and now millions throughout my platforms of teaching people how to sell. So while I don't focus purely on sales, as a matter of fact these days I talk about if you start with sales you've kind of already lost and we can get into that a little bit later if you like realistically...

**Mark:** No, let's get into it now because I want to rapidly grow my land investing business. So walk me through it.

**Matthew:** Well definitely. So what I found is for years people used to ask me how to sell. In all of my businesses, my last business was an educational business facility. We had three and a half thousand business owners, we're the fastest growing national accredited educational facility in the country. What I found is a lot of people said, "Hey Matt can you teach me how to sell?" What I realized is that what I was naturally doing and this takes a lot of ... It's funny when you become a coaching consultant you've got to really look what you are doing naturally and go, "Why is it what I'm doing works? Sure the sales thing I can say is a series of steps and if you just focus on those," because that wasn't natural to me. The part that did come naturally

was helping people understand... I'm sorry, helping myself understand how to articulate what I did in one simple sentence.

For instance, I'm a business coach, I'm a branding expert, I'm a social media strategist, I'm a master in euro linguistic program. I'm just too much. No one cares. When I say "I'm the Rapid Growth Guy, I help organizations large and small obtain rapid growth," the simplicity of that message gets me heard in a crowded market. So what I realized is being very concise about what I did made a difference. Because instead of going to a networking event and saying, "Oh yeah I sell commercial real estate or "Yeah I sell residential property," or "I sell business coaching," or "I'm a business coach," which means the same thing, right? It's like saying you are an insurance sales person these days because they know the next step is going to be, "Do you need what I'm offering you?"

**Mark:** Right, right.

**Matthew:** We've always been to networking events where this happens. You say, "Oh I'm in real estate." "Oh great." Awkward pause. Then I say, "I'm a business coach," and you say, "Oh great," awkward pause. Then unless either of us specifically want to buy real estate or want to be a business coach we then wait for a second and then make an excuse to go off to the restroom which everyone in networking events goes to the restroom 200 times or go off to get a drink or something like that or we have that really awkward conversation about the weather.

Where if you say, "I'm the Rapid Growth Guy," all of a sudden people are like, "I've never heard that. That's something I can't put into a box. How exactly do you do that? What exactly is that?" Very similar to you, "I'm interested in rapid growth, tell me about it." If I said I was a sales trainer you would be like, "Well I know what that is, so tell me how you are different," very different conversation. So now I get to explain it on your invitation as opposed to the other way around.

The second thing is really understanding the benefit of niche marketing. So what I found is by getting those two pillars fixed by the time you got to sales it was already much, much, easier. So I spend a lot of time teaching introverts and people that don't naturally sell how to sell and what I found was focusing on step one and two, unified message in niche marketing before we got to sales, the sales process was so much more simple.

**Mark:** That's fascinating. What I really like about that is that you created your own category. There are no Rapid Growth Guys. In a way I have done the same thing with Land Geek, what's a Land Geek? It's memorable. It

interrupts that pattern where the mind can't just put you into a box and it's very effective. We can all do it just takes a little bit of stepping back, a little thought; so very, very powerful stuff. So Matthew, all right, so I have created my own category, I've got my niche, then how do I get to the next step in rapid growth?

**Matthew:** I think the important thing is ... Let's use a real example because I think one of the things that I find a lot of podcasts, I think I was telling you before, I think this makes my 90th podcast interview that I have done this year, but I find a lot of people get on podcasts they sell this, "Use this idea. Find a unified message, discover a niche, learn sales training," and they are not tangible. You can't see how that actually affects your business. What I find is that the best way I can help you get past that is by giving you a really tangible story that really educates you. One of the things you will learn in a lot of the things that I do is that I generally teach and educate through stories. I would suggest that everybody should do this because statically people retain 22 times, I will say that again 22 times, as much information when it's embedded into a story as they do than just giving as facts.

**Mark:** 22 times embedded information as a story than facts. I'm trying to do it with my email marketing and I try to tell a quick story and I find the story is too long and I know for myself I don't want to read a long email. I've got the attention span of a ferret on a double cappuccino. Give me the good stuff. But you are right. I think that stories are so powerful. So keep going, I'm sorry about that.

**Matthew:** I want to tell you a story now then I can tell you that in a blog post I have summarized this specific story in less than 400 hundred words. One of the things that most people don't understand is how to articulate a story in a way that's laser sharp to get across their value and to get across the moral of the story which is A, you should really try this because stories are supposed to motivate and inspire not just give data out. But secondly send the moral that everybody that's listening, whoever is reading this story, I'm awesome, everybody should know that. Those are the two morals that you are really trying to get across in every story from an email campaign.

The story that I think will work better to articulate this is there was a language coach out of California that reached out to me, "Matt I'm really struggling. I'm a language coach. I teach Mandarin to kids and adults and I'm charging \$50 to \$80 an hour and I'm losing clients to people that are moving into Los Angeles from other states of the US who are willing to charge \$30-\$40 an hour." We have all been there charging less than what we are worth because we are in a new market we need our first clients again. So they are charging \$30 to \$40, she is paying her staff more than

that so she's struggling to keep her current clients, she is struggling to get new clients, worse than that she's dealing with all these people on Craigslist now. We are in a global economy. They are people from China offering to coach people on Mandarin and clearly, they are an expert at it for \$10-\$20 an hour.

She says, "Matt how do I compete in this already crowded market place?" I said, "Wendy the goal is not to compete in a crowded market place. If you are a commodity it's a long spiral to the bottom and the only person that wins is the person that's willing to lose because they are the ones that are working for cents on the dollar." I said, "What we need to do is we need to work out how you can avoid the battle altogether. Now looking at what Wendy was doing she was helping hundreds of clients and what I noticed is of all of those people she was helping two specific people work with ... She was helping them with much more than language coaching. The two people she was helping were executives being relocated across to China.

Now, she helped them with three predominant things. The first thing was really helping them understand this concept that I call galaxy which is in China they have a whole different version of rapport. So when I say galaxy we think we are talking about outer space but it's their word of rapport. So in the western world let's say I was going to try and sell you something, we would sit down, we would have a meeting and at end of that meeting I would say something if I'm a really bad sales person like, "Hey would you like to move forward." You would say something like, "Yes," which is unlikely from an abrasive sales pitch like that or you would say which is more likely because you don't want to hurt my feelings, "Let me think about it."

A week from now I'm going to call you back and the first thing I'm going to say is, "Hi, how are you doing," something about the weather and then, "Hi, do you want to move forward with that? You are going to say either yes or you are going to say you are still thinking about it or not. If you say you are still thinking about you know chances of me getting that sale are going down and down and down, right?

**Mark:** Right.

**Matthew:** That's not how it works in the Western world. In the Western world, I want to meet with you over dinner maybe five or six times. They won't even discuss business with you.

**Mark:** You mean in the Eastern world.

**Matthew:** Sorry, the Eastern world.

**Mark:** Eastern world, right, right.

**Matthew:** So you are talking in China, they are going to want to meet with you over dinner five or six times. They are probably going to see you drunk over karaoke once or twice just to find out the kind of person you are. Here is why they are not talking about 12, 24 months or even transactional deals. They are talking 50 to 100 years contracts. These are longer than a lot of people's lifetime so for them it's more important the type of person you are than the deal itself. So they want to get to know that first. So once they get to know that then they will happily talk business with you. It's so important executives know that.

There is a big story about a big IT company who is a very close sponsor for one of my things, I'm not going to mention their specific name but they were negotiating a billion dollar contract with the Chinese Government. By meeting three they said, "Look, I know we are having a great time but I'm tired of talking about my kids. Can we start talking about technology?" They listened to them, heard them out, thanked them, wished them well and never let them call the office again. Never would answer the phone. Never would call them back. The deal was dead.

The second thing she helped them understand was the difference between e-commerce in the East and e-commerce in the West. The third thing was the importance of respect. See, In the Eastern world, it's very, very different. For instance, in the western world if you would hand me a business card I would grab that card and I would put it in my pocket and I would keep talking to you. At a networking event, I might do that 100 times and then I get home and I pull out all these cards and I can't even connect them to people's faces. In the Eastern world, the goal is you have to hold the card, look at the card, cherish the card, stare at the card, turn it over, appreciate the details at the back, before pulling out a card case, putting it in, then bowing then putting it away. Anything less than that is disrespectful. You are just not doing business in China.

I just got back from speaking earlier this year at the Electrolux conference in Bangkok and they were hundreds vice presidents in that room and all of them when I handed them my card did exactly that. Anything less than that is disrespectful so you are not doing business with them. The same as if you can learn Mandarin but if you don't reduce your accent again it's seen as disrespectful. So she helped them understand that. I said, "Wendy you are doing so much more for these people than just private language coaching. What are you doing?" She's mad, "I'm just trying to help."



Now I bet every single person listening, probably yourself as well, you do so many things above and beyond for your clients that you probably don't talk about in the initial sales pitch or in your initial marketing, they are the unique competencies that you have. Everyone has got unique competencies, unique upbringings, unique experiences, unique education, that they draw on that allows them to help people. For Wendy, these unique experiences allowed her to help these two executives being relocated to China.

I said, "Wendy you are stuck in your functional skill. Is it fair to assume that as a result of the help you are giving these people these people are going to be more successful when they get to China?" She said, "Yeah, that's kind of the hope." I said "Great, why wouldn't we call you the China Success Coach? Why wouldn't we call your business the China Success Institute and why wouldn't we call your product, forget about language coach, who cares? Those are people that are charging \$10 an hour now. Why wouldn't we give you a product called the China Success Intensive which was a five-week program that worked with executives, their spouse, and their children to help them be successful when they were relocated to China?"

Now why their spouse and their children? Firstly, we are in business we can charge more but secondly, think about it, if you're an executive been relocated to China and your wife or husband and child is not happy when they get there, you are going to get called home. Your chances of being successful are much less. So it was important that the whole family unit was successful. So she goes, "I love this. This is great, how do I sell it?" I said, "Well, tell me who are your customers?" So now we are talking. Now we've got the unified message, we've got the product, we have the packaging and the pricing, we are now looking for who our niche is.

She said, "Oh that's right. It's the executive." I said, "No. She said, "Oh the corporation." I said, "No." I said, "Think about it. If you are a person getting relocated to China where do you have to go before you get relocated?" She said, "Well an immigration attorney. When I came and got my visa I had to go and see an immigration attorney then I had to go back to get my green card." So we met a lot of immigration attorneys and she said that she would give them a commission of \$3000 for any successful introduction. They said, "Well that's great because I charge \$3000-4000 to do all that paper work, all that bureaucracy plus I have to find the client, this is \$3000 worth of additional pure profit what would I have to say.

We said, "Simple, all you have to do is say, "Congratulations. You have now got your visa. Now I just want to double check you are ready as possible to be relocated across to China." They would say, "Well yeah I think so. We've got our place organized. I'm learning Mandarin. The kids are getting pretty

good at it too. We've got our visa. I think we are set." She would simply say or they would simply say, "There is a lot more to it than that. I think you need to speak to the China Success Coach."

Wendy would get on this phone with somebody that's terrified about being relocated. I moved to America and I was terrified. Imagine getting moved to a country that doesn't speak the same language. So they have terrified the corporation had a lot of money invested they were very happy to go through Wendy to make sure that they were as successful as possible when they got there. Wendy had the easiest sale in the world that she got to charge \$30,000 for. It was a \$30,000 five-week program. She made \$27,000 after commission to have the easiest sale in the world instead of struggling every day to charge \$50-80.

So yes, Wendy could have learned how to sell better and I would have made Wendy probably close twice to three times as many deals just focusing on sales. But by focusing on a unified message and the niche market before we got sales, sales skills weren't actually that required. The sale was easily made because the customer was already sold on the fact that they wanted to be successful when they got there and we were targeting the right people. So that's why I say if you start with sales you've already lost.

**Mark:** I love it. There is a great book, you've probably read it Matthew called *The Blue Ocean Strategy*, have you read this?

**Matthew:** It is a very good book, yes.

**Mark:** Good book. So, basically what you are saying is, "Look there is no need to compete, create your own Blue Ocean. The Red Ocean is one that's got tons of competition and everyone is competing. No, create your own Blue Ocean and a lot of times what you can do is you combine two industries and then lower your overhead." A good example is Cirque du Soleil they took the theater and then they took the circus, they got rid of the animals, they created a whole new niche where you have adults going in the theater and you've got kids going to the circus. Everyone can go to Cirque du Soleil and you raise the price, you lower your overhead and you've got a Blue Ocean and no one is competing.

**Matthew:** Definitely, I think one of the interesting things ... Blue Ocean strategy they are two types of Blue Ocean strategies if you like. The one that you just described was I have a functional skill, find a new niche and use my functional skill to work with that niche. The difference here is that what we are looking at is Blue Oceans that utilize our competencies outside the scope of our functional skill. So they still wanted to be people in a circus with

Wendy she didn't have to go back to school, she didn't have to go and learn new skills. All she had to do was look at the skill set she already had and find a new marketing for that.

I will just explain the difference in marketing theories. Most people believe that you've got to find an unmet need in the market place then you craft a message for that market and then you create a sales system. Now the problem with Wendy, for instance, she's a professional service provider. So because of that if she bends herself to the market which is what that's asking you to do, it feels incongruent, it feels inauthentic. So instead what I do I always say is what you need to do is craft your business around your passions, your goals, your why. Another good book around that would be, Simon Sinek's *Start With Why*, right?

**Mark:** I love that book.

**Matthew:** It's a very good book for understanding what your why is but what he doesn't tell you is that if you don't know your why it's generally because you have a disconnect from your own personal goals. So what happens is we teach ourselves that we have to do what's safe. We learn this from when we are really young that we have to do what's safe. So we inherit our goals from our mother, our father, our drunk roommate we had in college who will be like, "Oh that sounds like a great goal, I'm going to charge at that." Either we don't really care and it doesn't light us on fire or we are really focused and we do hit that goal and then it doesn't make us happy.

A lot of people focus on doing the thing that they think they can make money out of as opposed to what they are truly passionate about. The most important thing is to come back to understanding what you truly want and why it's important to you. Once you have that you can then start to really tap into what you are really passionate about and then look at your why statements. Once you know your whys you then build a unified message around your why. Then you go and look for unmet needs in the market place. Now in the past, we used to have to say, "Well is there enough market for what we do inside our city or my postcode or my zip code because otherwise, I can't sell." These days we live in a global marketplace. So there is always enough market out there. If there is one customer in your local area, there is likely to be thousands globally.

So there are two major things that I would love people to know. Firstly, Jim Carrey has a famous quote which, "You can fail at what you don't want so why not take a chance at what you love?" Secondly, you may not know the direct route there. Most people don't start because they see a few red lights

along the way and they won't take action. That's why there is not enough successful entrepreneurs out there because unless all the lights are green they won't move forward or they try and hedge by going to the safe route but then they are not passionate about it, there is no why driver, they are bending themselves to the market and it just doesn't work.

So my focus is always to understand what you are passions and whys are. For Wendy she focused on galaxies, she focused on e-commerce, she focused on respect. No one cares about that stuff but they did care about the high-level benefits of China success. That message got her heard in a crowded market. But that was aligned with her skill sets, her passions, her why. That's truly the part she enjoyed doing more than even teaching language.

So you've got to tap into what truly important to you and why it's important to you before you can even look at Simon Sinek's *Start With Why*. Then once you've got that why you then need to understand that you need to explain that in a simple, specific way with a unified message that inspires people to want to know more like people do with Wendy or May or a videographer that I called the Narrative Strategist where people go, "I have never heard that before. What exactly is that?" Then you get to explain it on their invitation then the sales process is easier.

**Mark:** I love it. I love it. I can talk to you all day Matthew but we are at that point now in the podcast where I got to put you on the spot and ask you for your tip of the week: a website, a resource, something actionable where the Art of Passive Income listeners can go right now improve their businesses, improve their lives, your mentorship has been amazing but now I'm asking for one more.

**Matthew:** The first thing my tip of the day I'm going to actually read my favorite quote which is, "You decide every moment of every day who you are and what you believe in. You get a second chance every second." Now, the reason why that's such a profound quote to me is not...

**Mark:** Who said that quote?

**Matthew:** I actually don't know the author. It's listed by unknown.

**Mark:** Oh wow.

**Mark:** But it's a cool quote, right?

**Mark:** It's great.

**Matthew:** The reason why I find that I love that quote and it resonates with me, now some people that are highly religious go, "Well you can't change your religious beliefs all the time." It's not about that, but most people define the success they can have in the future by the success they have had in the past. Every day is a new. Every second is a new. Stop defining yourself by your stories. I could have continually told people, "Oh, I have got the reading speed of a sixth grader, I can't be successful." I could continuously tell people, "I'm an introvert, I can't sell." You redefine who you are every single second.

All my success until I turned 30 was 100% out there marketing, direct sales people, telemarketers. When I came to the US I'm going to go 100% online. When I did that, nine months later I was international award-winning blogger. It's about making a decision about who you are every single day and not saying, "Oh I have not that done before so I can't do that."

**Mark:** I love it. I love it, great quote. All right, my tip of the week is, learn more about the Rapid Growth Coach at [MatthewPollard.com](http://MatthewPollard.com) or [RapidGrowthCoach.com](http://RapidGrowthCoach.com), right Matthew?

**Matthew:** Exactly. You can pretty much type my name in Google or Rapid Growth in Google and everything comes up with my name. So you won't find it hard to find me.

**Mark:** All right fantastic. I just want to remind the listeners the only way, the only way, we are going to get the quality of guests like a Matthew Pollard is if you do us three little favors. You've got to subscribe, you've got to rate and 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*. Matthew Pollard, are we good?

**Matthew:** I think we have had a great time. I hope everyone got what they were looking for out of today. I think it was a great interview mate. Thank you for letting me share it with you.

**Mark:** Yeah, thank you. We will definitely have to have you back again. There is so much to talk about. Marketing is kind of endless. I would love to know as of today, Live Stream on Facebook. If you are doing like a marketing strategy, is there one, in particular, that's a ninja strategy that you are doing right now for Rapid Growth?

**Matthew:** One of the things that I always suggest to people when you are talking Ninja strategy is stop buying Facebook ads. Seriously stop buying

them. People build products and they are like, "If I buy Facebook ads everybody will buy them and then I'm going to be rich." I built my brand on not spending a single dollar on Facebook ads, on Twitter ads. One of the things that I focus on is creating great content. Now, not a lot of it, you can create 10 blog posts and create great content and share those. But be very active on social media, share video if you can.

If you are doing Facebook live share videos but 45 seconds at most and make very clear, "Here is what I'm sharing with you today. Here is the value bomb and here is the action that I want you to take as a result of watching this video." Everyone forgets the action piece or people try and put seven things in one video now we've got a 40 minutes video that no one watches. 45 seconds is about your ideal time but if you stick to 45 seconds don't forget, "Here is what I want you to do." It could be click on this link to buy. [00:31:12] [indiscernible].

When I was completely offline focused I didn't use social media. I didn't even know what Twitter was for. I didn't use Facebook for anything. Now I drive thousands of people to my site and make a six-figure income out of social media without paying the ads gods. So you don't need to do that. You just need to have a strong strategy on how to do it.

**Mark:** I love it. I love it. Well, Matthew Pollard, this was great. I want to thank all the listeners. Again, go to [RapidGrowthCoach.com](https://RapidGrowthCoach.com), [MatthewPollard.com](https://MatthewPollard.com), learn more. Let freedom ring.

*[End of Transcript]*