



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

**Today's Guest:** [Ryan Stewman](#)

**Transcript**

**Mark:** Hey, it's Mark Podolsky the Land Geek with your favorite niche-y real estate website, [www.TheLandGeek.com](http://www.TheLandGeek.com) and I'm really excited for today's guest. Unfortunately, Scott Todd is not going to be with us today, but our guest today is really kind of cool and edgy. Imagine if Grant Cardone had a sales child that was more ambitious than him, right? That is my guest today. Ryan Stewman is a 4X best-selling author. He contributes to *Forbes*, *Entrepreneur*, *Addicted2Success*, *Good men Project*, *Lighter Side of Real Estate* and *Huffington Post*. He's got more Salesman of the Month plaques than he can count and he is the owner of Hardcore Closer, which is an online learning resource for sales people. Ryan Stewman, CEO of Hardcore Closer, how are you?

**Ryan:** I am awesome, Mark. I really appreciate you having me on here. I'm excited to hang out with you for the next thirty minutes or so.

**Mark:** So Ryan, how did you start in sales? What do you like about sales? Give us your superhero story.

**Ryan:** I've never had a salary job my entire life. So I've never had like a paid vacation or a paid day off or any of that. Every job that I've ever had since I ever started getting a job was a commission job. Now, I started selling when I was 13 years old. I was selling car washes working for my

step-father and I worked there for eight years. Some weekends on a Saturday we might wash 1,000 cars which gave me an opportunity to talk to 1,000 people and try to pitch them on ... You know, they want a \$5 wash and maybe I'd try to sell them a \$7 wash or something of that nature. And so it gave me an opportunity, by the time I was 20, I had been working anywhere from 10 to 40 hours a week inside of this carwash where sometimes we were pitching 1,000 people a day. So it's pretty easy to get prolific at being a sales person because I got to take so many turns face to face during that period of time.

And one of the customers at the carwash offered me a job in mortgages back in 2003 and she was like, "You worked really, really hard. I see you working here for years. I don't know why in the world you work here at this carwash. Come work for me and I'll make you a millionaire." And she did. I went to work for her and she's passed away now. But I went to work for her in 2003 and by the time 2005 had rolled around, I'd already made a million dollars in the business and owned a bunch of real estate stuff and I had been in sales basically my entire life.

I did the whole mortgage and real estate thing until 2010 and then I started this online training platform. Which was rough at first to be honest with you; because people didn't believe in Facebook the way they do now. Like funnels weren't a thing back then. We had to upload websites. It's been a rocky road but now with everything starting to find its stride, the technology's picking up to where we needed it to be and things are really good over here.

**Mark:** That's an amazing story. I mean, to get into sales and have that many reps and to be able to talk to that many people, I would imagine that at some point you hit a slump or you would maybe get burnt out. How did you keep going on those days where you know, you might be talking to 1,000 people, but maybe the first 20 say, "No, no, no, no. Ryan, you're annoying me? No" How'd you get to that 21st person and be like, okay, go into the \$10 upsell and then for mortgages from there, same kind of thing. Very competitive, right? How do you deal with it mentally?

**Ryan:** That's a good question. Like on the carwash stuff, from what I remember, on rainy days, nobody bought anything. So say you had spilled some soda on your car seat, you needed your car washed or you had your kid or dog hair or whatever, so you needed your car washed but it was kind of cloudy outside, so you didn't want to spend a lot of money because you know rain's coming sooner or later, probably as soon as you wash your car, right? Murphy's Law and so you're not really wanting to spend any money. I used to just make it a game and I would just play with them and get them

to laughing and everything else and if they bought it, fine, if they didn't. But I wanted to entertain myself more than them.

I wanted to make an experience where people come in and I don't ever want to be somewhere where I don't like my job. Even at washing cars, the reason why the lady offered me jobs was because I like my job, I was going to be the best damn car wash person on the planet at one point in my life and I was going to own the place. That was my dream. I was going to work all the way up and down the place and I always made it a fun experience.

Sometimes, I can be kind of a dick. Sometimes I would make people mad in the vacuum and then see if I could really make them happy in the front. I was just always playing little games with myself. Like, "Sir, you can't park there. Move your car immediately." And then at the front it's like, "Oh man, is there anything I can do for your car? Can I get your tires?" Like I'd just like... I don't know. I always liked doing things like that. I kept myself on the toes all the time so that I didn't get burnt out I guess you would say. I kept it entertaining so I wouldn't get burnt.

**Mark:** Yeah. There's definitely an authenticity to you that kind of comes through right away. Even when you go on the website, [HardcoreCloser.com](http://HardcoreCloser.com), there's an edge. How did you develop that naturally and how does that differentiate you from other sales trainers like a Grant Cardone or a Tom Hopkins or some of these other guys?

**Ryan:** Those dudes are great. They're great too. They're a different generation than I am. I'm right there on the border. You could call me a millennial or you could call me a Gen Z or whatever the person before the Gen Y may be. It doesn't matter. But if you wanted to put a label on me, I was born in '79. So I'm like literally, right there on the border. I kind of have been able to serve both the people that are a little bit older that didn't grow up with iPads and technology and stuff the way my kids have had an iPad since birth pretty much. They're going to grow up way more technically advantaged. The people that are 10 years old right now, they're going to grow up with technology that we never even hear about in our lifetime, we never even grasped.

The reason why I say that is those guys are great but what I do is different. It's all on the tech side and we teach sales. Most people these days don't answer their phone, they'd rather communicate via email, they'd rather talk to you via text message. They'll shoot a quick video for you but then they don't want to talk to you. They'll shoot a quick Snapchat but don't you dare call them. So I'm teaching the future of sales. 92% of all phone calls go unanswered. So, I'm teaching people how to use other ways to get people to

contact them. For example, like we talked about funnels earlier. That was my variation.

How I got my edge and what makes me different is the technology component that I bring to it. But how I got the Hardcore Closer edge is I've lived a really rough life. I was adopted at age seven, I was on the streets, and I left school in the 9th grade so I never finished any other grade but the 8th grade. I was on the streets by the time I was 14. I worked at different car washes around the little area that we were in, probably all of them from one time to another because I couldn't get my shit together, not make it late to work or whatever the case may be. By the age of 19 I'm selling drugs and in jail. By the time that I was 21 I was out of jail and back working at the car wash again and then I obviously got into the mortgage business. Ended up getting in trouble again, going back to jail again and just on a technicality. But long story short, I've had this really rough all the way up till when I was about 25 years old. I went through literally about everything in hell you could think of here in this planet.

How I'm going to go through all that, it just made me, you know, A. I don't hide it. That's where you get the authenticity vibe from it. But B. it's given me this hardcore edge. It's like, "What do I have that these other guys don't have?" Because I've had to sell for my life in prison to keep from getting stabbed. I've had to sell the prison guards on why I wasn't involved in the riot, didn't get thrown out ... I've had to sell car washes, I've had to sell pretty much everything.

It's just the marketplace started calling me the "Hardcore Closer". I didn't just step up and say that was my name. That was just this nickname that the marketplace gave me and I was like, "That's kind of cool. I'll just go with that because they could give me something that's terrible and then I'm going to be stuck with that. So I'm going to go with the Hardcore Closer deal." But that's how that came about because the rough upbringing and several of my friends started calling me "The Closer" and then somehow, they started the whole Hardcore Closer thing and we just ran with it.

**Mark:** Wow, that's a really dramatic story Ryan.

**Ryan:** And all in like five minutes too, right?

**Mark:** Yeah

**Ryan:** Trying to just nonchalantly fly that under the radar there for you buddy.

**Mark:** Yeah. I mean, essentially you were selling for your life.

**Ryan:** Yeah, for sure.

**Mark:** When you come from that kind of background, everything else kind of seems a little easier perhaps, or no? It doesn't get easier.

**Ryan:** I say this often. If you think I'm scared of creditors or a business going bad or losing my house or not being able to drive a Maserati or having to give a truck back or something like that. Dude, like it's still nothing compares to going to prison. Any risk I'd take out here legally, I know the consequences can't be worse than what I've already suffered through and come out the other side.

Basically, that leaves me fearless and ruthless because I'm not worried. I always say of all this stuff goes out the window tomorrow, I could sell roofs or I'll go back to going and selling in real estate. I have sales abilities that will always be there for me but, I'm not scared to take risk. I invest way more in my business and pay myself way less than a lot of people in my position that earn the income that we do would take. But it's for a reason. I'm always risking it because I'm trying to grow more. I'm not scared of losing it either.

**Mark:** Tim Ferriss talks about fear setting and being able to ... There's goal setting is really important, but fear setting, being able to walk through your worst fears and then realize as well, "It's not that bad." Like you've kind of done that in a way, you've even actually lived it, so you have that internal confidence to go out in the world and be like nothing can really be that bad because I've already done at all. You're like I've lived through some of the worst things that a human being can go through. So, if someone is having a bad day and they take it out on me well I'm fine.

Ryan, when you're training somebody who hasn't gone through the things that you've gone through, for lack of a better word let's just call them soft. How do you help them transition mentally to taking a typical salesperson's rejection and keep going on in the face rejection?

**Ryan:** That's a good question, too. First, I've never had a family with money or anything like that so that I had a security blanket, so sales has been the one thing that I can always rely on. That's where my confidence comes from is if something happens here, I could just go sell something else. I think that a lot of good salespeople are that way.

When it comes to people – and this is another differentiating factor for me and every other salesperson that trains or teachers out there - is the folks that come to me are the hard-core people. They're people like you just mentioned, someone that let's say soft, someone that's made wise decisions their entire life and didn't do a bunch of dumb-ass stuff when they were younger, let's just say that person. We're not doubting them; we're just saying they made wiser decisions. Those are great.

Those guys, they go to Brian Tracy, he wears a suit and a tie and he goes to church on Sunday or maybe they go to Cardone. He's a suit and tie guy, he goes to his church deal or whatever he worships on Sunday. You've got those guys out there. However, I've been in real sales jobs. Brian and Grant, they haven't worked a front-line sales job in forever. They haven't gone to work and sold cars in the last three decades; I was selling cars in 2011. They haven't written a real estate deal firsthand in a long time. I'm not knocking that, I'm just saying they sell sales training now; that's not their thing anymore, so they're selling themselves whereas it wasn't that long ago that I was selling this stuff.

I realized that the sales place is full of misfits, for lack of a better word, because if you're in sales, chances are you didn't grow up with a silver spoon and get Ivy League educated. That guy is usually the CFO or CMO or some C-level weird title or the general manager or something with a fancy degree or whatever. The sales force is generally people trying to cut their chops and get into the company, people that are comfortable with commission only, and they're usually people that are transient. They're just like me; if all of this goes out the window, I'll go somewhere else. That's usually how salespeople are. A lot of them have tattoos, very few of them go to church on Sundays, a lot of them have one addiction or another, whether it be sex or drugs or rock and roll or whatever the case. I'm not saying anything bad about the community that people don't already know. Every time they make a movie about us it's: sex, drugs, and rock and roll. Look at the Wolf of Wall Street or Boiler Room or anything like that, even Tommy Boy, you know they were all partying and doing drugs on there too.

The thing is that's the demographic that I reach. Because of my background, those are the people that reach out to me. I get messages every day like, "I made \$500,000 last year and when I was 19 I was arrested for selling crack. Nobody has any idea man. It's nice to see you and be able to get this off my chest. Do you think you could help me grow my banking business?" Dude, just because somebody is a banker and a millionaire now doesn't mean they didn't come from a rough past like I did. It's just a lot of people and their licensing bureaus and the public spotlight, so they can't talk about it, but I'm that guy that they can talk about it and they can keep it real.

So when I say, "You know what? That's some bullshit excuses that you're giving me man. You know that things can get worse than that. Get out there and make the calls. Get out there and create the funnels, run the ad, whatever has to be done." They can take it from me as experienced, someone who truly does understand where they're coming from and how their ego works and someone that's overcome this stuff that they can look up to, basically, and follow in my footsteps.

**Mark:** Yeah, I love it. Let's get a little into the nitty-gritty of sales. Let's say that I call you and I see your ad for a piece of raw land and I want to buy it. Walk me through the kind of questions you would ask me and then how you would handle the objection of, "I really like it Ryan, but I'm going to talk to my wife."

**Ryan:** Perfect, let's do it. Why don't we do this? Why don't you be the guy calling about the land and I'll be the landowner. We'll just say that you saw an ad online or in a newspaper or whatever, but I'm calling you in regards to that. Would that work for you?

**Mark:** Sure.

**Ryan:** We'll do a little role-play here, Mark.

**Mark:** A little role-play, I love it.

**Ryan:** Hey, Mark, it's Ryan Stewman over here at TheLandGeek.com. I got your information from the internet that you're looking to buy a piece of land. Is that correct?

**Mark:** That's right. I saw your ad on Craigslist there, Ryan.

**Ryan:** Awesome. What made you decide to reach out?

**Mark:** You know, I used to travel in that area and I'm a trucker and I drive over there all the time and I thought, "Man, it would be great to own 40 acres in Nevada." I saw that ad and I thought I'd click on it and get more information about it.

**Ryan:** Got you. Have you ever owned a piece of property before?

**Mark:** No. The only real estate I've ever owned is my house.

**Ryan:** Got you. So you been dreaming about owning a piece of land for a while probably? It's like a man thing, right?

**Mark:** It is kind of a man thing, you're right. Yeah.

**Ryan:** You hunt? It's the desert; they've got big scorpion hunting over there.

**Mark:** I do hunt, yeah. Absolutely.

**Ryan:** I love me some scorpions. You said Nevada, I couldn't resist. So you've been dreaming about this land, you do hunt, that's awesome, man. So if you were to get your hands on a piece of land like this, which we've got some amazing prices, you're not even going to believe what we can probably do for you. But if you were to get your hands on something like this, what would be your plans for it? What would you do with it?

**Mark:** I want to go out there maybe hunt, fish, camp, just use it recreationally. One day take my kids out there. 40 acres is a lot of land out there, so probably just that, honestly.

**Ryan:** Not a house? You're not going to build your dream home on there?

**Mark:** No, there are no utilities out there; it's not ready.

**Ryan:** You're a trucker; you don't want to build a parking lot or nothing like that?

**Mark:** No.

**Ryan:** All right. You've been dreaming about having some land and you really just want it as a place to go hunt and hold on to like maybe as an investment or something to leave a legacy for your family? Like a place to put your money into.

**Mark:** Yeah, exactly.

**Ryan:** Got you, well awesome. Here's what we do. Our acreage is some of the lowest priced acreage at all in Nevada; here's the reason why it's that way, it's because we get it directly from the government. In case you didn't know, the government owns 89% of the entire state of Nevada. We steal that shit from them just like they steal taxes from us, that's why we get it so cheap. The thing is, if you're going to take 40 acres, it's probably going to be



somewhere around \$500,000 once you break it all down. I don't even know what the price is, but it's about \$500,000.

**Mark:** Our prices are like 1000 acre because it's really rural.

**Ryan:** Okay, cool, so we'll say 40000. We'll just keep it realistic then.

The price is going to be somewhere around \$35,000-\$40,000 and then you're going to have some taxes and stuff like that. Have you ever applied for financing from a bank or anything like that?

**Mark:** We owner finance, so you would finance it.

**Ryan:** Cool. You're looking to get finance or pay cash?

**Mark:** I can finance it; \$40,000 is too much for me to pay cash.

**Ryan:** Okay, absolutely. Listen, we're getting close to making your dreams come true here. We do owner financing, which means that you can put a small amount of money down and make monthly payments and treat this property as if it's yours. We don't enter the property, we don't go out there, we don't manage it and maintain it; we become essentially the bank. You send the check off to us, we're the landlord, then when the principal is paid off on the land, which you can pay off early at any time, there is no prepayment penalty or anything like that, you can pay off early at any time.

So if you haul a load of cocaine from Tijuana to California and you make an extra \$100,000, you could pay this off with no fees or interest and we'll even help you hide the money from the IRS if you need to, we can sell you some more land. If that's something that you're interested in, if you're really committed, it sounds like you've been thinking about this for a long time, despite what your credit is, as long as you can come up with probably \$2500, maybe \$5,000 down, we can get you into this land, get it financed, you can own it, and you can be hunting here in the next 30 days.

**Mark:** Ryan, you know what? This sounds really great. Let me talk to my wife. Can I call you back?

**Ryan:** Absolutely. Before you leave, though, I've been doing this for a while and I know that that's like one of the first things. You wouldn't want to go and make a commitment on something without talking to your wife in this case, sometimes it's a business partner in this business.

But here is what I do want to discuss with you. You're doing this for yourself. You said that you want to hunt, and at no point ... And you said you want to bring your kids out there to hunt and at no point did you really mention your spouse. The reason why I say this is she's not going to be into it, most likely, as much as you are because this is something you want to do for yourself. It's like if you wanted a \$40,000 Rolex, you're going to be all excited about it and you're going to think it makes you feel amazing, but your significant other, there's no significant value for them.

So I just want you to understand that, if this is something you've been dreaming of and this is something you want, I can 100% help you. I'm not going to tell you not to go talk to your wife, I'm not going to be that sales guy, but when I am saying is you need to go into that conversation, and if you really do want this property and this is what you want to do and we can make that happen for you, and if you really do want that, you've got to go into this conversation thinking about how you can convince her that this is what's going to make you happy and she wants to be a part of that versus going in there and expecting her to just be like, "That's a great idea, honey. I just want you to be happy," because that's not how relationships work. You've been married for a while I would imagine, you know that.

**Mark:** Oh my gosh, 20 years, man.

**Ryan:** Exactly. So if this is what you want, and I'll help you if that's the case, but you need to make that decision on this is what you want, then you're going to have to go in there and sell your wife not tell your wife. That's just how it is.

**Mark:** All right. I'll go sell her.

**Ryan:** What's going to happen next is I am going to follow up with you in 48 hours. This property has not been on the market very long and, as you know, when we offer owner financing and the ability for basically anyone to get their hands on deals like this, we get the from the government land grabber, then they go quickly. When I asked you the first few questions, you said basically that it was your dream to own a piece of property out there. I'd like to help you make your dream come true, but I also know that you need to go and handle your stuff at home. So I'm going to put just enough pressure on you to get you to make that decision. So in 48 hours, you need to have spoken with your wife and when I call you back, whether the decision is yes or no, we just need to make sure that we have a decision so that we know what we're getting into. Does that sound fair, Mark?

**Mark:** That's fair.

**Ryan:** Perfect. I'll be in touch with you on Thursday at 1:00 PM, Nevada time.

**Mark:** All right. Ryan, that was great. Let's break down exactly what you did there.

**Ryan:** First, notice I never said ... Price was never an issue. You never said, "But, it's too expensive." Right?

**Mark:** Right.

**Ryan:** Notice the other thing is I made it about not the piece of land, because he doesn't want a piece of land; he wants a place to get the fuck away. He wants a place to get ... Like you're thinking about this, you're saying "get away and hunt" and stuff like "we're hunting in the desert." This is a person that wants to get away from the city and needs a place to connect to the land and relax and stuff like that. So I start, "How long have you been wanting to do this? Has it been your dream?" And start showing them the bigger picture that this thing that they've been thinking about for a long time can 100% come true for them through the methods that we have.

But what I also was pre-framing, at the end, for you to do was to make a decision. I don't care if your decision is no, that's okay too. Every no, that's fine, I know that you don't want it and I can quit following up with you and I can go on and find somebody who does, but I need you to make a decision and I set those expectations up front. So in two days, when I call him, he should have spoken with his wife and the prospect should also have made a decision. Maybe the wife said no and maybe the decision is no, that's okay, but that stops our sales cycle or we're moving forward, making progress on getting the property in his name.

**Mark:** Right. Let's assume you and I just don't connect, like I'm a church-going guy and you're cursing. How long often would that turn people off?

**Ryan:** That's not something that I... I get a little comfortable on these podcasts I guess, but on sales conversations... I have a real estate business and we flip houses and I would never drop F-bombs on the deal and it's really my job in the beginning. We're kind of rushed here for time during our conversation, but in my job, I would have really extracted more from you. Have you got a wife? Have you got kids? I want to have a little bit more small talk, so I'm extracting facts from you. It seems like small talk to you, but really, I'm getting a sense of who you are. Maybe it's like, "You have a

wife and kids? You go to church around here somewhere?" "No, we don't go to church." I'm asking these kinds of questions.

**Mark:** Right.

**Ryan:** But it's crazy, we have like five clients right now in our mastermind that are preachers. They like me because I'm honest. I asked them too, "How in the world did you wind up here in this deal with me?" They were like, "Dude, you seemed like the only dude we could really trust because you're just giving it straight as it is."

**Mark:** I love it.

**Ryan:** But my sales approach has always been like I'm your older brother. It's like, "Hey, man," I'll put my arm around you and tell you how to fix the situation that you're in. That's how I've always presented myself and I think that that makes me come off as like a coach or authentic, some people use or whatever. But really what it is, I'm a friendly guy. I just want to make it be like, "Hey, man, how can I really help you out today?" Sometimes you make money from it, sometimes you don't. Often times you make money from it. Sometimes you don't, but it's still worth the effort.

**Mark:** Right. Let's say that I'm just a more analytical personality; I'm not real ... I'm kind of shyer. How do I transition and learn to be more comfortable talking to people when I don't have the reps you have? I haven't talked to 1,000 people on a Saturday. This might be the third person I've ever talk to ever about a sales thing and I'm nervous about asking for money. How do I get over that?

**Ryan:** First, you should never be nervous about asking for money as long as you're asking for the right amount and you're exchanging the value for it. Here's what you need to do. We call this The Ultimate Objection-Handling exercise. You can find stuff like this and tons more things over at [HardcoreCloser.com](http://HardcoreCloser.com). Anything you want to know in sales is on [HardcoreCloser.com](http://HardcoreCloser.com). That thing is a plethora of information, 715 blog posts as of this recording right here.

The reason why I say that is there's something called The Ultimate Objection-Handling Exercise and on that, what you're going to do is you're going to write down all the objections that you expect to get - price, time, spouse, need to talk to my partner, not ready yet, bad timing, can't get financing – whatever. Even if this is the third person you've talked to, you still can sit down and make a conscious list of all the things that would come

up that would make somebody not want to buy that or an excuse for them not to move forward with that piece of property.

Once you list all of them out, then you list to list them, number one is the most important, the most frequent, the most likely to come up in a conversation and then the last number is the one that you may never hear from but it still might be out there. Number them all in between, number of importance, one being the most important, most frequent. Next to each one of them, you need to write down the rebuttal. If they say, "I need to talk to my wife," you need to say, "About what?" If they say, "I need more time," "What are you going to do with it?" Whatever those rebuttals are that you're writing down and then memorize this stuff so that you're confident in yourself and you know what could come up and what the chances of coming up and what you're going to say if it comes up.

Then you also need to take six questions, that's it. We call them our six magic questions. For real estate with us it's like what areas are you looking in? What timeframe are you looking to make the move in? What price range are you looking to buy in? Do you need to sell the home that you're in right now? Are you represented by a real estate agent and are you preapproved from a bank? Those are our six magic questions. With those six questions, we get a basic outline of everything we need to know about the prospect within a matter of minutes of asking those.

So you, as an investor, you need to have all the objections and your six magic questions ready then, even if you suck and you stammer at sales, you're still informed and you still have the stuff in front of you to draw the people out. Maybe that person's analytical or maybe your analytical, but especially this works really well if you're analytical because then you can just follow the bouncing ball that you've written in front of your stuff here. But if they're analytical or whatever, you're just walking them through a process and they don't know the process. It's not like somebody's calling you, it's about hundreds of plots of land and they know all the things that you don't know and they've done all the research in the world. The likelihood of that happening is slim to none. What's really going to happen is they're expecting you to grab their hand and walk them through this process and that's what those six magic questions and the preformed objections will do for you.

**Mark:** All right, fantastic. Ryan, we're at that point now where I'm going to put you on the spot.

**Ryan:** It went so fast.

**Mark:** I know.

**Ryan:** We were having such a good time.

**Mark:** We'll have to come back.

**Ryan:** I'm all right with that.

**Mark:** I'm going to ask you for your 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. Your mentorship has been amazing this podcast, but I'm going to ask you for one more piece of information. What do you got?

**Ryan:** Head over to [ElevatorToTheTop.com](http://ElevatorToTheTop.com), [ElevatorToTheTop.com](http://ElevatorToTheTop.com) and you can get a free copy of my paperback book. That thing's sold 25 to 30 thousand copies at this point. We've sold a whole lot of them and you can get it for free over there, you just pay the shipping costs and then there are a couple of other offers that can take me up on as well. But just head over to [ElevatorToTheTop.com](http://ElevatorToTheTop.com), that is the sales playbook. It tells you everything you need to know from day one to retirement, what to do with your money, how not to get screwed over by corporations as far as your structured commission, and if you're self-employed it teaches you how to set up the employees and the people that you're going to bring on board with you, so you're going to love the book. Just go to [ElevatorToTheTop.com](http://ElevatorToTheTop.com).

**Mark:** [ElevatorToTheTop.com](http://ElevatorToTheTop.com), we'll have a link to it. My tip of the week is, learn more about the hard-core closer, Ryan Stewman at, of course aptly named, [HardcoreCloser.com](http://HardcoreCloser.com).

Ryan, were there any questions I should've asked you that I didn't ask you? You've done this a while, you're a pro.

**Ryan:** I've got a question for you. Is that a desk with the treadmill that you're on? Ladies and gentlemen, if you're just listening to this, he's been on a treadmill the whole time and it's this amazing thing.

**Mark:** It is [TrekDesk.com](http://TrekDesk.com). If you go there, it's a desk and underneath it is a treadmill.

**Ryan:** Nice. You get to work and exercise. You, my friend live dangerously. I like it.

**Mark:** Sitting is the new smoking, Ryan. Get up and out.

**Ryan:** That's it.

**Mark:** I think better when I walk and talk.

**Ryan:** Me too. When I'm on sales calls I pace, so it makes sense.

**Mark:** Yeah, absolutely. I think it's weird for the guests to see me rocking back and forth, but you've been good about it. Are we good?

**Ryan:** That's it, man. I really appreciate you having me on, Mark. Thank you again. These are good times.

**Mark:** Thank you. I want to tell all the listeners the only way, the only way we're going to get the quality of guests like Ryan Stewman to come onto this podcast 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 your review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com); we're going to send you, for free, the \$97 *Passive Income Launch Kit*.

I want to thank Ryan Stewman again, [HardcoreCloser.com](http://HardcoreCloser.com), for keeping it real and I want to thank all the listeners. Let freedom ring. See everybody next time.

*[End of Transcript]*