



THE LANDGEEK

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

Today's Guest: [Cloris Kylie](#)

Transcript

Mark: Hey, it's Mark Podolsky, the Land Geek, with your favorite nichey real estate website www.TheLandGeek.com and I'm really pumped to learn more about all the marketing goodness from today's guest, a lot more than marketing though. But before we talk to our guest, I would be remiss if I didn't properly introduce my co-host. You know him; you love him. Six Sigma Scott Todd dot... from ScottTodd.net—I'm already screwing up the intro, Scott—LandModo.com and most importantly, you know it. If you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, how are you?

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

Mark: I'm great. I'm great. Today's podcast is sponsored by Geekpay.io. The only automated financial CRM in the marketplace set it and forget it, system. Everyone loves it. How do you like that, Scott?

Scott: Everyone loves it. The tagline is a lot better than, "I remember back, I was posting the ads on Sunday." Man, the audience engagement just went up.

Mark: It goes up way high. But you know what? The audience is going to love Cloris Kylie. You know why they are going to love Cloris Kyle?

Scott: Well, because she's going to teach us something that's pretty cool about influencers, right?

Mark: Yeah. If you don't know who Cloris Kylie is, she is a marketing MBA and she helps you build authority and attract the right clients online and offline. She shows you how to leverage connections with influencers and leaders of marketing platform so that you can grow a magnificent business that produces positive impact and growing revenue. She is a sought-after speaker, trainer, and author. Cloris has been featured on Network Television and on top-ranked podcasts and YouTube shows including the number one podcast for entrepreneurs, which I have still yet to be on, Entrepreneur on Fire. Cloris' articles have been published on websites with millions of followers which is Tiny Buddha, Mindbodygreen and Addicted 2 Success. Cloris Kylie, how are you?

Cloris: I'm doing great, Mark. Very happy to be here on this show and you have to be on EOFire. Definitely, that's your next thing to do for sure.

Mark: I've been trying. He's been on our podcast but it's tough to get on that show, I have to tell you. He's booked out like a year in advance.

Cloris: It's true. It's not easy but it's possible. Everything is possible.

Mark: Yeah, I'm just going to email him like, "I just talked to Cloris and she said book me, John, JLD."

Cloris: Yeah, that will do it.

Mark: That will do it, exactly. So, Cloris Kylie, what's the big deal about influencers? What do you like about them?

Cloris: Well, I was just telling you that my connections with influencers and leaders of marketing platforms, and when I say that, I mean people who might not be John Lee Dumas, somebody who has millions of listeners and followers but even people who have a dedicated audience, an engaged audience that might be actually very small but that is your ideal audience. It's a perfect way when you connect with those people, when they support you, it's a perfect way for you to grow your business without spending a fortune on advertising, without being chained to the computer for hours cranking your own blog posts and doing your own podcasts. When you combine that strategy by having somebody else really not necessarily promote you but introduce you to their audience, that's when things change.

That's what actually changed the game for me in my business because I would be one of those who would spend the whole day just writing all these posts, posting on my site pretty much every day. I would create videos and nothing was happening and it was really frustrating and I was getting burned out, so burned out that I really thought about quitting my business. It was only when I started to connect with people that had an already existing platform and they introduced me to that platform that I instantly built authority and I started to grow my list; I started to get clients. That got me over the hump so I got that momentum that I needed to then grow my business with my own content posted on my own site and so forth.

Mark: I like it. I like it. You know, from a land investing standpoint, Scott Todd, we could really leverage this in a way that a lot of people don't do it. We could go on podcasts about alternative investing, silver, gold, real estate investing and talk about our land investing strategy and our assets and all that. Do you like that strategy, Scott Todd?

Scott: Yeah, I've actually executed on that. I've actually being on a podcast that was for survivors, survivalists, not survivors, but survivalists.

Mark: Preppers.

Scott: Preppers, outdoorsmen that kind of a thing and really cool experience talking about land. You do get a noticeable bump in your email list, your website hits. It's a great little spike there and it kind of does help you to launch into another... It's like a booster rocket on a rocket. It helps move you up even faster and higher.

Cloris: Yeah, exactly. That survivalists' audience actually I was just thinking is a really passionate audience and I realized that when I wrote this blog post, it is actually one of the ways I connected with an influencer. This man had been hosting a TV show on The Weather Channel and it was called *Fat Guys in the Woods*. So, if you are into survival stuff, you probably know this show. His name is Creek Stewart and he is a survival expert. So, I would watch this show and I loved it but it was beyond survival skills. It was about basically getting skills out there in the woods that will help you become a better person.

One day I said, "Well, these are exactly the same skills you needed to grow a business." So, I was inspired. I wrote this long blog article about it and the similarities between the two and all I did was tweet at Creek and I say, "Hey, I wrote this article; just one link." I thought nothing would come out of it. All of a sudden, I see all these people coming to my site and it was Creek—he had retweeted my article, he had posted it on Facebook and since

then, I have this audience of survivalists. But it just shows you how when you really acknowledge somebody's work and you can really show with passion that you that believe in the work, then they will share your message with their audience and it was incredible. That's just one small story.

Mark: So, your podcast *Magnificent Time for Entrepreneurs*. What is the focus of that podcast?

Cloris: Well, the focus is to inspire entrepreneurs to get over that fear, to reveal their magnificence. That's my motto, reveal your magnificence. Because I think a lot of people are kind of held back by their belief of what they can do, what they can accomplish, and they don't take action. So, I empower people to take action and then I show them how—how they can attract those right clients.

Because sometimes, yes, you might attract some people but they are not the people you want to work with. You want to work with people who first of all appreciate your message and your value, they are able to afford your services and your products because if they can't, then what's the point, right? You've got to have a business that is sustainable in the long term.

The last thing is that they really implement what you teach. Because if it is just somebody who wants to say, "Yes, I will do it," and they never do it, then that's not an ideal client. So, it's got to be all those three things together and then I show them what it takes through stories and through interviews and then specific tactics then to help people do just that.

Mark: Yeah. I'm just looking at your site right now and one of my favorite marketing tactics is owning that word, right? And you actually recommend a book about it by Evan Carmichael. Scott and I talk about one of your favorites books is *The 22 Immutable Laws of Marketing* and they talk a lot about having that word, owning that category, right?

Cloris: Yeah.

Mark: So, Cloris, what is your word?

Cloris: My word is magnificent and that's why; because I want entrepreneurs to reveal their magnificence. Actually, I didn't think about that one word until I connected with Evan which is actually another interesting story because I was on Phoebe Chongchua's podcast. Phoebe specializes in brand storytelling which I think is also essential to stand down and grow your business. But then at the end, Phoebe said, "I think you should be on Evan Carmichael's show. Do you know about him?" At the time I didn't

know. I said, "No, I haven't heard about him." She said, "Why? He has almost a million subscribers on YouTube. You should check him out."

So, I did and then I mentioned Phoebe when I pitched my idea and Evan liked it and I was on his show. So, that's how I connected with him. Again, it helped my business and I learned about the whole thing about the one word. So now, I use his book; I give it to my clients as a welcome gift. One thing leads to the next and you never know the next person you meet how it's going to change your life, how it's going to change your business and your future really.

Mark: Yeah, Scott, it's so true. It goes back to that old adage—it's not what you know, it's who you know. I think a lot of people it's hard to get out of that comfort zone, to get out there and put yourself out there and start networking with people that in of it itself you might be intimidated that somebody has got a million YouTube followers and you've got 50 or whatever it is. I don't know how many you have, Cloris, but you don't have that many compared to that person and that you are still going to go out and reach out and try to add value to that audience. Scott Todd, what are your thoughts?

Scott: I think that just getting outside your comfort zone and just knowing the fact that it's okay if you get told no. It's okay to get outside the comfort zone because that's how you're going to grow. Don't let other people's network or size or abilities intimidate you because as long as you can add value to the conversation, I think that you will be in a much better spot.

Cloris: Yeah.

Mark: So, Cloris, if you are going to give advice right now to somebody that's starting up their business, what's the first thing you would have them do?

Cloris: Well, the first thing, I loved what Scott said about getting over that fear and getting out of your comfort zone and it starts by acknowledging your values. What I would do is just really write down a list with all the things you have to offer not only to influencers but to your clients. It starts with your knowledge, your expertise, your skills, your ideas. Think about it. When you contribute your ideas to somebody, they really appreciate it.

Think about somebody like James Altucher, he's like the idea master he says. He's like, "I'm an idea machine." So, he went ahead and he wrote a series of ideas for Amazon and you wouldn't think Amazon would pay attention if they get a letter, "These are some ideas..." but they did. So, they

had him over at the Amazon headquarters just to thank him for his ideas, to learn more about them and that's just a small example of what can happen when you really believe in yourself. But you have to believe in yourself by seeing it somewhere, seeing a tangible example that yes, this is the value you have to offer; so, really kind of creating a value proposition that is really detailed. When you are out there talking to a potential client, to a potential connection, an influencer, then you know what the value is that you bring.

I would say also just knowing your passion or your interest and really focusing on that and acknowledging people who have achieved grander things in that field that you love will take you places. For example, if you have read a book and that book has really made a mark in you and it's really helped you shape who you are, why not write a letter to the author and say, "Thank you for that," putting a review on Amazon. If you really feel inspired, why not create a video of you talking about their book, posting on Amazon and then that author will immediately appreciate you and potentially become one of those people who helps you grow your business.

I would say start by listing everything you have to offer and then once you feel that confidence, then go out there and start reaching out, start creating those relationships. What Scott said is true. You've got to go into it with the mindset that you want to deliver value. So, "This is the value I have to offer. I'm going to reach out to this people. It's going to work. If I get rejected, I move on to the next person and the right person will connect with me."

Mark: Cloris, what would you say is some of the bigger start-up mistakes you see people going through out of the gate?

Cloris: I would say the biggest mistake is to just want to go to kind of like the fancy stuff right off the bat. I get a lot of people coming to me and saying, "Cloris, you know I just need help with these Facebook ads," or "Help me grow my Facebook followers," or "Make my website more appealing." And yes, that's nice. It's kind of fun to grow your following and get the likes on social media and so forth, but really the core of your business has to be your number one priority.

A lot of these people are not even sure of who they serve. Even the language on their sites and on their Facebook posts or their ads do not reflect the needs of their ideal client. So, if that's happening, no matter how pretty your website looks and no matter how many followers you have on Facebook, then you will not grow your business because you haven't built that foundation. I would say building that strong foundation has to be your number one thing, your number one priority when you start a business.

Scott: You know, Mark, I was reading a book and one of the quotes was from Mark Zuckerberg and he was basically saying, "When you're starting out it's not everything that you have, it's everything that you don't have." Then you take that back to the quote that says "If your first launch is not embarrassing, then it's too late." I see that same problem with anybody that's investing in land is they try to pre-up these offers, they try to make their websites look beautiful and they try to make stuff all perfected before they do anything. And in fact, at some point, it's just like, "This might be the ugliest site I have ever seen but you know what? I'm going to go with it. I'm going to roll. I might get better as time goes on." Because those who are trying to make their business perfect from the get go, they will never do anything.

Mark: Yeah, I remember having a conversation with someone at Bootcamp and they said, "Hey, I don't want to send out offers until I have a website." I said, "Why?" "So, when they go to my website, I want to look professional." I'm like, "You're not professional. Until you get a sale, you're not professional."

Scott: Yeah.

Mark: Do your sale first then you can have a website.

Scott: I see in Flight School... I see people—they go on; they are like, "Hey, what should my company name be? Is it Land this or Land that or Land whatever." And it's like, "Look, forget Land whatever, just mail your offers and buy a piece of property first and then figure out Land or whatever you want it to be later on. But that stuff will not make you any money. In fact, the people that you're buying land from—they could care less if your name was Fred Flintstone. They wouldn't care."

Cloris: Yeah, as long as you're delivering what they want and as soon as you're meeting their needs, that's all they care about really. It doesn't matter how good it looks or the name of it. It's a matter of knowing what your ideal audience wants and then giving them that. That's all it is.

Mark: So, Cloris, how do you actually... let's just get to a micro level on this. How do you know what your ideal customer actually wants?

Cloris: Well, you really have to go and ask—that's one thing. It's funny that I made that mistake. I just assumed, "This is what people want," and I actually went in a little cave for a few months and developed this online course. I really put all my heart into it. I worked long hours. I had it all ready. I actually created a whole launch process with the three videos and a

webinar. It was a lot of work. When the day to launch the product came, I was excited. I was like, "How many people are going to sign up?" Guess what? Only two people signed up. So, I basically wasted six months of my time creating something that nobody wanted. Why? Because I didn't even take a step back and asked, "What is it that you want?"

When I say ask, you can ask in different ways. You can just get on the phone with people who have either worked with you or who would be ideal clients and then ask, "What is the number one challenge you have with respect to this specific thing that I do?" So, it's not about what is your number one challenge blank, but something really specific. And notice what they mention, notice what they say, write down the words they use and use those words in your marketing. It could be something like you walk to a forum or Facebook group and again you ask the same questions. You create relationships with people who are your ideal clients, do the same thing. Get into a chat with them, write down what they say, do a survey if you have a list. Same story, "What is your number one challenge when it comes to doing this and that?"

Then you will have a series of answers. Of course, it has to be a significant number but you see patterns. Especially with people who really tell you a long story, who are really passionate about it and they write long paragraphs if it's via email or chat or when they talk to you, they really talk forever. Those are the people who will buy from you if you provide an answer. Those are the comments you have to really analyze and ask yourself, "How can I meet this need? What can I do to solve that problem?"

Mark: Yeah. A great book on this that I read is Ryan Levesque, *Ask* and he has a whole book on this whole strategy. Scott, have you read that book?

Scott: I have, yeah.

Mark: What did you think?

Scott: I thought it was a good book that just continuing to ask and have a methodology for how you would go through that process. I think like anything you have to have a way of capturing the data and actually using it because otherwise, like anything it will become overwhelming. But, just ask.

Mark: I think the inverse to that is actually your haters can give you a lot of valuable feedback. I think once you get over the sting of somebody giving you that hate and getting stopped outside. I'm like, "Oh my gosh, this person actually took the time to give me this feedback," and not take it personally, it's really super valuable. Especially when you go back to them

and you thank them for it like, "Wow, they actually care what I had to say." Cloris, have you experienced that?

Cloris: Yes. Actually, you know what I do when people go through a specific campaign and for some reason, they don't buy my product then at the end I send them an email and say, "I would like to know what you didn't like about this, why you didn't buy it." Yes, I get some feedback that is not that nice to hear things like, "No, this didn't meet my needs at all or it was too broad. I didn't really get what you were selling." Feedback like that helps me become more clear in the future. But I actually I guess take the risk and just ask why they didn't like it. Because we all want to please people, we all want to get a gold star but it's only by accepting that yes, we are not meeting everybody needs and we can get better that you make progress and things happen.

Mark: Yeah, absolutely. I remember when I first started, I would ignore the haters and I think that's a big mistake. I think you've got to actually, especially when it's a public hater, like go on and respond and thank them for that feedback and then use that as a marketing tool to kind of turn it around as well. Great book by Jay Baer *Hug your Haters*. I'm giving tons of book recommendations this podcast, which leads me to the next segment which is tip of the week—a website, a resource, a book, something actionable where the *Art of Passive Income* listeners can go right now—improve their businesses, improve their lives. Cloris Kylie, what do you got?

Cloris: Well, if you feel that connecting with influencers is a way for you to grow your business and I would say for most entrepreneurs it is, then you will love then the guide that I have. It's a PDF guide called *15 Ways to Be Noticed by Influencers to Grow Your Business*. Basically, it's really actionable because it just gives you an idea on how to get started. If you are not sure, "How do I start connecting with these people?" Then I give you a bunch of ideas, you can use one of those, become inspired. Maybe you will get an aha moment to start those connections and just to get you going. Once you get that first step, you know how it is. Once you take the first step, then it becomes a lot easier to take the next and to really make things happen.

Mark: All right. Great, great. "Click the image below to download your Influencers Guide." I'm on it. You like click funnels? I had a hard time with click funnels? [00:23:07] [indiscernible]

Cloris: Perhaps, it took me two weeks to learn. It was pretty frustrating. At some point, I posted a little thing on Facebook, "Can somebody help me do this?" Then when I spoke with the people, I realized that only I could get things done the way I envisioned them. So, I said, "I'm just going to learn

this thing," and I took the time to do it and now I'm pretty happy with it. I think everything takes that learning curve to kind of understand that it has to happen. You have to have a little bit of a rough time with it and then you get better.

Mark: Yeah, yeah. All right, great. Scott Todd, what's your tip of the week?

Scott: Mark, check this out. It's actually two websites I'm going to send you. One is my.mindnode.com. Okay.

Mark: I saw this. It's great.

Scott: And then it's Learn... What is it? Learn Anything, Learn... Hold on.

Mark: Yeah, it's the same thing.

Scott: learn-anything.xyz, okay? So basically, it's taking my maps that people are creating under certain groups and it's building in content of more mind maps. So, if you go to learn-anything.xyz, that's hard to say, then essentially what you are going to get is you're going to get basically the search browser that says, "What do you want to learn?" So, you could say, "Hey, I want to learn investing." You could type in investing and a mind map will come up of investing and then you can keep digging into it. Then this thing is going to grow as more and more people create more and more mind maps.

Mark: It's the Wikipedia of mind maps.

Scott: Yeah, it's cool, isn't it?

Mark: It's really cool. I saw it the other day I'm like, "Oh. That's awesome. That's going to be a great tip of the week for the Roundtable podcast," and of course, you already took it.

Scott: Took it, gone.

Mark: That's how you roll, Scott Todd.

Scott: I don't waste time.

Mark: You know what? You don't, which is great, which is great. Cloris Kylie, are we good?

Cloris: We are good. I have been learning a lot. I had to take notes of those sites that Scott suggested because I had never seen them. So, I'm learning here too, thank you, Mark, and thank you, Scott.

Mark: Yeah, yeah.

Cloris: Yeah.

Mark: That's great. That's great. Scott, are we good?

Scott: We are good, Mark.

Mark: All right, I want to thank all the listeners and look the only way, the only way, we are going to get the quality of guests like a Cloris Kylie to come on this podcast is if you do us three tiny little favors. You've got subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of your review to Support@TheLandGeek.com. We are going to send you for free the \$97 *Passive Income Launch Kit*.

Again, I do want to remind everybody today's podcast is sponsored by GeekPay.io the only automated financial CRM in the country. It's awesome. Save time. Save money. I love it. Again, check out Cloris Kylie at MyPlatform.info. I will have the link to it, how to get noticed by influencers because my tip of the week is, learn more about Cloris Kylie at ClorisKylie.com. Is that the best site?

Cloris: That's the best site, yeah. You will see everything that you need. All the resources are there, thank you.

Mark: Yeah, it's great. It's great. So ClorisKylie.com. Scott, are we going to do this?

Scott: Let's do it, Mark, ready?

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

[End of Transcript]