



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

Today's Guest: [Steve Yastrow](#)

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek, with your favorite nichey real estate website www.TheLandGeek.com and I'm super excited for today's guest. But before we get into all the good sales and strategy from our guest, I'd be remiss if I didn't properly introduce my co-host: Six Sigma, Scott Todd from ScottTodd.net, LandModo.com. And most importantly, if you're not automating your Craigslist's and your Facebook postings; PostingDomination.com/TheLandGeek. I do remind everybody today's podcast is sponsored by GeekPay.io—the only automated financial CRM in the country—a set it and forget it system, guaranteed to get you paid one way or the other.

Our guest is... I want to put up my in anchorman voice, it is a big deal. Steve Yastrow is a nonstop idea generator, business advisor and best-selling sales author. When he's not creating new ideas for his books and other writings, he's thinking about how to apply his ideas through his clients businesses. In 1997, Steve became unemployable; he opted out of a career as a senior marketing executive in the hospitality industry to form Yastrow and Company. And now Yastrow and Company has enabled Steve to help organizations of all types improve their results through his breakthrough

marketing, customer relationship and sales ideas. Steve Yastrow, how are you?

Steve: I'm doing great, Mark and Scott, and nice to talk to you.

Mark: I'm really excited about this podcast simply because you're like a combination of like a TED talk high level thinker, combined with like the real life practical strategies of somebody who knows how to get things done and increase revenues by sales. Is that a good description?

Steve: What an astute observation, Mark. I like to think that way. I mean we need theories and intellectual frameworks to make decisions, then we have to bring those down to the ground level and use them to make money and that's what I do.

Mark: So, if we rewind the tape, we go back to 1996, what was it that allowed you the confidence to be like you know what; I'm going out on my own?

Steve: It's a great question. I was the Vice President of Resort Marketing at Hyatt Hotels. I was responsible for marketing all these beautiful resorts in Hawaii in the Caribbean and some of the sunnier places in the continent of US and when I got there, I inherited a really big advertising budget. What I realized pretty quickly doing some research is that, the love of our customers had very little to do with that big advertising budget. It had to do with how the entire experience of being a guest at one of our resorts created this really compelling story about why I wanted to be a guest and it was such a compelling observation.

I realized one day that the real marketing wasn't coming from the marketing department, the corporate office; it was coming from the bellman and the pool guys and the front desk clerks who were there on the ground delivering a great experience. So, that led me to was the idea that marketing and sales are not what we think they are, they are what our customers think they are and everything we do tells our story. So, it led me to my first book and the concept I built my business on which I call *Brand Harmony* which says that, "If you can create a compelling customer experience, for every point of contact is part of contributing to that experience, that's when your

customers love you.” And that's what gave me the confidence to do it, and that's what we've built everything on since then.

Mark: I love that *Brand Harmony* idea. Steve, can you think of an example of where you had both experiences, where you went in and from every touch point they exceeded your expectations, and you felt compelled to maybe go and yelp, and leave an amazing five star review and the opposite situation where that you just felt like, there's no love here?

Steve: Certainly, if I think of as you say there, I think of the great experience of *Brand Harmony* what came to mind, I remember 10 years ago I went for the first time to a resort in Mexico called Rancho La Puerta. My mama didn't go in there for years and she brought my brother and my sister and all the rest of us. She brought us down there and I was like, this place is awesome. And every part of that experience told this great story about a wonderful resort where you can chill out and get healthy, every single touch point. Like I loved it so much, by the third time I went there, I made them my clients. So, their secret to great loyalty was just that every single aspect of that experience from when you get greeted at the airport, to when you show up to the resort, when you eat their food and go to their fitness classes and take them out and hikes all told this great story. That's a great example of *Brand Harmony*.

And that I can't help but think about an example of a lack of *Brand Harmony* right now, I mean think of what our friends in United Airlines have been through in the last couple months, Fly to Friendly Skies and they're dragging people off airplanes. We've all got lots of examples like that and what it tells us is that, brands are... and customer love isn't formed by what we say, it's formed by what we do, which really led me to focus on the human aspects of marketing and sales: the way your employees interact with your customers, the way your salespeople engage customers is really what tells your story. Much more powerful than inanimate objects like brochures and websites and even social media posts. They count for the human contact, for the most companies is what really makes the difference.

Mark: Scott Todd, you've lived Steve's life. Scott came from a fortune 300 background.

Scott: Yeah. Also in the hospitality... well, more on travel. More on the travel piece.

Steve: Yeah. What were you doing?

Scott: I was a VP at Hertz. So, that customer experience was so important and you're right. When you see it in the culture, it goes down to the customer. It's not... everything starts really with the employees and really the frontline employees. It's not necessarily that brand message or the marketing message. I mean the marketing would be great to say, "Hey, look you we're nice." If we continue to pick on United, like, "Hey look, we Fly the Friendly Skies." However, when it comes down to execution, it's really the people on the frontline that dictate that. They set the direction and really at the end of the day, that comes from the culture of the company.

Steve: Well, it's so true and it's like that's why... I mean I tend to look at them, the employees of the company being the most important marketing media. One of the things that we talk about a lot is that your external brand, your brand in the marketplace can never be better than your internal brand. And so, if you want to have a strong, powerful brand in the marketplace, you've got to make sure that inside the company, your employees completely get it and are enthusiastic about the actions they take to deliver on your promises and it's amazing how many companies just never focus on that. That's kind of why I have a business.

Mark: Yeah. But, Steve, why is that? And I mean, I love the fact that you're saying Ditch the Pitch, which I'd like you to expound on.

Steve: Yes. Please.

Mark: So, let's talk about that but let's us also talk about why is it so hard. It seems so simple to just care but it's not. What gets in the way?

Steve: Well, companies are fragmented in many cases. They're... naturally needs to be in silos, which is too bad but it's true. And so what happens is, if you're going to many companies, the marketing departments are operating believe it or not, even separately from sales. They might have all this work on their brand and it's manifesting itself on their website, in their digital

marketing and their print marketing and advertising. But they're not really talking to salespeople about how to communicate the brand. And even more so, the marketing department has both no interest and no jurisdiction in the employees understanding their role in dealing with the brand. So, I go to a lot of companies. I see this is a huge opportunity when I can get all employees in a company to understand their role in delivering the brand promise and expand the marketing departments jurisdiction to be focused on this internal marketing, it makes a big difference. But it's kind of a blinder that most companies have on themselves.

And one of the challenges that even if you lift the blinders, then you've got the silos and your operations executives who don't want to take direction from marketing et cetera. So, there's problems but I'll tell you something—it's the companies that can get over that challenge—they have a huge advantage for really simple reason. Brand Harmony isn't the way marketing works because Steve says so. It's by observation—this is the way customers evaluate companies. If the entire experience come together, they say, "I get it; I love that company." If the promises from marketing and the promises from sales and delivery from operations are different, what's going to happen? Customers are not going to pay attention to it. So, the companies that can overcome that challenge had a wonderful competitive advantage.

Mark: Yeah. It reminds me of Scott Todd; he goes to First Watch and he walks in and they know his name and they know what he's going to order. Very simple thing, but really powerful because if he's going to look at going somewhere else for like a meal, he's going to keep going back to the place that he feels like they really care.

Steve: Well, this is a really important point. Where do you go to First Watch, Scott?

Scott: We are in Florida.

Steve: In Florida. Okay, because my daughter, when she's within Cincinnati, we go to First Watch all the time. We don't have it here in Chicago. What's interesting about that experience is imagine, First Watch for those who are listening who don't now, they've wonderful breakfast and lunch too, but I think it's a breakfast place. And let's assume that you got a First Watch in

your town and Scott can go to like five other places to get a great omelet, that's just as good as the omelet at First Watch. But when he goes in the First Watch, they know who Scott is and he's formed a relationship with them. Where do you think he's going to go?

And this is to me... this can lead us into your question about *Ditch the Pitch*, which is that, I have seen over and over that when customers love a company, they think their company is different. Relationships are so frequently much more differentiating than products or services. In other words, [00:10:21] [indiscernible] relationship with is the one you're loyal to and it makes sense why.

I mean, the omelet's about First Watch or the other diner, the relationship involves Scott. So, gee! What do you think Scott cares about more? First Watch and their omelets or Scott? He cares about himself. So, when his friend references the relationship I have with this restaurant in this case, he's involved in that relationship. So of course, it's more important than an omelet. So, relationships are highly differentiating. This is something that we can never forget and as we start to take advantage of these wonderful digital marketing tools; let's not forget that they're wonderful but that we're still human beings, and we're still driven by the relationships in our lives, we're really social creatures. Let's never forget that.

Mark: So, Steve, let's talk about *Ditch the Pitch*.

Steve: I love talking about *Ditch the Pitch*.

Mark: How did that come about and then what does that mean?

Steve: So, I just talked about relationships as differentiators. My second book I wrote after *Brand Harmony* was called *We: The Ideal Customer Relationship* and it's how to engage with customers in a way that their final reference is we as opposed to us and them. And that's sort of a concept for any employee to be able to build a relationship with the customer.

A subset of that is what happens when a sales person is trying to persuade a customer to do lots of things, give you the first meeting, give you that information, invite you to [00:11:50] [indiscernible] proposal, accept your

proposal, refer you to other people et cetera. That if you want to have your customers engage with you, you can't do it by just pitching at them. I mean how do you feel when somebody lays a sales pitch on you? You don't feel good. And the fact of the matter is, it's probably not going to work or it's definitely not going to work. Because there is so many preconceived what they want to say to you before they meet you, the odds it's the right thing about zero. One in a billion that they're going to hit the target.

So, *Ditch the Pitch* is a concept that I developed out of my work with helping people learn how to engage with customers. Specifically, we focus on sales and it says some very simple but effective things. The first idea is that, you want to turn every presentation into a conversation; don't present, converse. Even when a customer asks you a question in the middle of a conversation, don't present your answer, frame it as a conversation. For a number of reasons, one is people are much more engaged in a conversation, they only hear a presentation. In a presentation the customer is in passive mode, judgment mode. When they're engaged in a conversation, they are engaged; they're participating with you in coming to the conclusion they should buy from you. So, turn every presentation to a conversation. And to do that, you have to... when you *Ditch the Pitch*, you're improvising, aren't you?

Mark: Yeah and you have to be present, you can't just go by wrote scripts, right?

Steve: You have to be completely present, that's the first... In fact, the first thing we teach in *Ditch the Pitch* is called, Be Alert—it's to be completely present with your customer. Nothing in the world could distract you; that's when it works. In fact, I live in Chicago which, you and I... many of your listeners might know is the world capital of stage improvisation. Second City...

Mark: Second City, yeah.

Steve: I could go tonight if I wanted to. There are so many, so many improv shows I could see. You're in LA all the waiters and waitresses are wannabe movie stars. In Chicago all the waiters and waitresses are currently improv actors. I mean there's thousands of them, it's great. So, what I did was I

interviewed a lot of actors from Second City and other theaters and a lot of improvising musicians and also to understand the sequence of an improvisation. And what you find is that the tools that five people who've never met before, can go on a stage and improvise a sandwich. I guarantee you it's happening in Chicago tonight. The way they do it is, [00:14:22] [indiscernible] tools that are translated to teach sales people how to improvise, to create a conversation that really matters to the customer. And you nailed it, Mark, the first step is you got to be completely alert.

We teach people to *Ditch the Pitch*. The first habit we teach them is to develop the habit of thinking input before output. Most sales people think about what they want to say. No, what you want to say comes later. First, what do you want to understand, what do you want observe, what do you want to hear and that requires acute alertness and presence.

Mark: Let's pick on Scott for a second here. Because he's got the attention span of a ferret on a double cappuccino, and the reason being... And I'm just joking because I'm really more like that. And the reason is, it's the damn iPhone. So, it's almost like it's hard in a way today to not be distracted and to be completely present. So, how do we get in that mindset, like how do we do this?

Steve: We do live in the most distracting time in the history of the human race. We evolved to be alert to the lion that might pop out of the bushes but not to have the kind of... So, that's the distraction we're lucky we don't have any more but we have so many distractions. In fact, the only time in the history of humanity that's more distracting than right now is now. It keeps getting worse, right? And so, we have to be aware of that and dispose of the myth that we can multitask; we can't multitask. We do something—it's called time slicing—it's going back and forth.

So, if you're on the phone with a customer and you spend a moment checking out that new e-mail that just came in from another customer. Guess what? You weren't multitasking, you stopped listening to the customer on the phone and you might miss a gift he gives you that tells you how to close it. So, you have to recognize that the world is more distracting than we've evolved to deal with and make an active practice of being focused on your customer. Don't worry about that next meeting or what

you're going to say next even or something else you're going to do after work today.

Focus only on this customer because you need your customer to do the same thing. You need your customer... your goal in ditching the pitch, our model is that, I want your customer so engaged with you that they're not thinking about anything else in their life. They're so engaged they're sharing this deep information with you that's going to help you sell them and they're very interested when you have to say. How do you expect your customer full engage with you unless you're fully engaged?

Mark: Scott Todd.

Steve: The first of many steps.

Scott: Well, I was going to say like the one thing I think a lot of people think is that you have to have that conversation going back and forth. Like people have... there's uncomfortableness in silence.

Steve: Right.

Scott: Like you may not always have the exact thing to say, especially when you're listening and not trying to think ahead, "Well, I'm going to say this or I'm going to say that." And so, now you become kind of a thinker, and it's okay to say, "Oh, that's interesting. Let me think about that for a second." And then to think through and then go on with the conversation. But I think that a lot of times people are already aiming up and reloading like you're saying; they're reloading what they're going to say next and they might miss that one little thing. That one thing that you felt like, if I feel like it's important and you're going to be thinking like, "I'm going to say this to him," then you could miss that one piece of nugget that I gave you that, like you said could sell me or could close me.

Steve: It's okay to ponder for a moment; you're having an authentic real human conversation. That would happen if you're having a deep conversation with a friend, wouldn't it? It's okay and in fact, you're right. If you're so geared up about what you're going to say next, you could not only miss what their customer is going to say, you could close off the path to the

wonderful amazing thing they're going to say that could help close them. We have...

One of the practices in *Ditch the Pitch* is called, Obey the One Paragraph Rule. One paragraph rule says, "Whenever you've said about a paragraph worth of information and imagine a small paragraph in a book, stop and leave a break." The customer might say something, they might ask you a question, but even if you just give them a moment of silence to absorb what you've said, that's good. You've invited them to keep it a dialogue and you're preventing yourself from monopolizing the conversation with a monologue, which is the death nail of any sales conversation.

Mark: You know, it's interesting because we've had a sales trainer on and he made the argument that a great salesman is a combination of an actor that has a script and knows that script so well, we believe that they're that person. And a talk show host, where they're asking questions and they're engaged. The combination of the two make for a really compelling sales conversation. What would you say to that?

Steve: I'd say two things. And I don't know the sales trainer and I want to be careful not to criticize anybody else I don't know. But when I hear that as a concept, I have couple of thoughts, which is that scripts do not work. Because you can't possibly write a script, even if it's a customer you've known for years and you talked to him two hours ago and you show up in his office. You know what happened last two hours? You've got to be open to the new nuances of what's new and it's especially true with a new customer, you can't have a script.

You can know your stuff. You can have all the elements of your script broken into little pieces in your pocket that you pull out at the right time, but you can't have a script. I'd say an improv actor, yes. A scripted actor, no.

The talk show host metaphor is an interesting one because a lot of sales training methodologies do teach us to ask questions. And that's great, questions are wonderful. But you want to be careful not to interview your customer because that feels like pressure in a pitch. I'd say the talk show host I'd tell you to be like is go Google some old Jon Stewart episodes on The Daily Show and watch him with another comedian on. It's complete

improv and it's based on the fundamental principle of improv which is called 'Yes, and...' whatever one person offers, the other person takes it and builds on it and that's where you move your customers. Just keep this flowing dialogue, where you're building on what the other person says and if you do that, your customer would be so engaged with you, that you'll be able to navigate the conversation at the right place. So, I would say don't get rid of the script and be careful not to just interview, make sure it's an authentic human conversation, a real natural conversation.

Mark: I really like that line of thinking. Scott Todd, what are your thoughts?

Scott: I agree. I think it's important to know your stuff. I think that's... I think when that particular person said script, that's kind of what I thought. I got out of it, Mark, it's not that was necessary like you always have these lines that you're always reading and go here. I think it's more of you know kind of some things that you can say in order to keep that conversation moving. Because that's what a lot of people... especially in sales, I think the movie *Tommy Boy* even brings it out. He doesn't know what more to say and he's like, "Okay, thank you," and he's gets up and leaves. As opposed to having a way of continuing that conversation, having a way that you can continue to add value to that relationship.

Steve: Because there's always a way to continue the conversation. I mean it happens in our personal lives, you know, it's a natural thing. I always remind myself that humans invented conversation language and we started having conversations a hundred thousand years ago and PowerPoint has been around for about 20. So, what do you think it's more natural for people, watching a PowerPoint or being in a dialogue? Let's recognize that in our daily lives we are wired for conversation, we're wired to be social beings, we interact and create relationships through dialogue, that's what works. So, why not use it with your customers? Why use a very unnatural form of human communication, the presentation slide deck. You could have your deck but use it to frame a conversation not to make a presentation.

Mark: Yeah. It's great advice. I want to pivot and talk about Latent Profit.

Steve: Thank you...

Mark: *Latent Profit* and *The Six Recalibration Questions*. The first question is, what led you to create these Six Recalibration Questions? And then kind of expound on what this does and how this can actually move the needle in your company.

Steve: Sure. Well, here's is the idea. In the history of the world no company has ever made all the money it possibly could. Microsoft in 1999 still could have made more. Exxon Mobil whenever gas prices, oil prices were the highest still could have made more. There's always potential. Everybody listening to this podcast, works in a business or owns a business or runs a business that could make more money that's latent profit. That untapped potential that when realized, not only helps you to make more money this year, it helps you make a more valuable company in the future. We just got know where to mine for these riches.

So, the questions you want to ask is first of all, where is that latent profit? Where is the potential? I go into companies all the time as an advisor and a consultant and I see that so often the pot of gold is over in one place but all the marketing, sales, product development are aiming in different directions. You got to first know, where is that untapped potential?

Next question is what customer action will unleash that latent profit? One of the things we have to realize is kind of humbling thing, is to realize that none of us creates the profits in our business, our customers do. We can all create great plans and great ideas and great new products, we don't make money until customers buy them, refer us, and pay our prices.

So, you want to also ask your question after you know where latent profit is, what are the customer actions that will unleash that latent profit? Because if you think about it, sales and marketing they are not about websites and brochures and PowerPoints and social media posts. Sure, those things come in. Sales and marketing are the things that we do, to encourage our customers to act in ways to drive our results. So, ask yourself the question, what is it you want your customer to do that will result in unleashing latent profit in your business?

The next question you want to ask is, why would customers take those actions? Well, to me your brand is not who you say you are, your brand is

who your customers think you are. Because beliefs create actions. Ralph Waldo Emerson said something wonderful, he said many wonderful things. He said, "The ancestor of every action is a belief." So, if the customer action drives your profits, what beliefs will drive those actions? So, the next question is, what are your customers' belief about you right now? Because if I want to know what your brand is, I don't look at your website. I find out what your customers are thinking.

And the next question is, what do you want your customers to think? Because I guarantee you, for everyone listening here, there's a gap between what your customers are thinking now and what you like them to think. So to me the fundamental question of branding is, what do you want your customers to think that if they thought it, it would act in ways that drive your results? So, we've done four questions.

Mark: Yeah, that's a lot. I love the fact that you're thinking so big and deep with all these things. My question is, will this apply to smaller businesses or is this only apply to big companies?

Steve: No, in fact... like here's the point. I think smaller companies have a greater advantage when you think this way and here's why. If you think about, we go back to what we said about Brand Harmony. Which asked the question, what customer experience will create these beliefs you want your customers have? When you recognize that what customers to love you is it how big your advertising budget is or how you were able to hire a big ad agency to create the slickest creative. What really creates love for your customers is how every experience customers have with you, whether it's your salespeople or your marketing, your operations, your product, et cetera customer service, how every experience wants to tell one story.

It's the small companies that now have an advantage. In a world where Brand Harmony and the entire customer experience defines how customer love is created. All of a sudden the big companies are disadvantaged, they have too many employees, and too many departments. It's harder for them to create Brand Harmony. And who can create Brand Harmony better? A little Italian restaurant at the corner in your town or Olive Garden with what 1,600 restaurants and big advertising budget. So, I actually think this mode

of thinking creates a competitive, a level of playing field that actually favors the smaller companies.

Mark: It's interesting, I had a very negative experience this weekend with a client. Where my client goes on, he asks for support and the support guy is in a horrible mood, gives him just like these terrible answers and like they're fighting online. To the point where the client is like, "I'm going to blow up at this guy and before I do, I want Mark to know how I'm being treated."

So, I get this e-mail, it's Saturday night. Immediately I get the e-mail and I think to myself well, you know, "What would I want, if I was having this frustrating conversation with somebody on staff?" So, I do I just pulled over and I called the customer and I immediately apologized and we solved it together. It took about ... it was like a 15 minute call. At the end of the conversation he said, "Mark don't ever change." It really made an impact. And it's almost like, what a gift that I had the opportunity to do that. Where if it was a big company I don't know if it would have gotten into me.

Steve: Yeah. When I was the Vice President at Hyatt, by the time one of those problems got to my desk, I don't mean to sound like I was the executive but there's a number of layers removed from the front desk clerk who gave the bad service or whatever it was. It had been so long and so much bureaucracy between the customer and me, that like shame on us. But in a smaller company you have the opportunity to be much closer to the customer will react.

Mark: Yeah. But Scott, I know what you're thinking. This doesn't scale.

Scott: I think that no matter what, and it's just like Steve just said, at some point you would hope that someone along the way stops it. But I can tell you know like when I was a VP, you would be surprised how many things don't get stocked on its way to you. I was always a kind of guy like, "I'll take care of it, right now." It doesn't need to go any further than me, but I don't scale.

So then, Mark, you'd be surprised how many times in a big company these things they don't. They just continue to... like you just look at it, and you're like how idiotic. Why did we not... why did it take five people to solve this problem? One person could have solved this problem. Sometimes it's

important that you have to realize, no matter how big you get you still are going to get some of these things.

Mark: And you see the question then is, at the point where you don't scale. What do you do then as the leader of your company, to make sure that your vision scales? The ideas of okay, "I can't call 100 customers on a Saturday night that are disgruntled if I've got 10,000 employees or whatever it is." Let's take United Airlines example, like the CEO isn't going to get on the phone and call all those people. What can we do so that the values, the vision goes and seeps through?

Steve: So, here's my thought on that, let's go back to the concept improvisation we talked about Ditch the Pitch. Now think about it a frontline employee dealing with a customer. How do you empower them? Not only empower them, you can give permission. But how do you equip them to know what to do? So, a lot of companies have missions and visions and values, and that's nice and they're wonderful but my observation is twofold on that. It's that most employees can't tell you what the mission and values are and next thing is they're like, "So, what am I supposed to do about this?"

So, we found is that you want to translate your mission and values into verbs, actions habits that you want your employees to take. So, we will create what we call brand habits or brand actions of a company they're defining. Here are the behaviors we take to deliver a compelling experience for customers. By the way we found the best way to create those kinds of set of actions, is to involve employees in interactive sessions, help them define what they can do to deliver great customer experience.

Here's what happens. When you can come up with a set of let's say five to eight actions, that define here's how we do business here, this is the way we serve our customers and the way we serve our colleagues inside the company. Your employees then have a set of tools that will help them know what to do when somebody calls into support they're being a pain in the ass, your support guy knows what to do. Or somebody walks up to your front desk, your hotel with a problem your employee will know what to do. It's not only empowerment in terms of permission, it's empowerment in terms of equipping your employees with a set of verbs, actions, habits that they can

take to live your company's promise with customers. That's when your employees will know what to do and it won't go through 17 people and finally get to the VP who gives the same solution that could've been done at the first step.

Mark: It's really good stuff, Steve Yastrow, I have to tell you.

Steve: Thank you.

Mark: So, unfortunately, we're at that point in the podcast now where we're going to put you on the spot and ask you for your tip of the week. I think, Scott Todd, can we talk to Steve like another hour?

Scott: I think so, yeah.

Mark: We're going to have to have you back, Steve.

Steve: You have to do it, I knew that. Okay, so I'll get a tip of the week. Let's go back to *Ditch the Pitch* for a minute and we talked about a few tips I could have given already. So, I want to give you another one that's really, really valuable. Because your customer cares about you a whole lot more... who cares about himself or herself a whole a lot more than they care about you, all right. No doubt, they care about themselves more than they care about us.

The tip is this, whenever you are in a conversation with a customer, focus 95% of the subject matter of the conversation on the customer. I'm not saying they talk 95% of the time, you want your customer to talk more than 50% but make sure, even when you're talking 95% of the subject matter, is about the customer. The irony is if you want your customer to understand your story talk about his or her story, not your story. Because they're more likely to understand you within the context of a conversation about them. 95% of the conversation is about the customer not about you. That's my tip for the week.

Mark: Great tip, phenomenal mentorships Steve Yastrow. This is great, this is great. Scott Todd, I hate to do this to you, but it's time for another tip of the week. What do you got?

Scott: Here's what I got, check out the website K-E-E-E-B, Keeeb.com. I think that's it.

Mark: KEE... Three E's?

Scott: K-E-E-E-B, yes three E's .com. Alright.

Mark: Keeeb.com.

Scott: So, look at this thing is pretty cool. It is... No way, that can't be it. Hold on a minute.

Mark: Unleashing enterprise intelligence?

Scott: No, hold on. This is not right. I thought I had it up, hold on it's a chrome plug in. Plug in I'm Goggling to take you to the right piece. Yes, that is it. It's... So, I guess you have to go to... Yeah, go to ... you've got to get the chrome plug in, then you create your account now. Look, here's its Chrome, Firefox, Safari, it's all of the browsers. Okay?

Mark: Okay.

Scott: But you see what this does is if you can imagine like you know how in Evernote if you're on a website or something, you can just like do a screen... like a web clip or something?

Mark: Yeah.

Scott: Okay, well this allows you to clip a part of the screen and it stores it into your Keeeb accounts. Okay?

Mark: Okay.

Scott: And then what happens is, you can start to look at things and start to look for patterns. For example, let's say that Steve is working on his next book, and he's looking for all these patterns of maybe problems, he can start to do these screenshots of things that he's seeing, let's say I'm seeing this

problem or this problem and this problem. You can start to do this and it brings it into his Keeeb account. Then what happens is, on the Keeeb account he can start to rearrange these things and order them and group them for content creation or other like idea management. So, it's a really cool web clipping tool and at the same time it allows you to organize your thoughts and ideas all onto this platform.

Steve: Cool. That sounds interesting.

Mark: That's actually cool. Okay, so I'm actually going to test this out right now. Because I want to get the Recalibration Questions from Steve. So, I'm going to go onto [Yastrow.com](https://yastrow.com) or I just download the extension. Let's test this out. So, I go to [Yastrow.com/ideas](https://yastrow.com/ideas) and then I'm going to go to *Unleash your Latent Profit*, and then... here's the PDF. And now, I'm going to go to keep on this page. You're not logged in. Oh, come on.

Steve: Keeeb, with three E's right?

Scott: Right.

Mark: Help. All right, I think I'll be good. All right, I like this, great tip of the week. But it's not as good as my tip of the week, Scott Todd. Not that it's a competition. My tip of the week is to learn more about Steve Yastrow at [Yastrow.com](https://yastrow.com). Check out the books, check out the ideas: *Ditch the Pitch*, *We: The Ideal Customer Relationship*, *Brand Harmony*, *Unleash Your Latent Profit*. This is well worth your time, phenomenal. So, Steve Yastrow, is there anything that we should have asked you, that we didn't ask you?

Steve: Well, one thing we didn't talk specifically about, is I know you've got a real estate focused audience here and I invite everybody to explore how these principles can work in various aspects of real estate. I know you got people with varied interests and apply these. You can imagine you're trying to persuade someone who do business with you. Whether it's an investor, whether it's a tenant, whether it's somebody you're trying to persuade to sell to you. These principles of ditching the pitch, can help you in the real estate world in a very tangible way. So that's my encouragement to your listeners is they try to take what they're learning from you guys and combine it with *Ditch the Pitch* and make some money.

Mark: You know what? Speaking of improv, I listened to this audio book and I loved it. And I don't talk about it as a business book but really, it kind of applies in a weird funny way; is *Bossypants* by Tina Fey.

Steve: Okay, I've got to read *Bossypants*. I haven't yet.

Mark: Well she talks a lot about how phenomenal living your life is based on the principles of improv 'Yes and ...' It's really funny, it's really great and she talks a lot about her success in life has been based on these improv principles.

Steve: I try to live my life that way, so I'm going to read Bossy Pants next. Thanks for that tip.

Mark: All right fantastic.

Steve: I have seen the book around and it's great, it's wonderful.
[00:38:31] [indiscernible]

Mark: I want to thank all the listeners and remind you, the only way we're getting the quality of guests, like a Steve Yastrow, from Yastrow.com is if you do us three little favors: you've got to subscribe, you got to rate and you 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, today's podcast is sponsored by GeekPay.io. Go there, check it out. Scott Todd, are we good?

Scott: We're good, Mark.

Mark: Steve Yastrow, are we good?

Steve: Yes. Thank you very much, Scott and Mark. It's great to meet you guys. Talk to you soon I hope.

Mark: All right, Thanks, everybody and let freedom ring.

[End of Transcript]