



THE LANDGEEK

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

Today's Guest: [Brian Fanzo](#)

Transcript

Mark: Hey, it's Mark Podolsky, The Land Geek, with your favorite nichey real estate website, www.TheLandGeek.com. And today's guest is like a millennial kind of like chaotic thinking genius if you will. I can't wait to interview this guy, Scott. I can't wait. But, before we get in to our guest, I'd be remiss if I didn't properly introduce you, Scott Todd, Six Sigma, ScottTodd.net, LandModo.com. and most importantly, if you're not automating your Craigslist and your Facebook postings, PostingDomination.com/TheLandGeek. Scott Todd, are you ready to get your mind blown?

Scott: Mark, let's talk about millennials. Shall we?

Mark: Let's talk about millennials because the only thing I know about millennials is that they are smarter than me, they are cooler than me, they are hipper than me, and they're living life in a way that I'm jealous of. That's all I know. What about you, Scott? What do you know about millennials?

Scott: Well, the millennials that I know—they are more about experiences first. They really want experiences. Millennials maybe have a reputation about being tech savvy when in fact maybe they're more tech dependent. Because of the fact that they didn't grow up with the programming age like

you and I did, Mark. What they grew up in is like, "Hey, here's your iPhone. Here are the apps that go along with it." And they had cool stuff. Cooler stuff than I think we had. I think it's cool.

Mark: Yeah. You know what's cool about millennials is like; if you watch them touch an elevator button, they don't use their index finger. They use their thumb. Never thought about that, did you?

Scott: No, interesting.

Mark: It's interesting. Brian Fanzo is our guest. Our millennial rock star if you will. He is so cool that I'm just going to let Brian introduce himself. Brian, how are we going to describe you?

Brian: Well, I'm an elevator thumb-touching millennial I guess. That's the first I've actually heard that, which actually is pretty interesting, but thanks guys for having me on. I always say I'm a pager-wearing millennial. I actually just turned 36 this past week, and so I'm 81 years old... 81 years old... I was born in 1981 and so I'm right on the older side of the millennial generation range. I introduce myself where I'm known as a kind of a change evangelist mainly because I have a really awkward or weird background on how I've got to where I am now.

To kind of summarize it, I went to school for computer science so I can appreciate the coding side of the fence. I learned Ada, QBasic and a lot of origin code whenever I was in college. Actually, one of the things that I talk about with the millennial conversation, which I know we'll get into is, I actually debunk a lot of what people think of as a stereotypical millennial, because I graduated college in 2003. I gave up my EDU address because I had graduated college. Facebook comes out the next year. I actually had to wait four years before I could get on Facebook because I wasn't in college. A millennial like myself I wasn't born on Facebook like many like to label millennials and I had to wait a lot like other people.

The reason I'm known as a change evangelist, I worked for the US Department of Defense for 9 years in cyber security and social business. I deployed and managed the larger cyber security initiative for the DOD for 9 years. So I worked for a government contractor called BA Systems and so I travelled to 45+ countries, three trips to Iraq, two to Afghanistan. I had a team of 32 team members that deployed and managed these tools. I loved the job but for me, I'm a passionate guy who likes to drive change. One thing working with the government is you'll learn that change isn't something they're very good at or very fast at.

So, I left that industry and then went to probably one of the most boring industries in the tech space, which is the data center industry. I kind of crafted my dream job which was a technology evangelist kind of modeled after Guy Kawasaki and Robert Scoble on that side. What my job was, we were moving a data center from a data center company, which was a real estate play into a cloud computing type arena, where we were deploying cloud solutions. I did that for three years. I managed kind internal on boarding as well as social selling internal-external.

Then about four years ago, I decided to go do without question's been the craziest journey of all three of these, I became an entrepreneur and started my own company, iSocialFanz and what I do with that company is, I'm a keynote speaker. I speak about 50 events a year. But I work with brands on how they can tell their story and leverage some of the new technology kind of like Snapchat, Instagram, and Facebook Live. How they can use that technology and create stories and experiences. Kind of like what you said Scott, to reach the millennial Gen-Z customer. That's really where I focus a lot of my attention now on. It's not really labeling the millennial Gen-Z customer, but it's understanding where they're at, how to capture their attention. That's why I'm a change evangelist. The background doesn't make sense. Most in marketing and social media haven't been to Iraq, aren't computer coders, but for me, it gives me a unique perspective when it comes to marketing social media and then kind of taking the digital space to the next level.

Mark: I think Brian just dropped the mic on us, Scott Todd. You're on mute, Scott.

Scott: Sorry. I don't know why, I think he did drop the mic on us.

Mark: So, this is why it was sort of hard to introduce Brian because he has such a wide varied background. I think the first question, Brian, is when we're speaking to a millennial, number one, how do we define them? What is important to millennials and what type of story resonates with them?

Brian: I love the way you broke that down because I think there are two different things. When you're marketing at a millennial or building a sales funnel towards a millennial, you're actually using the characteristics of someone born between 1981 and 2000, right? You have those perimeters for how you're looking at it. But for a lot of people, when they think about a millennial or they're trying to craft a story, they think about somebody that's digitally connected, that enjoys experiences over ... Doesn't want to be sold to or marketed to, someone that is slightly distracted. You hear the thing, "They like participation trophies." My caveat to that is always, if millennials

were getting the trophies, it was the Gen-X and Baby Boomer parents that were giving it to them. We can't really just blame millennials on that side.

But interestingly enough, there are two different things – marketing towards a millennial or addressing the millennial mindset. And a millennial mindset in my opinion is there are two different groups. You have the digital dinosaurs – people that look at digital as a roadblock, as something they wish they didn't have to use. They wish they could throw their phone, disappear from email and only communicate offline. Take digital out because they don't believe digital is moving us forward and then I have what I call the digitally empowered, which it doesn't matter how old you are. In my book, I interviewed someone, Warren Whitlock, what I call a 72-year-old millennial that's taught me how to podcast. He's introduced me into internet of things.

A lot of these, I'd say, personas or stereotypes, are usually labeled at a millennial, but I will challenge almost everyone. One of the biggest differences and the reason why millennials get a lot of this labeling is that they have the mega phone to be able to tell the world what their opinion is that the other generations didn't. I would argue with anyone that if Baby Boomers or Gen-Xers had social media and had digital at their disposal like millennials did, they would be just as loud, they would be just as opinionated, they would be just as determined to drive change.

So, when you're looking at stories, two of the biggest pieces is that you have to talk with millennials, not talk at millennials because they've really grown up, and myself included, in a world where ... I was born and raised in Pittsburgh, Pennsylvania. A lot of my relatives, the only time they left the state was to go on vacation to the Jersey Shore or to Virginia Beach and then they had no other exposure to external culture. Yet my seven-year-old daughter does skypeing with one of my employee's daughters in Australia. When I'm in Dubai, I'm facetimeing with my kids. The exposure and really the ability to be connected with different cultures and different arenas really require you to talk with millennials because there's so much content, so much distraction.

But what all those things I'm talking about, I can probably challenge the listeners, everyone wants to be heard. Everyone prefers experiences. No one loves being sold to. No one says, "Please influence me." Those are things that I think no matter how old you are we really have those same characteristics. It's now just about understanding; you must go to where they're at. You must talk with them, and then you must put it in the sense of, they must be able to relate with you.

The old-school way of... And I don't, if you watched Mad Men or you watched even the story if you guys haven't seen that. I've been talking about this show a lot which randomly it comes up is on Amazon, they have the Playboy story. So, it's how Playboy came to life. One of the things I thought was interesting in Hugh Hefner's journey was that in his early days, when he left to do the magazine and do the things he wanted to do, it was so rare for someone to work with something they're passionate about, to work outside of the 40 hours a week and to think of their job as something that helped define who they were. I think that's where we're at today. It's something I think we've always kind of been leaning towards, it's just happening at a faster rate today.

Mark: Scott Todd, my head's swimming.

Brian: I always caveat with all shows I'm on. I talk fast. I realize that. I do talk fast. I was diagnosed ADHD at 31 and so I always tell people, I talk fast, I'm very transparent with my own distractions and the world, but the nice thing on a podcast is you don't have to hit the speed up button when I'm talking. You just leave it normal and it's like 1.5x for what you're usually listening to.

Mark: I like that. I like that. So Scott, you know, I thought what Brian said was really true, that there is no gap between a millennial and the rest of us. There really isn't. None of us want to be sold to. We all prefer experiences. It's so true and yet there's always that part of me that resists what is, right?

I'll give you an example. My kids are on Snapchat and Instagram the most of all the apps. Facebook's for like old people for them. So, Facebook's for the older people. They're on Snapchat and Instagram. If I ever want to get anything done in my house, all I have to do is, "If you don't do it, I'm going to take away your phone." And then it gets done. The issue is that, there's part of me that's like, "Okay, put your phones away. Let's go back to a time that we were less distracted." But that's not reality.

The reality is we are all distracted. If we're going to live in reality, we're just going to say, we're all distracted. What's the best way to cut through the distraction and actually get a message across in a way that we want it to be impactful? The question then is; how do you do that? I used to only have maybe three seconds to get someone's attention. Now I probably have half a second. How do we do that Brian?

Brian: My grandfather, growing up in Pittsburgh, always joked that he had three TV channels on his TV for his content and his newspaper in the morning. But he didn't have a remote control, so really, he had one channel

per day because he didn't want to get up and change the channel. If you think about it that way, your choice and options for how you were distracted, how you were interrupted was very... You had no control as the consumer. They decided when your commercials were. It's interesting because I remember growing up, my incentive for good school, so you were talking about your kids with Snapchat and Instagram, for me, if I got good grades, which I struggled in in school, I got to stay up on Wednesday nights to watch 90210 at 9:00 P.M.

The interesting thing is, when I tell that to millennials, they will often say, "Why did you have to stay up to watch it? You didn't watch it on your DVR or Netflix?" And if you think about it that way, I grew up with the fact where I remember my programming was determined by the TV audience. I remember that we would change when we were eating dinner because my family is a big Pittsburgh Steelers fans and all of these things were really drastically controlled let's just say by big brands or by the man. And now, we not only have all of the choices, but we are living in a world that we want stuff when we want it, where we want it, how we want it, and we're going to tell you about all of those things as well. No one wants to go back to the age before DVR. When you watch commercials other than Super Bowl, everyone's like, "Oh yeah, these are what commercials look like," when you're watching a sporting event or something because we've now become so prone to deciding how we're interrupted because we all have 24 hours in the day.

Now that we're able to decide that, the brands and the advertisers, the marketers and really us as people that want to deliver a message, you have to cut through all of that by saying, this is something that will either help you, inspire you, motivate you and not only do I have to get it in front of you, but it can't be full of fluff. It can't be fake. This world where, "Fake it till you make it," or, "Hey, we can put this on our website but we don't have that product yet." That world doesn't exist today. You can be easily exposed in this new transparent desire for authenticity, but I think it's a great thing.

I believe I'm raising my daughters in the greatest time in history because I believe this new approach to you have to provide great experiences and sales and marketing really does come down to ... The old adage of people buy from people they like, that's still the same thing. But the only thing they didn't used to do is buying from people they didn't like. People they had a mediocre feeling for, they still bought from them if it made sense. I would argue moving forward, people buy from people they like and people they can relate to and it's those two things. And to wrap your head around that is, your marketing and sales now have to be focused on that experience. I mean, look at the Apple TV commercial. The iPhone is not in it. It's an

iPhone commercial that shows video and pictures on the experience enabled by the technology because the consumer doesn't need another phone. We all have plenty of phones. I have portrait mode on my new iPhone 7 and it's amazing for my daughters, how much better those pictures are.

For me, I bought the phone for the experience of creating digital memories of my kids, not because I needed the new iPhone and Apple gets that and they focus on those experiences. And so, I would say if your listeners are trying to wrap their head around a lot of these things, the two big pieces are, you must go to where your audience is. The old school way of field of dreams marketing, which meant, "If I build it, they will come." That's broken. It does not work anymore. Just because you have a website or a Facebook page, or an Instagram, even a Snapchat, just because you have it doesn't mean your audience and consumer's going to come to you. You must go to them, educate them on who you are and what you're about. Often times, it's who you are and how it's going to impact them. If they're able to relate with that, they come back to you and say, "What is it you're selling? I want to buy it."

I'm talking about a cool way of switching the whole future of sales on its head, when you're able to provide that unique story and it relates with them, they end up doing the reverse selling for you. I think that's where we look at this future as we move. It's really about how do we cut through the noise. It's, we focus on how and why we do what we do, not what we do. Because what we do is extremely boring. I think we finally just realized that.

Mark: I like that. How and why, what we do what we do? Scott Todd, what are your thoughts?

Scott: I think that Brian is delivering so much value here. I think what you see in the fact of even today, the Facebook groups for example, it's not necessarily about build a Facebook page and people are going to flock to it. They do if it's a brand that they like. What they do want to do is they want to be part of a community. I think a lot of people blame millennials for things. I heard that they're blamed for not buying houses anymore and all these other things that are messing up the economy, but the reality is that the world is changing and the millennials are kind of leading the way in that change. You really have to adapt to it otherwise, you're going to be a dinosaur.

Brian: I love that you brought that up about the houses Scott. I graduated college, I got my government job, and I purchased my first townhouse outside of Washington DC. I sold that first townhouse a couple of years later to move to Arizona. I bought my dream house in Arizona, a six-bedroom

house in Queen Creek, Arizona and now I'm a renter, I left that. The interesting thing is I don't want to not own a house. I don't want to make a commitment for the next 30 years on something because I'm open to changing my life and my world next year. I think what you said there was extremely important because we often we would blame, hey Millennials are going to go move in with their parents. The reason they were moving back in with their parents is, their parents welcomed them and in their priorities, their priority of spending money to travel or having to travel versus having their own area to spend when they're not working, they just kind of split their priorities.

I think when you look at this you can relate and transform these conversations with millennials. If you think of it from that spec' and I really preach empathy more so than anything else. Empathy isn't just, "Hey, this is what millennials want." But to strap on a millennial's shoes and put yourself in the shoes of someone that is now growing up in a world where we're able to experience cultures, we're able to share our opinion, we're able to believe we can change the world. Not only do we believe that, but we see examples of that every single day. Because of that, we look at these opportunities as not distractions, but really a vast future. I think we have to change a lot of the rhetorect and change a lot of the conversation to, not what millennials don't want or don't do.

One of my favorite jokes was, I was sitting at a dinner table and I have some fellow speakers with me and they were like, "Yeah. I can tell that you're millennials. You're over there; all of you have your phones out." I said, "The interesting thing is, you looked at all of us and said we all have our phones out, we are not distracted, we have no human skills, we're not connecting with the people around us. But when you asked the four of us at the table, we were telling you that we were actually sharing our stories on Instagram and Snapchat, connecting with hundreds of thousands of people and bringing them along on the journey with us."

When you flip that, it's not, "Hey, they're completely distracted and doing something so different than the way that we did it." It's actually, "They're looking a community, they're looking at relating with people from a different point of view." I love that you brought up community because chapter one in my new book is, "The future of business is community." And I couldn't agree with you more, that community, investing in your community, having conversations and really providing that value out of the gate is the future as we move forward in business.

Mark: Yeah, absolutely. I love the Jeff Bezos' quote, "If everything's going to change, what's not going to change?" So Brian Fanzo, what's not going to change?

Brian: Our need for human interaction. I believe we're right now in 2017, the reason live video, Facebook Live, Periscope, the reason these things have blown up and are growing everywhere, and you can't scroll Facebook now without seeing a video. The reason is we are yearning for really going back to the days in time where we looked somebody in the eyes and we understand. The reason we love social versus email, email is about message, social is about a conversation. A conversation includes a person. A message is a technology. We're actually picturing an individual transaction, where conversation is what we live in social.

What I believe we're going to get to now is, we've spent the last 9 years in this digital world really getting as far away from the customer as we possibly could with digital and web and social media. When we created a website, we add automation, we do all these things so that we can have more customers and reach more people, and we have to spend less time individually with each person. I will argue that that is actually coming back around to where these one-to-one engagements and the desire and need for people to look you in the eyes is increasing.

I think the things that will not change is our desire to relate with people, desire to trust a brand. I mean, nobody trusts a logo today. One of my favorite stories was, I run a Facebook group for my community and I was talking to them about some work I was doing with IBM, and I got multiple questions from the younger millennials. "Who is IBM? What do they do? Are they still in business?" And I went there and took that information directly to big IBM and said ... And IBM, I give them so much credit. They looked at us and said, "We have a problem."

The other generation, they know IBM and blue suits and mainframes and the technology that's running the world, but from a newer generation, IBM is something that they heard about. The logo was maybe in a movie they watched, but they don't tangibly think about that. You have to almost bring this whole digital world back and say, "How do I build trust and authenticity?" And I believe that starts with the people in your business, right? We've always said businesses are great, not for the products they create, but for the people that make up that business.

I believe we're going to start empowering those employees to use things like social media and tell these stories so that we can relate with them. I would say, to answer your question, I think the desire for people or need to relate

with people ... And it's interesting. I've launched a 30 Fortune 100 Facebook Live accounts for 30 Fortune 100 brands. One of the things I always start with is there are two things they must understand if they want to work with me. I have it on a slide. My first slide, "Perfection is a fairytale and control is an illusion. Because in this new world, the most powerful thing you can say on video, live video especially, is saying, "I don't know." Which is weird. We lived in a world where we never admitted what we didn't know. But if you want to add validity to what you do know, when someone asks you a question live, just like you would if you were at a networking event for if you were offline, someone asks you a question like, "I don't know that answer, but let me go find the right person that does know it."

That part, doing that, is what we always have done. We now need to do that online. I'm working with some big brands to even create I-don't-know pages on their website explaining what they don't know, because when they say, "Hey, I am the best in this and I am the world's famous..." It really does allow that validity of your conversation because we don't believe a brand just because they are IBM or they are LEGO or Uber. We trust the people behind the brand and to build that trust, you have to be human and be willing to say, "I don't know." And really change the conversation.

Mark: Yeah. This is such good stuff, Scott Todd. We're going to have to have Brian back. We really are.

Scott: You're right. Brian's got just a wealth of information. I think that when you look at building your brand, you should really think about not necessarily building it for you or depending on who you are. Like if you're older than the millennials then you should not necessarily build it for you. You should think about how people are communicating today and the fact that ... Whatever it is, even if you're just hiring employees that are millennials, you need to understand that the communication style is different.

I was told once by a millennial that, he's like, "You know what, I think that the older generation, especially the Baby Boomers are cool because they can do math without a calculator." Right? "You guys can actually sign your name." my kids, they don't even know how to sign their name. Mark, you have a millennial working with you, he doesn't know how to write a check.

Mark: Doesn't know how to write a check. No, doesn't know how to do a check.

Scott: You have to think about all of those things. How do we get people to buy stuff from us that don't know how to write a check the way that we do?

Mark: I also think that you have to come to terms with scale. Because a lot of things today that you want to do won't scale and you have to just accept that. Like what Brian was saying is, if you want to have that relatable conversation with another community or group, you've got to show up. You can't outsource that, you can't delegate that and you can't fake it in a way, right? A lot of these things that we're taught let's say if you're getting an MBA, they just won't scale today. I have my own issues with it. Scott, I'm sure you do as well. Brian, do you ever have that frustration, like, "Well, to get to the next level, I want to scale, but this won't scale."? You can't automate a Facebook Live.

Brian: It's my number one concern I would say without [00:27:24] [indiscernible]. My number one [00:27:25] [indiscernible] as I've been growing as an entrepreneur especially is scale. When I work with big brands, I'm very lucky that I work with IBM, Dell, SAP, Amazon, like the big ... I always work with them and when I'm working with them, it's a little bit easier for their side because they're like, "Hey, we are a marketing team of 70 people but we work all over the world." And I'm like, "But you have hundreds of thousands of employees. If every employee has always been told they sell, and if the people that are getting a paycheck and their livelihood is resting on our business, then we should be able to leverage them to be able to tell our story and start empowering that employee." And they're like, "That's a great idea." Then I'll say, "Okay, so we should start doing employee takeovers of your Facebook account. They're like, "Oh, no, no." I'm like, "So you don't trust your employees?" And they're like, "No Brian, I didn't say that. I just don't want them on Facebook Live because I don't know what they're going to say." For me, that's a problem.

That's a cultural problem and I think when you look at scale, I think the reason small businesses are amazing is because the distance between the CEO and the consumer is short. It's a very small window, therefore they can relate, you feel more connected, you're in the grind. When you get to these large companies, the CEO maybe hasn't used to tool or the product in years, can't even tell you what the person looks like that is the average consumer. But if we're able to leverage our employees in big brands and we're able to focus on... I like to say this content marketing thing kind of took off and everybody said content is king. And I will argue, great content is king, not content. Because we are overloaded with content. If we focus on creating great content and then we dig that content and we transform it into different elements and then bring it to our audience where they're at, I think that's the scale question. That's how we scale.

I'll give an example. I do a podcast that I host myself. It's a 30-minute podcast. I record it live on Facebook Live. I rip the audio down, I upload it to Libsyn, and I push it out to iTunes. I take my best five-minute clip of that video and I post it on YouTube and post it as a teaser. I take the best two-minute clip, I post it as a Twitter video and promote my podcast there. At the end of the month, we take the five best quotes from the podcast, we make that a blog post. At the end of the quarter, we take the most popular episodes and we turn that into an infographic that goes on Pinterest and SlideShare. And if you think about it, I'm taking one piece of great content that I do for 30 minutes a week and I'm turning it into 17 and 18 different pieces of content that is uniquely customized. It's not just saying, "Post the same thing on every channel." That's not what I'm saying.

But I think to really look at this scale is, you have to empower the people that make up your brand and you also have to kind of have to look at things and say, "How can I focus on great content and then leveraging that across multiple ways?" Because part of the thing that's frustrating on Snapchat is it disappears in 24 hours. Part of the reason that Snapchat is amazingly powerful is that I wake up in the morning and my routine is, I check Snapchat every single morning when I wake up because I know that if I hadn't checked it in 24 hours, I'm going to miss someone's story. That's the FOMO. I host a podcast called FOMOFanz.

We look at Snapchat as one of the limitations is that the video goes away in 24 hours. But one of those limitations is the reason that the consumers believe that it's powerful. Now when I work with brands, I say, every 24 hours, we download that content. We download the video, we then edit it, and we put up as a YouTube video. We then take some of those clips and we put them into our SlideShare so then it's part of our presentation. I always like to say, "Limitations inspire creativity." If you look at limitations for scale, limitations of Snapchat or a new platform or live video, rather than looking at those limitations and saying, "This is what I can't do." Try to look at it and say, "Because I'm only limited to do it in this way, what are some of the creative ways I can think outside the box and leverage these kinds of technologies and mediums?"

Mark: I love it. I love it. Scott, Brian just white-boarded our entire new content marketing strategy. Wait, Scott.

Scott: Can you just repeat that whole thing? I'm kidding.

Mark: All right, Brian. We're at that point in the podcast where we're going to put you on the spot. Your mentorship has been amazing by the way. We're just going to ask you for one more 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. What have you got?

Brian: It's a tool, and it's called Flipboard. I'm not sure if you're familiar with Flipboard. But it's an app for iPad but they also have a website. I think content consumption is overwhelming for so many of us and not only consuming it but curating it and kind of crafting our content to get out there. I use Flipboard every single day for 30 minutes a day and I'm able to actually put out content, consume content with what's going on so that I'm in the know. But also, be able to curate it and add it to my schedulers so that it goes out across the different programs that I use.

I'm a really big fan, Flipboard.com. You can create your own little Flipboard Magazines. What it's great for is that it works for SEO, it works for sharing but for me, even for my teams, what I end up doing is, I consume 30 minutes of content and I put them in these different buckets. Each person on my team consumes 30 minutes and all of a sudden, now I can go into those buckets and my content is almost hand-curated by my team, and so I'm only reading and consuming what's going to matter the most to me. And talking about a productivity lifesaver, I went from being the guy that was distracted from every post on LinkedIn or Facebook, you get the email, newsletter and all of a sudden, you're reading 14 posts. Now I'm able to spend at the max 30 minutes a day consuming content and that to me has been a massive lifesaver for scale and productivity.

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

Scott: Wow. I don't know how I can compete against that one, Mark. But, check out BladeSignatures.com. BladeSignatures.com. It's a Chrome plugin and in this plugin, I know how much you love plugins, you can create very nice-looking email signatures, templates. It's really cool.

Mark: You know what, this is great because I know that it's not easy to make like an HTML signature. There are a bunch of companies that charge you for this. This is cool.

Scott: Yeah, it's cool.

Mark: All right. I already have a signature, but I'm going to add that extension anyways.

Scott: Why not?

Mark: Just in case, why not. That's a cool one. It's a good one. All right. My tip of the week is the best one because it is iSocialFanz, F-A-N-Z as in zebra .com and learn more about the change agent of Brian Fanzo at iSocialFanz.com. Check out his podcasts. I know I'm going to start listening to the podcasts as well and the FOMOFanz podcast and the SMACtalk podcast. And this has been great.

Brian Fanzo, did we ask you all the right questions? Was there anything we should have asked you that we didn't ask you?

Brian: No, I enjoyed it. For me, I really enjoy being a guest on podcasts, kind of understanding your different arenas. I've been a podcast listener for seven years. I hosted SMACtalk, now we've done four years and now one year into my solo one. But no, this was a lot of fun. For me, the speed of change today is unlike we've ever seen before in our lifetime. The VHS recorder that my dad had over his shoulder every Christmas morning recording us coming down the stairs, that was the king of that space for 25 years and the Blu-ray DVD didn't even last three years as the kind of their space.

So, if you look at how quick technology is changing, I think we have to focus less on the blocking and tackling the minute things technology because it's going to change so fast. And we have to focus more on that workflow and mindset that is now going to allow us to scale, allow us to embrace change. I think you asked all those questions so I'm excited to hear your listeners to take those things and implement them.

I think one of the things I didn't say and I will kind of wrap my part up on around that is, consistency is without question the most important thing in this digital distracted world and it's the hardest thing. The reason it's hard is because, like you said, you can't mail it in and you know the average podcast dies after seven episodes because in podcasting it is a show-up-every-week type of relationship, it's very intimate. But as soon as you skip a week or a month, or you stop delivering when people expect it they immediately become distracted or find something else. So, if you had to focus somewhere to start is I would focus on consistency. Even if you're doing a Facebook Live, it's about being consistent.

I record my podcast episodes live on Facebook Live, but I do it every Monday at 4:00 P.M. Eastern time. The reason I do that is not because I don't have work to do on Monday, but it's because I wanted people to be able to put it on their calendar and know consistently, no matter how much stuff I talk about, no matter how many shows I'm on or how many things I do, every Monday at 4:00, they can know they show up and they can

consume this for 30 minutes. I tell you what, consistency anyone and everyone can do it. And if we focus more on that and less on the distractions, you'll be amazed at the value you can provide.

Mark: Fantastic. Well I want to just remind everyone, the only way we're going to get the quality of guests like Brian Fanzo 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 and send us a screenshot of your review at Support@TheLandGeek.com. If you don't know how to do a review, just go to TheLandGeek.com/iTunes review and we'll walk you through it.

Today's podcast is sponsored by Geek Pay. GeekPay.io the only automated financial CRM, a set-it-and-forget-it system. Scott Todd, are we good?

Scott: We're great, Mark.

Mark: Brian Fanzo, we're good?

Brian: We're good. Thanks for having me. I'm always happy to come back again and share anything that anyone has to say. The consistency part, I'm iSocialFanz on every social network, on every channel, it's the same user handle across everything. No matter what your channel is that you prefer to communicate with me in, feel free to reach out. I will say that email is the thing I check the least, and I am a millennial in that sense. So connect with me first on any of the other channels. If you send me an email, I can promise response in 24 hours.

Mark: All right sounds good. And I want to thank all the listeners, and let freedom ring. All right, thanks everybody.

[End of Transcript]